

Facebook Ads



For Lead Generation

Meta is the premier marketing strategy for businesses in 2024. Simply put, if you're not running ads on Facebook and Instagram, you're missing out on business. A LOT of business.

Facebook alone has roughly 3.05 billion monthly active users, and 2.064 billion users access Facebook every day. All of these users agree to give Meta data about their interests, behaviors, and demographics. When you create a Facebook advertisement, you are given the opportunity to leverage this information to place your business in front of your ideal customer.

Because of the vast amount of data Meta has, you will see results for pennies on the dollar when compared to other forms of advertising.

Why Facebook Ads?

- More than 2 billion users visit Facebook every day. That's a quarter of the entire world population.
- The average Facebook user accesses the site 8x per day, and for a total of 58 minutes per day.
- Mobile advertising (our focus) represents 93% of all ad revenue.
- 39% of users will follow a Facebook business page in order to receive a special offer or discount.
- 77% of consumers are more likely to purchase from a business they follow on Facebook.
- Facebook's algorithm allows you to create an incredibly customized target audience so your product or service is in front of the people most likely to invest in it.



**One-quarter of the world's
population accesses
Facebook every day.**



How Does It Work?

**In a nutshell, Meta ads put leads in the palm of your hand.
Imagine if you never had to look for customers again
because THEY came to YOU...**

When an interested user clicks on your ad, *The Ad Specialist* employs an automated system that sends the lead's contact information straight to you via text message. Then, you are able to reach out to the potential customer right away to set up a call or consultation.

**This system takes the job of finding clients off of your plate entirely so that you can focus on doing what you do best.
Your only job is to close the sale!**



**Imagine
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needing to
look for
customers
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The Process

- First, we will work together to create an offer that will entice your audience to opt in to your ad.
- From there, *The Ad Specialist* will craft your ad from top to bottom. We do not outsource any part of the process. Everything from copywriting to image creation is done in-house to keep costs as low as possible for our clients.
- Facebook's advertising policy is notoriously tricky, so it is smart to work with an expert. *The Ad Specialist* ensures that all of your ad materials comply with Facebook's policy. We guarantee to get your ads approved.
- Once your ad is approved and running, we monitor the data that it collects to ensure that you are always getting the most bang for your buck.
- We commit to doing as much testing as is necessary to get you, the business owner, the best possible results for your investment.
- *The Ad Specialist* will automate all aspects of the process to make it as easy as possible for you to follow up with your leads.
- We provide text message alerts at no extra cost to our clients. When a lead comes in, we immediately text you their name, phone number, and email address.
- Having the individual contact information of your potential customers is invaluable. This information can even be compiled into a master email list so that you can stay in constant contact. If they don't buy today, they will certainly buy from YOU when they are ready to make the investment.



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What Does It Cost?

The minimum amount that should be spent per day on a Lead Generation ad campaign is \$15. This amount is the starting point that the Facebook algorithm needs to provide optimal results.

Keep in mind that this is an approximate amount. Depending on the size of your audience, ad costs could be higher or lower.

***The Ad Specialist* charges a flat-fee monthly retainer of \$1,000 that is separate from costs paid to Facebook. This retainer fee is all-inclusive, meaning all aspects of your ad account will be handled for you.**



A hand holds a black smartphone against a teal background. The screen is white and displays text. Another hand's index finger points at the bottom of the screen.

Questions?
Give us a call!

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