



# Paid Advertising Basics – Scaling with Ads



## Goal

By the end of this module, you'll understand how to launch and manage beginner-friendly ad campaigns on **Facebook** and **TikTok** to scale your store beyond organic traffic.

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## Why Paid Ads Matter

Relying on free traffic (organic posts, SEO, word-of-mouth) is like fishing with a stick—you *might* catch something, but it's slow and unpredictable.

Paid ads are like casting a net:

- **Predictable:** You can reliably bring in traffic daily.
- **Scalable:** Spend more → reach more people → make more sales.
- **Targeted:** You choose who sees your product (age, gender, interests, behaviors).

Think of ads as a **sales machine**: put \$1 in → aim to get \$2–\$3 back out.

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## Facebook Ads Basics

### Step 1: Set Up Your Foundation

- Create a **Facebook Business Manager** account (free).
- Install the **Facebook Pixel** on your store → this tracks who visits, adds to cart, and purchases.

👉 **Why Pixel Matters:** It allows Facebook's AI to learn who your best buyers are and optimize your campaigns automatically.

### Step 2: Create Your First Campaign

- Campaign type: **Conversions** → **Sales Objective** (not traffic or engagement).
- Audience:
  - Start **broad**: 18–45 years old, all genders.
  - Interests: Keep minimal at first (Facebook's algorithm is smarter than you think).

- Budget:
  - Start with **\$5–\$10/day per ad set**.
  - Run at least 3 ad sets to test.

### Step 3: Creative (Your Ad Itself)

- Use a **15–30 second product video**.
  - Hook viewers in the **first 3 seconds** (show transformation, problem solved, or curiosity).
  - Include **social proof** (testimonial, review, or UGC).
  - Clear **call-to-action (CTA)**: “Shop Now” or “Get Yours Today.”
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## TikTok Ads Basics

### Step 1: Set Up TikTok Ads

- Create a **TikTok Business Center** account.
- Install TikTok Pixel (similar to Facebook’s).

### Step 2: Choose Ad Format

- Use **In-Feed Ads** → They look like normal TikTok videos and blend into the user experience.

### Step 3: Targeting & Budget

- Target a **broad audience** → Let TikTok’s AI optimize.
- Budget: **\$20/day to test**.

### Step 4: Creative (TikTok Style)

- Use **UGC (user-generated content)** style → raw, authentic, not overly polished.
  - Focus on storytelling → show the product in use, emphasize emotions, add quick cuts.
  - Make it feel like a native TikTok, not a commercial.
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## Key Metrics to Track

### 1. CTR (Click-Through Rate):

- Should be **2%+**.
- If CTR is low → improve thumbnail, hook, or offer.

## 2. CPM (Cost per 1000 Impressions):

- Lower = better.
- High CPM means your targeting/creative may not resonate.

## 3. ROAS (Return on Ad Spend):

- Aim for **2x or higher**.
- Example: Spend \$50 → Make \$100+ in sales.

👉 Tip: Don't panic if results are shaky in the first 3 days—algorithms need time to learn ("learning phase").

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## Practical Task (Do This Now)

1. Create your **Facebook Ads Manager account**.
2. Install the **Facebook Pixel** on your store.
3. Draft your **first ad campaign**:
  - Campaign: Conversions → Sales
  - Audience: Broad (18–45, all genders)
  - Budget: \$5/day per ad set
  - Ad creative: A short product video with a strong hook

⚠️ Do **not** launch it yet—we'll review and optimize before spending money.

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✨ **Pro Tip:** Successful advertisers don't guess—they **test**. Always run multiple ad variations and let the data tell you what works.