

4 SIMPLE STEPS

TO GETTING MORE CLIENTS

Using:

META ADS

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Why Meta Ads Are the Secret Weapon Small Businesses

I don't know if you knew this but...

There are at least 3.19 billion people that use one of Meta's products Facebook, Instagram, WhatsApp, or Facebook Messenger **EVERY SINGLE DAY.**

What does this mean?

Well...

#1. That means that there are billions of untapped potential clients that haven't been reached yet

And..

#2. Just **LIMITLESS** opportunities

There's a reason why so many brands use Meta Ads as part of their digital marketing strategy.

THE ALGORITHM IS LITERAL.

Meta will do everything it can to get you as much of that action as possible at the lowest price. That means showing your ad to the people most likely to perform that event.

Just take a look at some of the options that are available with meta ads... 🙌

Performance goal ⓘ

Maximize number of conversions ▼

Conversion goals ^

☒ **Maximize number of conversions**
We'll try to show your ads to the people most likely to take a specific action on your website.

☐ **Maximize value of conversions**
We'll try to show your ads to the people most likely to make higher value purchases.

Other goals ^

☐ **Maximize number of landing page views**
We'll try to show your ads to the people most likely to view the website or Instant Experience linked in your ad.

☐ **Maximize number of link clicks**
We'll try to show your ads to the people most likely to click on them.

☐ **Maximize daily unique reach**
We'll try to show your ads to people up to once per day.

☐ **Maximize number of impressions**
We'll try to show your ads to people as many times as possible.

In this guide, I am going to show you how to use meta ads properly to its fullest potential.

Or...you can just “boost” a post and waist your money away

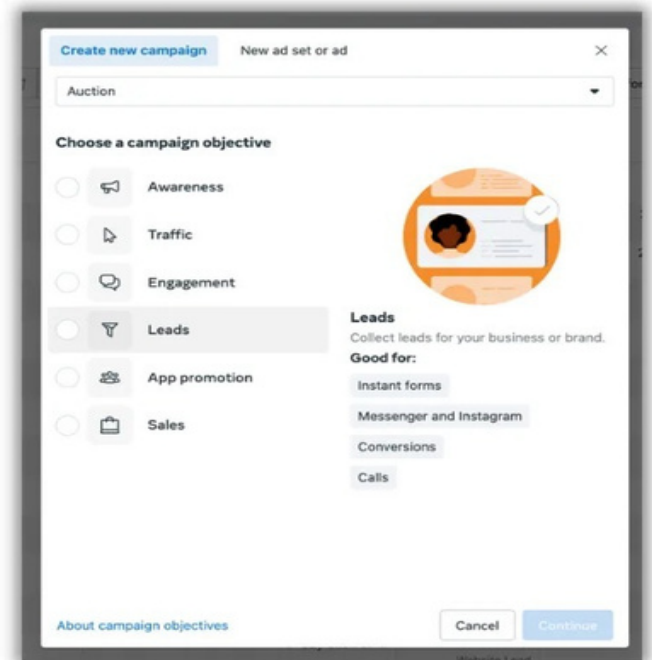
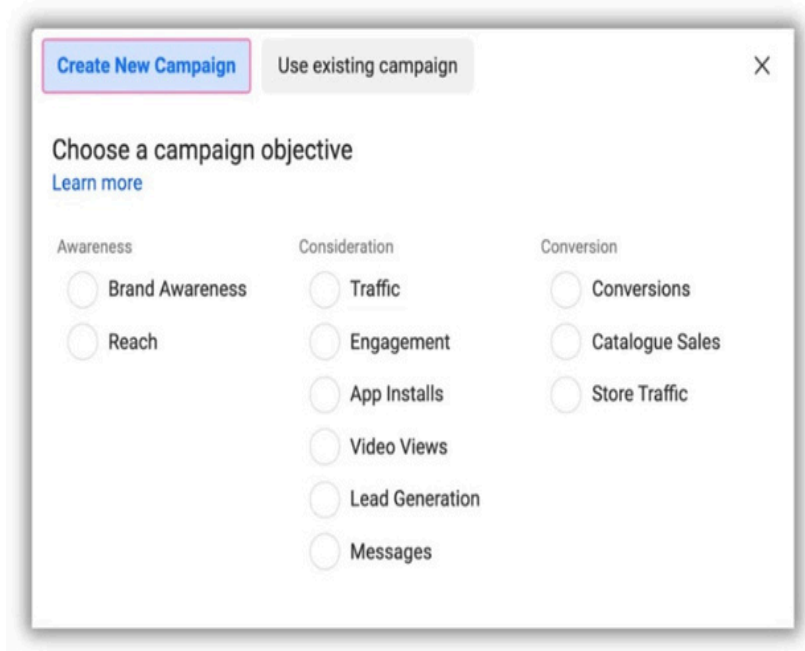
But enough of the small talk!

Let's get into why you are reading this in the first place...

The exact steps you need to take using Meta to give you the perfect customers for your business on auto-pilot.

Why Most Businesses Overcomplicate With Meta Ads

Just take a quick look at this... ↓



You may be asking.. 😞

What am I looking at?

Why are you showing me this?



If you are unfamiliar with the way things used to be with meta ads compared to now. IT IS MUCH MORE SIMPLE!

The first picture on left shows **the old 11** campaign ad objectives vs. the picture on the right shows **the new 6** campaign ad objectives.

Why does that matter?

The original 11 ad objectives have been simplified into **six** to better align with your business goals. Too many objectives were confusing to new advertisers. Many didn't know which one to choose, and some objectives had overlapping functionalities.

Even though it still may seem confusing.

You might be thinking to yourself..

"What is stopping me from just boosting a post and doing it **"THE EASY WAY"**

Well..nothing is stopping you

But...you may not get the same results as you would with Meta Ads

Boost **Should Not** be your primary social media marketing plan. They do not have as many customization and detailed targeting options as a traditional Meta ad.

How so?...With boost there are:

- Limited ad placement options
- Limited demographic targeting
- Limited advertising objective targeting
- Limited analytics



Boosted posts have their own special place. You are certainly **wasting** money to **hopefully** reach more people and increase engagement that could be better spent on more precise social marketing efforts.

You don't get the option of choosing where/how your ad shows up, Meta Ad Manager gives you that power.

Attracting Clients Without Breaking The Bank

One thing about Meta Ads is that it holds a lot of potential for small businesses whether if you are looking to expand your reach, build a list of leads, or exceed your sales target.

Doing it the traditional way like buying a billboard, print ads, and even TV and Radio commercials are **TOO PRICEY**.

Meta Ads are different.

Digital marketing today is more effective because everyone of us nowadays are always online even on the go, **anytime** and **anywhere**.

You have the power to determine exactly what you want to spend everyday, every week, or every month.

So, what is it going to cost you?

Look at it as an investment. It takes a while for the algorithm to learn the audience you want to reach and optimize for that. Once it locks in on that, you are ready to take off and it is time to optimize.



When campaigns are optimized, Meta Ads consistently deliver a strong ROI (Return On Investment).

A good ad ROI ranges from 2:1 to 5:1 ratio. That means that every \$1 spent on advertising results in \$2-\$5 in revenue.

And that is a simple goal we have when we work with clients. Make it so where every \$1 you put in advertising gets you at least \$2-\$5 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.

[Get In Touch](#)

How to Make Your Dream Client Stop Scrolling and Pay Attention To Your Ad

You know why most people struggle with their ads?....

....they are BOORRRRINGGG! 🤖

This is a social media platform we are talking about here.

There are maybe hundreds noTHOUSANDS of ads and/or branded messages being shown per day. We both know there is a LOT of marketing competing for your audience out there.

So you must grab their attention RIGHT NOW!

Here are a couple tips on how to do that.



1. A Good Image

The right image or video can determine whether someone stops scrolling and engages with your campaign.

Use an ad image that is bright and eye-catching.

Bold colors, emotional expressions, or unexpected visuals catch the eye. When we work with clients, we are always testing. There is always a better picture that works.

2. Write An Attention Grabbing Headline

Keep headlines short and clear, so people can easily understand what you are saying. They can significantly increase your conversion rates.

Make your headlines personal. Play on audience pain points. Write to one individual using the second person. This can take a headline from “just another marketing message” to “a message that’s relevant to me” and one worth pausing to think about.

3. Keep Your Ad Copy Short

Primary text should span 1-3 lines at most.

No one wants to read a Harry Potter book's worth of text. They scroll quickly, so you have 1–2 seconds to catch their attention. If your message isn't clear and quick, it's skipped.

In short, all your text should have the goal to communicate what you want people to do.



How To Simply Measure And Optimize Your Ad Performance

Just think about what action you want your audience to take after seeing your ad.

You want to use a call-to-action in every single ad because it makes everything measurable.

For example, for lead generation you want to prompt people to fill out a form that directly opens from your lead ad or drive people to a form that you host on your website.

Meta offers a suite of tools built to help you reach and qualify high-value leads, nurture them effectively and ultimately convert them into customers.

Ensuring a strong offer influences the quality of leads you generate. Whether you're offering a discount, a free trial, or exclusive access to valuable resources, your offer must exude irresistible appeal.

For example, offering 40% OFF a service/product. Or perhaps offering 40% OFF a package deal – something like, *"Glow-Up Package: Save 40% When You Book 3 Services Together"*.

Adding social proof will help as well. Example, *"Over 1,200 happy clients trust us with their skin. See why we're the #1 rated med spa in Austin TX.!"* *"First-Time Botox Clients, 20 Units for Just \$99!"*



What Should You Do Now?

Meta ads can be a powerful tool for businesses to reach potential high-value customers and drive sales. Using the advice in this guide, you can optimize your campaign ads, generate leads, and truly maximize your ROI.

If you would like me to do an analysis and take a look at your account and see what I could do for your business, get in touch with me [here](#). We can guarantee results. We're so confident in what we can do, that we have a simple guarantee.

100% Performance-Based.... No Results, No Payment.

Simple and Clear

So if you're even a little curious about how I can help, let's talk. It's free, there's zero pressure, just clarity on how I can help you get better results.

Talk soon,

Jaric Moon
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Maximize Your Return on Every Ad Dollar

**CURIOUS TO KNOW WHAT WE COULD DO
FOR YOU?**

**GET IN TOUCH FOR A FREE MARKETING
CONSULT AND WE'LL TELL YOU THE EXACT
STEPS WE WILL TAKE TO SCALE YOUR
BUSINESS**

GET IN TOUCH!