



THE SIMPLEST WAY TO RUN FACEBOOK ADS THAT WORK EVERY TIME

8 essential steps for small
businesses and experts

Ne¹
Right
Networks

Co²
Great
Content

Ac³
Actively
Chat

Gw⁴
Grow Your
Audience

Nx⁵
Encourage
Next Steps



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The simplest way to run Facebook ads and make sure you get results every single time!

Hi!

I'm so delighted you're here as I know that what I'm about to share will really help your business!

I've been running Facebook ads for myself and for clients for 6 years now and, wow - it has all changed sooo much in that time! And, not surprisingly, the strategies that work best have changed and evolved.

The Facebook ads platform itself has gone from being a fairly crude way to get your stuff out to friends of people who liked your page to a really sophisticated way to get your content in front of 1000s and 1000s of people you would never otherwise reach.

At the same time, more and more businesses have started using Facebook ads and Facebook Pages. That means that the newsfeed is massively crowded and people are far more used to seeing ads and are very sensitive to any whiff of shady tactics ...

Don't get me wrong - Facebook ads are still the most effective and cost-effective way to market your business on the planet, AND ... Using them means you can get your message out and build connections with exactly the right people for you - in a way that you are in control of and that you can measure, 24/7.

(No more relying on 'post and pray' social media marketing that sucks your life out of every day)...



BUT there is a special way to use ads that works brilliantly for small businesses with small budgets and even smaller pockets of time to spend on marketing.

The problem is that not many business owners, coaches or entrepreneurs seem to know about this way of using Facebook ads. Instead, all the time, I see people struggling with ads. They're either using outdated methods, or trying to get to grips with crazy complexity that they don't need, or they're struggling with strategies that might be brilliant for big brands or ecommerce businesses, but that were never designed for micro-businesses.

Eeeek!

Not surprising, then, that Facebook ads get such a bad rap! With the methods I teach, you only need £10 and 10 minutes to get brilliant results – and that's what I'm bursting to share with you now! So I'll stop talking and get on with it!...

The way you approach Facebook ads is really important ...

Let's deal with the elephant in the room first this is where I challenge most of what you've probably thought about Facebook ads to date (but instinctively you'll know it's true ...)

And that's this:



Unless you're in ecommerce (in which case this guide isn't for you) Facebook ads are NOT for selling

- they're a communication tool - a highly-targeted way to get your message out to 10,000s of the right people for you.

Facebook ads make it super-easy for you to attract (the right sort of) attention, connect and start to build relationships at scale, but not to sell...

Just think about it- if you're in the market for a new dishwasher, where would you go to find out which model would be best for you?

You'd hit Google, or maybe Amazon, or maybe even a couple of websites of stores that you know - you wouldn't go to Facebook. People go on Facebook to socialise, play games and stalk their exes (!) not to buy.

So stuffing sales messages in front of their eyeballs is more likely to turn them off you for good than anything else.

And even if, on the off chance, one of the 10,000 people that sees your ad, is ready to buy ... if you only share a sales message then you're missing out on the chance to build relationships with the other 9,999 people that you've paid to get in front of ... and who aren't ready to buy now, but may be at some point in the future!

How crazy is that?!



Bottom line is – Facebook ads are not a silver bullet and they can't change human nature. If you're in any doubt, take my 'try it as a flyer' test. It's OK - you don't have to go and get any flyers printed up for real, but just think it through ...

If you were to share the copy and image from your ad as a printed flyer and put it in front of your audience's noses, - would they take the action you want? If YES – then great – run it as a Facebook ad and you should get good results! If NO then think again!

The best way to use ads to get results for small businesses

So, if they're not a sales tool, how can Facebook ads help us to grow our businesses then?

How can we get all those amazing results we keep hearing people talk about?

Short answer – by using them in a way which is 100% in line with using SOCIAL media – by using them to share your message, to attract and connect with 10,000s of people who otherwise would never know about your business, and to encourage them to get to know like and trust you...



Just doing this will increase your visibility so much that you'll start getting enquiries and probably sales and bookings without you having that horrible pushy or salesy feeling in the pit of your stomach!! I've seen this happen over and over again with my clients!

Then - having attracted an audience that loves what you do, they will be all over your offers when they're ready to buy - and that's when the magic really happens!

I know this is probably the opposite of what you've read or been told about Facebook ads (all I ever see is stuff about using ads as a way to deliver a one-off campaign to 'get leads' 'drive traffic' 'get customers' or 'get sales') but it works!!

You'll find my approach so much easier than the 'accepted' way of running Facebook ads because it's based on a much more natural way of communicating. It takes the pressure off you having to create a 'perfect' ad or campaign to deliver very specific results.

Andit's also much, much more budget- and time-friendly than all those 'gurus' would have you think!

This post from someone who bought my Simple Facebook Ads Success course just shows you what you can achieve with a budget of just £5!!



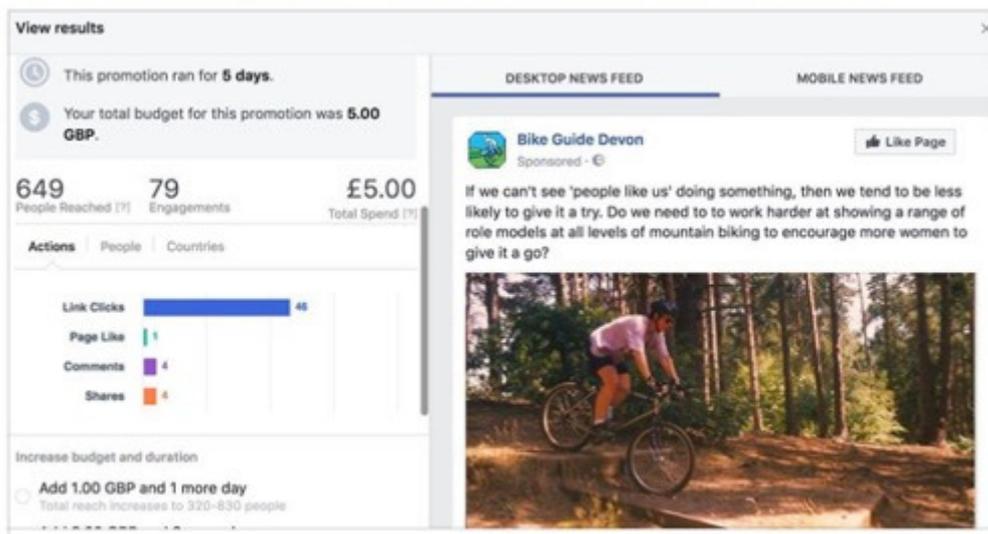
Cathy Debenham

3 hrs



Hi Julia I just wanted to share some recent results as following on from your course last year I finally got round to promoting a slightly provocative blog I wrote last year. I spent £5, got some excellent engagement in comments (with plenty of ideas for further blogs people would like to read), plus one booking for a women's mountain bike weekend and two other expressions of interest, with a suggestion that might make the weekends more attractive. This has performed much better than ads promoting the weekends themselves. I know that's what you said would be the case, but great to have it demonstrated in this way!!

<https://www.bikeguidedevon.co.uk/.../ls-mountain-biking-in-da...>



Phew!!

Now doesn't that sound better already?

Good!! Now we've covered that, let's just look at the ads themselves – what you need to know to get them giving you the best results



The nitty-gritty details about Facebook ads that you need to know for best results

1. See each ad as part of a sequence, rather than a single thing in isolation.

When you're using ads to attract people and to encourage them to connect with you, they each become part of a sequence or pathway that helps to bring them closer before asking for the sale. Take time to plan out what you want your audience to see/ read/ watch at each step before putting your ads together. (You can adjust this as you go, based on the results you get back, but having a plan will help you keep on track!)

2. Allow enough time to build relationships when you're running a promotion.

If you're using Facebook ads as part of a launch process, or to promote an event, allow yourself much more time than you think you need.

First you'll need to do some testing, and then attract a 'warm' audience, before promoting the product or event. Remember it can take over 10 'touches' for a stranger to become a customer....



3. Make sure your ads attract the right people for you and encourage them to stop scrolling

Even though you're paying for your content to be shown in the newsfeed, it doesn't mean that people are going to stop and pay attention to your ads. You have to put some work in to ensure that your ads are scroll-stoppers!

This doesn't mean using a garish border around your image or some crazy, flashing video; it means talking about things in your ad that are important to your potential clients – things that you know they worry about, care about or hope for.

Another way to see this is to think about it as joining in the conversation that's already going on in your ideal client's head – or what they'd be saying to their family or friends.

You'll only be able to do this if you know who you're trying to attract – beyond the standard 'ideal client avatar', so get to know your customers and the people you really want to work with as much as you can! Don't be tempted to skip this step – lazy generic ads rarely give good results!



4. Make your ads seem like posts from friends

When creating your ads, think about what people would normally look out for and respond to in the newsfeed.

This includes using the language that your audience would use, and being friendly. If you get stuck, just think of what you'd say if you were talking to someone 1:1 over a cup of coffee. Reading your ad out loud is a great test for whether you're sounding chatty and approachable or corporate and boring!

And don't let your inner perfectionist take over when it comes to the images or video you use in your ads. We're all so used to seeing snaps shared by friends and shaky Lives that coming across a perfect image or video often puts our marketing sensors on high alert!! (In my own research, I've found that videos taken on phones have attracted a much higher response rate than perfect 'professional' videos.)

5. Use the right objective for your ads

When you first use Ads Manager, it can feel overwhelming to find that you have to choose an objective – but all that Facebook is asking here is 'what do you want to achieve with your ads?'

If you've planned out your ads and the sequence you want to your audience to see, then you will find that this step supports your results. The Facebook machine needs to know whether you want someone to watch your video, for example, or to click on your website, or to respond to your post.



Then your ads will get optimised – they’ll be shown to people who are most likely to take the action that you’re hoping for. This is an important step because choosing the right objective means that you’ll get the most from every penny – and every minute you spend on your ads (and choosing the wrong objective can mean that you don’t get any results at all!)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



6. Test your audiences

Every time you run a new ad, you never really know what the response will be until you test it. Even small changes in wording can mean that you get a big change in response.

However, it drives me crazy when I see small businesses encouraged to test a gazillion things before they go out and run their ads 'for real'. Honestly, the time you spend in setting all that up (not to mention the brain-frying in the process) could be far better spent getting on and doing stuff in your business. (The only businesses that need to test every detail are those running with huge budgets where every tiny change has a big impact, or ecommerce businesses watching everything that could alter their margins.)

Having said that, if you're going to run ads for any length of time (ie more than a few days) or with a budget of more than, say £10, then I'd always suggest testing your ad against different audiences, to see which gives the best response.

Create your ad and then run it, with a small budget, to 3 or 4 different audiences that you think would be right for you. After 3-4 days, review the results and keep running the ad to the audience(s) that give the best results; stop it running to the others.

That way, you'll be running ads confident that you'll get the results you want!



7. Use Facebook remarketing or retargeting

One of the reasons why Facebook ads are so brilliant for businesses of any size, is that you can retarget or remarket.

Now this sounds complicated, but all it means is that you can go back and talk to (ie. show an ad to) anyone who has shown an interest in your business or content on Facebook.

This is sooooo powerful and sooooo exciting because it means you can go back again and again and make the most of any ad or any interaction. It also means that you can encourage people who respond to your first Facebook ad to take the next steps towards becoming a customer of yours, with a simple series of Facebook ads. Each ad would be shown to people who have responded to the previous ad. Brilliant!!

You can retarget/ remarket/ go back and show ads to people who have visited your website (or specific pages within it), people who are on your email list, and people who have engaged with the content on your Facebook page, or who have watched your videos.

So, as you can see – the possibilities are endless! (To avoid getting overwhelmed, simply plan out the sequence of ads and content that you want your audience to see.)



What will you do next?

I really hope that you're now all fired up and ready to go and create fantastic results for your business – even if you only have £10 and a tiny amount of time to spare!

If you've got any questions then please just drop me an email :
Julia@bramblebuzz.co.uk.

Or if you'd like to join my free, private Facebook group where I share advice and tips and we discuss all things online marketing in a simple, non-salesy way, then please just head over to :
<https://www.facebook.com/groups/valuemarketingfans> and ask to join.
It would be great to see you there!



Who am I?

After 15 years spent at the forefront of forensic science (and a Ph.D. to boot), you could say that I bring a scientific approach to online and social media marketing for small businesses.

However, I bring much more to it than that – my love affair with social media and online marketing centres around a fascination with the humans behind the digital screens and the art (and science) of connection.

There's nothing I love more than training and coaching small businesses to create their own automated lead and customer attraction process that also reflects their unique personality. (It was being thrown in at the deep end in my previous career and being asked to create and deliver training on DNA analysis for the (highly sceptical) Court Reporting Officers that made me realise my talent and love for training!)

I also love sharing the love (!) and inspiring people to take action by giving talks at business events and at private events held by clients. (I've spoken to audiences as diverse as Universities and Magicians, Equine Vets and Local Authorities – the challenge of creating a bespoke presentation for each industry is always fun!)



Who am I?

Despite my major career change, I'm not new to this world – I've been immersed in social media marketing for over 7 years now – and 4 of those were also spent as Business Growth Adviser for a national organisation promoting small business growth. So you could say I eat, sleep and breathe small businesses and the challenges we all face!

I've been featured in the media, including The Guardian, The Observer, The Evening Standard, and on BBC Radio. Oh, and I also write regularly for Social Media Examiner (the world's largest social media marketing website).

Anything else? Well ... I'm mum to 6 (amazing) kiddos, live in Devon and find myself almost magnetically attracted to small fishing villages (which said kiddos are now sick of!!)

