

Source:

What Almost EVERY Business
Gets Wrong About Meta Ads***

Headlines:

How To ACTUALLY Get Results From Your Meta Ads

Why The Boost Button Is Killing Your Meta Ads

How NOT To Waste Money Running Meta Ads

Meta Ads vs Boost? The Shocking Truth

Why The Boost Button Is Marketing Kryptonite

Little Known Meta Ad Secrets No One Is Telling You.

Meta Ad Secrets That Will Save You Cold Hard Cash

Outline:

Subject: *Little Known Meta Ad Secrets No One Is Telling You.*

Problem: Meta ads are complicated, boost was the “solution” to simplify business owners marketing efforts. But just because your business gets shown to people doesn’t mean it’s shown to people that are interested in what you do.

Agitate: Using the boost button is basically like squirting gasoline on a bundle of cash and lighting it on fire to use as a smoke signal, no one has a clue what you’re doing.

Solve: Once you understand the power of Meta Ads and all the things it allows you to do you will never use the boost function again.

Close: If you want to see exactly how it’s done click here and we will get in touch.

Draft 1 -

Meta Ad Secrets That Will Save You Cold Hard Cash

Every business owner and their dog has had the idea of running meta ads to get more eyeballs on their business, who wouldn't try it?

But when you open the meta ad tool you're confronted with what looks like a puzzle that once cracked will show you the meaning of life

It's intimidating. Campaign objectives? Ad sets? Bid Strategy? I just wanted to show people my ad!

So meta did something very sneaky. They now give you the option to boost your post. Meta understands how crazy complicated the ad tool looks and instead of just missing out on the money from people getting scared away and not using it, they decided to give you the option to simply "boost" your post.

A super straightforward way for you to give them money in exchange for getting eyeballs on your post. So what's the problem?

Well, what they don't tell you is... You have no control over targeting a specific audience, you can't run it on facebook AND Instagram, and you can't even change the headline!

The boosted post technique is like running through a crowded shopping center screaming at people, and then being confused why they don't stop running to join you!

By the time you finish reading this you will be transformed from the crazed shopping mall sprinter, to the ultra smooth silver tongued marketing tycoon

But how are we going to get there?

By using the meta ads tool. Something we can actually control. Targeting specific audiences and actually getting something back in return for that cold hard cash you work so hard for

So repeat after me.. "Never again will I use the boost post!"

I'll wait...

One MASSIVE benefit of Meta ads is you don't have to blow \$300 a day on some ad you don't even know will work, we get to start out slow. It's a no brainer.

If you try to put your ad on tv you will burn through your marketing budget so fast your head will spin. But Meta ads can be cheaper than a cup of coffee.

You have ALL the control over how much you spend, and who you want to see it. Once you start seeing some results you just increase the daily budget and BOOM you have an effective ad.

Spend \$15 over 3 days and get no results? Big deal you lost \$15, but now you can adjust and try again. You can test 100 different ads for the price of a TV commercial and one (probably a lot more) are going to be far more effective than a tv ad

If you want to see exactly how it's done click [here](#) and we will get in touch.

Draft 2 -

Meta Ad Secrets That Will Save You Cold Hard Cash

Most business owners at some point have had the idea of trying to run meta ads to get more eyeballs on their business. But when you open the meta ad tool, you're confronted with what looks like some sort of combination lock that holds the secrets of the universe.

It's intimidating. Campaign objectives? Ad sets? Bid Strategy? People just want to show their products to someone that is interested in buying it.

Meta understands how crazy complicated the ad tool looks, so instead of losing out on money from people getting scared away, they decided to give you the option to simply "boost" your post.

A super straightforward way for you to give Meta money in exchange for getting eyeballs on your post.

So what's the problem?

Well, what they don't tell you is... You have zero control! Target a specific audience? Nope. Run it on facebook AND Instagram? Nope. Change the headline?? Nope!

The boosted post technique is like running through a crowded shopping center screaming at people, and being confused when they don't come running alongside you

By the time you finish reading this you will be transformed from the crazed shopping mall sprinter, to the ultra smooth silver tongued marketing tycoon

So how are we going to get you there?

Well, we're going to use the meta ads tool. Something we can actually control. Targeting specific audiences and actually getting some results back in return for that cold hard cash you work so hard for

So repeat after me.. "Never again will I use the boost post!"

I'll wait...

Now, one MASSIVE benefit of Meta ads is you don't have to blow \$300 a day on some ad you don't even know will work, we get to start out slow. It's a no brainer.

If you compare the cost for an alternative like tv advertising, you will burn through your marketing budget so fast your head will spin.

But Meta ads can be cheaper than your daily cup of coffee.

You have ALL the control over how much you spend, and who you want to see it. Once you start seeing some results you just start increasing your daily budget and **BOOM** you have an effective ad.

Spend \$15 over 3 days and get no results? Big deal you lost \$15, but now you can adjust and try again. You can test 100 different ads for the price of a TV commercial and once the testing phase is finished you will have a rock solid ad that actually brings you in more money than you're spending.

If you want to see exactly how it's done click [here](#) and we will get in touch.