

Source:

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

Biggest problem with advertising on Meta? It looks extremely complicated.

I mean, just look at this:

That's just the first screen. There were 11 campaign objectives, now consolidated into 6... but after this choice you still have to make your way through at least fifty more choices. Some of those do very little, some of those make a massive difference.

Kinda like trying to diffuse a bomb and having to decide which wire you should cut... but you have to do it 50 times in a row.

Pretty nerve wracking.

Meta knows this. Their yearly ad revenue is over 100 billion (yes, with a B). So you can safely assume that they have some pretty clever people walking around.

Which is why they give you the option to 'boost' your posts.

This is an ultra simple way to spend money on ads and tons of business owners use it without ever realizing that they're throwing money away hand over fist.

Yes, if you boost a post you get more exposure. But you're missing out on basically everything that makes Meta such a great way to get clients:

You're limited to only the post types that exist for organic posts

You can't effectively target a particular audience based on an action you want to take

You can't add square photos, change customize the headline or description

You can't run the ad on both Facebook and Instagram

Using a boosted post to reach clients is like trying to win a bicycle race with a kiddie bike and training wheels. When you're through with this guide you're going to upgrade from a kiddie bike to a shiny carbon framed ultrafast racing bike.

So... what SHOULD you be doing?

You should be using the Meta ads tool. It gives you more options, more targeting and most importantly... WAY more results.

So, from today forward we will never use 'boost post' again.

Unless you hate money. In which case you should always boost posts.

Attracting Clients Without Spending A Fortune

One of the best things about Meta ads is that you can start using it and getting results without spending a fortune.

Print ads, television ads, influencer marketing... they all require you to shell out a ton of money without having any idea if this is going to work or not. Before you know it you're down thousands of dollars and you haven't moved the needle in any way.

Meta ads are different.

You determine exactly what you want to spend every day, week or month on Meta ads. And you can check the results regularly to see if things are moving in the right direction.

So, how much is this going to cost you?

Relevance is critical for success when using Facebook advertising. It takes a while for the algorithm to pick up on the audience you want to reach and optimize for that. Once it locks in, you're off to the races and it's time to optimize.

With that being said - this still requires an investment. And too many times I see business owners happily spend thousands of dollars on all sorts of things... but expect results while spending \$1/day on Meta ads.

They end up spending more on coffee every day than they do on their business. And that doesn't make sense.

When we work with clients we have a simple goal. Get to the point where every \$1 you put in advertising gets you at least \$2 in return.

We do that by testing and tweaking consistently until we reach that goal. If you want to see what we could do with your business, get in touch by clicking [here](#).

Headlines:

- Why 'boosting' your post is a waste of money.
- Why setting up meta ads is easier than it seems
- How to become the top 1% of meta ad users

Outline:

Headline - How to become the top 1% of meta ad users

Problem - Most business owners like to boost their posts instead of using Meta Ads.

Agitate - This is fine if you're not trying to sell your service or products

Solve - However, if you use meta ads you save money and get an increase in sales

Close - Feel free to email me at (Insert Email) and I can run ads for you

Final Submission:

Why 'boosting' your post is a waste of money.

If your a business owner and wanting more clients the first thought that comes to mind is to start running ads.

This is a good idea until they see the Meta ads campaign layout which seems confusing on the outside but in reality is very simple if you know what your doing.

Why understanding Meta Ads is worth your time

The best way to describe how Meta ads looks is by imagining you are a bomb defuser except instead of choosing between the red or blue wire theres 50 different wires to chose from.

In this situation it is understandable that you wouldn't want to go near it and instead go back to training with a 50/50 chance of success instead of a 1/50.

However what if I was to tell you that it's alot more simple then it looks and it will produce 10x more results then boosting.

How to use Meta Ads

The number one key in order to use Meta Ads effienly is knowing where to go.

This seems simple but when you're in the campaign setup it's very easy to get distracted from your objective.

So next time your planning to use Meta Ads try not to look to far from what you are their for otherwise you could end up in a deep rabbit hole not knowing where to go.

How to Unlock the Secret Earpiece

If you are still struggling to get started in Meta Ads then feel free to email me at joe@volcanimarketing.com and we can hop on a call and have a chat about running Meta Ads for your business.