



5 Useful Tips For Dipping Your Toe Into Paid Ads

Small budget

Your starting foray into paid ads will not require a huge chunk of money.

Ilana, in fact, suggests you start by spending small amounts on ads. How small depends on the amount of traffic you're getting. If you're seeing up to 5,000 visitors a month to your site, you can consider retargeting on multiple platforms for around \$10 per platform per day.

An outlay of that much will quickly give you a sense of whether you're reaching your audience, and if it's converting. This makes it a great way to test several different offers.

If you're getting more than 5,000 visitors a month, you may have to up your spend to \$15 or \$20 a day for each platform.

Existing traffic

Starting paid ads also does not mean going after people who have never heard of you. What you do want to do is leverage off the existing traffic coming to your site. Retargeting campaigns on multiple platforms are great for this.

Consider, too, your database. If you have a list, this can be uploaded to Facebook, where you can then re-engage with past customers.

A page engagement audience on Facebook is another group to which you can show your ads, as is a video engagement audience, if you have one on YouTube.

Where to run ads

What's the best platform for your paid campaign? Naturally you have to think of what's relevant to your audience. A mortgage broker or a dentist would probably not be running videos on Facebook. A retargeting campaign for Google searches, on the other hand, may be more likely to yield results.

What to sell

When it comes to the products you advertise, a good starting point is to focus on the 80/20. What is the 20 percent of your offerings that generates 80 percent of your results? Put the spotlight on those bestsellers, because they are bestsellers for a reason.

Tune your approach

You've got to keep things fresh and interesting for people. Showcase your product or service in different ways, using different creatives, be they video or image ads.

And if an ad doesn't work, don't leave it at that. Test different approaches and see what does work.

Need expert help with paid ads? Contact Ilana Wechsler at TeachTraffic.com

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