

ALWAYS TEST, TEST, TEST!

Title: One Mistake You Need To Stop Doing With Meta Ads

Problem: Your ads aren't performing

Agitate: You don't know how to properly test, and are making one mistake

Solve Test one thing at a time and keep budget low on test, and don't use boost

Close: Get in contact to see what we can do for you

First Paragraph:

(Draft 1)

Why isn't your ads performing? Well it's pretty simple, you're not testing.

Do you expect your first draft to 10x your leads? It's just unrealistic.

I will tell you how to test your ads properly so your ads will actually work for you!

(Draft 2)

Most people when making an Advertisement for their business make this one mistake and it's the Main reason why you're not getting results from your ads!

It's not because you're making a bad creative, because even with a 10/10 creative when you make this one mistake you will still make little to no conversions on your Advertisement.

Draft 1 (Article)

One Mistake You Need To Stop Doing With Meta Ads

Most people when making an Advert for their business make this one mistake and it's the Main reason why you're not getting results from your ads!

It's not because you're making a bad creative, because even with a 10/10 creative when you make this one mistake you will still make little to no conversions on your Advert.

So let's go through the possible things you have done to try to fix the problem.

So in no particular order:

- Create a new creative start to bottom

Be honest you probably saw your last Advertisement do poorly so you thought it was the creative.

But i can tell you now unless you made the world's worst creative that's probably not the case.

- Re-Write your copy

When the creative doesn't work, you probably changed the copy on your Advertisement, hoping that would work.

I can tell you again, probably not the case.

- Watch a video

You probably watch some sort of video on "Why are my ads on meta not working?" And you probably saw he was doing it differently to what you've been doing

- Lastly, Gave up

Yep, Most people just give up!

This article will show you what you're doing wrong and How to maximise your creatives and Ad campaigns!

Now before I tell you the one mistake, I'm going to give you some tips on what you should be doing with Ads anyway.

And that's TEST!

You can't expect to just make one draft of an Ad, upload it and boom, no it just won't work so what you need to do is test.

Test different Audiences, Headlines, Images, BodyCopy. Etc.

All the ads that you are testing are not meant to convert, They are designed to gather data to see which things work and which things don't.

With the campaigns designed for testing, Keep them on a low budget as you don't want to be spending lots of money on a test.

Once you figure out which ads are doing good and which aren't you can grab the ads that are performing and create a higher budget campaign and use the Ad or Audience to gather conversions!

Now because you make this one mistake you're probably thinking, "Where the hell are these options to test..." Audience, Budget what's even that" .

I can tell you for certain you don't see them options because, you use BOOST!

Stop, just Stop!

Boost is not very good as it gets your ad and just blasts it everywhere to Everyone.

Now you must be thinking, "That's good right", Wrong because your Product/Service is designed for a specific Type of audience, no product is designed for everyone.

So it's like having a bible and trying to sell it to a group of Atheists, Won't happen.

So stop using the boost option, Start testing your Ads and I promise you your Ads will perform 10x better than before!

Ps:

If you ever don't want to deal with all this shenanigans then feel free to get in contact today, and I personally will sit down with you and see what I can do for your business!

Ethan Jones

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