CHECKLIST FOR FACEBOOK ADVERTISING

FIND WHAT MAKES YOUR ADVERTISING CAMPAIGNS
PROFITABLE **OR NOT PROFITABLE**

BY

AV ADVALUE SOLUTIONS
OPTIMIZE, ADVERTISE AND SCALE

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HELLO AND WELCOME EVERYONE.

MY NAME IS **EDWARD EZUGWU** AND I'LL GUIDE YOU ON THIS JOURNEY —FROM NOT KNOWING WHAT WENT WRONG WITH YOUR AD CAMPAIGNS TO UNDERSTANDING EXACTLY WHAT THE SOLUTION IS.

I TRIED MY BEST TO MAKE THIS AS EASY AS POSSIBLE FOR YOU BUT I'M SURE THERE'LL BE QUESTIONS, SO I'LL ADVISE YOU READ EVERYTHING.

SEND YOUR QUESTIONS TO MY GROUP WHERE I ANSWER ALL QUESTIONS CONCERNING FACEBOOK AND INSTAGRAM ADVERTISING FOR FREE.

IT'S FILLED WITH LIKE-MINDED EXPERT ADVERTISERS LIKE YOU AND I, ALL WILLING TO HELP EACH OTHER ACHIEVE BETTER RESULTS. CLICK THIS **LINK**, JOIN THE GROUP, AND THEN COME BACK TO THIS PAGE SO WE CAN CONTINUE.

OFFER CHECKLIST

- AN OFFER IN SIMPLE TERMS IS A SOLUTION PACKAGE WHICH YOU PROVIDE TO YOUR CUSTOMERS OR CLIENTS IN EXCHANGE FOR A REWARD (USUALLY MONEY) THAT SOLVES A PROBLEM OR MEETS A DEMAND IN THE MARKET.



HUNGER (**PROBLEM**)



$1

FOOD (**SOLUTION**)



$2

BUY TWO MEALS AND GET A FREE DRINK (**OFFER**)

- EXAMPLE: A RESTAURANT COOKS A VARIETY OF DISHES TO SOLVE THE PROBLEM OF HUNGER. THE FOOD, IN THIS CASE, ADDRESSES HUNGER, WHICH IS BOTH A DESIRE AND A PROBLEM IN THE MARKET. (THIS IS OF COURSE, A BASIC EXAMPLE).
- A BETTER OFFER WOULD BE: BUY TWO PLATES AND GET A FREE DRINK. THIS IMPROVES ON THE SIMPLE MEAL OFFER AND BETTER SOLVES THE HUNGER PROBLEM BY ADDING EXTRA VALUE. I HOPE THAT MAKES SENSE!

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SEND QUESTIONS HERE

OFFERS CAN COME IN THE FORM OF:

- PHYSICAL PRODUCT
- DIGITAL PRODUCT
- SERVICE BASED PRODUCT
- CONSULTANCY BASED PRODUCT E T.C

- **KEYNOTE**: YOU CAN CREATE AN OFFER FROM ANY PRODUCT OR SERVICE YOU PROVIDE. THE BETTER YOUR OFFER, THE HIGHER YOUR CHANCES OF INCREASING SALES.
- WITH THIS IN MIND, HERE ARE **THREE MAIN CATEGORIES THAT MAKE UP A GOOD OFFER.** IDEALLY, YOUR OFFER SHOULD MEET AT LEAST **TWO OR THREE** OF THESE CATEGORIES—THE MORE, THE BETTER:

WHAT MAKES A GOOD OFFER

- PROBLEM-SOLUTION FIT
- VALUE PERCEPTION
- COMPETITIVE ADVANTAGE

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UNDER THE PROBLEM-SOLUTION FIT WE HAVE TWO CRITERIA:

ADEQUACY:

- DOES YOUR OFFER EFFECTIVELY SOLVE THE PROBLEM OR FULFIL THE DEMAND IN THE MARKET?
- MAKE SURE YOUR OFFER TRULY SOLVES THE PROBLEM OR DESIRE IT'S DESIGNED TO ADDRESS.

MARKET NEED:

- HAVE YOU VALIDATED THE MARKET NEED THROUGH RESEARCH OR FEEDBACK? BEFORE CREATING YOUR OFFER, ENSURE THERE'S DEMAND FOR IT.

EXAMPLE:

GROOMING SERVICES FOR PETS ARE IN HIGHER DEMAND IN COUNTRIES LIKE THE US,UK E.T.C.
IN NIGERIA, THIS IS NOT THE CASE, MAINLY BECAUSE THERE AREN'T AS MANY PET OWNERS IN NIGERIA AS IN THE US OR UK.

UNDER THE VALUE PERCEPTION WE HAVE TWO CRITERIA:

WORTH:

- IS THE PERCEIVED VALUE OF YOUR OFFER HIGHER THAN ITS PRICE TAG? ENSURE THE PRICE MATCHES THE VALUE OF THE BENEFITS YOUR CUSTOMER WILL RECEIVE. IF IT WORTHS MORE, IT WOULD BE BETTER.

CUSTOMER BENEFIT:

- CAN CUSTOMERS CLEARLY SEE THE BENEFITS THAT JUSTIFY THE PRICE? THIS COMES DOWN TO COMMUNICATION. YOUR AD COPY, CREATIVE, OR SALES FUNNEL SHOULD CLEARLY CONVEY YOUR OFFER'S BENEFITS TO YOUR TARGET AUDIENCE.

UNDER THE COMPETITIVE ADVANTAGE FIT WE HAVE TWO CRITERIA:

SUPERIORITY:

IS YOUR OFFER BETTER THAN WHAT IS CURRENTLY AVAILABLE ON THE MARKET?

- IF YOUR OFFER IS A BETTER SOLUTION TO A PARTICULAR PROBLEM IN THE MARKET THAN OTHER OFFERS, IT GIVES YOU A COMPETITIVE EDGE

UNIQUE SELLING PROPOSITION (USP):

- A UNIQUE SELLING PROPOSITION (USP) IS A DISTINCTIVE FEATURE OR CHARACTERISTIC THAT SETS A PRODUCT, SERVICE, OR BUSINESS APART FROM COMPETITORS IN THE EYES OF THE TARGET AUDIENCE. IT ANSWERS THE QUESTION, "WHY SHOULD A CUSTOMER CHOOSE YOU OVER SOMEONE ELSE?" A USP CAN BE BASED ON VARIOUS FACTORS SUCH AS PRODUCT QUALITY, PRICE, INNOVATION, CUSTOMER SERVICE, OR ANY OTHER ATTRIBUTE THAT DIFFERENTIATES IT IN A MEANINGFUL WAY.
- IT IS WHAT MAKES YOUR OFFER UNIQUE AND COMPELLING COMPARED TO OTHER SIMILAR ONES.
- QUICK EXAMPLES OF THESE ARE: DISCOUNTS, ADDING FREE GIFT TO PRODUCTS, FREE SHIPPING, FASTER DELIVERY TIMES, MONEY BACK GUARANTEE E T.C

NOTE:

- GIVING DISCOUNTS OR PRICE REDUCTIONS ISN'T A GOOD LONG-TERM STRATEGY BECAUSE IT MAKES IT EASIER FOR PEOPLE TO COMPARE YOUR SERVICES AND PRODUCTS WITH OTHERS, MAKING YOU SEEM LESS UNIQUE AND MORE COMMON.
- ADDITIONALLY, WHEN YOU OFFER PRICE REDUCTIONS TO ATTRACT CUSTOMERS OR CLIENTS, THEY OFTEN EXPECT YOU TO DO THE SAME IN THE FUTURE, WHICH CAN NEGATIVELY IMPACT YOUR RETURN ON INVESTMENT (A FANCY TERM FOR PROFITS).

TO CREATE A MORE COMPELLING OFFER, YOU SHOULD ALWAYS CONDUCT MARKET RESEARCH. YOU CAN DO THIS BY USING:

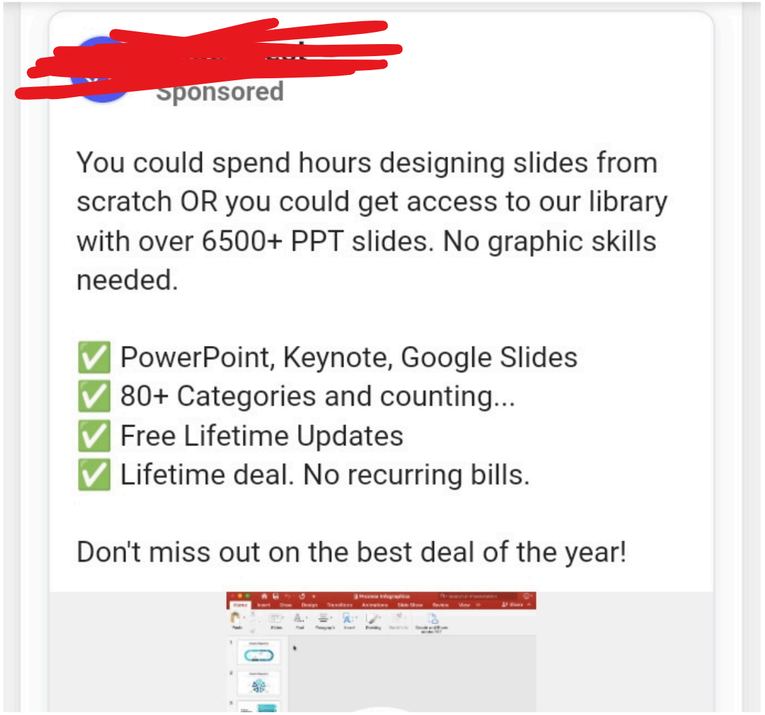
1. AI MODELS LIKE META AND CHATGPT.
2. CONDUCTING ONLINE SURVEYS TO ASK YOUR TARGET AUDIENCE ABOUT THEIR PROBLEMS AND DESIRES.
3. DOING KEYWORD RESEARCH WITH GOOGLE TRENDS TO MONITOR INCREASES IN SEARCHES FOR SPECIFIC KEYWORDS RELATED TO YOUR AUDIENCE.
4. IF YOU WANT TO GO DEEPER, JOIN GROUPS RELATED TO YOUR AUDIENCE WITH A LARGE FOLLOWING:

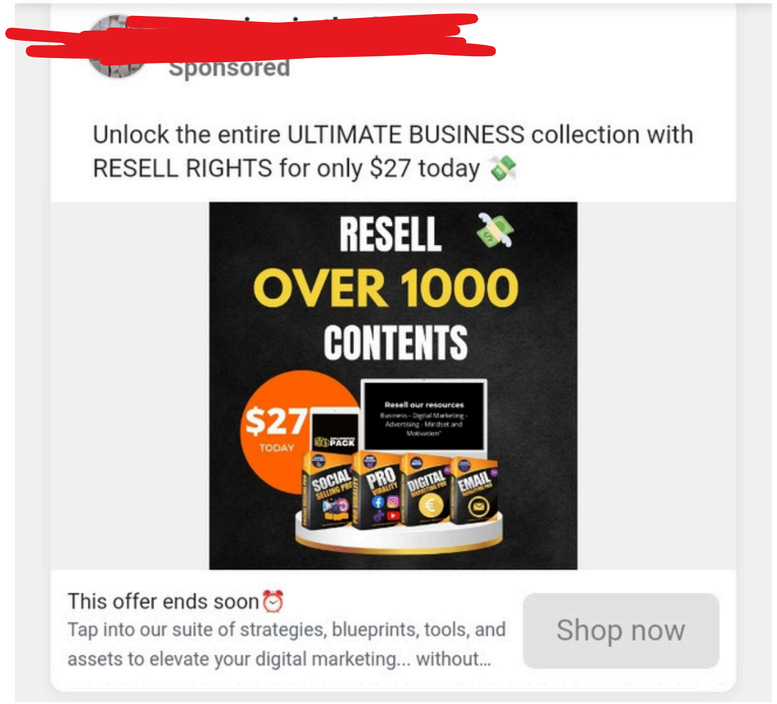
- *PICK A KEYWORD RELATED TO A PROBLEM.*
- *ADD 'WHY,' 'HOW,' OR 'WHAT' TO IT AND SEARCH.*

FOR EXAMPLE, IF YOUR TARGET AUDIENCE IS BUSINESS OWNERS AND THE KEYWORD RELATED TO THE PROBLEM IS "DELIVERY," SEARCH FOR TERMS LIKE "WHAT IS DELIVERY," "HOW DOES DELIVERY WORK," OR "WHY DELIVERY MATTERS."

- *ADD A FILTER TO SHOW ONLY POSTS FROM THE LAST 6 MONTHS, THEN SEARCH.*
- *YOU'LL FIND MULTIPLE POSTS AND COMMENTS THAT WILL GIVE YOU INSIGHT INTO WHAT YOU'RE DEALING WITH.*

PRACTICAL EXAMPLES OF A GOOD OFFER





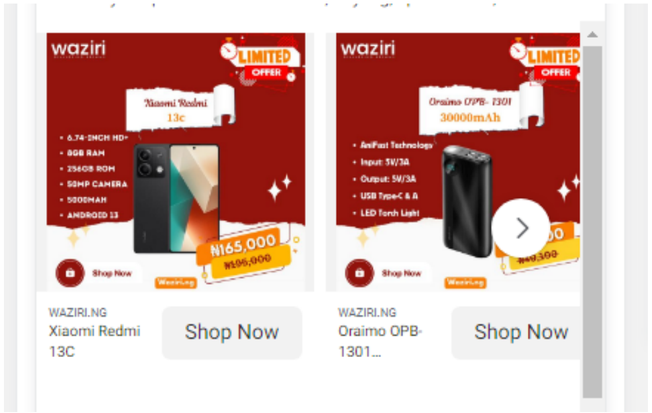
AD CREATIVE CHECKLIST.

- YOUR AD CREATIVE IS THE IMAGE OR PICTURE THAT IS SHOWN TO PEOPLE ON FACEBOOK OR INSTAGRAM.

FIRST THINGS FIRST, WE NEED TO CLASSIFY THE TYPES OF AD CREATIVES:

- **FLYER**
- **OTHER IMAGES**
- **VIDEO**

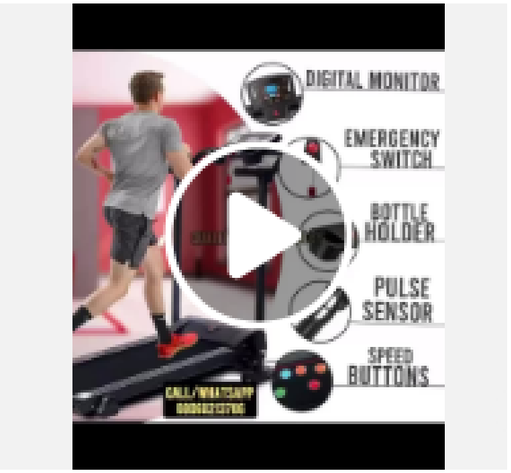
THERE MAY BE OTHER TYPES, BUT THESE ARE THE MOST USED.



FLYER



OTHER IMAGES



VIDEO

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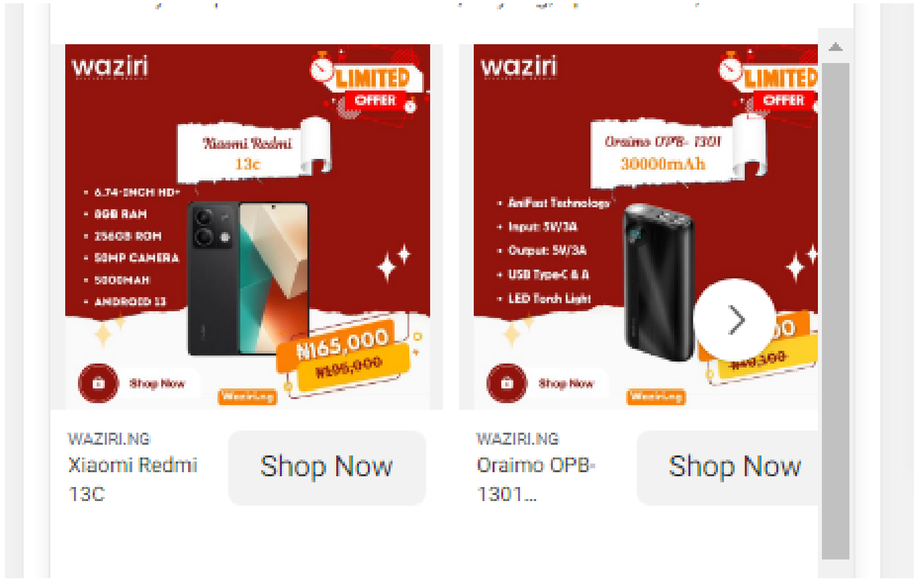
FLYER

- A DIGITAL FLYER IS A VIRTUAL VERSION OF A TRADITIONAL PRINT FLYER.
- IT TYPICALLY CONTAINS VISUALLY APPEALING GRAPHICS, CONCISE TEXT, AND A CLEAR CALL TO ACTION.

- THE DIFFERENCE BETWEEN A FLYER AND ANY OTHER TYPE OF IMAGE USED IN ADVERTISNG ON FACEBOOK IS THAT, IT USUALLY DISPLAYS MOST DETAILS ABOUT THE EVENT, PRODUCTS, SERVICES, OR BUSINESSES BEING ADVERTISED.

- AS SUCH, WHEN USING A FLYER YOU SHOULD CONSIDER THESE FEATURES WHICH I WOULD RANK BASED ON THEIR IMPORTANCE:



- VISUALLY APPEALING: IT'S REQUIRED TO BE APPEALING TO THE NORMAL EYE TO BE ABLE TO GRAB ONE'S ATTENTION BEFORE THE PERSON READS THE DETAILS. YOU CAN EASILY CREATE A DESIGN LIKE THIS WITH TEMPLATES FROM CANVA BUT I WOULD RECOMMEND PAYING A GRAPHIC DESIGNER IF YOU AREN'T VERY GOOD AT DESIGN.

- THE HEADLINE HAS TO BE SOMETHING THAT THE TARGET AUDIENCE RESONATES WITH AND WANTS.

EITHER BY TALKING ABOUT A PROBLEM THAT THE TARGET AUDIENCE IS FACING, SOLUTION TO THE PAIN OR TALKING ABOUT THE OUTCOME OF THE PRODUCT IN RELATION TO A PROBLEM.

- THE BENEFITS OF THE EVENT, PRODUCT, SERVICE OR WHATEVER IS ADVERTISED, SHOULD BE CONVEYED ON THE FLIER AS WELL.



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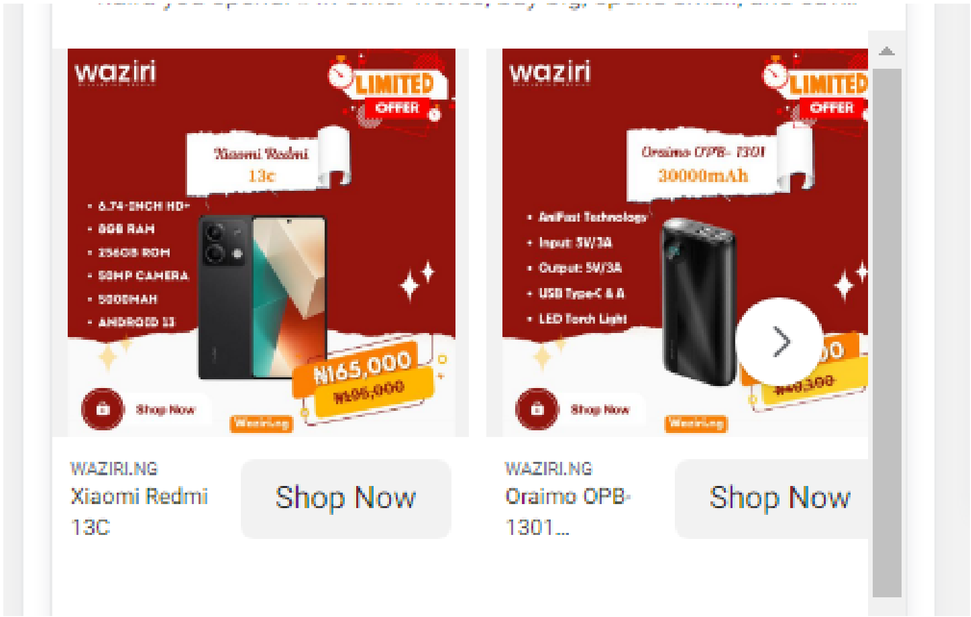
- A FLYER USUALLY CONTAINS A PICTURE OF THE PRODUCT BEING ADVERTISED, PERSON OR PERSONS ADVERTISING. THIS COULD IMPROVE THE RESULTS IF THE PERSON IS SOMEONE POPULAR.

- IN SOME PAID OFFERS, IT MIGHT BE HELPFUL TO INCLUDE THE PRICE TAG OF WHAT YOU ARE ADVERTISING OR DECLARE IT AS FREE.

- THE QUALITY OF THE IMAGE SHOULD BE HIGH SO IT CAN BE CLEAR. WE'VE NOTICED A BIG DIFFERENCE IN RESULTS WHEN WE USED A LOW QUALITY VS A HIGHER QUALITY IMAGES.



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NEED HELP WITH YOUR ADS?

OTHER IMAGES

- OTHER IMAGES USED AS AD CREATIVES SHOULD INCLUDE THE FOLLOWING FEATURES:

- AN ATTENTION-GRABBING HEADLINE OR PICTURE: IT SHOULD RESONATE WITH YOUR TARGET AUDIENCE AND APPEAL TO SOMETHING THEY WANT. THIS COULD BE A PICTURE OF A PRODUCT, A REPRESENTATION OF A PROBLEM THEY FACE, A SOLUTION, OR HOW YOUR OFFER SOLVES THAT PROBLEM.

- PRICE: FOR PAID OFFERS, IT CAN BE HELPFUL TO INCLUDE THE PRICE OR MENTION IF IT'S FREE.

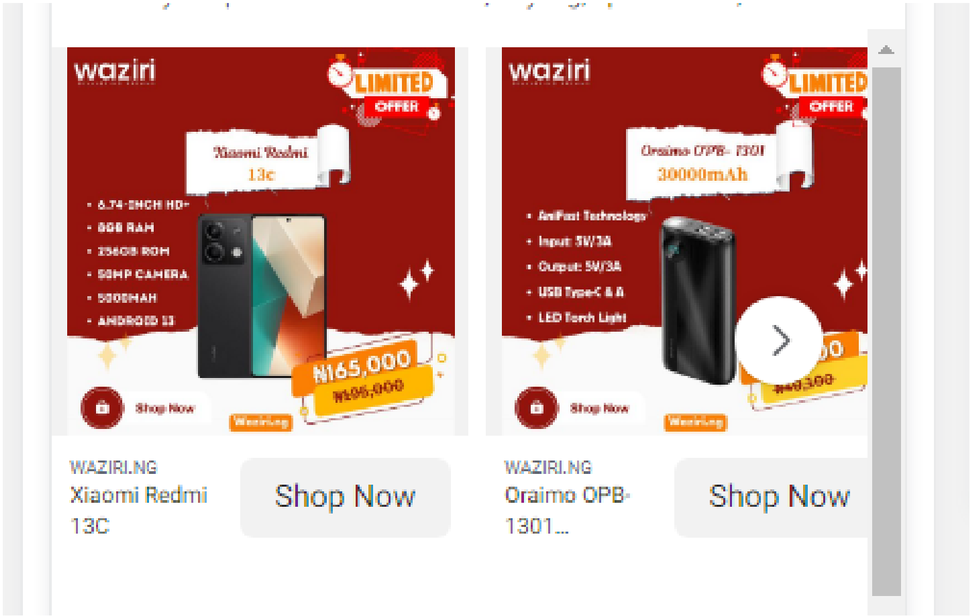
- HIGH QUALITY: THE IMAGE QUALITY SHOULD BE HIGH TO ENSURE CLARITY. WE'VE SEEN A SIGNIFICANT DIFFERENCE IN RESULTS WHEN USING LOW-QUALITY IMAGES COMPARED TO HIGH-QUALITY ONES.





NOTE:

- THE MAJOR DIFFERENCE BETWEEN THE FLIER AND A NORMAL PICTURE IS IN IT'S DETAILING.
- FLYERS DO CONTAIN MORE DETAILS AND PRESENT MORE THAN PICTURES.
- BUT BOTH CAN FUNCTION EQUALLY WELL.



FLYER



OTHER IMAGES

VIDEOS

- VIDEOS USED AS AD CREATIVES SHOULD INCLUDE THE FOLLOWING FEATURES:

- HOOK: THE BEGINNING OF THE VIDEO (USUALLY FIRST 3 SECONDS) SHOULD ENGAGE YOUR TARGET AUDIENCE TO KEEP THEM WATCHING UNTIL THE VIDEO ENDS.

- CLEAR MESSAGE: IT SHOULD CLEARLY CONVEY YOUR OFFER AND ITS BENEFITS.

- CONCISE: THE VIDEO SHOULD BE CONCISE AND STRAIGHT TO THE POINT.

- PAIN POINTS: CLEARLY STATE THE PROBLEM YOUR AUDIENCE FACES AND HOW YOUR OFFER SOLVES IT.

- CALL-TO-ACTION: INCLUDE A CLEAR CTA AT THE END OF THE VIDEO, EITHER SPOKEN OR THROUGH TEXT


BELL HOV
DISK
Lights
SHOWCASE
HOME OF THE HOTTEST TRENDS

AD COPY CHECKLIST

AD COPY

- HERE ARE THINGS AN AD COPY SHOULD HAVE:

- ENGAGING: AD COPY SHOULD BE ABLE TO CONVINCE YOUR AUDIENCE TO CHECK OUT YOUR OFFER. IT SHOULD BE ENGAGING AND EFFECTIVE IN ATTRACTING THE RIGHT AUDIENCE.
- FLEXIBLE: IT COULD BE LONG OR SHORT, AS LONG AS IT'S ENGAGING AND CONVEYS THE NECESSARY INFORMATION.
- TARGETED: IT SHOULD ATTRACT THE RIGHT TYPE OF AUDIENCE AND REPEL THE WRONG ONES.
- CLEAR MESSAGE: IT SHOULD CLEARLY CONVEY YOUR OFFER AND ITS BENEFITS. THIS IS REALLY IMPORTANT SO THAT YOUR AUDIENCE UNDERSTANDS WHAT THEY ARE GETTING FROM YOUR OFFER.
- CONCISE: THE COPY SHOULD BE CONCISE AND STRAIGHT TO THE POINT.
- PAIN POINTS: CLEARLY STATE THE PROBLEM YOUR AUDIENCE FACE AND HOW YOUR OFFER SOLVES IT.
- CALL-TO-ACTION: INCLUDE A CLEAR CTA AT THE USUALLY AT THE END OF THE TEXT.

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NEED HELP WITH YOUR ADS?

PRACTICAL EXAMPLE OF A GREAT AD COPY

A LOT OF PEOPLE ARE WASTING MONEY RUNNING FACEBOOK ADS, WHILE MANY OTHERS ARE MAKING 6 TO 7 FIGURES FROM IT.

IF YOU WANT TO WORK WITH ME TO ACHIEVE GREAT LONG-TERM RESULTS WITH FACEBOOK AND INSTAGRAM ADS FOR YOUR BUSINESS,

CLICK THE "LEARN MORE" BUTTON TO GET A FREE AD REVIEW. WE'LL SHOW YOU WHAT YOU'VE BEEN DOING WRONG, WHAT YOU'VE BEEN DOING RIGHT, AND HOW WE CAN HELP YOU ACHIEVE EVEN BETTER RESULTS.

AS A BUSINESS, COACH OR COURSE CREATOR, HAVE YOU EVER FELT

LIKE FACEBOOK ADS IS JUST NOT FOR YOU,

LIKE FACEBOOK ONLY GIVES YOU SALES WHEN THEY WANT TO...😞

I HOPE YOU DON'T TAKE THAT ROUTE.😐

HOWEVER, IF YOU HAVE DONE SO.. HEAR ME OUT.

FACEBOOK ADVERTISING SHOULD BE MORE THAN JUST THROWING

VIDEOS OR PICTURES IN FRONT OF RANDOM PEOPLE.

THERE'S A STRATEGY BEHIND EVERY ACTION TAKEN TO ACHIEVE GREAT

RESULTS FROM FACEBOOK ADS.

FIVE KEY ELEMENTS TO CONSIDER WHEN CREATING ADS THAT BRINGS

RESULTS ARE:

OFFER

AD CREATIVE

AD COPY

SALES FUNNEL/STRATEGY AND

TARGETING

CLICK ON THE LEARN MORE BUTTON TO SEE HOW THESE ELEMENTS

IMPACT YOUR AD CAMPAIGNS.

MORE EXAMPLES OF A GREAT AD COPY

THE FACEBOOK AND INSTAGRAM ADVERTISING CHECKLIST SIMPLIFIES

THE CREATION PROCESS BY GUIDING YOU THROUGH EACH STEP TO

CREATE A SUCCESSFUL CAMPAIGN.

IT SERVES AS A TEMPLATE, HELPING YOU UNDERSTAND WHAT WILL

WORK AND WHAT WON'T.

IF YOU'RE LOOKING FOR PRACTICAL SOLUTIONS TO WHY YOUR ADS

AREN'T GENERATING RESULTS, CLICK ON THE LEARN MORE BUTTON

TO FIND THE ANSWERS FOR FREE.

YOU'LL ALSO GET FREE ACCESS TO:

✅ VIDEO COURSE: DETAILED EXPLANATIONS OF EACH ELEMENT WITH

PRACTICAL GUIDANCE ON APPLYING THEM TO YOUR CAMPAIGNS.

✅ LIFETIME ACCESS TO MY FACEBOOK AND WHATSAPP GROUPS,

WHERE LIKE-MINDED ADVERTISERS ANSWER YOUR QUESTIONS

ABOUT FACEBOOK AND INSTAGRAM ADS 24/7.

CLICK ON THE "LEARN MORE" BUTTON TO PROCEED.

SALES FUNNEL/STRATEGY

- A SALES FUNNEL, IN SIMPLE TERMS, IS THE STRATEGY USED TO SELL YOUR PRODUCT OR SERVICE. SOME SALES FUNNEL REQUIRE WEBSITES WHILE SOME DON'T.

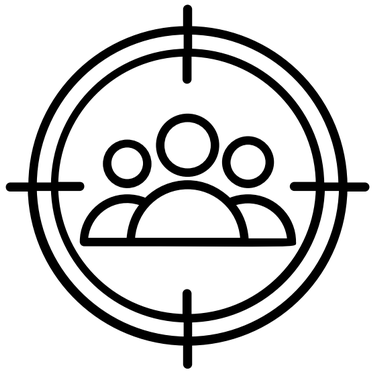
HERE ARE SOME EXAMPLES:

- **DIRECT TO OFFER**
- **LEAD MAGNET**
- **WEBINAR**

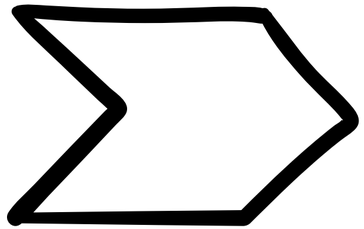
DIRECT TO OFFER :

- IN A DIRECT TO OFFER SALES FUNNEL, POTENTIAL CUSTOMERS ARE IMMEDIATELY DIRECTED TO THE PRODUCT OR SERVICE OFFER WITHOUT ANY INTERMEDIATE STEPS.

THIS APPROACH WORKS BEST WHEN THE PRODUCT IS **STRAIGHTFORWARD,** HAS AN **IMPULSE-BUY NATURE**, OR THE TARGET **AUDIENCE IS ALREADY FAMILIAR WITH THE BRAND.** AN IMPULSE BUY MEANS IT A PRODUCT THAT DOESN'T NORMALLY MAKES THE TARGET USER THINK MUCH BEFORE BUYING.



TARGET AUDIENCE





OFFER

EXAMPLES: LOW COST E-COMMERCE PRODUCTS, LOW RISK PRODUCT OFFERS (PAYMENT ON DELIVERY, REFUND POLICIES E.T.C), LOW COST COURSES, ANY LOW COST PRODUCT.

LEAD MAGNET:

- A LEAD MAGNET SALES FUNNEL STARTS BY OFFERING SOMETHING VALUABLE FOR FREE OR LITTLE COST (LIKE AN EBOOK, GUIDE, OR DISCOUNT) IN EXCHANGE FOR THE POTENTIAL CUSTOMER'S CONTACT INFORMATION.
- THIS HELPS BUILD AN AUDIENCE AND NURTURE LEADS OVER TIME.
- THE FREE THING GIVEN AWAY WOULD LIKELY CONTAIN VALUABLE INFORMATION THAT WOULD BE HELPFUL TO THE TARGET AUDIENCE AND MAY SUBTLY PITCH A PRODUCT OR SERVICE, LEADING TO CONVERSIONS.



TARGET AUDIENCE

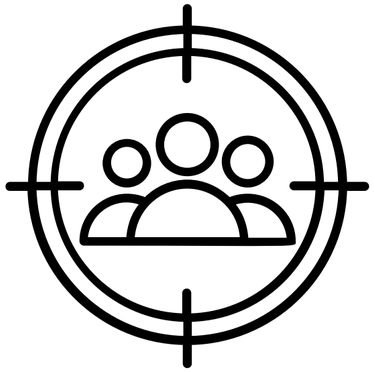
GIVE SOMETHING VALUABLE FOR FREE OR LITTLE COST

BUILDS AN AUDIENCE THAT KNOWS AND TRUSTS YOU BETTER

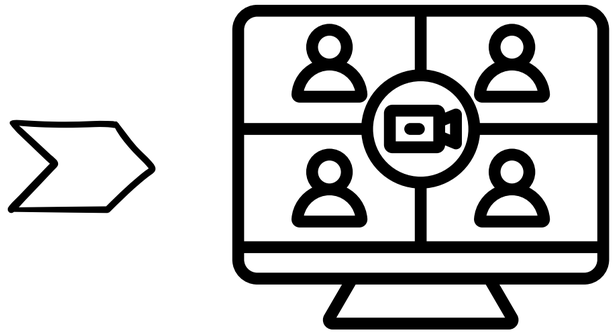
EXAMPLES: SERVICE BASED PRODUCTS, BRANDS, CONSULTANCY SERVICES, REAL ESTATE, EXPERTISE BASED PRODUCTS AND SERVICES.

WEBINAR

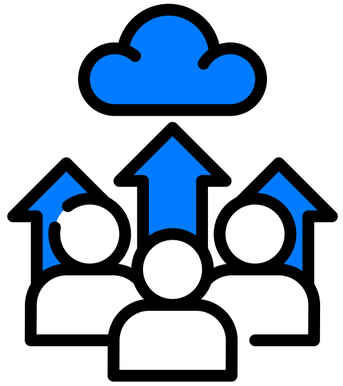
A WEBINAR SALES FUNNEL ATTRACTS POTENTIAL CUSTOMERS BY OFFERING A FREE OR LOW-COST WEBINAR THAT PROVIDES VALUABLE INFORMATION. THE WEBINAR EDUCATES THE AUDIENCE AND SUBTLY PITCHES THE PRODUCT OR SERVICE, LEADING TO CONVERSIONS.



TARGET AUDIENCE



WEBINAR EDUCATES THE AUDIENCE AND SUBTLY PITCHES THE PRODUCT OR SERVICE,



BUILDS AN AUDIENCE THAT KNOWS AND TRUSTS YOU BETTER

EXAMPLES: SERVICE BASED PRODUCTS, BRANDS, CONSULTANCY SERVICES, REAL ESTATE, EXPERTISE BASED PRODUCTS AND SERVICES.

KEY NOTES:

- HIGHER-COST PRODUCTS REQUIRE A MORE ELABORATE SALES FUNNEL THAN LOWER-COST PRODUCTS.

WHY? THIS IS BECAUSE HIGHER-COST PRODUCTS NEED A GREATER LEVEL OF TRUST AND PROOF OF AUTHORITY.

- IN GENERAL, SERVICE-BASED OR AUTHORITY-BASED PRODUCTS (SUCH AS COURSES, CONSULTANCY SERVICES, AND COACHING) ALSO REQUIRE A MORE DETAILED SALES FUNNEL COMPARED TO PHYSICAL PRODUCTS.

WHY? THIS IS BECAUSE SERVICE-BASED AND AUTHORITY-BASED PRODUCTS NEED A HIGHER DEGREE OF TRUST AND PROOF OF EXPERTISE.

- THE MAIN REASON FOR USING A SALES FUNNEL, RATHER THAN A DIRECT-TO-OFFER APPROACH, IS TO REDUCE CUSTOMER DOUBT AND INCREASE THEIR TRUST IN YOU, YOUR SERVICE, OR YOUR PRODUCT.
- WHEN SELLING TO AN AUDIENCE THAT ALREADY KNOWS YOU, THERE'S LESS NEED FOR A COMPLEX SALES FUNNEL. IN THIS CASE, YOU CAN RELY MORE ON A DIRECT-TO-OFFER STRATEGY.

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NEED HELP WITH YOUR ADS?

TARGETING

I TARGET BASED ON:

- **INTEREST**
- **PRICE**

INTEREST-BASED TARGETING:

INTEREST-BASED TARGETING SHOULD BE RELATED TO WHAT YOU'RE SELLING.

FOR INSTANCE:

IF YOU SELL FACEBOOK ADVERTISING SERVICES LIKE I DO, YOUR TARGET INTERESTS SHOULD INCLUDE:

- DIGITAL MARKETING
- VIRAL MARKETING
- ADVERTISING, ETC.

PRICE-BASED TARGETING :

PRICE-BASED TARGETING IS IDEAL FOR ATTRACTING A WEALTHIER AUDIENCE WHEN YOUR PRODUCTS ARE HIGH-END OR EXPENSIVE. EXAMPLES OF THESE TARGET INTERESTS INCLUDE:

- ENGAGED SHOPPERS
- LUXURY ENTHUSIASTS
- FACEBOOK PAYMENT USERS WITHIN THE LAST 30 DAYS, AND MORE.

KEYNOTES:

- IF WHAT YOU SELL IS EXPENSIVE, YOU SHOULD FOCUS ON A COMBINATION OF BOTH PRICE-BASED AND INTEREST-BASED TARGETING.
- IF IT'S NOT, THEN YOU SHOULD FOCUS ON INTEREST-BASED TARGETING ALONE.
- THE COST OF ADVERTISING VARIES BY COUNTRY. DEVELOPED COUNTRIES ARE GENERALLY MORE EXPENSIVE TO ADVERTISE TO.
- DURING SEASONS WHEN ADVERTISING DEMAND IS HIGHER, THE COST OF ADVERTISING INCREASES DUE TO COMPETITION.
- LASTLY, THE MORE COMPETITIVE AN AUDIENCE IS, THE MORE EXPENSIVE IT WILL BE TO ADVERTISE TO. AUDIENCES LIKE ENGAGED SHOPPERS ARE HIGHLY COMPETITIVE AND WILL LIKELY COST MORE TO TARGET.

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SEND QUESTIONS HERE

TROUBLESHOOTING YOUR AD CAMPAIGNS

IF YOUR ADS HAVE **LOW CONVERSIONS**, THESE ARE THE PROBABLE CAUSES:

- UNDERWHELMING OFFER
- IMPROPER SELLING STRATEGY OR SALES FUNNEL
- WRONG TARGET AUDIENCE

IF YOUR ADS HAVE A **HIGH CPM** (COST PER 1,000 IMPRESSIONS, MEANING FACEBOOK IS CHARGING YOU MORE TO SHOW YOUR ADS), THESE ARE THE PROBABLE CAUSES:

- POOR AD CREATIVE AND AD COPY
- HIGHLY COMPETITIVE TARGET AUDIENCE
- RUNNING ADS DURING FESTIVE SEASONS
- TARGETING A HIGHER QUALITY AUDIENCE (E.G., ENGAGED SHOPPERS)
- TARGETING DEVELOPED COUNTRIES (USA, UK, ETC.)

IF YOUR ADS HAVE A **LOW CLICK-THROUGH RATE** (CTR IS THE PERCENTAGE OF CLICKS YOU GET PER 100 PEOPLE WHO SEE YOUR AD), THESE ARE THE PROBABLE CAUSES:

- POOR AD CREATIVE AND AD COPY
- WRONG TARGET AUDIENCE
- UNOPTIMIZED LANDING PAGE
- POOR AD PLACEMENT
- LACK OF A COMPELLING CALL TO ACTION
- AN UNDERWHELMING OFFER (IF IT WAS MENTIONED IN YOUR AD CREATIVE OR COPY)

TAKE YOUR CAMPAIGNS TO THE NEXT LEVEL

- A LOT OF PEOPLE ARE WASTING MONEY RUNNING FACEBOOK ADS, WHILE MANY OTHERS ARE MAKING 6 TO 7 FIGURES FROM IT.

- IF YOU WANT TO WORK WITH ME TO ACHIEVE GREAT LONG-TERM RESULTS WITH FACEBOOK AND INSTAGRAM ADS FOR YOUR BUSINESS,

- CLICK THE "FREE AD REVIEW" BUTTON. WE'LL SHOW YOU WHAT YOU'VE BEEN DOING WRONG, WHAT YOU'VE BEEN DOING RIGHT, AND HOW WE CAN HELP YOU ACHIEVE EVEN BETTER RESULTS.

	Resu	Cost per result	Amount spent	CPM (cost per 1,000 impressior	CTR (link click-throug…
Un	132 [2] Websit…	₦829.43 [2] Per purchase	₦109,484.58	₦762.11	2.16%
New…	34 [2] Websit…	₦1,232.80 [2] Per purchase	₦41,915.18	₦2,253.14	3.45%
pict…	153 [2] New p…	₦986.14 [2] Per New pay…	₦150,879.72	₦581.01	2.24%
Adv…	8 [2] Websit…	₦1,095.10 [2] Per purchase	₦8,760.81	₦857.47	2.17%
Vide…	— New pay…	— Per New payme…	₦762.34	₦1,920.25	2.77%
from 5	— Multiple c…	— Multiple conver…	₦311,802.63 Total Spent	₦720.83 Per 1,000 Impr…	2.26% Per Impressions

- SINCE THIS REQUIRES ME TO CALL EVERYONE, SPOTS FOR FREE AD REVIEWS ARE LIMITED, SO CLICK THE "LEARN MORE" BUTTON NOW TO SECURE YOUR SPOT AND START SEEING THE RESULTS YOU DESERVE.

FREE AD REVIEW