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.

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 \rightarrow aim to get \$2–\$3 back out.

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.

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."

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.

1. CTR (Click-Through Rate):

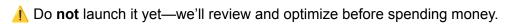
- Should be 2%+.
- \circ If CTR is low \rightarrow improve thumbnail, hook, or offer.

2. CPM (Cost per 1000 Impressions):

- Lower = better.
- High CPM means your targeting/creative may not resonate.
- 3. ROAS (Return on Ad Spend):
 - o Aim for 2x or higher.
 - o Example: Spend \$50 \rightarrow Make \$100+ in sales.

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)
 - o Budget: \$5/day per ad set
 - o Ad creative: A short product video with a strong hook



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