

Why Meta Ads Are The Greatest Marketing Opportunity Since... Ever

Billions of people use Meta products (Facebook, Instagram, etc.) every day.

That tells us two things:

- 1) It's a mind boggling number.**
- 2) Your perfect customer uses Meta.**

That second point doesn't sound exciting at first, but it really is.

Because it allows us to laser target our ads to reach the people we want to reach.

If you buy almost any kind of advertising you know from the get go that you're throwing most of your money away. The vast majority of people can't buy from you, won't buy from you, will never buy from you. Because you're just trying to reach EVERYBODY.

Meta is different. Never before in history has it been so easy to get your message in front of the EXACT right people.

And you know what the best part is?

This is a largely untapped goldmine.

Yes, your competition knows about Meta. But the vast majority of people don't know how to use it properly. They might boost a post here and there but they never get even close to using Meta to its full potential .

That's what I'm about to show you in this guide.

Let's get into the exact steps you need to take to make Meta give you the perfect customers for your business on auto-pilot.

Let's dig in!

P.S. If you want me to take a look at your account and what I could do for your business, get in touch with me [here](#).

No worries, it doesn't cost you anything and I'm not going to annoy you with high pressure sales tactics. If we're a good fit I'll tell you and you get to decide how to proceed.

Let's get into the good stuff:

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:

Create new campaign New ad set or ad X

Buying type
Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☒ Leads
- ☐ App promotion
- ☐ Sales

Leads
Collect leads for your business or brand.
Good for:
Instant forms
Messenger and Instagram
Conversions
Calls

[Learn more about campaign objectives](#) Cancel Continue

An update and changes to ad objectives in Meta Ads Manager

The ad objectives in Meta Ads Manager have been updated to help you choose the one that is most closely aligned with your business goal. The six new objectives are: sales, leads, engagement, app promotion, traffic and awareness.

While some ad objectives have been consolidated and campaign creation steps have changed as a result, all the same functionality is available. Starting in January 2024, you'll no longer be able to duplicate or import campaigns, ad sets, and ads using the original objectives. You also won't be able to create new ad sets or ads within existing campaigns that use the original objectives. Later in 2024, the original objectives will no longer be available for new or existing campaigns.

How to select a simplified ad objective based on your original objective

Since the 11 ad objectives are consolidated into 6, some of the original objectives are no longer standalone, and are instead available as settings or optimization tactics under the simplified objectives. For example, the original objective 'video views' is now available as an optimization tactic under the simplified awareness and engagement objectives. Choose the simplified objective that best matches your business goal. So, if your goal is to improve awareness with video, select the awareness objective. If your goal is to get more views, select the engagement objective.

Below is a helpful table that shows how each previous, original objective in the left-hand column maps to a new, simplified objective in the right-hand column.

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](#).

How To Force Your Perfect Client To Read Your Ad

The worst sin in marketing is...

...being BORING.

Meta is a social media platform. People are scrolling. You can't expect people to see your ad, go sit by the fire, put their feet up and read your stuff with rapt attention. That's not how it works.

They say that we get 5,000 ads and/or branded messages per day. I have no idea who came up with that number. It sounds random and made up. But we both know there is a LOT of marketing competing for your audience out there.

You'll have to grab their attention RIGHT NOW.

Couple of tips on this.

1) The image has to hit right

We're visual creatures so make sure that your image is disruptive. Not in a weird way. More like a 'huh, that's interesting' way.

Show movement. Or use bright colors. Or show something they really really want. Or combine all of those. That's why we're always testing when working with clients. There's always a better picture.

2) Next up is the headline

There's a ton of power in your headline.

Your headline is the ad for the ad. If you don't grab their attention right away they're sweeping and swiping fast.

3) Don't overload on the text

Lots of people cram the image in the ad full of text. That's usually not the best idea.

Again, they're scrolling. Not reading novels.

Short summary: make sure you grab their attention right away. Don't be boring. It's the kiss of death for meta ad results.

How To Easily Measure And Optimize Ad Performance

I've mentioned this before, but it deserves repeating:

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.

One of the best ways to do that is by using a call to action in Every. Single. Ad. Everything we do has a CTA because it makes everything measurable.

You're trying to reach customers in every stage of their journey, from just starting to look for info to being purchase ready now. And the earlier you can get on their radar, the easier it will be to convert them from prospects to clients.

Meta even gives you the option to run lead generation ads that specifically target people most likely to become a lead for your service.

In a traditional lead generation conversion path, users are driven to a landing page where they fill out a form. For example, you might use a Facebook offer claim ad (like we discussed in the previous section) to drive users to your website and have them fill out a form there.

We generate the leads by giving something that they might like. For example, saying you have the greatest sandwiches in the world will not make people come to your business's Page, but maybe offering 20% off will. Or, perhaps adding social proof will help — something like, *"Sandwiches loved by over one million people every year! Come try yours today and get 20% off your order with this coupon."*

What To Do Now?

Meta ads are an incredibly versatile tool. Billions of dollars are spent on it by companies across the world. Using the advice in this guide will allow you to start generating leads for your business as well.

If you want me to take a look at your account and what I could do for your business, get in touch with me [here](#). No other marketing company guarantees results. We're so confident we can beat your current ads that we have a simple guarantee.

We beat your current ad performance OR... you don't pay us anything.

Easy. Simple. Clear.

So if you'd like to know what I'd be able to do for you, get in touch and let's have a talk! Won't cost you anything and I'm not going to annoy you with high pressure sales tactics.

Talk soon,

**Shaun Ball
Ball Family Group**