

The Secret To Selling Everything On Meta (Even if your product is £1000+)

Meta has a new advertising tactic that's allowing businesses to sell products worth 1k, 2k, sometimes even 5k+ consistently, for minimal ad spend.

It's still relatively unheard of, so you can hop on this trend now and start generating interest for your high ticket products you thought "were too expensive for meta" tomorrow.

Let's get into it

Why Normal Meta Ads Just Won't Cut It

When your ad shows up in someone's feed, you are a complete stranger to them.

Which is important because though they might want your product, they have absolutely no trust in you or your ability to deliver the outcome they're after.

This is why so many meta ads flop, it's not enough to say you're the best <insert service> around, people need to *believe* you are the best in order to come anywhere close to buying.

Especially when said service is £300+

So you have two options.

One. You can make the entire ad about boosting trust, and have a 200+ word ad where all you talk about is yourself and how trustworthy and experienced a company you are.

(not brilliant)

OR you can switch it up and run with this new tactic, that's rocking industries around the world right now.

Here's how it works:

The Power Of The Two Step Method

As I just said, standard meta ads don't have enough words to establish the trust needed for a £300+ offer right there on the spot.

The beauty of the two step method is it takes this trust issue and completely slams it out of the ballpark.

Here's how it works

A low risk offer

Instead of selling your entire service e.g. a kitchen renovation, which can cost around £5000 for a cheap one.

Instead of advertising the entire renovation service from one ad, which is likely to bring in a lot of tyre kickers.

We capture the attention of possible leads by offering something for either dirt cheap (less than £50), or completely for free.

So for our kitchen renovation company, you could upload a guide detailing detailed “5 things you MUST know before you start renovating your kitchen”

This might grab the curiosity of someone someone interested in renovating their kitchen, and here's where things get sneaky

Contact details

In order to claim this free guide, they must go to their landing page and submit their:

- Name
- Email
- And sometimes their phone number (though this can be a bit risky)

But as long as you have their name and email you're grand. – After you send over the guide, you now have the contact info of someone you know is interested in your product.

You can send them as many emails as you like, where you:

- Remind them of their interest in getting a renovation
- Share with them tips for getting their own renovation
- Boost the trust in your own company
- Share successful case studies of past renovations
- Ask them to take action on doing their own own renovation

Over time you will show up enough times they slowly get convinced, build up their trust in you, and respond to one of your emails wanting your service.

It might take some time for it to come through but in the end it's a lot more consistent and cost efficient than wading through the sea of unqualified leads that you'd get from a standard meta ads campaign.

And if you'd like to know how I'd implement this for your business and attract a consistent flow of your perfect customers. a consistent flow of your best customers.

Then drop me a message on josh@reddragonmarketing.co.uk and I'll be more than happy to show you..

Have a great day

Josh