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Headline: Are you flying the marketing plane blind?

Intro: You just spent £500 on advertising on facebook and Instagram. Your friend asks you: "If you spend £500 on your ads, how much money do you earn from them?". This simple question would bamboozle most business owners (and even some so-called marketing experts) as they do not know how much money they made and if their ads are profitable. This is akin to trying to fly a Boeing 747 plane under the London Bridge while blindfolded. Not the easiest thing to do. Even so, this may have the most significant impact on the performance of your marketing and, if you can get this right, you can make marketing a walk in the park.