

Source:

5 essential Meta Ads tips for small business growth How to use Meta Ads Manager for small businesses Are meta ads useful for local business or shops? Meta Ads Campaigns: 8 tips to Optimize them

Problem: What are ads and why are most of them bad?

Agitate: You don't have a Coke budget, so you might as well optimize it!

Solution: 5 tips

Definition

Lack of knowledge

Stand out from the crowd

Target your customers

Have a precise offer

Test and adjust

4 easy ways to fix your ads

If you're running Meta ads right now, there's a huge chance you're making one of this mistake...

...lack of research, poor targeting, you leave your ad untouched

It's a strange way to start an article, I know. But it's really not. Because I've been doing this thing for months and months. And I still see it all around me.

Plenty of businesses have grown by leaps and bounds after they figured out how to fix this error, so let's get into it.

Your Visibility

Take an image of your company on the networks, and open your eyes. How many other companies offer a similar basic solution? Although, you know that your business is unique.

But how do you prove it?

- Canvass random people on Facebook, and maybe you'll find one in 1,000 interested. Not really practical.
- You could make a magic offer. But you'll look like a fool and people will ignore you, thinking it's shady.

The best way to stand out from the crowd?

Do some research

To do this, go to the basics: the Meta Ads Library. You'll have access to a database with the beginnings of an analysis to see what's working and what hasn't.

Looking at what's working, whether it's your competitors or other local businesses, is a great way to get an idea of what to look for in your ad.

Once you've collected this, if you've done it right, you'll have a draft with :

- A Headline
- A problem
- A solution
- A offer

But how do you find your customer's desire, how do you know what they want?

Reaching Your Perfect Client

Let me show you how it works.

Let's say you're a dog trainer. Obviously, your customers are those who have a dog or are planning to get one.

Now let's assume that your most profitable service is to help customers train their puppy to stop chewing the furniture and pooping in the house.

We're trying to reach people who are about to buy a puppy, or have just bought one.

The WORST way to reach them is with a classic offer, something like this

Louis's Dog Training

I train dogs of all breeds and ages.

Here's a list of what we can do.

- *training your dog on how to walk on a leash*
- *training your dog on how to socialize with other dogs*

If you have a dog and you want to have it trained by us for anything, please call us at XXXX

This may sound like a good ad, but it's not.

When you read this, who's going to say "THIS IS FOR ME"?

If you want to reach your ideal customer, you need to make sure they have that exact reaction when they read your article or ad.

Create a sales slide

Having 3,000 people click on your ad is great, but if you don't get any customers out of it, that's scary.

That's why the offer is important, because without it, you'll either have no prospects at all, or lots of prospects who aren't really prospects at all.

How do you do this?

Create a sales slide, an action optimized to sign up customers, with a clear call to action, precise content and eliminating uninterested people.

When your advertising and your sales slide work together.
REAL results happen.

Test and adjust

The most common mistake is to post an ad and wait.

No, you have to act!
Act to inspire your customers to act.

What works today may not work tomorrow, so tracking and micromanaging results is the key to long-term success.

Create several variations of your ad, modifying minor elements such as visuals, titles and calls to action. Launch them all simultaneously, then analyze the objectives, but this takes hours.

Or you can concentrate on a single ad, analyze it and improve it. But do you have the time?

If you'd like us to take a look at your ads and see what we can do for you, contact us here :

And if you're trying to get more customers using Meta ads, download our free guide here: