

by Lyon Baker

Top 3 Biggest Facebook Ads Beginner's Mistakes



Everyone wants to have successful Facebook and Instagram ads. Having the perfect ad will turn your visitors into purchasers. Of course, this goal does not come without its problems. Creating Facebook and Instagram advertisements can be very frustrating without the proper components. Especially if you're just starting out.

You need to consider the right audience, how to build a strategy in your advertising funnel, and you want to have engaging content. Though it's not required, it's always helpful to have some experience with advertising on Facebook and Instagram.

Developing ads isn't always easy, and not everyone gets it on their first try. That's why we offer a few solutions to your most common beginner's mistakes.

3 biggest beginner's mistakes

Here are a few common beginner's mistakes and how you can easily solve them:

"I don't know how to target the right audience"

When you're eager to get the word out about your business you'll want to show as many people as possible. However, not everyone is going to be interested in buying your product, so showing ads to people uninterested is a waste of resources. This is why it's important to determine who your audience is

Solution: If you don't know who the right audience is a good place to start is looking at the characteristics of your previous customers. From the information you gather, you can make buyer personas, lookalike audiences, or interest based audiences.

With a buyer persona, you're creating a fictional representation of who your ideal customer would be, taking note of their demographics, behaviors, goals, and more.

Using a lookalike audience you are creating an audience based on people who have purchased, added or cart, or viewed your store's product.

You can create an interest based audience based on your previous customer's interests. This will help to pinpoint your audience more accurately and introduce yourself to cold audiences.

When you're just starting out we recommend making one lookalike audience and one interest based audience. Showing these two audiences the same ads, allows you to be able to see which audience is performing the best.

"I need help writing good ad copy"

Mistake: You may already know your audience but your ad copy isn't motivating them to purchase. You need help showing them engaging, powerful ads.

Additionally, you may need help determining what kind of message your audience responds to best; is it edgy, on-trend, straightforward, etc?

A Facebook ad simply saying "Shop Now" or "Big Sale" isn't enough to grab your consumers' attention and build trust with them. Boring ads could even cause them to look elsewhere with more compelling ads.

Solution: To set your ads up for success you need eye-catching copy and strong headlines. This will help to get your consumer interested in what your ad is offering.

To write stronger copy you should look at trends, keep the problem in mind that you're trying to solve and establish what tone you want to create. If you want to save time coming up with this on your own, using an [ad library](#) could help.

You also need to determine the purpose of the ad; is it for prospecting, retargeting, sales, general etc. The purpose of your ad will change depending on your consumer's position in the advertising funnel.

For example, if your consumer is at the top of the marketing funnel they may see a prospecting ad. If they're at the bottom they will see a retargeting ad. We will discuss this more in-depth in the next section.

a strategy. You may be showing everyone the same ads and not considering what stage in the advertising funnel they're in.

An [advertising funnel](#) is a framework that helps you walk through your consumer's journey as they move towards becoming a purchaser. The stages include discovery, consideration, or purchase and each one requires a different strategy.

If you start off advertising without considering each stage, this makes for irrelevant and ineffective ads. Your consumers aren't likely to take action on an ad that has nothing to do with them.

Solution: The first step you want to take when making an advertising funnel is to first establish where each of your current consumers falls in it.

Next, you'll want to develop a strategy that shows your audience the right ad at the right time. To do this you will create several ads that work in a sequence and build trust with users over time.

In the discovery stage, you will reach the widest audience. Here, the strategy is to show your audience prospecting ads that will generate interest and showcase what's unique about your brand. You're not selling them products just yet, you're introducing yourself.

The next ad your audience will see is an ad that demonstrates your brand's value, builds trust, and shares a solution to their problem. Your strategy is to educate your audience about your products and let them know what makes you different from similar brands.

The last ad in the sequence your consumers should see is an ad that encourages them towards purchase. This also includes a [retargeting](#) ad for those who have interacted with your products but haven't made a purchase.


The strategy of ads in the last stage in the advertising funnel is to keep your brand top of mind and remind visitors of your value. Here it's helpful to give discounts or special offers such as free shipping.

How Brainity can help you with beginner's mistakes

Another way to make up for lack of experience is to let someone else do the hard work for you. With Brainity, you can create engaging ads and attract new customers with automated Facebook and Instagram ads that will connect with them at the right moment.

Using advanced strategies, we empower you to build intelligent ads that drive traffic to your store, engage your audience over time, and boost sales all while saving you time and effort.

Brainity helps you create the right audience, supplies you with engaging ad copy, and considers your marketing funnel when creating ads. Try it risk-free for 14-days (no credit card required) to see how we can help you work through your beginner's mistakes and become your own ad expert.

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