



**STEPS TO MAKE**  
**FACEBOOK**  
**ADS**  
**WORK**  
*profitably*



# How To Create Facebook Ads That Sell

## 1. Your success hinges on your offer

The success you achieve with Facebook advertising is greatly dependent on whether you have the right offers that create a desire to buy within your chosen audience. People aren't looking for just anything; they want offers that solve a problem in their life. If you can create offers that show how your product or service will solve some problem, you have gone most of the way towards closing the deal.

You not only want to provide that solution, but you also want it to be so valuable to your potential customer that they don't care how much they have to pay to get it. So, don't fret over the wording or the look of your Facebook ads at first. Instead, focus on creating the best offers possible for your Facebook audience.



## What To Do If You Don't Know How To Craft An Irresistible Offer

### 2. You have to deeply understand your customers



If you approached most business owners and asked them who buys from them the most, many wouldn't have a ready answer. Few understand who their audience is and why they choose to patronize their businesses. This is very important information! If you don't know, then you won't be able to target your paid advertising to the right audience.

You have to prepare to succeed; success doesn't just happen. Part of that preparation to create a profitable ad or an unbeatable offer is to know your ideal customer base. If you're not sure how to get into the psychology of your ideal customer, then hire a research team to generate reports that can show you who your best audience might be and how to reach them.

# The Foolproof Formula That Guarantees Success, Every Time

**3. It's Elementary Math** - You do have to work the numbers, but the beauty of it is that you only need basic math skills to figure out whether you are profitable or not. If you passed 5th grade, you have those skills.

The trick is to figure out whether you make more off each customer than it took to generate them in the first place. It's as simple as subtracting your cost-per-click (CPC) from your earnings-per-click (EPC).

Thus, your biggest math problem would be like this:  $EPC - CPC = ?$  Once you know how to figure out the numbers, you are well on your way to being profitable. You'll also learn ways to manipulate different criteria to make those numbers better and better. It will be nearly impossible to fail once you know how to do the math.



# Before You Do Anything, Do This.

## 4. Create a funnel to meet your goals

There are many funnel models out there, and the good news is that most of them will work. However, not all of them will be suited to your business budget or the goals you have in mind. For instance, one potential funnel that we were asked to implement for a particular client went like this: Facebook Ad sends them to a Squeeze Page. The Squeeze page sends them to a \$5 tripwire. The tripwire leads to a \$97 strategy session.



Without having tested the funnel, we were asked what budget to expect to generate 50 strategy sessions in a month. Even without testing, experience tells us that the highest conversion rate for even the best campaigns is only 5%. To get 50 people signed up, it would take at least 1000 people to see the strategy session ad so that 5% of them (50) eventually sign up. However, when conversions are doing well, you could end up with a 10 percent conversion rate on the \$5 tripwire.

So, the 1,000 people are going to be whittled down to 100 people by the time they see the session offer. Then, 5 percent of 100 are only 5 people, not 50. In order to get those numbers back up to a potential 50 conversions on the strategy session offer to the backend of the funnel, that means that really 10,000 people have to see the offers monthly so that 1000 people convert in the tripwire and see the strategy session offer down the line. If each of those people cost \$5 to generate, then the total cost to generate 50 strategy session customers would end up being \$50,000 (\$5x10,000 opt-ins).

That's only if this client gets the best conversion rates. Obviously, that's a large amount of money and the funnel needs some optimization to make more financial sense. One way to optimize a funnel could be to just remove the squeeze page and send them directly to the \$5 tripwire offer and then run tests to see how the conversion rate looks from there. This way, a business owner can figure out whether it's worth it to spend money to generate more leads or not.

# What To Do If Your Numbers Aren't Working



## 5. There is no funnel design that will work straight off the drawing board

You will have to test, tweak, and optimize whatever funnel you create to get it right. Even after creating hundreds of funnels, drawing in more than a million dollars in traffic, there has still never been one that worked perfectly right off the bat.

The sad truth is that most funnels will remain unprofitable for a month, if not two. You have to be persistent to make a Facebook advertising campaign profitable by constantly working to raise the conversion rate.

## How You Get The Most Sales

### 6. Copy is the key

Ultimately, you want to create sales. The only way to reach people online and influence them is through your words. The wording of offers and the way the copy is structured is the single biggest factor that can influence your conversion rate. The difference between writing your own copy and hiring professional copywriters to do your Facebook ads is tremendous.

In one case, we had a client that did their own copy for a video they were using to send people to the mouth of their sales funnel. It generated a paltry 1.75% conversion rate for appointments to a one-on-one counseling session. Many of those opt-ins even failed to show up afterwards. The client was advised to hire a professional copywriter and their conversion rate went up to 6.25%. Not only that, but the leads were pre-qualified, making no-shows a thing of the past. Just changing the copy of the sales campaign helped to create a winning strategy.



# How To Stand Out In a Crowded Marketplace

## 7. Promise big things and add a unique hook to grab attention

The Internet is crowded, so you need more than just a big promise to draw attention. With thousands of marketing messages targeted to consumers daily, people tend to phase out hyped up promises as just more spam. They're just not believable anymore.

To get your Facebook ads noticed, you also have to make them believe your big promise. You can do that by offering them something they haven't seen before - a unique hook. This will help to get past those jaded consumers who think they've seen it all. It is one of the best ways to stand out on the Internet amongst many other vendors offering the same old thing.



## Make Them Click Your Ads



## 8. Image is 75% of your ads success

If you remember the last time you engaged your friends on social media, what drew you to click an ad or read a status update? Odds are it was the image. Pictures are the biggest element in an ad that contribute 75 percent of the ad's ability to draw attention.

In some studies, experts suggest that 44% of respondents on a sales campaign will engage brands more when they see the pictures they like being posted within them.

Pictures aren't just persuasive, but they also deliver loads more information in a single image than text. It can make it easier for consumers to find ads they like by simply looking at a visual image. Add a compelling image to your Facebook ad and you can see better results. In our campaigns, we've discovered that people are drawn to images of other people within unique settings more than any other types of images.

# Check This First If Your Ads Aren't Profitable

**9. Be Consistent within your sales funnel** You'll kill the momentum if your Facebook ad offers one message and the rest of your offers in the sales funnel are different. Even something as simple as having one headline on an ad, a different one on the landing page, and still another on the sales page can be confusing to potential customers.



It can even cause cognitive dissonance that makes the visitor distrust the ad because their subconscious mind is saying one thing while they're reading another. There are too many messages being thrown at them. When that happens, they become confused and that can lead to inaction. That's the worst thing possible if you're trying to get your visitors to buy. Always be consistent with your message throughout your entire sales funnel. One of the easiest ways to accomplish that is to use the same headline at different stages of the funnel.

## What Can Convince Your Visitors to Buy?

### 10. They want to see results. It's that simple

Convert skeptics into buyers, just by offering them proof that your product or service can deliver results. Don't even bother to try to fudge the results either. Anyone can look you up on Google and see reviews from past customers. They're not looking for hype; they're looking for data.

If you validate your claims that your product or service works to solve their problem, you would have removed most of their objections to buying. This is no different for Facebook marketing. It is one of the most essential things to do in your Facebook advertising campaign.



Always make sure you can prove that your product gets results. Several ways to do that convincingly are through case studies, testimonials, or third party reviews. If all you have to offer is a valid logical argument that can also work too.

# The Mindset Shift Needed To Create Success

## 11. Realize that you're not unique

Business owners do pride themselves on being individuals, so they often ask: "Are you sure it will work for MY business?" However, when it comes down to it, no business is truly unique. They all want the same thing: Sales. The way to get those sales is through advertising. In that respect, every business is the same.



Advertising always works by understanding the psychology of the potential customer and persuading them to buy. People will always act on human nature, so that you don't really have to create a new advertising strategy. You just have to understand what triggers your particular audience to buy. Once you know that, you can use the numbers to figure out how to increase their desire to buy and how to convert more people.

Facebook marketing is not unique in how it gets people to buy, it's just another platform to roll out tried and true marketing techniques. If you know how to do your numbers and how to set up sales funnels, you can pretty much tweak any campaign into a success. In that respect, no business is going to be so unique that it can't use a Facebook sales campaign to generate more customers. It will work for all of them, regardless of what you sell or what service you provide. It's just a matter of learning the basics and getting started.

**Want to see how Facebook Marketing can help to create a steady flow of traffic and new customers for your business?** [Get in touch with us here](#) (do bear in mind you must be able to allocate at least \$2000 per month towards advertising).