

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 23!** *So, what do you think about paid advertising so far? Overwhelmed? Fearful? I get it.* I started my own journey with it not so long ago and already it's changed a lot. However, if you follow my directions here and just pick **ONE** thing to focus on, you're going to save yourself a lot of time and money. You just have to learn that **ONE** thing and keep up to date with that **ONE** thing instead of trying to do it all. Don't "*chase your own tail!*" **Stay focused...**

Now if paid advertising is something you want to do but are still weighing your options, I've got another strategy for you today!

Facebook ads!

Facebook ads are social media ads (*because Facebook is a social media platform 😊*), but it differs from search PPC paid advertising. Your ads served in the feeds of Facebook users VS an ad people see when they're searching.

The Facebook advertising platform works on an auction system too though. When you create a Facebook ad, you set a budget and a bid for each click or thousand impressions (*CPM*) that your ad receives. Then, your ad enters a competition with other ads that are targeting the same audience.

The Facebook ad auction system takes into account a number of factors, including your bid, the relevance of your ad to the target audience, and the quality of your ad. The ads with the highest scores are shown to users first.

Here's a quick overview of what you need to do to get started with Facebook's paid advertising platform...

1. You create a Facebook ad and set a budget and a bid.
2. Your ad enters the Facebook ad auction.

3. The Facebook ad auction system determines which ads to show to users based on a number of factors, including your bid, the relevance of your ad to the target audience, and the quality of your ad.
4. Your ad is shown to users in their Facebook News Feed, Instagram feed, or other places on the Facebook network.
5. Users click on your ad or view it for a certain amount of time.
6. You are charged for each click or impression, depending on your bidding strategy.

Once your ads are running, you can track the performance of your Facebook ads in Ads Manager. This tool shows you how many impressions your ads have received, how many people have clicked on your ads, and how much money you have spent. You can also use Ads Manager to make changes to your campaigns and ads.

Sounds easy, right? *Well um... It's **NOT...** BUT you **CAN** learn how to do all of this, practice, get good at it, and get a ton of traffic from it.*

Here are some things you may struggle with...

Targeting the right audience: Facebook allows you to target your ads to a very specific audience, but this can also be a challenge. If you don't target your ads correctly, you'll be wasting money on people who aren't interested in what you have to offer.

Creating effective ad copy: Your ad copy needs to be clear, concise, and persuasive. It also needs to be relevant to the audience you're targeting. If your ad copy is not effective, people won't click on your ad.

Designing effective ad images: Your ad images need to be eye-catching and relevant to your ad copy. They should also be high-quality and follow Facebook's advertising guidelines. If your ad images are not effective, people will scroll past your ad without noticing it.

Setting a budget: It's important to set a budget for your Facebook ad campaigns, but it can be difficult to know how much to spend. If you spend too much, you'll waste money. If you spend too little, your ads won't be seen by enough people.

Tracking results: It's important to track the results of your Facebook ad campaigns so you can see what's working and what's not. However, it can be difficult to know which metrics to track and how to interpret the data.

... Now, all of this can be learned, so *don't panic!* I highly recommend you start by educating yourself about Facebook ads before you jump in and start spending money on them. Again, YouTube is a great resource for this. Just make sure that you're watching **current** information. Facebook changes all the time, and you need to make sure that you are learning from up to date resources.

Okay... That's a wrap for Day 23! As you can see there is a lot to learn with each of these paid advertising options. *Do you see why I keep repeating that you need to pick ONE option and ONE platform?* 😊 Okay, tomorrow I've got another option for you, so if these last two don't look like your cup of tea you may love what I have for you tomorrow!

And as always, you can post all questions in our **LearningIM.com Discussion Group** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz