

How to Get the Most Out of Meta Ads – Even As A Complete Beginner

When you start advertising, there's one thing you can be sure of right from the get-go:

You'll be wasting most of your money. Why?

Because the vast majority of people will **never** buy from you. And almost 100% of the time...

It's because they're not your target audience. Imagine selling a ballet shoe to an audience full of Harley Davidson bikers.

See the conflict?

Fortunately, you can get rid of the bikers with Meta, and get right in front of ballet dancers. Never in history has it been easier and more cost-effective to reach the perfect people for your service.

After reading this article, I promise you won't be like every other business owner who tries to leverage Meta ads... without success.

Why No One Really Gets Results with Meta Ads

If you've ever watched an action movie, you've definitely seen a scene where the main character has to defuse a bomb.

And every single time... there are a million wires.

The same goes for Meta ads. It looks extremely complicated – except that after cutting one wire, there are still 999,999 left.

There are so many options that just glancing at the screen makes your head spin.

Meta knows this, which is why they offer the ability to advertise a post (*or "boost" it*). Just boost the post and Meta does all the work for you...

SPOILER ALERT: It doesn't.

By boosting a post, you don't have to worry about anything, and you can just relax and let the algorithm run the ad. But...

It's like entering a running race wearing rubber boots. Sure, rubber boots are shoes. But is it the best idea?

If I were going to a running race, I'd get running shoes.

And Meta's advertising tool is exactly those running shoes. It gives you more options, more targeting, and most importantly... MUCH better results.

So Why Not Use Other Advertising Channels?

I don't know if you've ever heard about influencer marketing. In any case, I see more and more businesses using this channel, and I get it:

The bigger the audience, the greater the reach. And fans are much more likely to buy a product/service recommended by an authority figure.

So what's wrong with this?

It's impossible to know if you're wasting money or not, and it takes ages to get results - if you even get results. The same goes for print ads and TV ads.

All these require huge investments without any certainty of success. And before you know it...

You've spent thousands of euros and have no idea if the ads did anything. You can throw all this out the window with Meta ads.

Meta gives you a complete toolkit and top-notch measuring capabilities to ensure you don't waste a single cent.

You can do exactly what you want: There are an enormous amount of options.

Now I know this all sounds great, but you probably want to know...

How to Get Results IMMEDIATELY

The advantage of Meta advertising is that you get results immediately – and without having to spend a fortune.

But don't get me wrong. Too many people think they can spend one euro a day on Meta ads and believe it's enough. Well, it is enough...

In the same way that people in prison camps are kept alive. They are given JUST ENOUGH food to stay alive. But that amount of food isn't enough to work.

In the end, business owners spend more on their morning coffee than on marketing their own business.

That makes no sense.

Oh, one more thing. You might be wondering...

“What else do I need to know to leverage Meta to its full potential, stand out from the competition, and make sure I ACTUALLY get bang for my buck?”

Glad you asked.

I've written a (free) comprehensive guide to advertising with Meta, stripped of all the unnecessary stuff. No technical jargon or professional lingo, just a step-by-step guide on what to do.

If you want to stop wasting money and get tangible results from advertising – grab the guide [here](#).

And if you're interested in what we could do for you, contact us [here](#).