

Subject: Why your ads are NOT working - and it's an obvious mistake (because you use boost and those are lame - or if you tried to go further than boosting, than you just suck, because it's SUUUUUUPER complicated. There are some guidelines though when it comes to creating a good ad - hook/headline, relatable copy, clear offer)

Problem: Your paid ads aren't working because Meta's system is rigged. Boost is a simplified version of the ads, and it only yields results (if you're lucky) for the first few times.

Agitate: Then the more money you dump in, the more you lose - it's similar to gambling, you may get lucky for the first time, but if you don't know how to play the game, the house always wins (Fun fact, Meta has a yearly revenue of \$100 BILLION, so they know what they're doing. Most of that money comes from people who lose)

Solve: There are some basic guidelines to follow that'll make your ad at least 3x as effective as before; 1. Keep it simple. 2. Have a great hook/headline. 3. End with a Call-To-Action

Close = If you still can't grow your business with these tips, make sure to get in touch with us now, for free. Let's see how we can help you out!



Why Meta's Advertising System is Actually Rigged

Your ads were destined to fail from the start... It's not an uncommon phenomenon. Obviously, there are anomalies where you win against the House. But what about long-term results?

You see, there are 2 ways to advertise on Meta.

And after reading this article, you'll find out which one is the best, and how to use Meta to make your ads profitable.

So, you either...

1. ...Use the little 'Boost' function on 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.

And it's a great tool, as long as it stops being one. It's like gambling. The House always wins. You may get lucky with the 'Boost' function once or twice, but then... It's like trying to win a bicycle race with a kiddie bike and training wheels.

You get somewhere, but not far. Because 'Boost' just shows your stuff to everyone. Yelling in a train station. So yes, if you do bad with boosts - normal. If you do good with boosts - an anomaly.

And imagine if your boosted posts perform better than expected. You could do AMAZING things with an actual product, service, and an actual ad.

So from now on, stay away from Boosting your posts. Unless you hate money. Then go for it.

But if you like money, then what SHOULD you be doing?

2. Create your ads from scratch, using Meta's Ad Manager

aigns

Updated just now

Discard Drafts

Review and Publish

Search and filter

Yesterday: Mar 11,

Resource Center

Campaigns

Ad Sets

Ads

Create

Duplicate

Edit

A/B Test

Rules

1-200 of 340

View Setup

Rep

	Campaign Name	Delivery	Bid Strategy	Budget	Reach	Impressions	Results	Cost per Result
	A/B_Test_Creatives_March_2021_US_Broad_...	Active	Using ad set bi...	Using ad set bu...	22,809	41,719	4 Purchases	\$118 Per Purch
	Leadgen / Gated content / Asia-8 v1 (AL)	Active	Cost cap	\$100.00 Daily	3,142	4,123	17 On-Facebook Leads	\$1 Per On-Facebook L
	Leadgen / Gated content / Latin-7 v1 (AL)	Active	Cost cap	\$100.00 Daily	13,410	16,154	32 On-Facebook Leads	\$1 Per On-Facebook L
	Leadgen / Gated content / Europe-25 v1 (AL)	Active	Cost cap	\$100.00 Daily	1,603	1,936	5 On-Facebook Leads	\$2 Per On-Facebook L
	Leadgen / Gated content / US v1 (AL)	Active	Cost cap	\$100.00 Daily	56	64	2 On-Facebook Leads	\$0 Per On-Facebook L
	AU_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	24,008	28,427	2,630 Estimated Ad Recall ...	\$0 Per Estimated Ad R
	CA_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	36,927	44,932	3,730 Estimated Ad Recall ...	\$0 Per Estimated Ad R
	UK_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	37,784	44,396	4,390 Estimated Ad Recall ...	\$0 Per Estimated Ad R
	SE, DK, NO, NL, CZ, FR, PT, PL, IT_Awareness_...	Active	Lowest cost	\$110.00 Daily	163,973	188,895	13,800 Estimated Ad Recall ...	\$0 Per Estimated Ad R
> Results from 340 campaigns					599,576 People	924,145 Total	-	

This is the same as 'Boosting' a post, but much more complicated, highly-advanced stuff.

Just look at it... it's like trying to diffuse a bomb. So much is going on. And Meta knows this. That's why their yearly revenue is \$100 billion - not a typo. Yes, that's with a 'B.'

This tells us that there are pretty clever people out there who know how to use Meta to their advantage and get a nice cut from that \$100 billion yearly revenue.

The thing is, it is super complicated. Deliberately. You have to create a campaign, then set the target audiences, do A/B testing, track the numbers, all of that weird nerd stuff.

And if you're doing this for the first time - you either just don't do it, or you end up with an ad that's poorly optimized, and takes lots of money out of your pocket.

But it's not your fault. I totally understand - been there, done that. You have to start somewhere.

So is there a way to make your ads profitable without being a marketing and tech genius? Thankfully, there are some basic guidelines to follow when creating any ad.

This is applicable to ANY business on Planet Earth, Mars, or even a parallel universe. And the best thing? If you do it right, it is **GUARANTEED** to work.

Let's jump in:

1. Keep it simple.

Don't overcomplicate stuff. Meta does that, but imagine what would happen if your ads were the same. No one would buy from it. So keep it nice and simple.

Follow this formula: Problem - Agitate - Solve. Highlight your ideal client's problems. Then make the problem bigger. And then be the hero, and solve it with your product or service.

2. Focus on catching the attention

Let's say your advertisement is the greatest ad that has ever existed. It has a 100% conversion rate, and everyone who sees your ad likes it and comments on it. They even show it to their hamster and all their friends!

But if you fail to catch their attention... then nobody knows your ad is great.

That's why a great introduction is one of the most important things. Think of your headline as the ad for your ad.

Try to start off with either a problem your target audience has or a dream state - meaning the end goal they would like to get.

This way, you're relatable to them, and they will listen and do everything you say.

3. End with a Call-To-Action

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.

Everything we do has a CTA. Why? Because it makes things measurable. We don't just dump money into something, and then justify the lost money by saying *"Ah yes, we call this brand building."*

Bullshit, respectfully. Focus on results. Have a CTA to make things measurable.

It can be as simple as *"Click the link below"* or *"Fill out this form."*

Meta Ads are an incredibly versatile tool. Companies around the world are generating millions of pounds using Facebook and/or Instagram ads.

And we also focus on the same principle: we make ads an investment - not a sunken cost.

We're so confident that we have a guarantee that no other marketing agency has. You don't pay us if we don't beat your current ad's performance. Simple as that.

If you'd like to see what we can do for you, get in touch now.

Why your ads are NOT working - and it's an obvious mistake (because you use boost and those are lame - or if you tried to go further than boosting, than you just suck, because it's SUUUUUUPER complicated. There are some guidelines though when it comes to creating a good ad - hook/headline, relatable copy, clear offer)

Boost sucks because it just shows shit to everyone. Yelling in a train station. If you do bad with boosts - that's normal. If you do great with boosts? You're going to do amazing using the actual product. If you have no idea? Well... you're like most people.

Tips for Creating Powerful Facebook Ads, According to Meta's Director of Ads

1. Keep it simple.

When you first start with Facebook ads, you might feel overwhelmed by the many available options. For instance, you can create a boosted ad, a video ad, a poll ad, or a carousel ad (to name a few).

Ribeiro advises against getting too complex when you're first starting out.

As he puts it, "One challenge I've seen with new Facebook Ads users is that they see the numerous capabilities we have in our Ads Manager, and without fully understanding how everything works, they try to play with everything. As a result, they end up wasting money because they're either not being targeted enough, or they're using the wrong capabilities." In other words, Don't try to do too much, too quickly.

Audience quality is more important than size because, with Facebook advertising, the goal is engagement and/or conversions. Casting a wide net to individuals who are not your target audience will tank your relevance scores and give you bad data to work from.

The good news is that Facebook's targeting capabilities are more robust than any other platform, including demographics, interests, location, and even behavior. That means you can get far more specific on who you want to see your ads.

For example, you don't have to settle for "women between ages 25 and 45" when you can target "women between ages 25 and 45 who like reading and whose favorite author is Suzanne Collins."

By getting granular, you end up excluding users who are not your target market, showing ads to only those who will find it most relevant and who are most likely to convert.

Relevance is critical for success when using Facebook advertising. Remember, you are spending money when someone views or clicks on your ad (depending on the settings you use). If you're showing ads that aren't relevant to your target audience, you're wasting your time and money and will likely not see success with any advertising.

Facebook determines ad relevance through its ad relevance diagnostics (formerly ad relevance score). Several factors are evaluated to determine the relevance of your ad, including feedback from users (such as ad hides or negative feedback), engagement (such as clicks, likes, or shares), and predicted positive actions (such as conversions or video views).

Additionally, Facebook provides diagnostics for three specific dimensions: quality ranking, engagement rate ranking, and conversion rate ranking. Ultimately, the more relevant your ad is, the more favorably Facebook will treat them.

What Almost EVERY Business Gets Wrong About Meta Ads

Boost sucks because it just shows shit to everyone. Yelling in a train station. If you do bad with boosts - that's normal. If you do great with boosts? You're going to do amazing using the actual product. If you have no idea? Well... you're like most people.

The biggest problem with advertising on Meta is that it's complicated.

I mean, just look at this:

<screenshots of ad account here, showing endless options>

Feels like you're trying to diffuse a bomb, deciding which wire you should cut.

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 there.

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 important... WAY more results.

So, from today forward we never use 'boost post' again. Unless you hate money. In which case you should always boost posts.