

*SALES TIPS & TRICKS FOR SMALL
BUSINESS OWNERS*

HOW TO

EAT FACEBOOK ADS FOR DINNER

USING FACEBOOK ADVERTISING TO
GET THE SALES RESULTS YOU WANT.



BY CHARLES ADETOLA

INTRODUCTION

How can I get more customers, sell more, make more profits, and **grow my business with Facebook Ads**? That's the sort of question Kunle also had on his mind before we met last month.

Like I told Kunle and a few other business owners like you, "**Sales and growth are inevitable if you know How to Eat Facebook Ads for Dinner**", you'll get Fat and your Business account will get even fatter.

In fact, that's why this ebook is titled "How to Eat Facebook Ads for Dinner" not just because I like food, also because I know Dinner is the most important meal of the day just like **Sales is the most important factor in Business**.

Let's briefly explore 4 out of the 9 major components you need to prepare your Facebook ads for maximum sales:

1. **Heat** – Your Ads Objective
2. **Pot** – A well Structured Facebook Page for Your Business
3. **Salt** – Your outstanding Ads Media
4. **Pepper** – Your remarkable Facebook Ads Copy

1.

YOUR ADS OBJECTIVE

I'm sure you don't want to end up with a burnt dinner. If you get the heat wrong you'll burn everything else, that's why most businesses end up burning their ads budget and make zero (0) sales.

Here's what they wished someone told them:

When it comes to Facebook ads Objective, it's very easy to get lost with the default options.

Your Facebook Ads objective mustn't be decided based on the options Facebook presents to you.

It's your role to decide on what exactly you want from your Ads, DESIGN THE STRATEGY to achieve it, and leverage the Default options strategically.

Designing an effective Facebook Strategy that aligns with your Business and Sales Objective is an important lesson to learn.

I'll send you more updates on Facebook Ads Strategy and Objective soon, make sure you take action immediately you get my email.

*Don't Say I didn't tell you, many will be called
but few will be chosen.*

2.

A WELL STRUCTURED FACEBOOK PAGE FOR YOUR BUSINESS

Do you know you can't run a Facebook Sales Ads without a Facebook page? It's good If you don't know that already. It means you've never attempted to run a Facebook Ad to increase your sales.

You're lucky you'll be saving yourself some trial and error moments and avoid gambling with your business.

If you know that already, it's time to clinch to the old saying, **Dress the way you want to be addressed.** If you want your customers to take you seriously you need to show them you're serious about your business.

Just like you can't cook your dinner without a pot, you need a page to host your Ads.

And It's Time to pimp your Facebook Page

Here are some tips you should consider:

- Write your full business description
- Upload your logo assets and product images
- Get familiar with the settings and be sure you are using the best layout for your business sector

- Create a page username. **It'll make it easier for customers to find you.**
- Have a themed layout style. It'll make your page memorable and unique.
- Integrate like a pro. Link your page with your blog, Instagram, and other relevant platforms you use
- Use high-quality images and only post quality videos.
- Be consistent with your post topics. Your Business Page is not a dumping ground where you can just post anything and everything you find fancy.

The list is never-ending.

Meanwhile, log in to Facebook right now, clean up your page, and implement the tips above.

I'll be around to give you more tips about how to optimize your Facebook page and prepare it for more sales.

*Your Page is the
voice of your
business on Facebook*



3.

YOUR OUTSTANDING ADS MEDIA

Be Outstanding! Your customers are humans too, and like you and me, it means their choices are influenced by what they see, and they also get bored of seeing the same thing over and over again. This is why the **images and videos for your ads must be outstanding.**

It doesn't end with just images and videos, choice of fonts, and color psychology matters also.

The idea of thinking outside the box when it comes to the visuals involved in your ads campaign is very important. 66% of the information we perceive and process as humans is visual, and **what we see most often influences our thoughts and actions.**

*Get Up
u
get Smart*



4.

YOUR REMARKABLE FACEBOOK ADS COPY



Remarkability is the soul of digital marketing. It took me 6.5 years to realize this fact.

Customers are learning to ignore social media ads, are you ready to learn the subtle art of influence that got you reading this eBook and how you can grab your customer's attention with ease?

Remarkable Ads Copy is the component that will grab your customer's attention, get them attached to your business, and make them enjoy buying from you.

You deserve to know how to write remarkable Facebook ads copy.

It's the hot spice you need to prepare your Facebook ads for more sales.

Hold on to this 3 tips for now:

- Too Much Pepper isn't good. Keep your Ads copy succinct – short, precise, and straight to the point.

- Use hippocampal Headlines to surprise Your customer's brain

The hippocampus is the center of the brain involved in identifying and storing patterns for comparison and prediction. It will always react when there is no congruence between what is expected and what actually happens.

Using hippocampal headlines is an effective way to jolt the brain, pique your customer's interest, and compel them to engage with our Ads.

*A good example is the title of this eBook **"How to Eat Facebook Ads for Dinner"**.*

It did pique your interest. Probably that's why you opt for getting a copy.

Your customers will love you if you can give them such an unexpected yet valuable experience.

- Your customers care about what they want, not the solutions they need.

To understand the difference, you need to know your audience to the extent that you can distinguish what they want from what they need.

Customers will always pay for what they want even if they don't need it.

So, stop presenting your business solution as a product or service for customers who need it, present it to the customers who actually want it.

*CHECK YOUR INBOX TOMORROW.
I'LL SEND YOU MORE TIPS ON HOW TO
EAT FACEBOOK ADS FOR DINNER.*

Stay safe,

Your Digital Brand Marketer,
Charles Adetola.

Cheers

TO YOUR SUCCESS