

SAVE THOUSANDS OF DOLLARS ON YOUR ADVERTISING

This is a step-by-step guide that will help you to cut your expenses on advertising.



WHO SHOULD USE THIS GUIDE?

Business owners who advertise themselves or those working with an advertising agency.

HOW DOES THIS GUIDE WORK?

This guide has been divided into 3 steps for the best utilisation. Follow each step to check if you can optimise your ads and save money.



STEP 1

CHOOSE YOUR SOCIAL MEDIA PLATFORM WISE



Sometimes it may seem like some platforms are more popular than others, and most people automatically use them to run ads which isn't always the best approach.

What do I mean by this?

The purpose of your ads is to attract your ideal customer. Therefore, since all social media platforms vary, you need to understand which social media platform your potential customer uses.



LET'S REVIEW THE MOST POPULAR PLATFORMS:



FACEBOOK [META]

Almost 69% of adults in the USA use Facebook [Meta]

81% of the users use their mobile phones

The majority of users are between the ages of 25 to 35



INSTAGRAM

68% of the platform's users are female

The majority of users are between 18 to 34

The platform is popular in the US, India, Brazil, Indonesia, Russia, Turkey, Japan, Mexico, the UK, and Germany



YOUTUBE

The majority of users are young and between the ages of 18 to 25

YouTube is the most popular platform worldwide

It's almost impossible to split ads correctly by gender on YouTube





PINTEREST

68% of the platform's users are female

The majority of users are between 18 to 34

The platform is popular in the US, India, Brazil, Indonesia, Russia, Turkey, Japan, Mexico, the UK, and Germany



TWITTER

The platform is most popular in the UK, US, United Arab Emirates, and Saudi Arabia.

37% of users are between the ages of 18 and 29

25% of users are between 30 and 49



LINKEDIN

This platform is used globally

LinkedIn is a professional network used to find jobs or to build a business network.

61% of users on the platform are between the ages of 30 and 64.



TIKTOK

TikTok is now available in 154 countries worldwide (and 75 different languages)

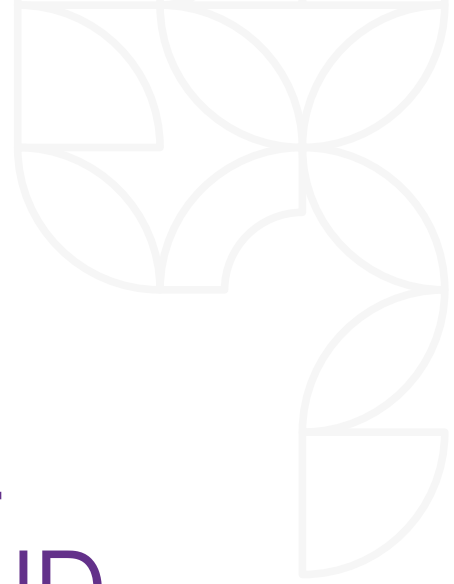
57% of TikTok users are female

43% of TikTok users are between 18 to 24

21% of users are from the US

CONCLUSION

Define your audience first and write it down. Next, split your audience by gender, age, location, hobby, interests, and so on. Now check if these criteria align with the platform you are using for advertising.



STEP 2

OPTIMISE BY SOCIAL MEDIA PLATFORM AND SAVE MONEY



Due to the global popularity of some platforms, it may seem like a default option to run advertising on Facebook, for example. Nonetheless, it is essential to inquire if whatever platform you choose is really profitable for your business.

WHAT SHOULD THIS REPORT INCLUDE?

- Total Amount spent on advertising in the last 30 days
- Number of sales/leads that were generated over the previous 30 days
- Cost per lead/sale
- The total profit you've made from each platform in the last 30 days.
- Calculation of the Return On Investment (ROI) per each platform

PROFITABILITY

Check your profitability per social media platform.

* This will work if you use more than one platform to run your advertising.

In order to check your profitability, download the spend report with results from each platform or ask your Campaign Manager to do so.

FOR EXAMPLE

PLATFORM	SPEND	LEADS	COST PER LEAD	INCOME FROM CUSTOMERS	PROFIT FROM THE PLATFORM	ROI
Facebook	\$1,000	15	\$66	\$4,500	\$3,500 (\$4,500-\$1,000)	3.5
LinkedIn	\$3,000	10	\$300	\$15,000	\$12,000 (\$15,000 - \$3,000)	4

NOW, WHAT CAN WE CONCLUDE FROM SUCH A REPORT?

It's clear that even if LinkedIn has generated most of the profits, there isn't much difference in the Return On Investment (only by 0.5). However, considering that leads on Facebook are much cheaper than on LinkedIn, if Facebook receives a higher proportion of the budget, the ROI may increase as well, and it will be more profitable than LinkedIn

CONCLUSION

Invest in the platform with high potential and stop wasting your money on something that doesn't generate good results.



STEP 3

RIGHT PLATFORM, BUT NO LEADS/SALES



In this case, I would recommend pulling out the report with these metrics (do it yourself or ask your Campaign manager)

- Spend
- Impression
- CTR
- CPM
- CPC
- Click

This isn't always the case, but it works 95% of the time and on 95% of all advertising platforms.

FILTER THE REPORT OUT BY,

- Impressions >1000
- Clicks >10
- Spend >\$20

HIGH CPM

The CPM can go as high as \$600 or even \$800 per 1,000 impressions. Of course, a high number means the competition is too high, or you are simply targeting an expensive audience. However, the number itself doesn't matter. What matters is your daily budget and your bid.

For example, if your budget is \$10/day and your bid is \$1, but your CPM is \$40, it means that you are

bidding way too low and cannot reach your target audience. In this case, you need to increase your bid as close to your daily budget as possible and possibly increase your daily budget by 20-30%.

It doesn't mean that you'll necessarily spend all your budget at once on just 1 lead or sale, but it does mean that your ad will start showing to the correct audience, which costs more.

CTR <1%

If your CTR is lower than 1%, it means that either your ad isn't attractive enough or you are targeting the wrong audience.

What can you do in this case?

—
Start with the copy. Try switching the image/video, work on your headlines and try again.

—
Check your target audience, perhaps you've missed something in your set-up, or there is room for improvement.

HIGH CPC

High CPC can be a result of high CPM or low CTR.

If CPC is high (more than \$10 per click) and CTR is <1%, your creative piece is not attractive enough, and you need to edit/change it. It can be your copy or your image/video

If CPC is high and the CPM is high as well, then this is a highly competitive field. Therefore, use a high CPM tactic (raise your bid).

CONCLUSION

If you follow this guide exactly, you'll be able to optimise your advertising, allowing you to save money and get more results.

If you still have questions about your advertising, you can book a quick chat with me, and I'll be happy to help you :)

Book a [FREE CONSULTATION](#) Here

