

Most Meta Ads Fail Because Of This Feature

I'm sure every business owner has had some experience with Meta and their ads.

Sometimes it can become confusing because of all the different features and options.

The biggest mistake I see is people boosting normal posts and not making actual ads.

While it may be easier to manage, the results you receive will never compare to actual Meta ads.

You want to make profit off the money you invest into ads. Putting it into boosted posts is essentially a waste.

This article will show you why boosted posts just aren't good, and what you should do to get the results you want for your business.

Where People Go Wrong

The main reason why people choose boosted posts is due to how complicated Meta ads may seem.

I understand this. There are all sorts of buttons and options, it can be pretty confusing what to choose.

Due to the confusion, people see they can just boost a normal post and hope that does the job.

While it may reach a good amount of people, it's not reaching a specific target audience that is needed for their business.

Basically you have no clue who you're reaching. That is never what you want especially if you're paying to give your business more traffic.

That is why boosts aren't good. Not only that, they have nowhere near the features Meta ads have to reach the perfect audience.

You're also limited in ways like no square photos, can't change headlines or any copy, you basically make a post and hope for the best because you can't edit it.

If you want the most out of your money then it's a no brainer to invest in Meta ads and take the time to figure the system out, which isn't hard at all.

The better the audience you can reach, the better the results.

The only way you should ever boost a post is if you hate money. In that case, have a field day.

The Costs Of Meta Ads

If you boost your posts then you have some sort of an ad budget.

Meta ads don't need much money to be successful.

Sadly \$1 a day won't do much, but all I recommend is \$5 - \$10 a day. No less, and no more than that.

You will reach a ton of people with that amount of money, and get a lot of results as well.

It's an investment, but it can be returned in no time, with a great chance of having big time profits as well.

Down the road you can scale and spend more on the ads, but don't worry about that at first.

Keep the ad spent low, and focus on the correct target audience.

What You Need To Do

I think you understand that boosts are just bad.

What you need to do is take the time and start making simple Meta ads. You'll be able to choose your budget and audience as well.

You'll be in full control of everything, while being able to edit anything at any point of time.

Another big plus with Meta ads is you don't need a huge budget at all. \$5 - \$10 a day is all you need.

Why would you boost a post and not have a specific audience, while still paying for it, compared to having the exact audience you want for your business, using Meta ads.

The audience alone is the game changer for your business. If it's wrong, you won't see many results.

Take the time to run Meta ads, you'll be thankful you did in the long run. If you want me to analyze your ads, send me a message below and I'll get back to you within 24 hours.

