

Hey, everybody. This is the Facebook Ads with a Twang Podcast. And I'm your host, Ben Blackmon. Today, I'm answering the question: "is your business right for Facebook ads?" Here comes episode #29.

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Facebook Ads with a Twang is dedicated to taking the often over-complicated process of creating simple, successful Facebook ads, breaking them down step by step in less than 10 minutes at a time. Let's get started!

Welcome, everybody, to episode #29. I'm really glad to have you here.

And you know, Facebook ads are so such a powerful way to get your message in front of so many potential clients and prospects. It's just super powerful. But the question is—and a lot of people ask me this—is their business even right for using Facebook ads? Because not every business is.

Now, my attitude on that—and actually, my perspective has changed quite a bit over the years I've been doing Facebook ads because I have seen some businesses that I thought would never do well on Facebook, and they have. So I have been wrong. I know that's a shock, but I have.

So, what you really want to think about when you're considering doing Facebook ads is what's your intention. Why are you doing the ad to begin with?

Now, for some businesses, maybe you're just trying to grow your brand, get more awareness out there. Maybe you're trying to get people to sign up for something. Maybe you're trying to sell something. I mean, whatever it is, that's fine. But you have to understand what your objective is with the ads to determine whether or not it's going to be right to use on Facebook.

So, Facebook has this unique ability to reach about two billion users. Now, obviously, you're not going to need all two billion. And you're not going to be able to get in front of all two billion. But what that tells me is that there's a good chance your prospect is on Facebook, a really good chance—and not just one, but many.

The key to any kind of marketing though is getting the right message to the right market using the right media.

So, for some businesses, even though your prospect may be on Facebook, and they probably are, showing them an ad just may not be the right media to touch base with them with that initial contact to sign up for something or to purchase something.

And so, that's kind of what you need to be thinking about. And you really need to understand who your ideal customer is before you do anything else.

So, the other thing about Facebook ads is you have to be willing to do what it takes to make it successful. I mean, just to kind of give you an example, I used to do a bunch of direct mail. And some years ago, I did a direct mail campaign. I sent it out one time, and I didn't get the results that I wanted. And I said, "Oh, direct mail doesn't work." This is quite a long time ago actually.

There were some other people in my office then, and they did do some direct mail campaigns, and they said the same thing.

Well, the only problem with that is, often, those one shot deals don't ever work. And so that's why people give up and they say they don't ever work.

It turns out about a year or two later in a completely different market, I did a direct mail campaign, it didn't work. I said, "You know what? I'm going to dedicate myself to finding out how to make this work because I know what we're offering is pretty amazing."

And so, I invested in learning how to make direct mail work. And then, the next thing you know, the very next campaign I sent out, I started getting the leads. And then, the next one, even more and even more. It just start built and built. It was really an amazing thing to see.

It's the same with Facebook ads. You have to be willing to take the time, effort, and put in some money—I know that's tough sometimes, but you got to be willing to do that—in order to make your Facebook ads work.

So, before you do go down that path, you want to know if your businesses should be even advertising on Facebook. And so that's why I'm going to answer some questions on that here.

So, rule of thumb would be, if you have a service-based business, then Facebook ads are probably going to be really good for your business, meaning—and I'm just throwing these out there. This is not the list. I mean, this is just a few. But if you're a coach, you're a life coach, a business coach, health coach, Facebook ads is really going to be a good thing for your business.

What about if you're a math tutor, is that good for your business? Yeah, probably. It's going to depend on where you live and how many people you can actually get in front of that you could target. Say you're a math tutor for high school kids, you could actually target the parents of high school aged kids. And as long

as the target market is big enough in your area, then yeah, being a tutor, Facebook ads might be a pretty awesome thing for you.

What about an HVAC or other things like roofers or fencing companies or stuff like that? Facebook ads are amazing. They're really a powerful way to get in front if you understand the marketing principles that you have to use.

And they're standard marketing principles. They're not just Facebook ad principles. They're for any kind of marketing. You can't just say, "I'm the best. Give me a chance. Let me do this for you." That doesn't work. You have to offer value to them in order to attract them.

That's the thing with Facebook ads, is you've got to offer that value. And sometimes, you have to nurture them along instead of trying to go in for the kill immediately. You're trying to get them to sign up immediately.

Now, Facebook ads are good like, say, during these hurricanes, and you're a roofer, let's say. And you're trying to get some business because a lot of people need your help. So, running Facebook ads, you probably don't really need to because there's probably more business than there are roofers.

But running Facebook ads to get to the specific type of business you want would be a perfect way to do that, to get in front of the people and really segment out who you're looking for. Maybe you just need people in a certain zip code because you don't want to do it all over your area. Well, you can do that with Facebook ads. So, I hope that sort of made sense.

And just remember, service-based businesses, it's usually more than a one-step process because it's not like if you're advertising socks. People don't have to think about buying socks. It's not that big of an expense. If it didn't work out, it's just not that big a deal.

But when they're hiring you for a service, that is a big deal. So they're going to look at you. They want to believe that they can trust you. And they want to believe that what you're offering them is of great value and that they're going to get what they want and that you're going to solve their problem.

But that begs the question. Socks, should you be selling socks on Facebook? Well, maybe. You might be able to do that if it's some kind of niche market for specialized socks, which I don't know anything about that. I'm just saying if that's out there.

Other things it might be good are like camps. Say you do some kind of day camp or day care or like afterschool camp or something like that, summer camp. That would be awesome. Events are good for Facebook. Things like that are really good.

But something that may not be good is like industrial service equipment. I mean, if you're doing industrial service equipment, you're not going to get the right media for getting in front of the right person. You might be able to get in front of them, but they're not going to be prepared to take action there. So, Facebook ads there might not work.

So, I hope that part kind of helps. Just remember, you need to understand the reasons. A couple of reasons that are good for using Facebook: Are you trying to brand? Then Facebook's great. Are you trying to promote an event? Are you trying to just get exposure? Those things are all great for Facebook.

What's not great is if you can't reach the decision maker with your ad. If you can't reach the decision maker, then Facebook ads is probably not going to be a good fit for you.

And so, remember, develop a strategy and be willing to devote the time. And one of the things that you're going to need to do is do a little bit of research. This is not the funnest part, but this is a crucial part.

Are there other businesses in your niche advertising on Facebook? You better be going to their website so that they're pixeling you and running ads until you can see their ads. Go to their Facebook page, check them out. See what's going on there.

Look at what they're doing. Are they actually using marketing principles? Or are they just throwing an ad together and hoping something sticks? I'll bet you, it's the latter. Most of the time, that's what people do. They just throw an ad out there and hope it works.

But make sure you're visiting their website. Make sure that you're doing all that.

And find out where else they're advertising. If they're not on Facebook, find out where else. They might be advertising on YouTube, let's just say. But that doesn't mean that Facebook wouldn't work. You might be able to pull some of the information from YouTube that they're advertising in and use that on Facebook and make it work.

So, if you need any help with this kind of stuff, or you just have questions or anything like that, join my closed Facebook group, Funnel Strategies for Facebook, and I'll be glad to answer those questions for you.

You can get that in the shownotes. You just have to go to OneFocusMarketing.com/episode29. There'll be a link in there to the group.

I hope this was beneficial to you. Please let me know if it was or it wasn't. I can't make this any better if I don't get comments and everything from you. So, feel free to email me. Feel free to just comment. And I would love it if you left a review.

If I can do anything for you, let me know. And take care. I'll see you on the next episode.

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