

7 Mistakes Business Owners Make When Running Ads

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About

Title:

7 Mistakes Business Owners Make
When Running Ads on Facebook &
Instagram

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Publisher:

TCY Africa

Copyright Date:

2018

#1. They expect results too early

Getting amazing results with paid ads is not child's play. There are a lot of factors that come into consideration and there's a series of steps and procedures that need to be followed.

One common mistake I have noticed several business owners make, in my years of running ads professionally, is not giving the algorithm enough time to optimize and report data.

Tell me, when was the last time you ran an ad and you ended up checking it every 2-3 hours just to see how it's performing? *And then you start panicking once you don't see any results in that time frame?*

And then before the ad has taken time to reach the percentage of your audience who are ready to make a conversion, you go ahead to pause or stop the ad. **This is very wrong!**

When running ads, there are three important phases :

- The Testing Phase
- The Optimization Phase
- The Scaling Phase

In the test phase, you should let the ad run for 24 - 48 hours (depending on your niche and budget) before you make a decision to pause it.

That way, the algorithm has some time to get used to the parameters you set and then start showing your ads to a portion of your audience likely to engage with the advert.

Solution

Ads need time to learn about your audience, your offer and the right people to make conversions.

Let your ads run for 24-48 hours before making a decision.

#2. They don't know their target audience

When scrolling through your newsfeed or your timeline, have you ever seen an ad that made you stop to look at it, but then after reading (or watching) the ad, you ask yourself, *“Why exactly am I seeing this ad?”* or *“Who is this person trying to target?”*

Let's be honest - there's a lot of people who think they know what they are doing when it comes to running ads, but just one look at their ads and it's very clear to see that they don't know jack about what they are doing.

Now I don't mean they don't know how to click the buttons in the ad manager and choose a 'target' audience; however, 99% of people who see your ad don't know or care about what you did in the back-end. They are only concerned with one thing - **and that is the ad in front of them.**

That's right.

Let me give you an example:

Let's say I have a graphic design company and I want to sell training programs to people of different age groups - working class adults, freelancers, teenagers, young school leavers, fresh graduates etc.

Now I may be selling one thing - which is graphic design - but the way I will sell it to these classes of people will be very different, don't you agree?

A working class adult will want to learn how to make quick graphics on the go. For them money is not a big motivator.

Young school leavers or fresh graduates will want to learn graphic design in order to make some side income or as a side hustle. For them money is a huge motivation.

Can you see the difference?



So if you wanted to write an ad copy for working class adults, you wouldn't center the conversation around money because that is not their main motivation.

And if you target young school leavers, you want to make the conversation about the opportunity they have to make money using graphic design.

Hope that makes sense.

Solution

Really sit down, take a pen and a piece of paper or a notepad, and write down who your TARGET customer is.

Create multiple ad sets based off the different consumer level types and then craft copy that is suited to each IDEAL subset of your audience.

#3. They don't have a call-to-action

When running an ad on Facebook and Instagram, a very fatal mistake to avoid is leaving the call to action blank.

This offence is committed by mostly people who run ads on Instagram, especially those who choose to use the BOOST or PROMOTE option.

But don't worry, we'll talk about that in a few minutes.

A call-to-action basically means telling the audience seeing your ad what step to take next. This could be to either send you a DM, request a call, book a session, fill a form, submit a quiz, answer a question, subscribe to your list etc.

Your call-to-action game must be strong.

'VISIT INSTAGRAM PROFILE' is not a strong call-to-action.

Here's why: You are leaving a lot of things to chance when you run an ad telling people to just visit your Instagram profile.

What if your ad is not good and they decide to visit your profile and they don't like your feed, then what? The customer clicks away from your page and is gone for life. *Bye bye.*

Unless you are Coke or Pepsi and you have a huge marketing budget to spend on testing out every single variable under the sun, you have to figure out ways to be smart about your money in order to get the best results on your ad spend.

Solution

Come up with a really strong call-to-action for your ads before running them and make sure it is something that ties into the overall strategy for your business goals.

#4. They don't have a process/strategy

Now we are moving into next level thinking. Most business owners will be out of business sooner than they think because they do not understand the intricacies of advertising in today's market. The goal of advertising is to hold attention as much as possible within the limits of your ad spend.

What do I mean by this?

I'm talking about your process when it comes to ads.

Your customer journey should not just start and stop at the ad. What goes on after that?
If someone doesn't click on your ad, how do you get them to see you again?

Facebook and Instagram have made it very possible to be in continuous touch with your customers through what is called retargeting.

With retargeting, you can create audiences of people who have interacted with your content in the past and show your ads to them again and again.

So retargeting should be a very key part of your strategy. ***But it doesn't end there...***

We also have a deeper level of interaction called email marketing. With email marketing you simply collect details of people who have engaged with your ad and send them messages directly.

And still it doesn't end there; we have chatbots, a technology that allows you to directly send messages to your customers using the power of instant messaging. ***But it doesn't end there...***

Do you see what i'm trying to say?

There's a LOT of touchpoints that should make up part of your strategy, but very few businesses are making good and adequate use of them, and that's why they keep complaining of no sales or customers.

Solution

Setup an ad strategy before you start investing heavily on ads, and if you cannot do it yourself, get an expert to draw up one for your business.

It will help you save a lot of money in the long run.

#5. They press the BOOST button

A lot has been said about why business owners should not rely solely on the BOOST or PROMOTE option so I won't stress it more than necessary.

However, I will give just a few reasons that will make you think twice about using the BOOST option to run ads.

First of all, your targeting is limited when you use that option. You don't have access to advanced/intermediate tools which help to give you an advantage over your competition.

And if you choose to play on the same field with your competition, you need to have certain advantages in your favour. That's why it's important to understand some advanced techniques like audience retargeting, pixeling etc. You can't do these when boosting posts.

Another very important thing to consider is that Facebook and Instagram **optimize your campaigns depending on which objective you choose.**

If you choose the *Clicks to Website* objective, Facebook will optimize for link clicks to your website. If it's *Website Conversion*, Facebook will analyze everyone who has converted already and then try to reach people similar to them.

But if you BOOST a post, Facebook and Instagram will always, **always** optimize just for more post engagement.

So if you've been boosting post and getting only likes and comments, now you know the reason.

And lastly, you have no control over the placement of your ads. When you are boosting posts on Facebook, the default option includes both desktop and mobile.



You have to understand; Facebook will try to do a bit of optimization for you.

By so doing, the algorithm will often try to find the cheapest way to achieve an objective (in this case post engagement)

It will then allocate most of your budget to the placement that is getting the most likes and comments, regardless of whether you get leads or sales! (you get what you pay for)

Solution

Well, **stop using BOOST post**. No matter the targeting options you want to go with, you can do that efficiently by creating ads in the Ads Manager.

Even if it takes you a bit longer, you'll have the ability to **choose the most suitable campaign objective**, select much more **relevant target audiences**, and have **complete control over who sees your ads**.

#6. They don't invest in the creative

A bad image/video/copy is the best way to ruin a great ad.

At the end of the day, your audience cannot see the buttons you clicked on the backend, the targeting you set, the nitty gritty of the campaign. All they see is that which ends up in front of them - which is the ad.

Investing in the ad creative also helps your brand image, because an influencer or someone who is not in your target audience may end up seeing the ad and then point it to another person, and by so doing open a floodgate of new leads and opportunities for you.

Take some time to research the adequate ad format requirements for the different ad placements. You can't afford to be lazy on this one.

For example, some people will create only one variation of an image and use it on both desktop news feed, mobile news feed, Instagram feed and even Instagram stories! And then the whole user experience is ruined for the consumer. **This should not be so!**

When using video, take some time to create adequate captions. Paying attention to these little details will give you an edge over the competition.

Solution

Don't compromise on quality.

Make sure your ad copy, image or video is on point from start to finish.

#7. They don't give value upfront

Most business owners are too forward and ask for the sale when the customer has clearly not invested in them. Make your audience feel comfortable with you and they will be more inclined to buy from you. This can be in form of education, a free offer, just something to make them stop and take a closer look at what you have to offer.

Using the famous bar example, you don't walk up to a lady at the bar and ask her to marry you. Likewise, you have to build a connection gradually and then ask for the sale.



Again, this ties into the ad strategy thing we talked about.

Have a step by step conveyor belt to convert your audience from prospects to customers to raving fans.

Solution

Don't rush into the sale.

Think of a way to offer value to your audience and they will stick with you for the long run and also tell other people about you.

Are you making any of
these mistakes?

Go ahead and implement
these solutions today.

Thank you for reading this report



If you are ready to start getting amazing results with your ads,
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