



Running Better Facebook Ads

IT'S NOT ABOUT YOU

It's not about you and what you do, or even how good you are at doing it.

Customers don't want to be told about the transactional details, the features or options.

THEY CARE ABOUT THE BENEFITS

They want to know what's in it for them.

The best Ads don't sell the product they sell the dream, the outcome, the taste, the look, the feeling.

So look again at your Ads from your customers point of view, and ask these 5 questions.

1

WHAT'S IN IT FOR ME?

Can the customer clearly see what they get from your product or service, what's the outcome or result they'll get.

People don't buy the prevention they buy the cure, so focus on the end result and benefits.

2

WHAT PROBLEM DO YOU SOLVE?

Are you showing what problem you're solving? Are you showing how you save them time or money?

Keep it simple, encourage a click to find out more.

3

WHY SHOULD I CARE?

Do your Ads show what is it about your product or service that makes it better than the other options.

Try and focus on on one benefit or USP per Ad.

4

WHERE DO WE GO FROM HERE?

Are you signposting what to do next in your Ad? Do you have a clear call-to-action?

You need to tell customer what you want them to do, click, call, sign-up.

5

HAVE I SEEN THIS BEFORE?

Are people bored of your Ads?
You need to change the creative to keep people interested.

Once your engagement rates drop off change the image, video wording. Try different variations and see what your audience react best to.



GO CREATE SOME GREAT ADS

Review your Ads and mix it up, test and measure different creative, you might be surprised what your audience engages with most.

Make sure you have your pixel and events setup so you can measure what's working and what's not. If you need some help with getting this setup our Creating Fantastic Facebook Ads course will help you get your Ads up and running. It's included with Club membership.