



# 10 Steps to Profitable Facebook Ads

 **evsbrain**

## Why Facebook and Instagram advertising?

If you've been wondering whether Facebook advertising is worth it, you're in the right place.

Facebook and Instagram advertising can be highly profitable, if you know what you're doing or have an expert in your corner.

One of the reasons they can be so profitable is because Facebook users continues to rise, with billions of people on the platform daily.

Second, they're much cheaper than Google ads, or traditional media.

Last but not least, Facebook offers an array of advertising possibilities, from displaying your ads on the newsfeed, on the right column, on Instagram, on the Audience Network, in Messenger, and it's likely to continue to expand.

So you can truly reach your target market wherever they are.

But to me, the beauty of it lies in its targeting capabilities.

You can narrow your target market down to the detail. You can be so specific, that your ideal customers will think you've been following them. Yeah, a bit spooky, I know!

Gone are the days you had to waste thousands of dollars in mass advertising, paying to show your ads to people who didn't matter to your business.

BUT, and there's a big but, you really need to know what to do and how to do it, otherwise you will waste a lot of time and money.

Let's get right into it!

# Step 1



Understand your customers  
intimately

## **Step 1 - Understand your customers intimately**

The number 1 key to Facebook ads success, (and to marketing success in general), is to deeply understand your customers, their pain points, what makes them tick, and what they most desire and are willing to pay anything for.

It is really important that you understand your ideal customer's real motives, their psychology, so you can craft an offer that they can't refuse.

The main problem I find is that most business owners think they know their audience, but they don't. So, their offer is shallow and off the mark.

You need to truly understand your customers' pain points and desires and what triggers them to buy. Then you can use those triggers to persuade them to buy from you.

Talk to your customers. Listen to what they say, the words they use, their problems, frustrations and desires.

What are they telling you? What are their actions telling you?

# Step 2



Create an Irresistible Offer

## Step 2 – Create an Irresistible Offer

Who clicks on an ad and buy anyways? Well, let me tell you, people who find an offer that fits them like a glove, that's who!

If you fully understand your ideal customers, then the next step is to create an offer (or lead magnet) they can't refuse.

Your offer must be a perfect match for your target audience. It needs to be different from your competitors, speak to their particular pain points and offer a solution they just can't resist.

If you have an ordinary, 'meh' offer, that people can just pass, you won't get the leads (or purchases) you want.

How do you create an offer that's irresistible to your target market?

Think about what's unique about your brand, your offer and your market. What does your ideal client really wants? What's their true problem and how you solve that problem.

When you answer what they want, then ask yourself WHY. Why do they want that? Keep asking why until you get to the root of their problem and desire. It's never as superficial or obvious as you think.

When people feel truly understood, they buy.

### **Here's a short checklist of what makes an irresistible offer:**

- It's jam-packed with value.
- It's the answer to your ideal customer prayers.
- It's different from everyone else.
- Addresses buying objections.
- It's proven to work for your target audience.

# Step 3



Create a Landing Page

## Step 3- Create a Landing Page

Should you send traffic to your website or to a landing page, also known as a squeeze page?

### **For product-based businesses:**

If you have an e-commerce store and want to sell products online, you can send traffic to your website. Unless you have a specific offer, then create a landing page to promote that offer.

### **For service-based businesses:**

The only time you'd send traffic to your website is to promote a blog article or piece of content in order to warm up your audience.

If you're promoting a lead magnet or sales offer, you need a landing page.

Why? Because landing pages are free of distractions. The only action a person can take on a landing page is the one you're asking them to (register, subscribe, inquire, apply, buy, etc).

They can't do anything else. There are no other buttons, menus, or anything taking their attention away from the action you want them to take.

That's why they're so effective.

If you're going to pay for ads, you want to send people to a page where they perform the action you want them to.

Not to get lost in your website, never to return.



# Step 4



Create a sales funnel

## Step 4 -Create a sales funnel

What would you think if you were going through your Facebook newsfeed and saw an ad from someone you **never heard about** promoting the following:

"Hey, hire me, I'm a Marketing Strategist and will help you grow your business" ?

Sounds insane? Because it is.

It assumes people have no other options in the market and will instantly trust the advertiser.

Put simply, it wouldn't work.

People need to know, like and trust any brand before they buy from them. That's why a sales funnel is so important, it takes the whole customer journey into consideration, and helps create trust before the sale can be made.

There are many types of sales funnels. It all depends on your particular industry, goals, and target audience.

All sales funnels need to be tested, tweaked and improved before you start seeing results. Often, small changes can make a big difference. But you have to test.

The main problem is that many business owners want magic funnels that works straight off the bat, and are not prepared to test and optimized.

Unfortunately, that's almost never the case. It takes some testing and time to get the best results from Facebook ads, but it's totally worth it.

# Step 5



Use Attention-grabbing Images

## **Step 5- Use Attention-grabbing Images**

It's true what they say, that one image is worth a thousand words.

The first thing we test when running ads on Facebook is the image.

The image of your ad is what will grab people's attention and make them stop what they're doing to read and click on your ad.

You can test up to 6 images per ad, which means Facebook will show all the images you selected to your audience, and you will be able to see which image gets a better response.

Select attention-grabbing images that appeal to your target audience and stop them from scrolling down.

You might be surprised to find out what your audience actually responds to. It may be the exact opposite of what you expected.

That's why it's important to test.

# Step 6



Write Copy

## Step 6- Write Copy

Your ad copy is the most important part of your ad.

While the image is what stops your audience from scrolling and pay attention to your ad, your copy is what will make them click and see your offer.

When writing copy for your ads, aim to:

Grab attention with the first line. You only have a second to get your audience's attention. Don't wait to do that at the end. Do it in the first sentence.

Use an attention-grabbing headline that tells what it is you're offering.

Create interest and desire by touching on your audience pain points and biggest wishes, without being personal. Check the Facebook ad Guidelines.

Be clear and don't confuse your audience.

Tell them who your ad is for. The last thing you want is people who are NOT your target audience clicking on your ads. That's just going to waste your money.

Have a clear call to action within the copy. Don't expect your audience to just know what to do. Tell them what you want them to do.

# Step 7



Retarget Your Audience

## Step 7- Retarget Your Audience

Retargeting or remarketing means showing different ads to people who have already seen your previous ads, or already know your brand either by visiting your website, following you on social media, or subscribing to your e-mail list.

Retargeting people will help move them through the customer journey (and your sales funnel).

A Facebook ads campaign isn't complete if you're not re-targeting your audience.

In general, people need several touch points with your brand before they take action. So don't give up after the first ad.

Think about what they need to know, see, feel next to move them closer to buying from you.

How do you retarget your audience? By installing the right Facebook pixels on your website and landing pages.

If you don't know how to do this, [watch my tutorial here](#).



# Step 8



Show Proof

## **Step 8 – Show Proof**

All people want to know is that your service or product works and will deliver on its promises.

It can be as simple as showcasing testimonials, reviews, or case studies.

If you have photos of your testimonials or videos, even better. You want them to be believable and instil trust.

Your biggest task when marketing your offer is to remove purchasing objections, and the easiest and most effective way to do it is by showing proof that it works.

Ensure they're real and not fabricated. Consumers are savvy, and you don't want to hurt your reputation.

# Step 9



Work out your numbers

## Step 9- Work out your numbers

You need to calculate how much a customer is worth to you in the long-term, and how much you can spend to acquire a new customer.

Make sure to consider the lifetime value of each customer, and not only their initial purchase.

Here's an example: You spent \$1000 on Facebook ads, and sold 10 spots on your trial offer, which was priced at \$99, so you made \$999.

Initially, it may seem you didn't make any money. But, if 8 out of the 10 people go on to subscribe to your monthly membership, which let's assume is \$250 per month, and on average, your customers remain members for 12 months, your return on investment was \$24,000.

That's where it pays off to know how much a new customer is worth to you. That's where the profit is.

# Step 10



Test, Measure and Optimize

## Step 10 – Test, Measure and Optimize

There isn't one single formula that works. To be successful using Facebook ads, you need to test, measure and optimize your campaign.

Successful businesses have and continue to test several variables to improve their return on investment.

Things you should test on your campaigns include:

- Several variations of your target market. Split your audience so you can see who responds to your ads.

- Your images

- Your copy – test long and short copy, change it if you need to.

- Your placements

- Your landing pages

- Your call to action

- Your entire strategy if needed

Everything can be tested to see what works best and produces the best results for your business.

Keep it real. Often people want too much out of one single campaign.

If the campaign objective was to raise brand awareness - you shouldn't expect subscribers too - that would be a bonus.

If the objective was subscribers, you shouldn't expect inquiries or sales.

Have a strategy and follow through.

When it comes to Facebook ads, strategy is everything.

## To wrap it up

If you want to build an audience, get more leads, acquire more clients, or scale your business, Facebook ads can help you.

Having a clear advertising strategy, testing, optimizing and being consistent will see you hitting your goals faster than you could with organic marketing alone.

But be sure you know what you're doing, or you're happy to invest in an Ads Expert to either do it for you or teach you how to, so you don't waste your time and money.

Want to generate a consistent flow of traffic and leads through Facebook advertising?

Get in touch for a FREE 30min chat. [Schedule here.](#)

Please keep in mind you will need a minimum ad budget of \$1200 per month, for at least 3 months to qualify for my Done-for-you Facebook ads management service.



Hey! I'm Rokon Haque, a Digital Marketing Strategist, Facebook Ads Expert, and CEO of DevsBrainTeam.

I help businesses stand out online, attract a steady flow of customers, and grow a profitable business using online marketing and automated systems - Hello more time and freedom!

I'm also a swimmer, blogger and travel lover!

I don't do boring. I enjoy working with honest, enthusiastic businesswomen, who are prepared - and excited - to step up, do things differently, and market in a big way, while having fun doing so!

## Want more leads and customers?

[Book a free consultation](#)

*"After only two campaigns, my client numbers have increased by 50%. We've opened a second facility and attracted a number of new members, covering all our costs in 3 months. I highly recommend DevsBrain Team to anyone wanting a Facebook ads manager."*

**Kellie Socratous, Intrepidus Strength & Conditioning**





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