# Hidden Secrets to Cheap

# FACEBOOK ADS

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# Introduction

**Facebook is a powerful platform** for targeting audiences across the world. By offering an extensive market, it provides plenty of opportunities to reach clients who are far away from you.

**There are two ways of being charged** on Facebook; either by impressions or clicks. Cost per clicks (CPC) is commonly used. This is where you are charged when someone clicks on your ad. Cost per impression (CPM) charges you each time your ad is viewed even with no clicks to it. You can change how you get charged at 'Budget & Schedule' but there are some ad delivery settings that restrict your options, leaving you with the sole choice of cost per impression. To be able to maximize on your money, it is important to create a valuable ad so your money does not go wasted.

**The process of coming up with a Facebook** ad may feel quite easy especially if you see the online guidelines for setting up a new ad campaign. Using the Facebook Ads Manager, we can choose images and attach relevant or swoon-worthy messages. In 30 minutes we can then view the results. However, Facebook ads need patience. Your budget and audience size influences the number of clicks and impressions. This, in turn, affects the relevance of the results obtained after variations.

**Research is the most crucial part** of these campaigns; don't just go with your gut. Knowing your target audience, understanding their demographics along with their education is part of getting to know how to please them. Find out which language is most common to them and use it. On some occasions, you are able to learn their buy activity and Facebook usage. By having this information, you can use it in your business page to come up with better user engagement policies that are cost-effective.

**Even with a very low budget**, if you aim at giving your audience the best that you can offer, you will yield results. This book is a glimmer of hope for those that are starting out with Facebook ads. It can be discouraging at first but it gets better.

# Chapter 1

## Five questions to answer while making an affordable facebook ad

# Five Questions To Answer While Making An Affordable Facebook Ad

When working with a tight budget it is important to remember that at the end of the day, the client will be impressed by quality work. People like to associate themselves with things of value. Therefore, it is your input that will determine how good the ad will be. Apart from giving valued information about how to cut costs, this book will also give you tips on how to create an excellent ad.

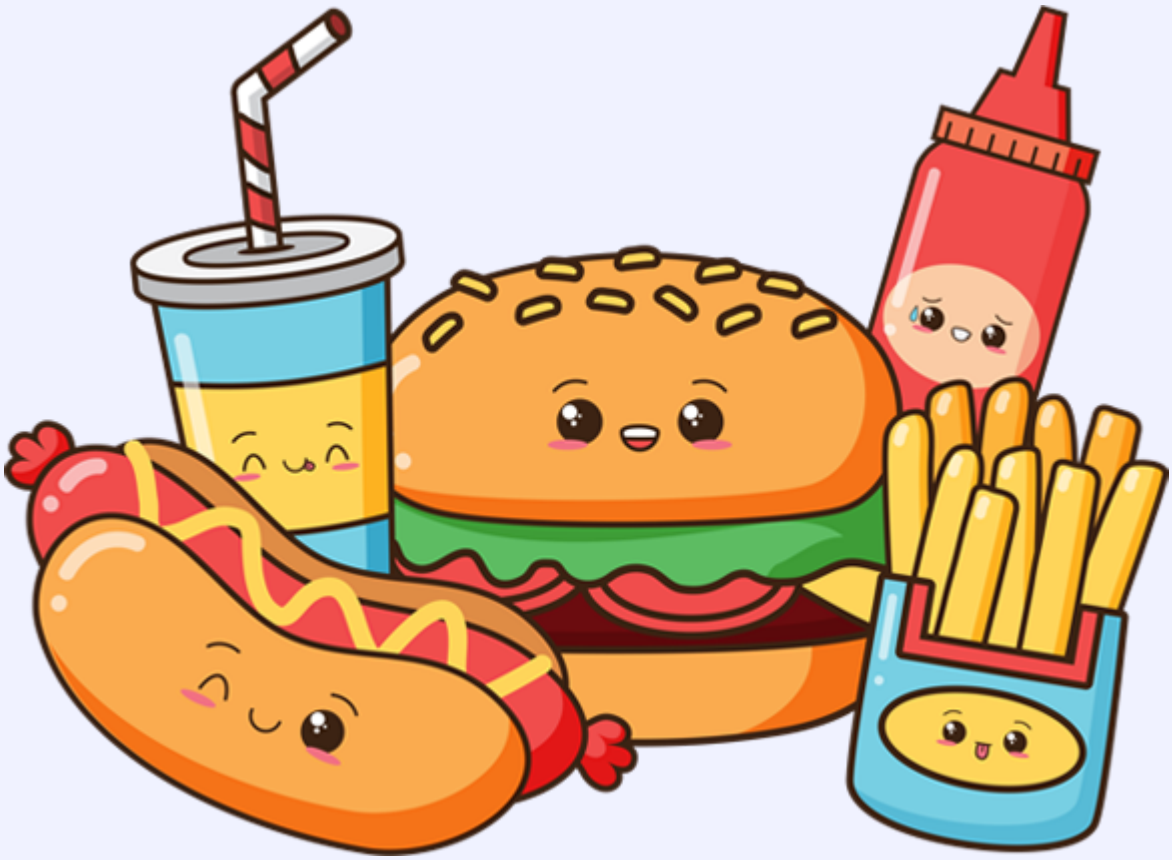
# Question 1

## What are you promoting with the angle you have taken in your ad message?

When it comes down to the basics, you will realize that, most ads have common elements in them. From the ad layout to the call to action preferred, the right marketing angle can change the perception of your audience. A marketing angle that makes the product or service look easy to work with stirs the desire of potential buyers. For instance, ads that are written, “Create a website in 10minutes” or “Start your free trial”. The human mind responds positively to simpler options to reach its intended goals. Similarly, we are attracted to less complex content, i.e. visual images instead of wording.

Your target audience comprises of social creatures, and as such, we all have FOMO (Fear of missing out). As an advertiser, it is important to follow trends because for people to buy your product, there has to be a catch. The simple act of introducing it is not convincing enough, they need social proof. Proof that other people are buying as well. The Dunkin Donuts slogan reads 'America Runs on Dunkin' makes the client feel like he has to try that out, since he/she is American; or in America.

Another example would the US Marine Corps slogan, "The Few. The Proud. The Marines." Catchy slogan, that is. As a young adult who is trying to figure out what career to pursue, they might get you sold. In fact, with such wording, the logic would be that only the best applicants get in, they are few because they are chosen and proud because they serve a great cause.



Another angle often used is the solution way. Your ad should inform your potential clients that your product or service solves a problem that exists for them. Solving the problem is also not enough since you have competitors who can solve it as well. Your product should save time in this fast-paced society while being cost-effective. A money-saving approach is the angle that businesses often use. Remember to be realistic with prices even as you offer the affordable option. Check the profits you are earning before you commit to a price that is unreasonable.

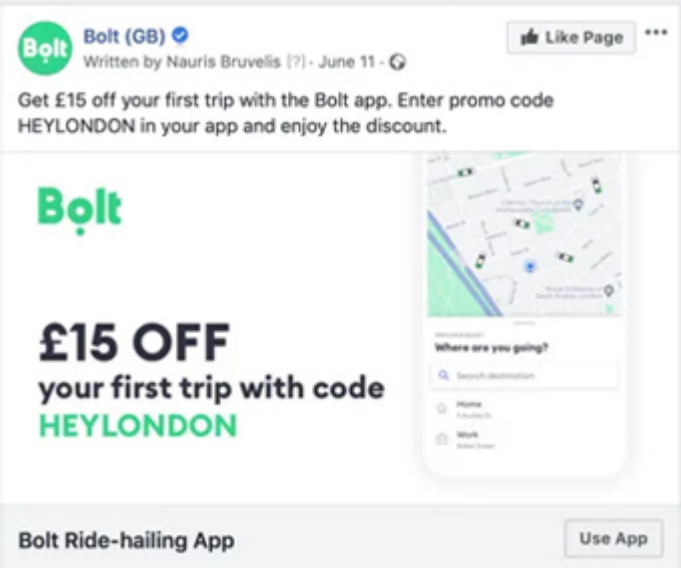
Another option would be not to change the price of each commodity but come up with ways to make it seem cheaper. Offers that read 'buy 1, get 1 free' or 'buy 2, get 1 free' make the product look cheap while only reducing slightly less so as not to burn their businesses in the process. Another approach is to present to the audience your product/service as the cheapest without specifying the price. That message is often etched in their minds whether they know the price or not and will click on the ad.

Working under a tight budget can be strenuous and nerve-wracking. However, to get back your hard-earned money fast and replace the capital, the 'now or never' approach works well. Have you walked around town and seen offers like, '25% discount while stocks last' or '50% offer runs till July 15th.' As a client, you may want to rush in on your luck hurriedly before the prices are back to normal.

## Question 2

# In research, where are examples of ads similar to yours?

Facebook ads need not just creativity, but it is also a silence. Designers are often creative enough to use their own original ideas while others need some assistance. By clicking on examples from Facebook Photo/ Video/ Carousel/ Slideshows Ads, each of these opens up the mind to decide which approach serves your product and audience in the best way possible. As you observe the other ads it is when you can notice their value. Some are short and straightforward, others eye-catching and colorful due to their visuals, while there are those with an effective landing page.




There are clients who barely go through the advert at all. If they see the product, their curiosity will lead them straight to the landing page to find out more. In the same breath, there are advertisers who prefer not to say much on the ad at all,

then when you follow up to the landing page, you meet a very detailed site that describes the features and benefits as well.

Professional advertisers prefer to describe the product's benefits only on the ad instead of including its features. Such benefits e.g. free shipping or bonus offers serve as incentives for potential buyers. A direct approach catches the attention of the user way faster and if there is a call-to-action like 'Free Trial' or 'Register', there is a good chance of conversion.

There are adverts that do not contain plenty of words or visuals even. They are simple, clear and concise. By looking at the ad, you probably already know what it is about. This could be as a result of the brand having been in the market for years and is a trusted commodity or as a result of its popularity already.

In some instances however, less is more and your targeted buyers may prefer less. With this in mind, a Facebook user can readily visualize the offer and click on it, acknowledging its marketing prowess.

Matter-of-fact, Facebook users skim in a rush through online pages and posts in the hope that something will catch their eye. So catch their eye, in whatever way possible, then create a landing page that describes the much you have put into the product for it to be on the market. A video that is more than two seconds will scare them as they imagine watching all that, and so will many words on the ad. In fact, midway you'll think, "Do I have to read all this?" It is essential that once you have mastered your audience's interests, to capture his/her attention with the much you have learned.

## Question 3

# What are the others doing that is making them succeed?

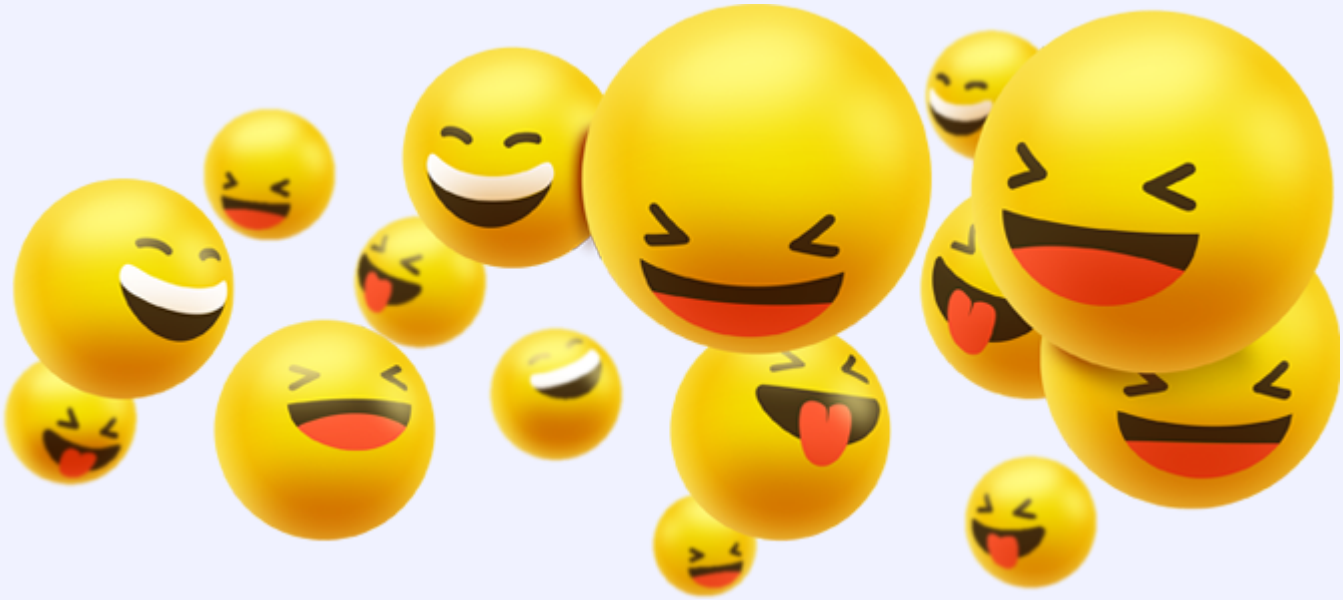
There are certain products that aggravate advertisers; these are those that fly off the shelf, whether they are new to the market or not. A good example would be the pizza vendors' offer of 'Terrific Tuesdays'. Many people across the world love pizza.

This has seen pizza vendors' spaces filled with queues and throngs of hungry customers over the years. As all businesses do, they sought out a vantage to increase sales. 'Terrific Tuesdays', an offer where you buy one pizza and get another for free. In fact, nowadays people prefer to eat pizza on Tuesdays because they consider it cheaper.

Owning an eatery in the central business district must be tough on Tuesdays and as such would lead them to ask themselves how to improve business on this day. In the same way, it is one's duty to learn how to compete with existing and incoming competitors in the ads business.

By observing keenly on how your competitors who have succeeded are doing, you can easily conclude the nature of the clients' interests. However, clients vary. There are those who would like an affordable product because they have other pressing needs while others would prefer to spend more to guarantee that they have bought the best in the market and of good quality.

As a business person, it is important to understand that you cannot capture both their attention and satisfy them. After picking the target market, research is needed from competitors' ads on what the audience resonates with to create a great ad. Some of the most successful ads involve humor.



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