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Facebook and Instagram Ads Not Converting ? Here are the Reasons Why

Many of us have run Facebook ads in the past

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It was so unfortunate that the ads did not convert. That has made many of us convert that it is impossible to sell products through ads. That is not true.

I want to let you know that businesses spend millions of naira on ads every day, and they are also making a lot of money in return. Your non-converting ads might be a result of some small mistakes you are making.

That is why I want to use this article to point out some mistakes that will not allow you to achieve your desired result through Facebook and Instagram ads.



Reasons Why Your Ads Don't Work & Why You've Struggled To Sell Before

When I got started with Facebook ads, I ran my first ad to sell an ebook for just ₦1k.

This was 2019

After spending close to ₦3500 and not making a single sale I knew I needed help.

Imagine being dead broke, and running ads with your feeding money hoping to make sales and boom – *you get nothing*

Money gone, no sales. There was no height of frustration I did not reach.

That's what happens when you try to figure out alone.

And this is the *primary mistake* most business owners are making today.

They have no one to guide them or mentor them on what works and show them how to avoid costly mistakes.

They were told run sponsored ads, *but not how to run it profitably*

□. *MISTAKE 1 - Using The Wrong Objective (For Example "Boosting Post ")*

One of the biggest mistakes that business owners make today is that they make a post on Facebook and then the option to boost the post comes up, and they click it, hoping to make sales.

But this never works because boosting a post simply tells Facebook that you are looking for people to engage with your post, but not buy or anything else.

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This is what I did when I first tried to sell my 1k ebook – [boosting post](#).

I always tell business owners to avoid the boost post option like a plague because it will simply make you waste money when you run sponsored ads and even lead to your advertising account getting disabled for payment issues

If you've had your account disabled because Facebook cannot charge your card after boosting post give me a thumbs up reaction

Facebook has 6 Ad objectives.

An objective is simply the goal you want for that particular ad.

When setting an ad, your goal could be to make sales, to get leads, to get more views or to [create awareness](#).

The 6 Ad objectives available to you are:

- awareness
- traffic
- app promotions
- engagement
- sales
- Leads

There are only three ad objectives I recommend you use.

□ **Leads:** Here you are telling Facebook to send you people who are going to buy from you *in the near future*

□ **Sales:** here you tell Facebook to send you people who will buy from you *now*

□ **Engagement:** Here you are telling Facebook to send you people who will *message you to learn more* about your product and buy from you.

If you don't have a website, stick with engagement and leads

Do you understand this?

□ **MISTAKE 2 – Poor Offer /Cold Offers**

This is a major reason why most people don't make sales.

- Their offer is not *hot enough*

This simply means people don't *feel* like they're missing out big time if they don't jump on

that offer now.

And so this is why, despite having a very good ad that sends a lot of people to your DM, *most of them will just inquire about the price and disappear.*

With a hot offer, however, they will know that if they leave, *they are not going to get that offer again,*

So they will immediately make the tough decision to buy now.

That's how hot offers work. *It forces your customer to take action on the spot.*

So I'm sure you're thinking, How do I create a hot offer?

Trust me, it's very simple, and you can turn any product you sell into a hot offer – just by *adding limited time bonuses.*

□. MISTAKE 3 – Wrong Messaging

Meta ads no longer work with extensive targeting; they *work with messaging.*

And what you put out on your ad text, fliers, pictures, and videos is *going to determine the kind of people who come to you, if and how well they buy.*

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You can't be expecting to sell out, and you're telling people to come buy one, one.

Instead, tell them to buy 10 and get one free.

This will make Facebook send you the people who want to buy plenty, and that is the Secret to selling out fast dear friend.

Give me a thumbs up if you are now seeing at least one thing you have been doing wrong from what we have covered so far ..

3.0 What Do I Need To Set Up Profitable Ads For My Small Business ☐

Facebook ads are not complicated.

It is very simple, and if you get the 3 things you need, you'll be making sales on autopilot.

3.1. Facebook /Instagram business page (optimized) :

We have talked about what your business page is above.

Here is what to note: your business page is your online shop and how you present it is how people will buy from you.

If your online shop is filled with every type of product, then you can be sure people will not buy from you.

This is because for people to buy from you, they *must trust you*.

I am sure you have come across many vendors, and after you checked their pages, you decided not to buy from them simply because you did not know if you could trust them or not.

We have all had this experience.

One of the easiest ways to *engineer Trust* is to have a *properly optimised business page*.

Your business page is the first point of contact people have with you.

It shouldn't have things like

- Politics
- Religion
- Nudity
- Gossip etc

Instead, your Business page should also be optimised to show

- what you do/sell,
- Contact details
- Purchase link (or website) where people can see more of your products (this can be your WhatsApp product catalogue, WhatsApp group), and
- Highlight some of your past works for others

This is an example of a highly optimised business page

3.2. *Your Smartphone/laptop*

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Using your smartphone, you can easily set up ads that send your customers directly to your WhatsApp.

This is super easy to do; anyone with the right knowledge can set up highly profitable ads in just under 15 minutes and make millions from it.

If you have a website or laptop, that's an advantage, but it's not necessary.

Sounds awesome, right?

3.3. THE Right Knowledge & Sustained Guidance

This is the most important thing you need to set up profitable ads. Why?

Because anyone can set up ads very easily in 15 minutes, but getting the ads to convert and bring in sales requires you to set them up the right way.

And the beautiful thing is, with someone guiding you when you get stuck, *you have solved 95% of the problem*

That simple.

We have come to the end of today's class

I'm sure you have learnt something New which you will be applying to your business.

Kindly tell me what you learnt today by replying to this post.

Also, if you have any questions, kindly ask by replying to this post.

Action Point

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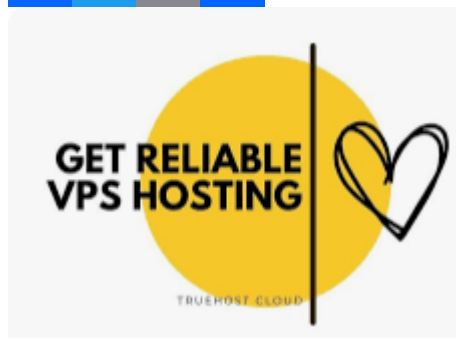
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PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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