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While most of your coaches and gurus in Nigeria will tell you to run ads If you want to make sales. In this article, I will be talking about some of the strategy for getting sales on [Facebook and Instagram ads in Nigeria.](#)

Your Nigerian coaches fail to tell you

- ✓ how the Facebook/Instagram ads platform really works
- ✓ the mistakes you should avoid,
- ✓ what is working right now in 2025



That's what this class is about

Nigeria coaches You Will learn the right strategies to getting sales With Meta Sponsored Ads in 2025

Here is what we will be doing today;

- 1▯ What Is Facebook Ads & How Does It Work For Business Owners In 2025
- 2▯ 5 Mistakes You Might Be Making With Facebook Ads and Why It's Not Working
- 3▯ The 3 Things You Need To [Setup Highly Profitable Ads Today](#)

In my next article, I will talk about:

- 4▯ How To Write Powerful Ad Copies That Bring Sales
- 5▯ 3 Ways To Make 6 Figures Every Week With Facebook & Instagram Ads

This training was designed with two sets of people in mind;

- ▯Business owners who are presently struggling with sales and trying to get more people to buy their products using Facebook and Instagram Ads
- ▯Anyone else who is interested in Meta-sponsored ads and wants to learn how to make money online with sponsored ads

Introduction To Selling With Sponsored Ads In 2025

First, to sell online with Meta (Facebook/Instagram) sponsored ads, you need to know more about Meta ads.

One of the first things I need you to know is that you need to have a business page.

If you don't already have one, watch this video to see how to create it after the class tonight

A business page is like your shop or store, and it's what people use to identify your business on Facebook.

Let me now tell you more about meta ads and how they work.

What exactly are Facebook/Instagram ads?

Meta is the _parent company_ of Facebook, Instagram & Whatsapp

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Facebook & Instagram ads are those sponsored (paid) ads that you see when you are scrolling on your Facebook or Instagram.

□ They have a write-up that says " *sponsored* " next to the page's name

Sponsored means paid for by someone.

Any ad you create on Facebook can be made to show on Instagram also. So that's like 2-in-one.

They started in 2007 and were designed to show business advertising to people in a social setting.

Meta knows so much about us, and it has more data on us than we know about ourselves

It knows our likes, dislikes, our interests, fears, etc and can predict that we are more likely to click on the particular type of picture or video that we see than others.

It does this by observing how much time you spend reading a post, or looking at a picture or watching a video.

If it notices you liked a particular video, it will start to show you more videos or posts similar to that one.

If you watch those too, it shows you have interest in that field.

You can have the best product in the world, but if the person who needs your product does not know about you, then you are never going to make sales.

So the way Facebook ads help you is to give your business **VISIBILITY.** ☐

That's over 3 billion people using Facebook every day.

Imagine just 1% of those seeing what you sell? That's 30 million people learning about your business.

Trust me, you will look for where to go and hide because you won't be able to fulfil orders.

Now I want you to note this.

Ads in themselves do not "sell" your products; they only give them exposure.

It's the offer in your ads that sells your product.

This is very important, so note it down

So your offer will make or break your ad efforts. meta to somewhere (website, WhatsApp group, email, Whatsapp dm, etc) where the real selling is done.

One fact about Facebook ads is that you can find your target customers anywhere you want.

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You can be in London and target a small town in Owerri and sell your products there without having to ever visit Imo State.

Secondly, you can also target the specific type of customers you want based on their interests(what they like watching or doing on FB/IG)

- ✓ **interest:** what they have interacted with on Facebook & Instagram, and
- ✓ demographic (their location, age, work, education), etc.

Now,

Take a look at these targeting examples that Facebook ads provides us with ☐

Also, take a look at this hypothetical *targeting example of a woman who wants to sell her cakes*

She is in Nigeria and she is targeting

- **women**
- **aged 25+**

- **interested in weddings and wedding anniversaries**
- **or have their birthdays coming up in October, November or December**
- **or interested in baking**

Imagine how deep we can go to find our target customer on Facebook.

Give me a thumbs up if you can see how this can help your business find your customer EASILY.

Contrary to popular belief, as a small business owner, you do not need a laptop or website to get started and run ads.

You can simply run ads that send interested people from Facebook & Instagram directly to your WhatsApp or Instagram DMs using your smartphone.

It's very possible and very easy to set up ads using your smartphone

Another scenario

Here is the story of my student, Abdul, that illustrates this point better.

Abdul was among those who were told he needed a laptop and a website to run Facebook ads that would bring sales.

He had tried raising the money on his own and finally got a laptop but had nothing left to buy a website, talkless of run the ads.

He became depressed and almost gave up on running ads until we met in February.

I told him it was very possible without either a website or a laptop.

He signed up for the advanced class, and I gave him a simple but super effective strategy for getting 5 – 10 sales daily.

The following week, he was already making 5 sales per day using only his mobile phone.

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Imagine that:

One major problem most people have had with running ads is not being able to pay for their ads.

So let me quickly tell you how you can pay for ads in Nigeria

[Facebook has made it very, very easy](#) to pay for ads even in Nigeria.

You no longer need to have a dollar card or use a US dollar account to pay for your ads.

Facebook allows Nigerians to use 4 different payment options

- **Debit card**
- **Ussd**
- **PayU**
- **Bank transfer**

I recommend you stick to using a bank transfer if you are running Facebook and Instagram ads as a Nigerian.

Other countries also have their local payment service providers.

This makes it easy to pay for ads without having to get a dollar card, which is now really restricted in Nigeria and some African countries.

However, for some countries like Ghana & Cameroon, you still need to get a USD card to make payments.

This is quite easy, as most banks in *Ghana & Cameroon still give Dollar cards* to their customers, unlike Nigeria.

For South Africa, you can use PayPal to make payments.

Action Point

Get My 66-Page eBook on How to Run Success Ads ON TikTok for 2,000 Naira. [Click Here to Buy.](#)

Get my 92-page eBook on How to Run Ads on Facebook and Instagram Ads for 2,000 Naira. [Click Here to buy.](#)

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P.S.: If you need private online training on any of the ICT courses I offer here and you are in Nigeria, please send me a DM on my WhatsApp at +2348103180831. Please note that the Training will be 100percent online. It will be delivered via Zoom or Google Meet.

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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