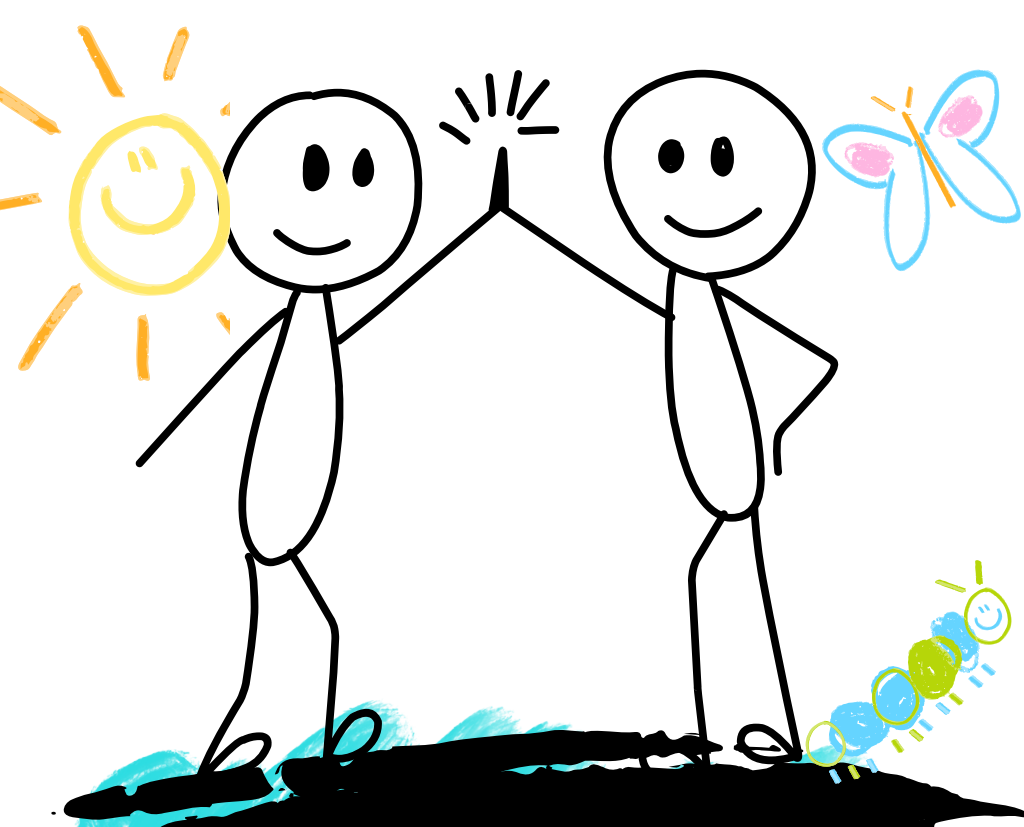


The Dummy's Guide to making SALES with

Meta

STOP THROWING MONEY AWAY ON ADS, AND START MAKING SALES!

BUY NOW PAY LATER
BlueChico
STAY HAPPY

We thank you for your purchase and we know this guide will help you!

We are excited to see you grow!

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We do not give permission for any copyright or reproduction of the material. We ask that the small business professionals that purchase this utilize integrity. **Blue Chico will seek prosecution to the fullest extent for those found guilty of digital theft or copyright infringement.** Blue Chico is in no way affiliated with Meta and this guide serves as an educational tool, not a guarantee of success. Individual success rates will vary.

Let’s define who Meta owns

Meta is the umbrella company to Facebook, Instagram, Tik Tok, WhatsApp and Threads

They do not own Twitter and while you can apply the same techniques from this guide to Twitter, their Ads Manager is set up slightly differently.





www.blueprico.com

But before we get there, let's explain what all these Meta marketing terms mean

Basic Terms:

Reach: How many people Meta gave the ad to on their feed, whether they saw it or not

Impressions: How many people stop briefly enough for Meta to count as actively seeing your ad

Click Thru: How many people clicked on your ad to read it or go to your website

There are a slew of other terms that Meta does not make it easy to find the definitions to so we have the link here:

Meta Ad Glossary

www.blueelmco.com

HOW MUCH TO SPEND?

FIRST THINGS FIRST

You do not need large ad spends to make money



Don't fall into the deceptive way of thinking that if you make your ad budget higher then Meta will send more customers your way.

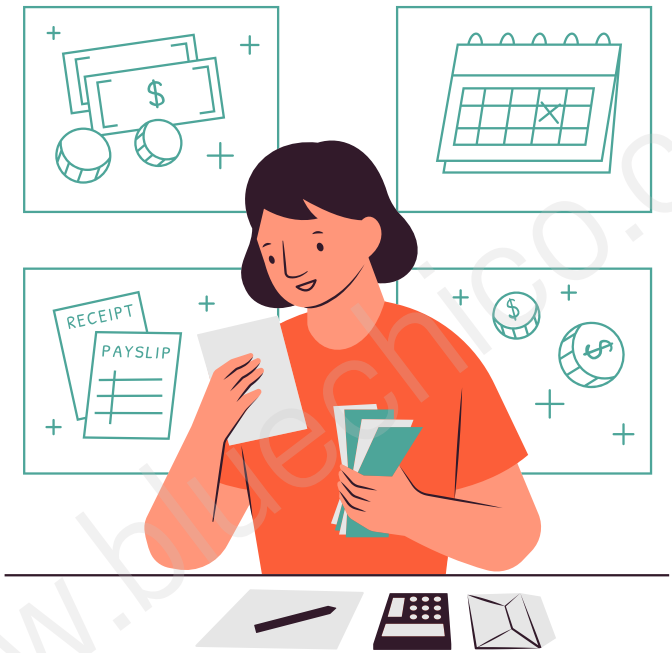
All Meta will do is spend your money, regardless of whether you have sales or not.



And if they are going to spend YOUR money regardless, be very specific and strategic (rather than generous) on how they spend it.

www.bluechico.com

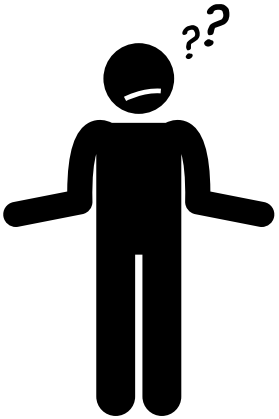
REGARDLESS OF WHAT YOU SELL YOU NEED AN AD SPEND BUDGET



Your ad spend budget needs to be an amount of money you can spend in a month on your business that will not put your personal finances into danger. Its really okay if starting out this amount is small. This is NOT the amount for one ad, its the amount you are able to spend monthly on several ads combined.

www.bluechico.com

So how do I know how much to spend on just one ad then?



ITS SIMPLE. WHATEVER YOUR NET PROFIT IS ON ONE OF YOUR PRODUCTS IS WHAT YOUR INITIAL AD SPEND SHOULD BE FOR ONE AD.



www.bluechico.com

If you don't know what a net profit is, that's alright, let's go over it because this is amount of money that actually makes you money in a business.



If you sell shirts and it cost you $12 to have it produced, then you have an initial COST of $12



If you cover shipping for your customers and shipping is $5 then you have an initial COST of $17



If you sell that shirt for $25 then you must subtract your costs ($17) to find your NET profit which is $8. That is the amount of money you actually make off the shirt, not $25

Ideally you should run an ad with a maximum ad spend of $8 because if you can sell just ONE shirt then you have your ad paid for in full. Any sales over that are pure success and retail growth!

www.bluechico.com

But HOW do I run an ad that actually sells the product?



Easy, sell it the same way you would buy it.

Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

www.bluechico.com

You need run campaigns that appeal to whoever it is that wants your product.

For example, when I created the campaign for this toolbook I told Meta to target Facebook and Instagram users that were interested in Small Business. I knew THOSE were the people who would actually want this product.



Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
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- its their unique size
- it helps them somehow

www.blueeffect.com

Meta WILL encourage you to run your ads to EVERYONE in the US and you might think “oh that is great! Billions of people will see my ad!”



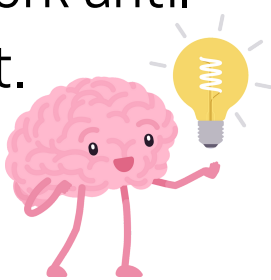
Wrong. The amount of people that will see your ad is directly related to how much you spend, not how big your audience is.

www.blueclinco.com

“Wait a minute, **YOU** said not to dump alot of money in to Meta at the beginning of this guide.”



You are right, I did, and I meant it. When I first started my small biz in 2020 I blew alot of money on ads, even blew alot in 2021. By 2022 I started learning more and more about how sales and ads work until one day I finally got it.



www.dinachico.com

So now that you have the Basic Terms, you should know that REACH isn't what you want for sales. Impressions isn't what you want for sales. **Click Thru** is your door for sales.



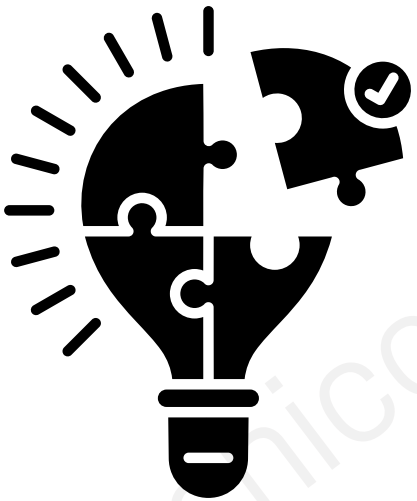
And people will only Click Thru your ad if it appeals to those original reasons

Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

www.bluebeco.com

So HOW do you get them to Click Thru? And How much do you spend?

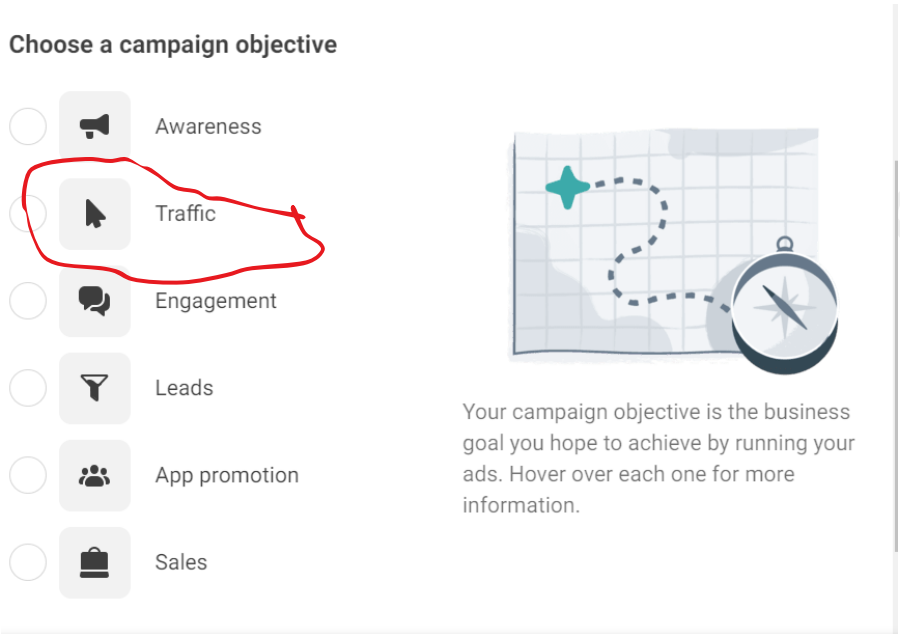


Remember the lesson on net profit for the tee and the lesson on not spending a bunch of money trying to get sales? Okay, let's put it all together.

www.bluechico.com

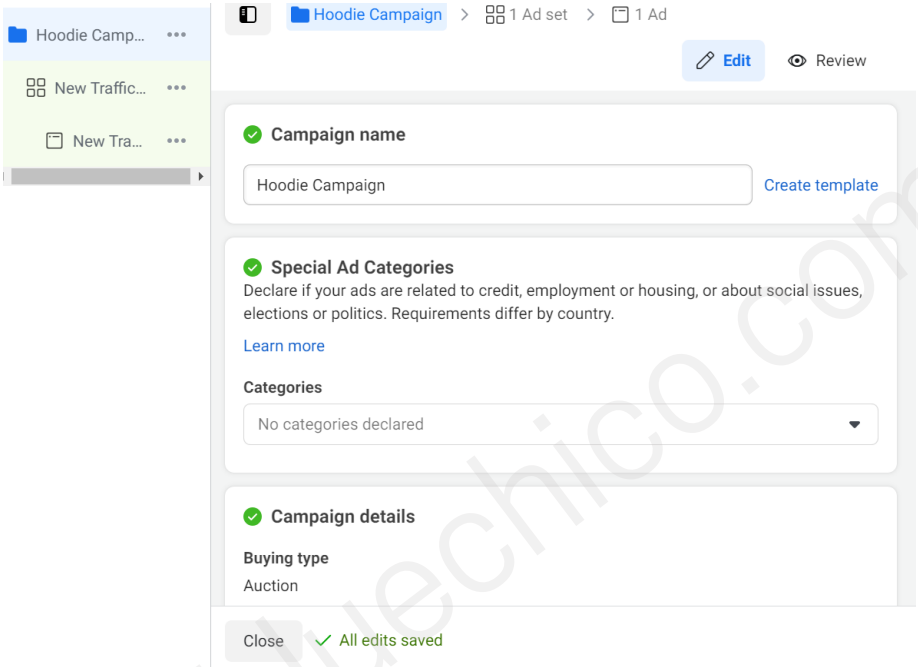
HOW TO SETUP MY ADS?

This is what your ad is going to look like when you start a Meta Ad



There are different ways to effectively use each and every one of these to get SALES. But let's start with TRAFFIC as this is a direct hit to your website.

Next you want to name your campaign. No one will see this but you! Its for you to know what the ad is about.



We have named our ad “Hoodie Campaign” because we are going to target hoodie lovers with one specific product that targets a trend.

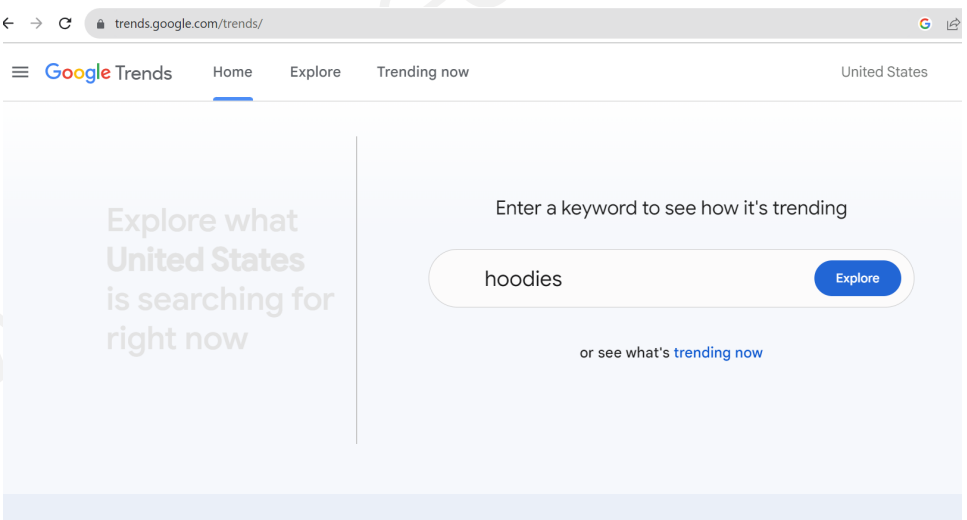
www.bluechico.com

“Wait? How do I find a trend?”

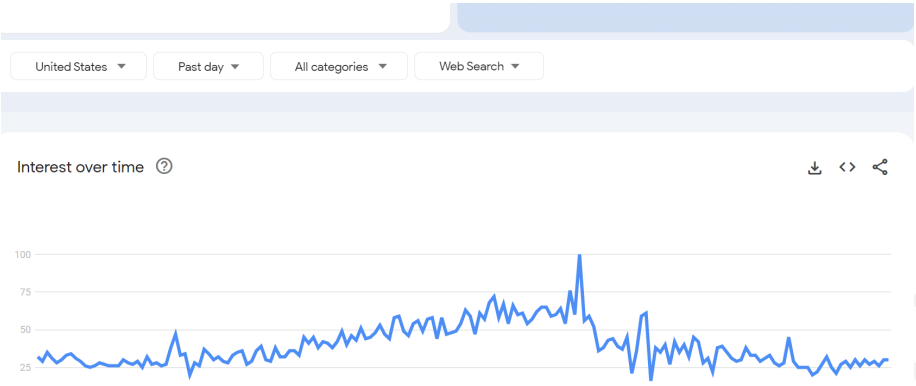


Okay, let’s take a side step over on that.

Head over to Google Trends to see EXACTLY what your potential customer is looking for.



I typed in “hoodies” and saw this:



I saw the interest was relatively stable over time with a tiny spike, so I decided to refine the search to get back to these things

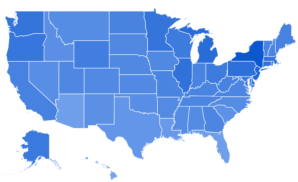


Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

www.bluechip.co.nz

I scrolled down on that same page and saw that the generalized “hoodie” search was widespread, this is too much territory for my ad spend to make any impact.



1	New York	100
2	Delaware	88
3	New Jersey	86
4	Michigan	81
5	Pennsylvania	78

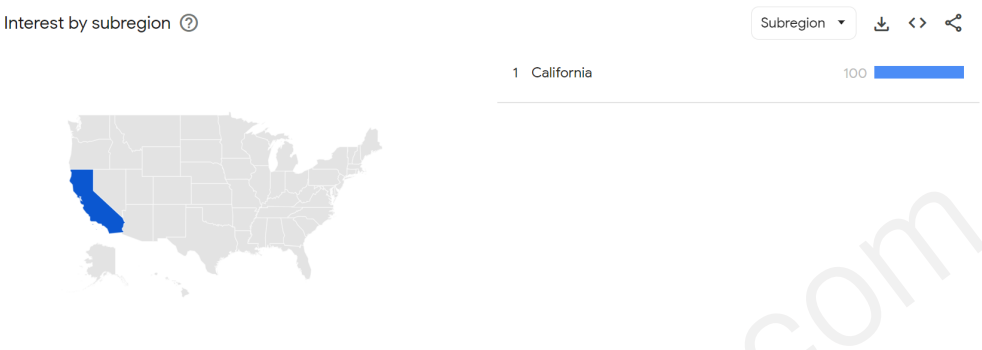
I kept scrolling down and LOOK what I saw that 100% targets this:

Reasons people buy things:

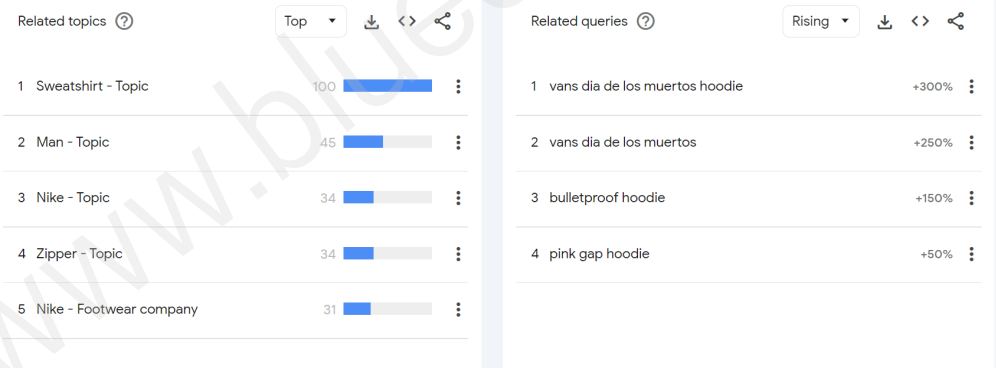
- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

www.bluecrico

There was a 300% increase in Dia de Los Muertos hoodies. This is a trend where if I make a specific hoodie targeting this trend, I will find buyers.



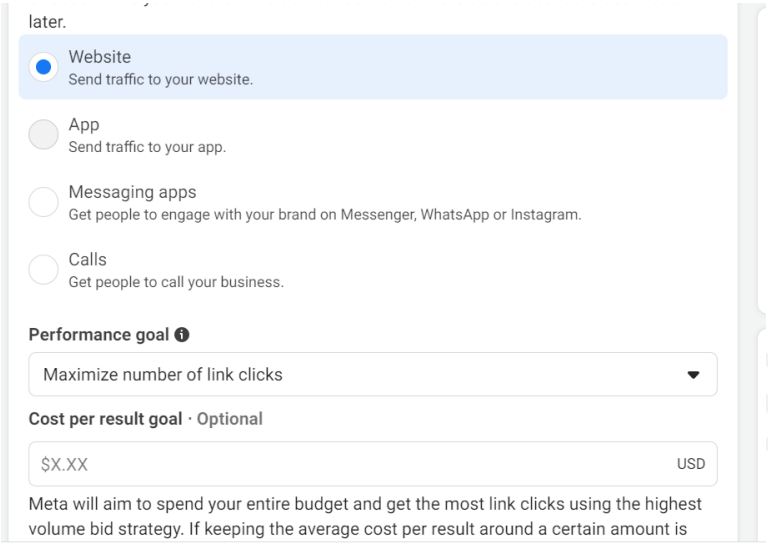
So clicked on that query and look here:

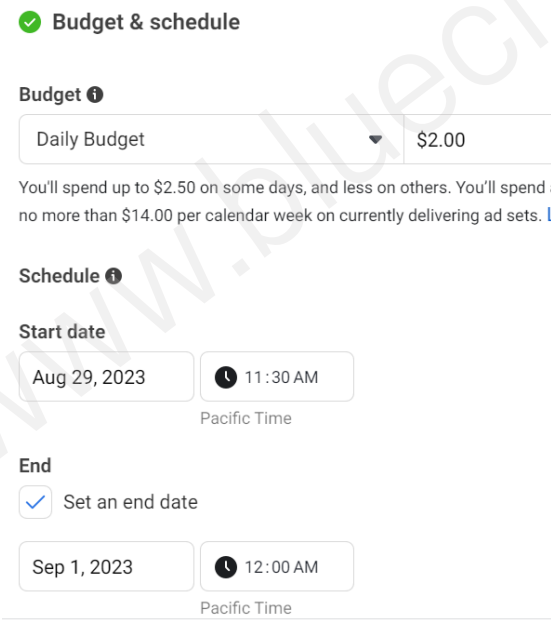


100% of those buyers came from California. Hot diggity, now I know **WHERE** my customers are, let's go back to the Meta Ads and pick up where we left off.

www.bluechico.com

On the next page for the Meta Ad you want leave it as Meta has suggested for maximum link clicks



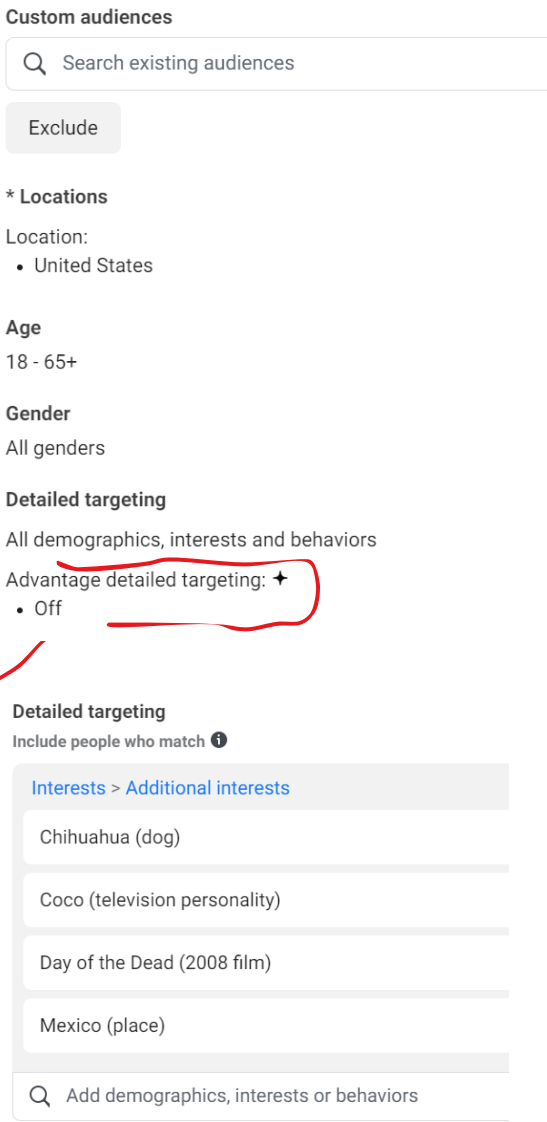


Scroll down to budget and REMEMBER, your budget is the net profit off of ONE product. Do not give in to the temptation to make it anymore when you are starting your business. Until your business is well known, you need to shoot for ONE sale and count every sale after that as an extra. And trust, more will come You will see I made the daily budget $2 with a 4 day run to hit that $8 net profit strategy.

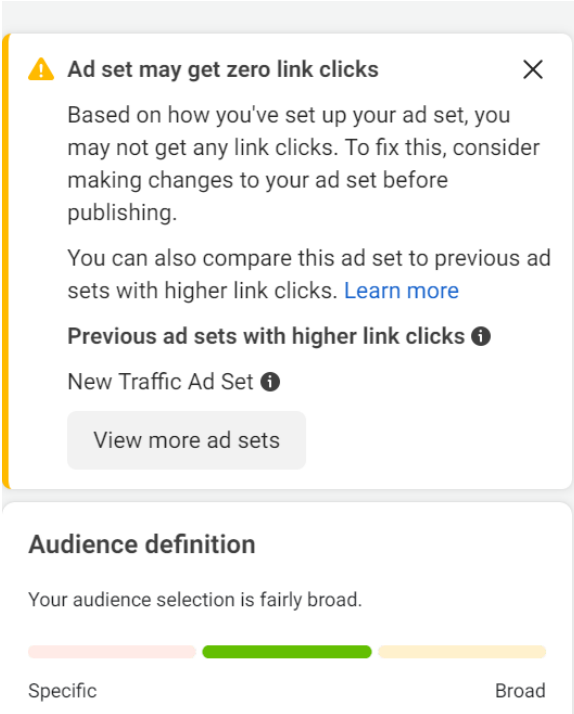
Scroll down to the Audience, this is where those customers you found on Google Trends is going to zero you down to show the people looking for your product YOUR product!

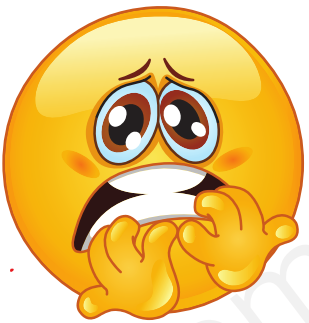
Change the location to California based off the Google Trends info.

Now, Google didn't give us an age or gender so leave those alone and I will show you how to scale your ads for that. For the detailed targeting we would search "Day of the Dead" items and things related to it. Pick 4 things, don't over do it. You want a specific audience but not a narrow audience. To the right you can see the 4 items I picked. Because Google Trends gave me a specific item and location I have chosen to keep Advantage Targeting off. You may turn it on if your if you believe people outside the chosen interest would like your product, but for a specific product it doesn't really help you as much as it hurts you. Showing your ad to people who are not interested is wasted money.



DO NOT BE SCARED OF THIS!



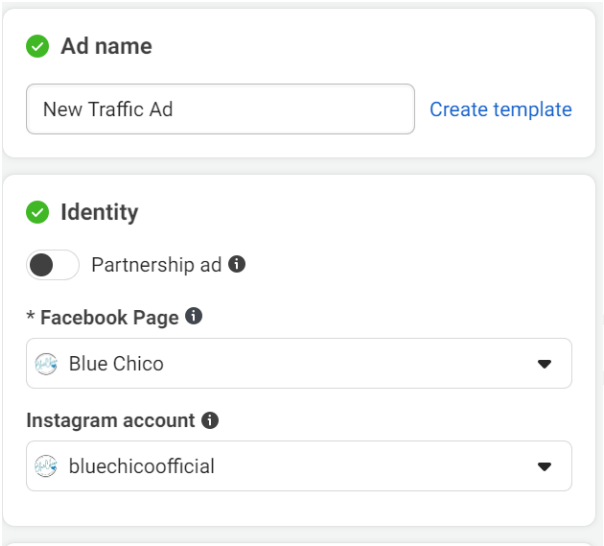


Meta runs off of algorithms.

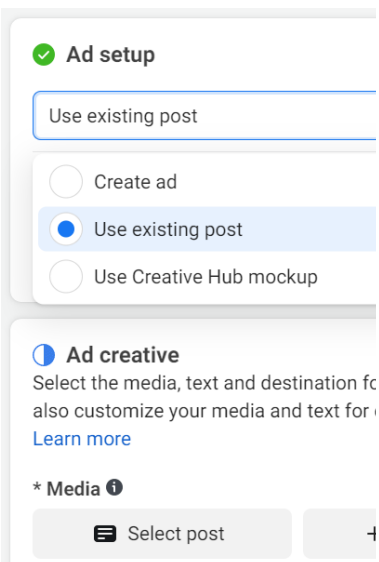
Meaning they compare how your previous ad and ads similiar to yours on the platform so that they can estimate your results. Sometimes these predictions are on target, alot of times they aren‘t. **DO NOT UP YOUR BUDGET** based on that prediction alone.

www.bloc...co.com

Select your business page and Instragram page so that your ad runs on both. You can name your ad if you want, its only for you and not your audience.



HERE is the kicker. When you are trying to grow your audience along with sales, always use an existing post. Why? Because when the ad is over you still have good engagement on that post. Let's say that you got 5 sales out of the ad (yay for you!) but you had 25 people like your post that you use. You can convert those people to followers of your page and they will automatically see all your new posts **FOR FREE!**



www.bluechico.com

Once you have your post created, just attached it and hit finish! Be sure your post is short, to the point.

Blue Chico
Published by Roberta Escobar · 4m ·

Fall is around the corner. Check out our Exclusive Dia de Los Muertos Collection!
https://www.bluechico.com/collections/dia-de-los-muertos

#DiaDeLosMuertos #diadelosabuelos #diadelosabuelos2023 #diadelosmuertosmakeup #dayofthedead #dayofthedeadmakeup







You only have THREE seconds to stop someone's eye and make them read your ad. When it comes to sales, you need few words and amazing pics. Trust me, the pics sell the product much more than any of your words will BUT words do matter.

www.bluechico.com

Remember these?



Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

Let's get together some phrases you can use to target your customer searching for one of these buying strategies so you can get sales!



www.bhechic.com

It appeals to a trend/cause

- “The trend the internet went crazy over is here…”
- “We know (insert cause) is near and dear to you. It is to us too!”
- “Stop waiting. Join the trend with (insert product)”
- “Because (insert cause) needs more supporters like you we’ve created the (insert product)

Its cheaper than usual

“Don’t wait! This deal is leaving soon!”
“ (percentage) off for an extremely limited time!”
“Did someone say sale?”
“You need this, and at this price you need two.”

Its free with a purchase

“Snag two and we’ll throw in one extra just because we like ya.”
“Who knew zero dollars felt this good?”
“Like what you see? We’ll give you 2 for the price of 1!”

Its their unique size

“The search for plus size (insert product) stops here.”
“We’re tired of not seeing all sizes represented, shop us and find a place to call home!”
“Sizes through (insert size) everyday, all day long.

It helps them somehow

“We’ve found your answers to (insert problem).”
“Sometimes it takes a helping hand to find your way. Let us help!”
“Its time you got the answers you needed. Click the link to learn more!”



www.bluechico.com

One thing you should know though, before writing these great posts and ads is Meta is VERY strict about the type of words you can use in advertising.



Be sure to cleverly word your ad. You cannot directly state that you are assuming someone's race, age, gender, political persuasion or lifestyle. You also CANNOT use trigger words such as free, like, share, giveaway or buy (use the word 'purchase").

You also cannot use profanity and DEFINITELY do not try to circumvent using profanity by inserting symbols into the words. And honestly, profanity is unprofessional, use mature and educated language when running a business!

www.blueelmo.com

So after the ad is made, how do we scale it?



Don't know what scaling is? Then let's get into it.



Scaling is simply looking to see who is interacting with your ad then tweaking your ad to show it more people like them. This saves you money on your ad spend by NOT showing your ad to people who are not interested.

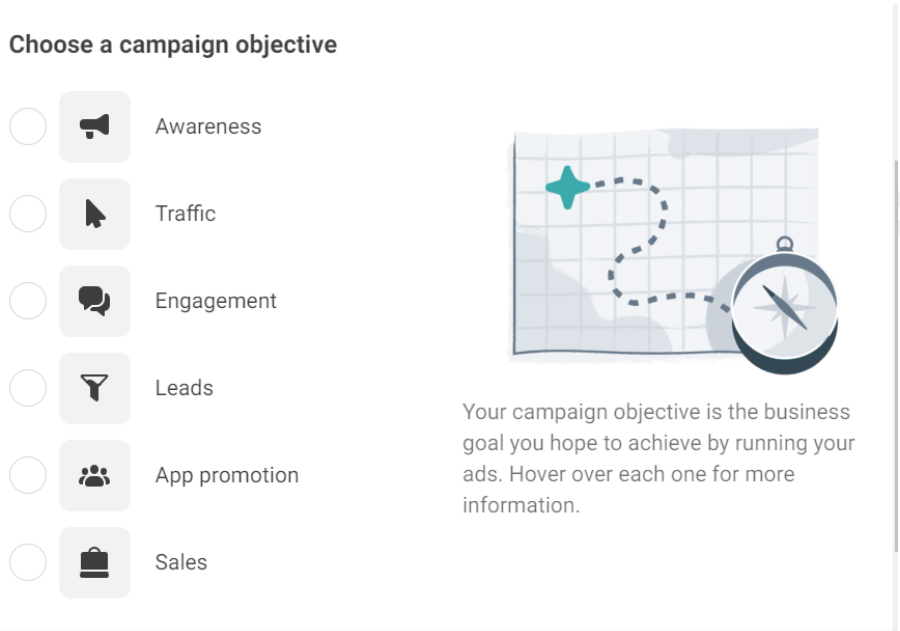
www.bluechip.com

There is an option on your ad to VIEW CHARTS, this is what you are going to check after the ad has been running for 12 hours. I just checked mine and it looks like this:



Notice how the women I chose to target fell heavily between 35-54? That means I am wasting ad money even trying to send this ad to women younger than or older than that. So I am going to go in and edit the ad and change only the age of the women I want to reflect 35-54. This will focus my ad spend on the women who are actually interested! You can do this with location, ages, gender, and devices they saw the ad on. Scaling your ad every 48 hours is a great way to ensure you have sales coming from it!

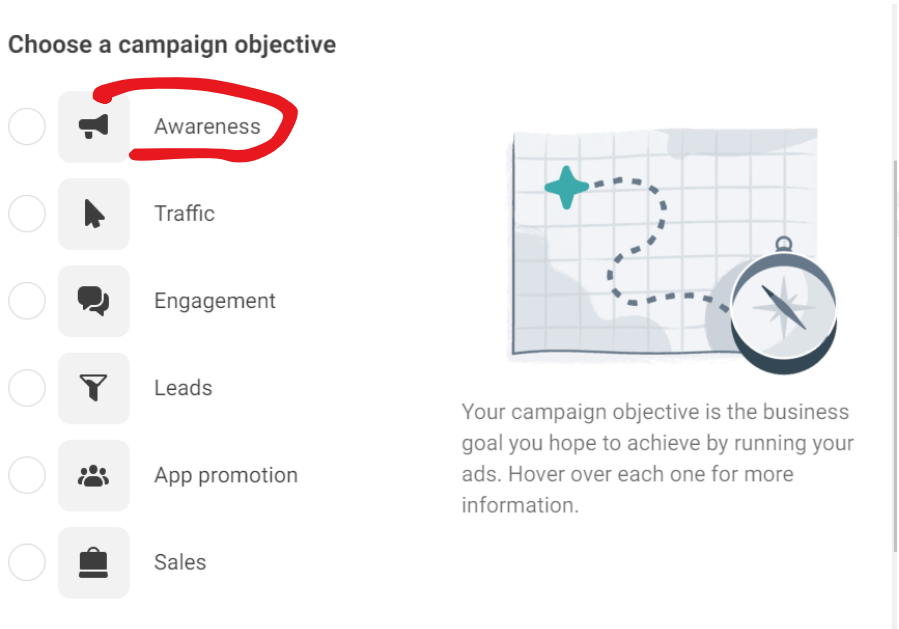
Remember when I told you that you could use all the other ad options for sales as well?



Well let's get into what each of them actually mean and how you can use them to bring in sales.



Awareness: This is the principle on you want to use in order to grow your page.

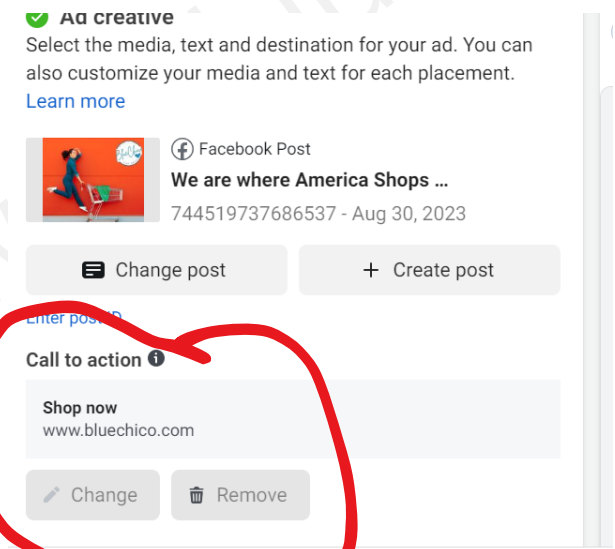


When you use this be sure to focus on hitting an audience you think might like your page, not exactly buy off the bat. Although, you are going to give them the option to purchase through the ad.



Awareness: This is the principle one you want to use in order to grow your page. Its a great way to find new followers that WANT to buy from you! Since my company has a Buy Now Pay Later option I used Google Trends again to see where the top states where for those searches. I targeted my ad to the top three states and targeted Women between the ages of 24-55 since I have a woman in my ad that falls in that age range. Notice my ad speaks directly to Buy Now Pay Later shoppers.





When you use this ad option, be sure to use an existing post AND add a “Shop Now Button”. The shop button option will be on the last page in the Ad making process

Engagement: This is the principle one you want to use in order to get people to share your posts and get word of mouth! So this time I ran the same post and target the same people based on the the Buy Now Pay Later sites they visit as well.. Over 2500 people saw this post last time with a percentage of them following the page but not liking the post. I am going to retarget them with the same post they have already seen. Research has shown you have to see a post 7 times before engaging with it...so how do we get to to 7? Keep reading.



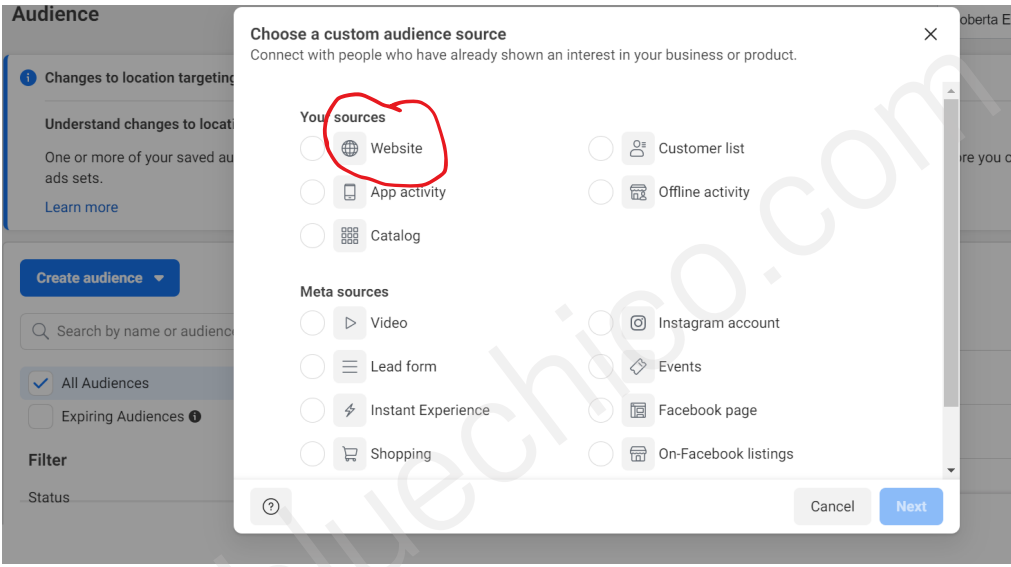


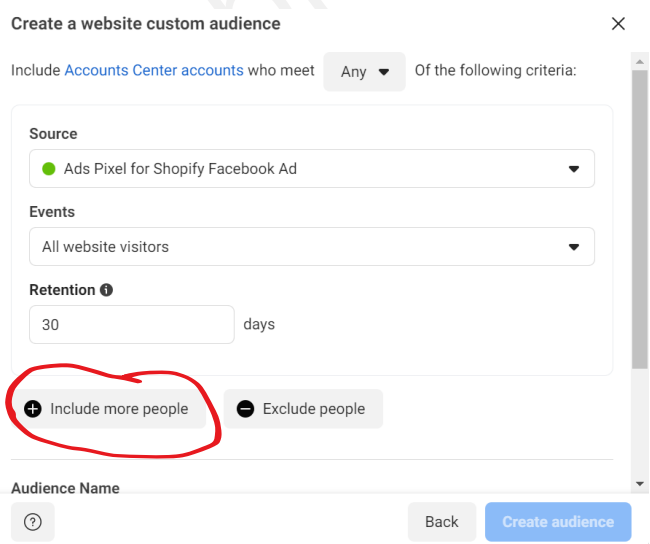
You are going to find the menu on your Ads Manager to the left and click the little menu button and then click on AUDIENCE, then once that menu opens click on CREATE AUDIENCE

www.bluechico.com

Create a Custom Audience:

You want to target the websites they visit. This is EXACTLY how companies show you ads on their Facebook Page after you have been on their site.





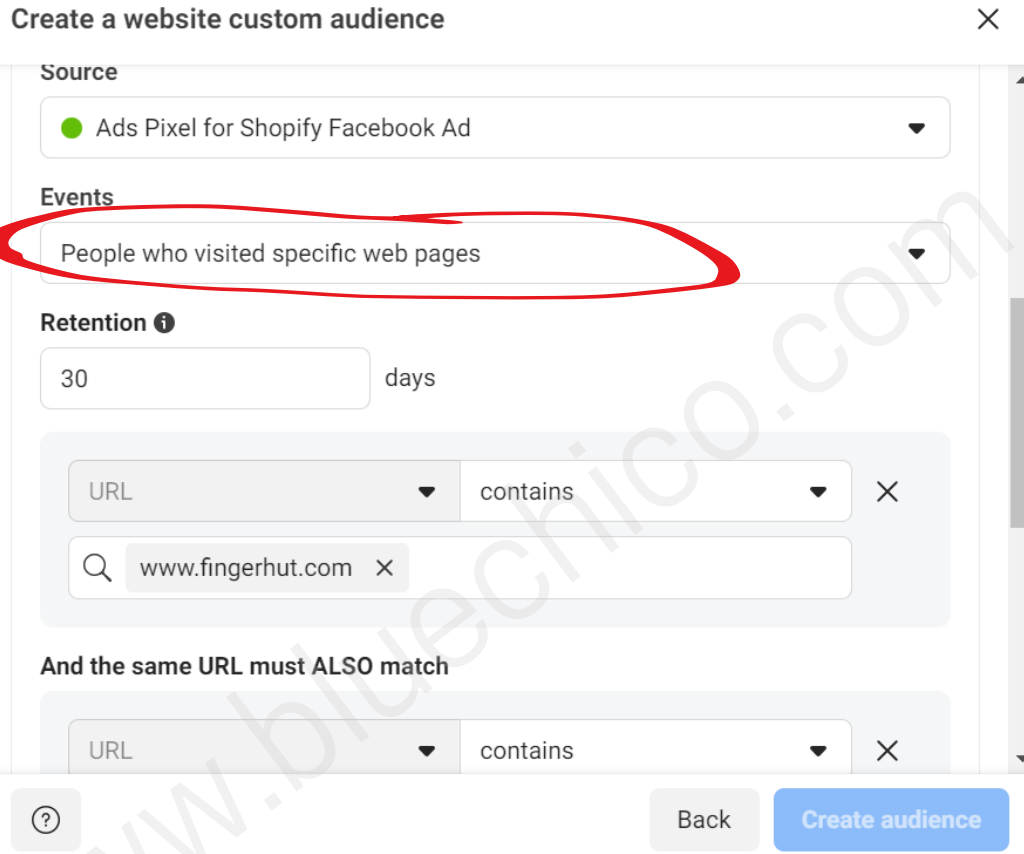
Always use your own site first:

You want this first option to stay as is because you WANT people seeing ads from your business after cruising your site, then click “INCLUDE MORE PEOPLE”

bluechipo.com

Create a Custom Audience:

Change that 2nd drop-down to “People who visited specific web pages”

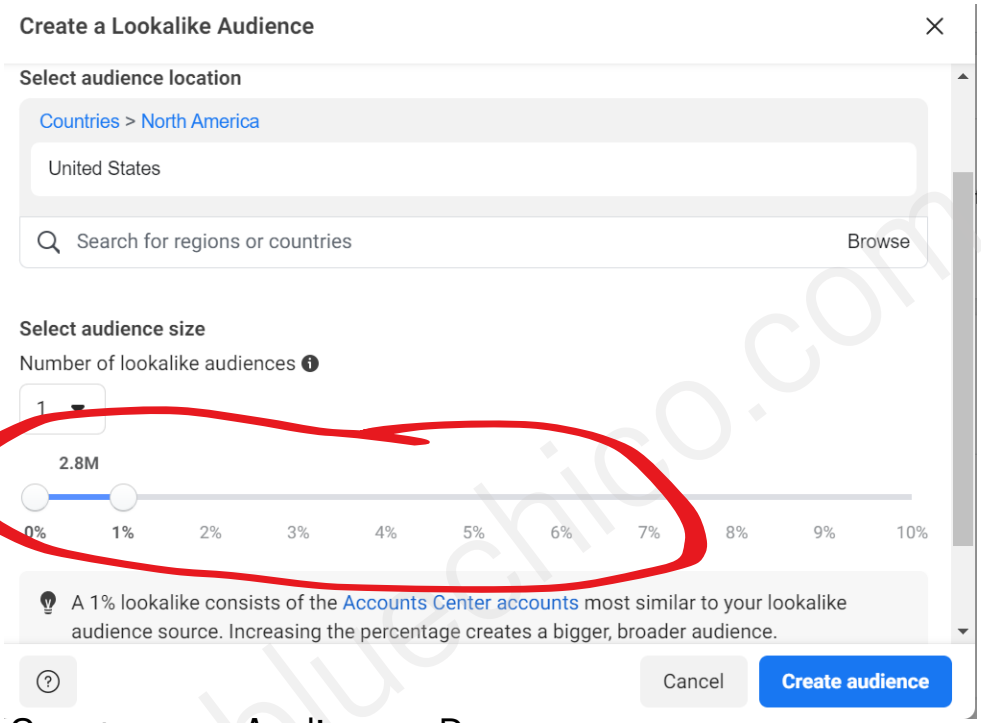


www.bluechico.com

And then type in your competitor’s sites. Be sure to keep the “contains’ option as using the “exact” option could eliminate the site pages from the url you are typing in. For example if you type in “www.oldnavy.com” and choose EXACT and your target audience actually visits “www.oldnavy.com/hoodies” then Facebook would not target them. Whereas if you use the “contains’ then they would target any Old Navy page.

Once you are done it will give you options to create a LookaLike Audience or Create an Ad

Click on Look A Like Audience and set the percentage to 1. This will tell Facebook to pool Facebook accounts that are very similar to what you just targeted even if they visit sites other than what you typed.



Create your Audience. Be sure to name it something you will remember so that you can pull it anytime you need it. Go create your and use THIS audience to retarget for engagement.

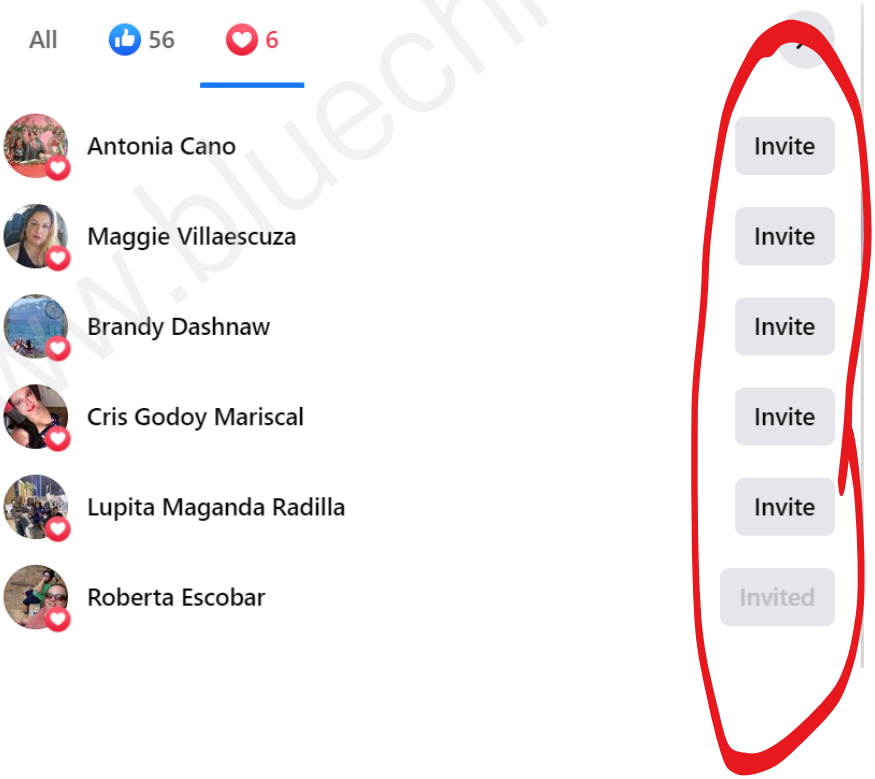


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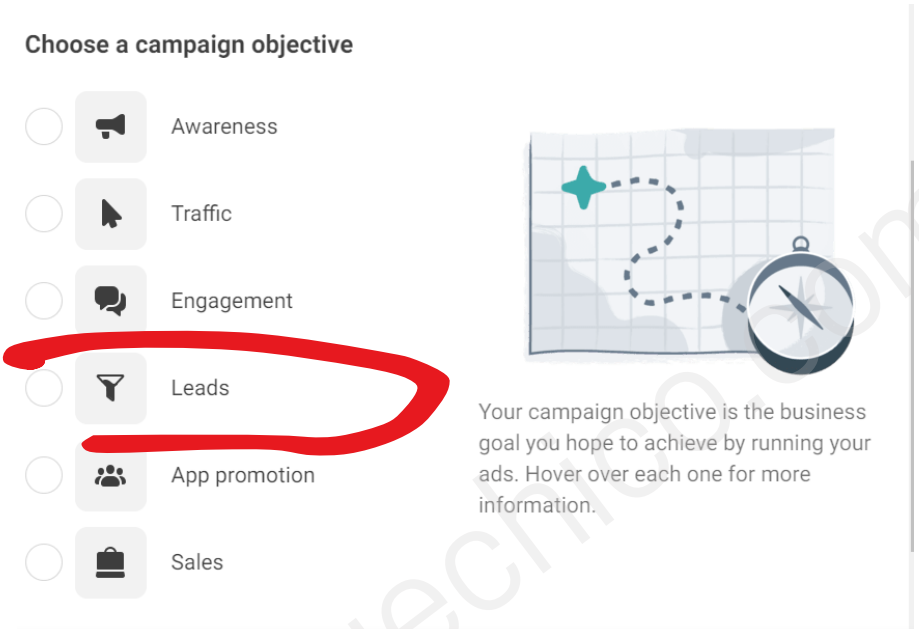
Remember when I said you could utilize Engagement to grow your page??

You can!! It's so simple. Whenever anyone reacts to your post, simply click on the reactions and Invite them to your page!



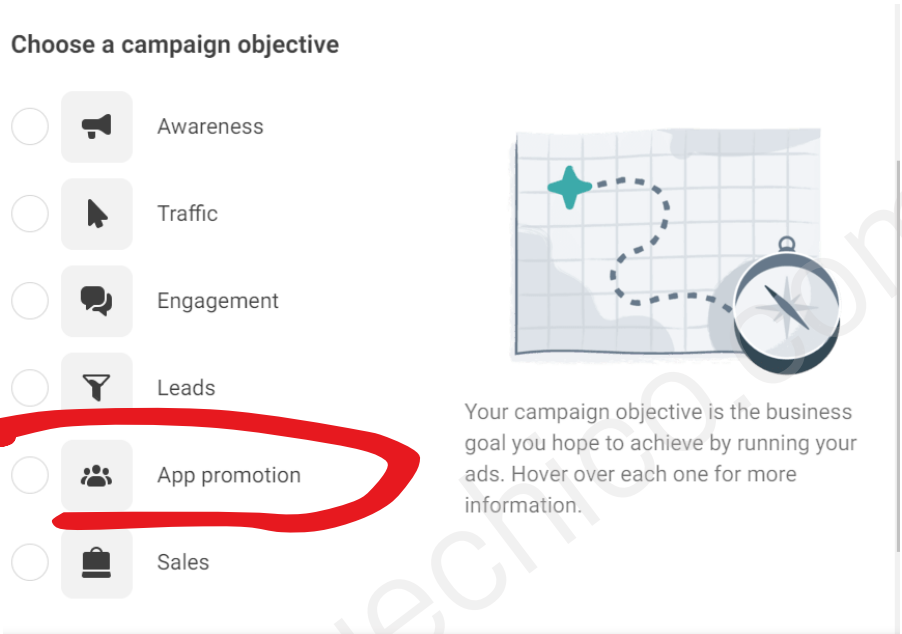
www.bluechica.com

Getting sales via Leads



Utilize leads when you want people sign up for your email or text lists. The best way to get thier contact info is by providing them something useful for a huge discount. Offer a large discount on a product that is low cost to you and offer the discount via email. Once you have thier contact info add it to a customer base and start sending out discount codes to encourage purchases.

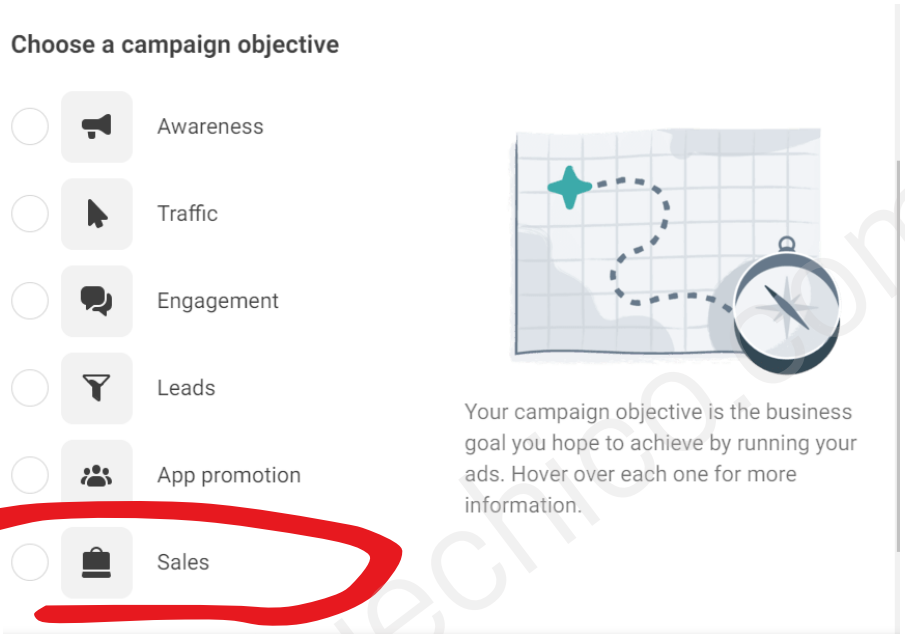
Getting sales via App Promotion



If you have an app for your business use this option to hook future buyers by promoting a deal that is ONLY available in your app. This way they will download your app and even if they do not purchase the deal they will have the app installed and you can begin pushing notification deals to their phones every so often.

www.bluechip.com

Getting sales via Sales



This section promotes your Meta Shop and the items in it. It allows customers to buy without ever leaving Meta. Promote this whenever you have new products added that are highly seasonal and likely to sell faster than year long products.

www.bluechip.com

HOW DO I MAKE ADS THAT LOOK GOOD?

There are SO many ways to grab the attention of your potential customers; but remember when I said your visual was worth more than your words?

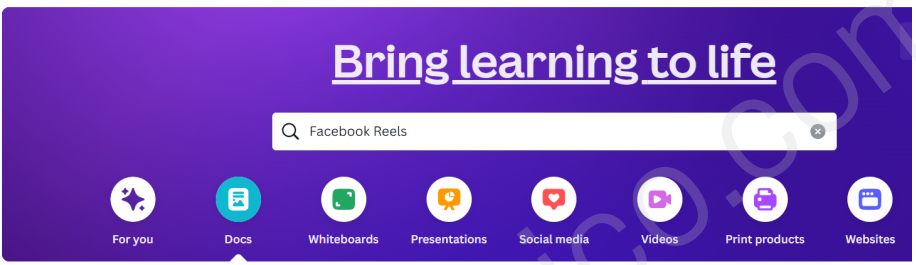


Think about all the ads you have clicked on. What drew you in? Was it the comedy? The emotional connection? The relativity? What I want you to do is get a small journal and label it ‘AD IDEAS” then everytime you see an ad that catches your own interest I want you to jot it down in the journal. Tell yourself what caught your eye, everything down to colors and music used.

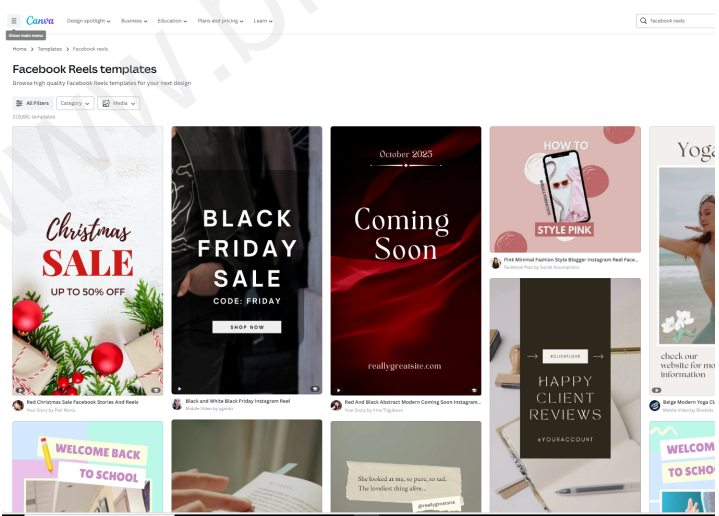
www.blackchica.com

Next, I need you to go grab a free account on Canva.com

When you do you will notice there is a HUGE landscape of material. Let me help you specifically find what you need for a fast Meta Ad



Simply type in the platform and video type you want. For this example, I have chosen Facebook Reels.



You will notice Canva gives you premade templates that you can customize. You can even type in a specific template you want such as “Facebook Reels Christmas” and it will bring up Reel ideas for Christmas

www.bluechico.com

Why are you suddenly talking about Reels? I need an AD!

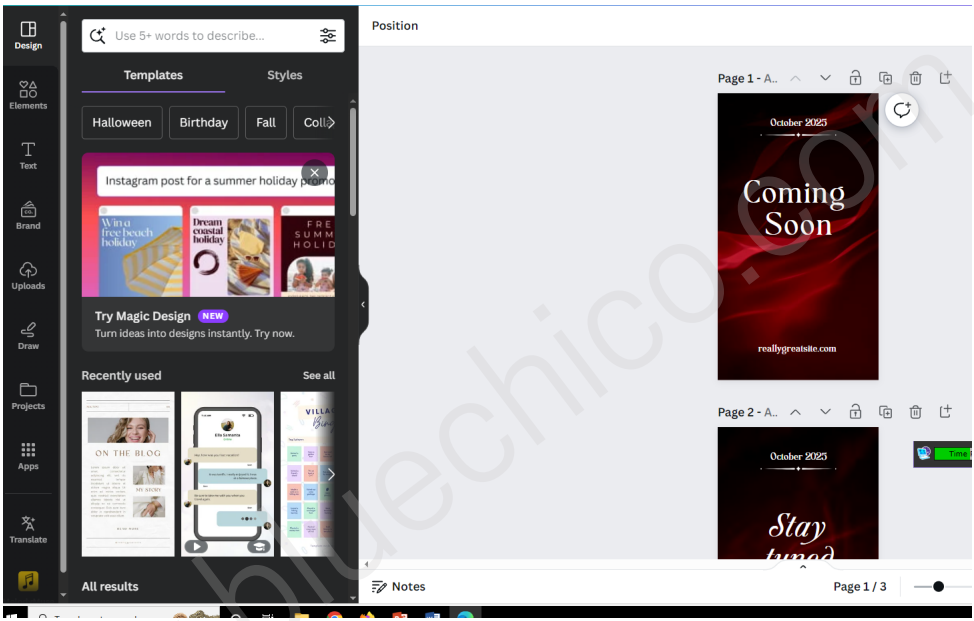


Because Reels have taken over Social Media, especially Meta and you CAN promote a Reel in Ad Manager, as long as you **do not use** hashtags in the description. If you would like a free ad, post a Reel and use relevant hashtags (**see the end of this guide for help on that!)** and get free exposure.

www.blueloco.com

Okay, back to making this Reel/AD.

Here is a template I chose. You will notice all the items off to the left in the black vertical bar. These are what you will use to customize this Reel.



Your template comes ready to use, but of course you will want to put your own twist on and you should always use your logo at the very end so that the last image they have in mind is the brand that just showed the Reel to them.

www.bluechico.com

How to personalize it.

Change the theme of the template

Find free stock photos, videos and graphics

Add text

Customize the fonts and colors you want to always use that match your Brand

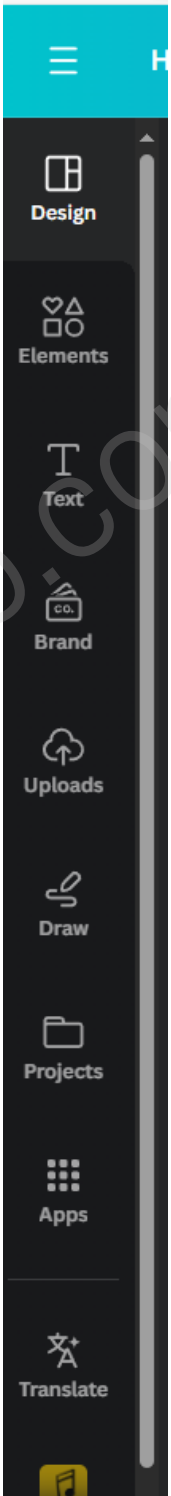
Upload your own videos or photos

Free draw

All the things you have created automatically get saved here

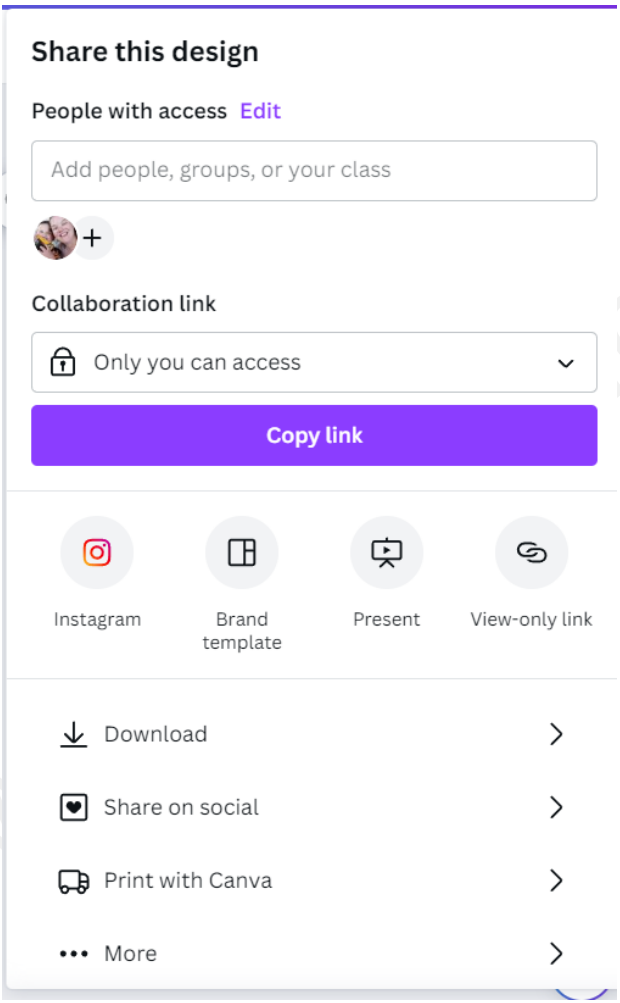
Music apps and other helpful tools

Translate your WHOLE project at once



www.bluechloe.com

When you are done you can actually upload it DIRECTLY to your social media account, or download it as you wish.



Now, you will notice that if you are on a free plan it may restrict you to a certain amount of downloads a day, but the share directly to your accounts are endless.

If you have a team of marketers you work with and want them to access this design them make sure you change the Collaboration Link so that they can either view it or edit it or both.

Wanna know a secret?



I made this entire guide using Canva:)

Should I buy a Pro Plan for Canva?

In time, you may need to, just to help with your creative options but stay on the Free Plan for as long as you can to maximize your profits!



www.bluechico.com


RETARGETING

Sometimes people see your ad but don't take any action.



Sometimes they are short on cash but like what you are offering. That's when a retargeting campaign comes in handy. You can persuade them to reconsider your product by doing a few different things.

www.bluechoo.com

1. Revive an old ad!



Did you have an ad that had amazing engagement? Wait a month and activate it again, don't remake it just reactivate it, and run it again! Don't change a thing, just rerun it. The people in your original ad set who didn't react will see all the previous reactions and monkey see monkey do they will react. Invite those new people!

www.blueshiro.com

2. Retarget the website visitors of a certain product.



Remember a few pages back when we went over how to market to people visiting certain websites? Well, go grab the link to the product you have been promoting and use ONLY that link as a webpage for visitors you want targeted. That will tell Facebook to show your ad to everyone who has visited that product page in the last 30-180 days. What really works well here is to offer your website visitors a "Second Chance Discount Code" to help encourage them to purchase the product. If you came to buy this book on one of my Second Chance ads, THIS is exactly how I persuaded you. It works wonders, try it!

www.nitechnico.com

“But I want to make money, not just give my product away!”



Whoa, chill there. No one is suggesting you make that discount so big you don’t profit off of it. All I am suggesting is that you give up a small percentage of the profit to encourage the sale.

Look at it this way. You can make ZERO dollars on an ad that had lots of impressions and click thru’s but no sales and keep doing that OR You can make 80% of your original profits time and time again on a retargeting ad offering a discount.

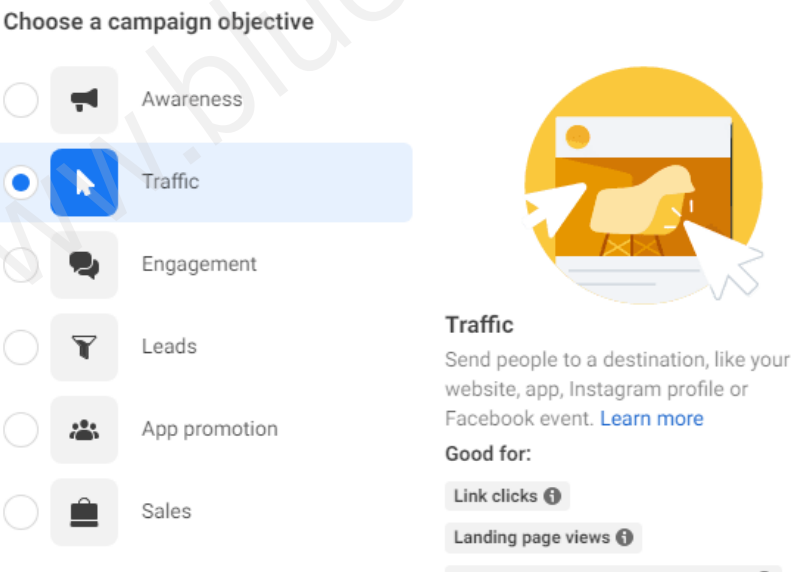
You WILL make money on a retargeting ad when the offer speaks to those original buying concepts we have went over.

www.blitechico.com

3 Retarget past purchases

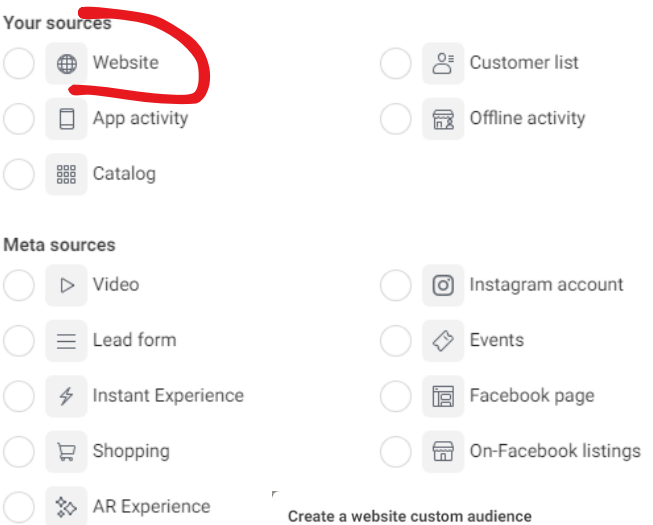


Once you get sales, you are gonna want to keep them coming back or trust me, they will forget about you. Use TRAFFIC for this Ad campaign

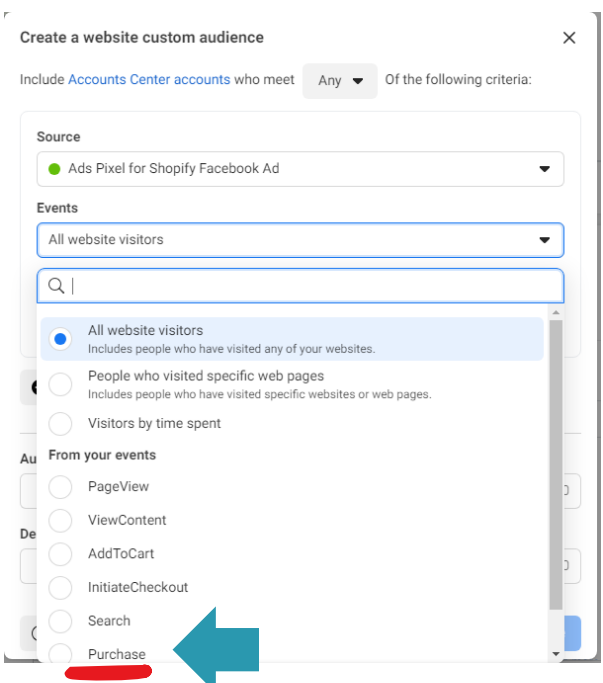


www.bluechico.com

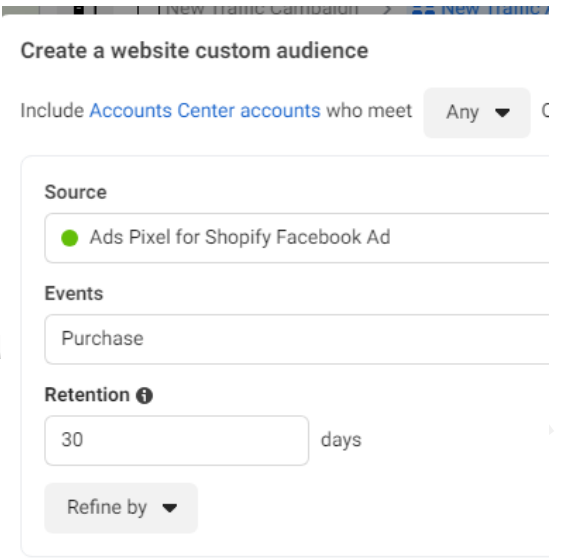
When you get to Audience choose CREATE NEW and make a custom audience using your website as the trigger.



When it opens up the list of actions taken on your website you need to pick PURCHASE.



Its going to give you a retention period to target, between 30-180 days. That means people who have purchased from you in the last 30-180 days. Pick the range you want but a 60 day range seems to be the most effective for me. People aren't going to turn around and spend money again in two weeks, they have bills to pay! But run an ad with a repeat buyer discount in two months and they are more likely to purchase.

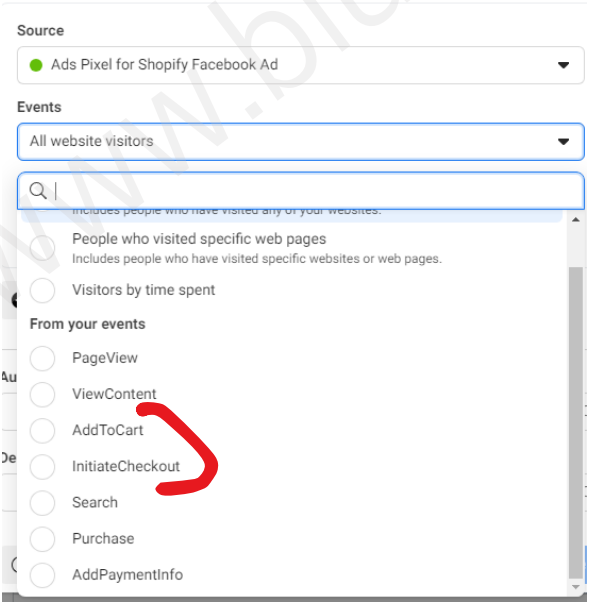




4. Retarget abandoned carts



How many times have you gotten all the way to checkout and then decided you shouldn't really be spending that much and just closed the tab. Then a few days later you saw an ad on Meta offering a discount for the EXACT product you couldn't bring yourself to buy?? This is how they found you and taregted you...



Create that same Custom Audience you made for the PURCHASE group but this time pick INITIATE CHECKOUT or ADD TO CART as your target group. Offer them a discount to come back and purchase. Meta will show your ad to everyone who got to checkout on your site but backed out.

www.blueoakco.com


FOLLOWERS
OR
SALES?



What if you don't have a million followers?

Who cares, as long as you have posts that stay engaged on your site then people know you are for real. Focus on sales and being real. There is nothing more dodgy than a page with 3.4 million followers and NOBODY interacting with them. Popularity even in small numbers means alot to potential buyers.

www.bitechic.com



But how do I get a million followers?

Listen, chase after the elusive golden rabbit if you wish, but the fact is my small business DOES NOT have a million followers and I sold this valuable product to you simply because:

Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

It helped you.

www.bhoomi.com

Forget about the numbers on your social media and focus on interaction.



A lot of really big accounts buy millions of followers and have zero interaction, that looks shady and people won't purchase.

And yeah, you're gonna have legit times when you put out posts and no one interacts, that's social media. But focus on creating posts that resonate with people then push them out in an engagement ad for $2, just enough to gather steam and engagement. This way when people come to your page they will see real people reacting and commenting: this right here draws sales.

In time you will get 1 million, but wouldn't you want 1,000 sales instead?

www.blueschico.com

Be catchy, get the sale without asking for it.



The best sales pitch is the one that appeals to those five things we mentioned earlier

Reasons people buy things:

- it appeals to a trend/cause
- its cheaper than usual
- its free with a purchase
- its their unique size
- it helps them somehow

If your audience finds merit in your sales pitch, the sales will follow!

www.blueshico.com


CUSTOM
AUDIENCE
IDEAS

Here's the truth:



Sometimes it hard to figure out your audience, even with the help of Google trends. Here are some ideas to help you get started.

www.bluechic.com

You can target people in these areas as well

- **Birthday or Anniversaries coming up** : perfect for physical products that can be given as gifts
- **Recently Moved**- Perfect for Home Decor or financial management e-books
- **Relationship Status-** this can be tailored to self help books, products and even gift giving
- **Parents**- Facebook will target your product to parents of specific ages if you feel your product fits them the most
- **Employment Status**: if you product helps a person make extra money then you want to target someone already driven to work
- **Demographics:** Did you know that Meta tracks where the poorest and richest populations are in the US? If your product is more a refined and luxury item then you want to make sure the people able to buy it are the only ones seeing it. If your product appeals more the everyday worker, then make sure Facebook shows it to the income class you believe would invest in it.
- **Behavior:** Facebook also tracks what we do when we are in the app. You can target "Engaged Shoppers" for the people that frequently buy items online, this ensures your click thru rate is higher and sales actually happen.
- **Digital Activities**: This is for targeting people for everything from online gaming, to group admins to small business owners. THIS is how I found you:)

You see, Meta has everyway possible to tailor down WHO to show your ad to. That is why focusing on your audience hardcore and your ad spend second is wisest.



www.lilyshroo.com


FREE
ADVERTISING

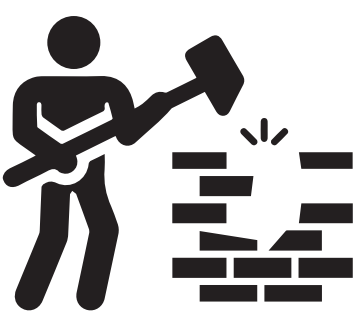
#HASHTAGS

How could I even be a good host if I did not mention the FREE service of hashtags. Depending on when you were born you either know this # as the pound sign, number sign or hashtag symbol. This is the symbol that can be attached to any word to make it part of a traceable subject.

Did you know that when you click on a hashtag it will take to all the posts using that same hashtag? Did you also know that if Meta sees someone following a hashtag or repeatedly clicking on the same one then they will begin to show them all the newest of that same hashtag on their feed?



Don't be, I'm gonna break it down.



www.bigechico.com

#HASHTAGS

Okay, so first off, you should know that ANYONE can start a hashtag and quite often the new ones revolve around yearly dates and occasions such as #September2023 or #Fall2023. These newer ones that happen seasonally bring you better views than the ones that stick around forever such as #fall or #september.

Why? Simply put, the uses.

In the hashtag world you want to jump on a hashtag when its a baby or possible a teenager. You don't even want to waste your time with mature adult aged hashtags.



We are talking about the age of a hashtag in the social media world.

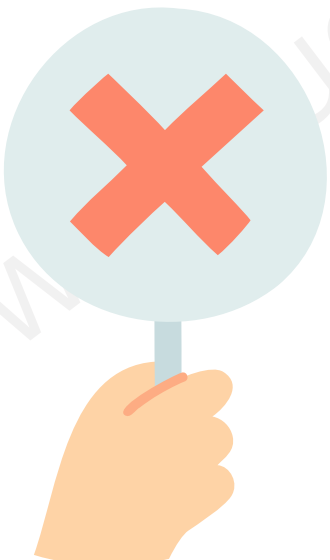
www.blogging.com

#HASHTAGS

Everytime a hashtag is used Meta tracks it. As it gains popularity the usages increase quite rapidly. When hashtags go viral they have hit millions of usages. We called those “old hashtags”

“Millions of usages is great! I’m gonna jump on that hashtag and get super popular!”





WRONG

Leave those oversaturated hashtags alone. Its the same concept as throwing a shiny quarter into a dumptruck full of other quarters. Your content will simply get lost.

#HASHTAGS

This is why I say to find baby or teenage hashtags, meaning ones that have just arrived and are beginning to catch on.

Thebest rule of thumb is always look for a hashtag under 100k and over 10k in terms of usage. This means that the hashtag is finding some rising popularity on Meta but is not yet so oversaturated that your content will sink to the bottom.

“So I can never use the super mega popular ones?”



WRONG

You can. Its just best to use at least 5-7 of the undersaturated ones first.

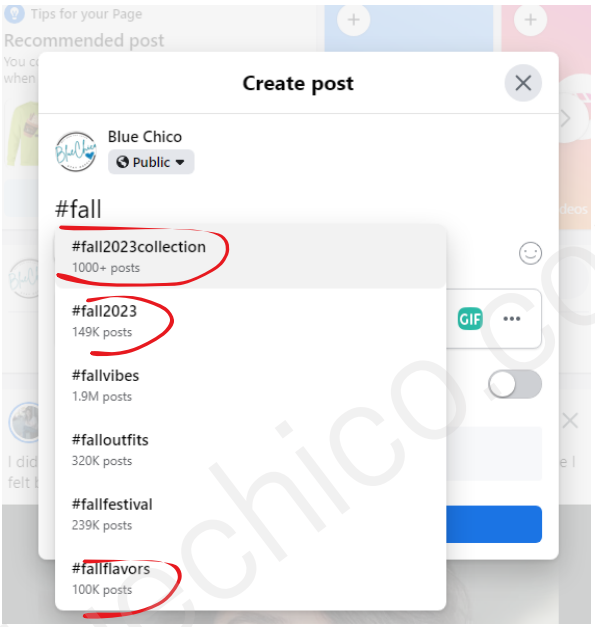
QUICK TIPS

- Meta allows up to 30 hashtags but try not use that many, it can either flag you as spam or spread your content out so much it does the opposite of what you want
- Using 10 to 15 total hashtags is the most profitable.
- You cannot advertise a post using hashtags so don’t use them if you are planning on using the post in an advertisement.

#HASHTAGS

The best way to find how much usage a hashtag has is as simple as opening the app and typing in the hashtag then it will begin to generate options on which ones are best

If I was making this post, regardless of product, I will choose the circled hashtags. Even though the #fall2023 is slightly over 100k, its still fairly new. The rest of them are too large to make my post stand out.





- Start your own hashtag! Use your brand name in it such as #bluechicokidszone along with other trending hashtags for the same topic. This will push Meta to show your hashtag to future people who have interacted with your previous posts, even if they came there from other hashtags.
- Using the same hashtags three times a day keep yours posts in the feed. But, be sure to switch them out for, or add on, newer ones after a week because it the social media world moves fast!

www.bluechico.com

OTHER FREE WAYS TO ADVERTISE

If you haven't already you NEED to create a Business Pinterest Account (Its free!) and start posting your products as pins. Link them to your product and watch sales happen!

Facebook Groups are a great way to share your posts for free advertising. Join them as your business page BUT be careful to read their rules and follow them carefully. Do not join groups that do not allow self promotion because you can get your account restricted. Follow the rules and play nice with Meta's policies to see sales!



While phone books are no longer widely used, they are still very much used online as a way for Google to manage traffic and directing people to places when they search for things "near them". Whether your company sells locally or not, you should create a free profile on yellowpages.com to get your product to people who are searching for it. Click here to get started.

www.bluechairdesign.com


WRAP
UP

Well my friend, you have reached the end of this guide.

Before you run off to use the info here to build your business, I want to offer you something FREE!

Would you like a free Product Catalog Course? If so, please do these three things and I will note you down!

1. Like our Facebook Page by clicking this link
2. Leave a positive review for this product by clicking here, be sure to include your first name and last initial if you are interested in the free course so that I can connect your review to this purchase.
3. Fill out the form requesting free access to the paid Catalog Course by clicking here:

You must do all three to receive the digital coupon when the course drops!





If you'd like some free money, keep scrolling.

www.ourbusiness.com

I know you came here to make money, so let me help you make some money even faster and get that ad spend budget going!



This course is extremely competitively priced. There are several companies companies out there selling you the same information for almost $500! Isn't that nuts? You already know that though, you've seen them too.

We think every small business needs the opportunity to get basic advertising education for a great price

We are offering YOU the opportunity to share this course with your family and friends, or whoever you want AND we'll pay you to do it!

Sign up for our affiliate program via Systeme.io and share this guide. We'll pay you 30% for every sale! That's easy money:) Pad that Ad Spend Budget!





Now you can get that ad spend budget going!

Click here to get enrolled!

www.blueshio.com

We thank you for your purchase and we know this guide will help you!

We are excited to see you grow!

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