

# Facebook Ads

**Watch AD -Ad Spend:** \$60K → Revenue: \$241K,**ROAS improvement:** 63% → 401%,Over **+1,800% sales growth**.

This brand sells watch 450–\$500.

Goal: Improve ROAS (went from 63% to 401%) and scale revenue

Issue –when the product advertising equally for all product which makes best selling product product top-seller was underfunded.

### **Focused Game plan**

- Identified that 70% of sales came from just one product
- Concentrated on best selling product
- Created a limited-time offer with a free gift
- Improved product detail pages (added ratings, publication logos for credibility, sticky add-to-cart button)

## Streamlined Account Structure

- Just two campaigns: testing + scaling
- Kept it simple for Facebook's algorithm to work effectively

**Testing** –Instead of making adds before we have to research what customers actually liked

Eg read customer review in order to find the selling point like "**best gift**","**Water resistance**"

**Scaling**–Once they found ads that worked well, they slowly increased their reach and spending to avoid wasting money

Eg if add worked in one country then it can be used the exact same ad in new countries

Used broad targeting (showing ads to everyone rather than limiting to watch collectors

## Practical First Steps:

- **Identify your potential "best seller"** - Which product has the most unique appeal or highest margin?
- **Research thoroughly** - Look at competitor reviews and social media comments about similar products
- **Create 2-3 focused ads** - Highlight different features based on your research
- **Set reasonable expectations** - Your initial ROAS may not be profitable while you're learning
- **Track everything** - Use a simple spreadsheet to monitor which ads perform better and why