

# SOCIAL MEDIA ADS - SETTING FIRE TO MONEY?



Get social media ads to work  
for you, without having to do  
a marketing degree

**UPSIDE DOWN  
COACHING**

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Have you boosted an Instagram post for a tenner and got absolutely nothing in return? Maybe you've run ads with a link to your website and seen no discernible increase in students. Social media ads can seem really daunting and complicated, but you can actually get great results from them without a marketing degree.

The biggest mistake I see, and the one that I made when I first tried to use them myself, is throwing money at ads with no real plan and no idea what you're doing. If you don't understand who you're targeting, what you're offering, and where you're sending them, you're just donating money to Mark Zuckerberg's yacht fund.

- **Know your audience**

If your ad is aimed at everyone, it'll catch no one. Think of it like this – if you set up a stall selling peanut butter cookies, but to entice customers you're shouting "WHO LIKES FOOD?", you'll get a bunch of people coming to your stall who hate peanut butter, but they approached because you were asking who likes food. It's the same with ads, plus everyone who approaches costs you money, whether they buy or not. You want to only entice people who are likely to buy peanut butter cookies.

In your ads you need to be really clear on who the ad is for:

- Complete beginners?
  - Kids? Adults?
  - Fitness people or total newbies?
  - People who are already interested, or people who have never heard of you?
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Your messaging should change depending on who you're marketing to. A mum looking for a kids activity wants safety and structure for her child, plus affordability and perhaps discounts for bringing more than one child. She'll want to see that it's a fun and safe environment for children and that the teachers have experience working with kids.

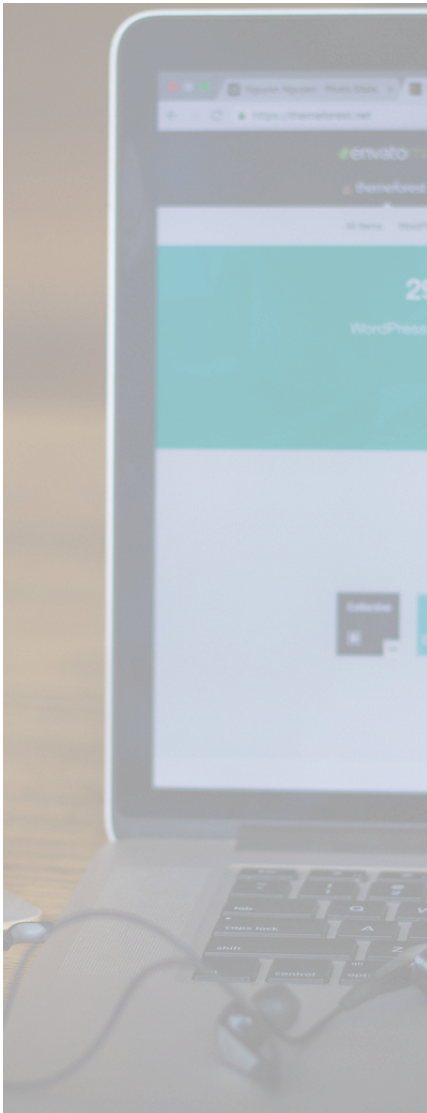
A 28-year-old office worker wants fun, fitness, and something different. They might be nervous about attending and want to know what the vibe is before they book. They'll want to be with other beginners who are just like them.

If you ran one single ad that tried to attract both those people, you'd likely attract neither because the 28 year old would see the kids bit and think it was a youth circus centre and the mum would see the adult classes and think it wasn't a dedicated kids space. Both of these things make the ad too generic and in trying to catch more people you've actually just lost them.



## Handy tip

If you find that people are scared of just booking into a class, or you don't allow drop ins/PAYG at your studio, maybe run your ad alongside a new 4 week intro course to bring people in and get them to commit.



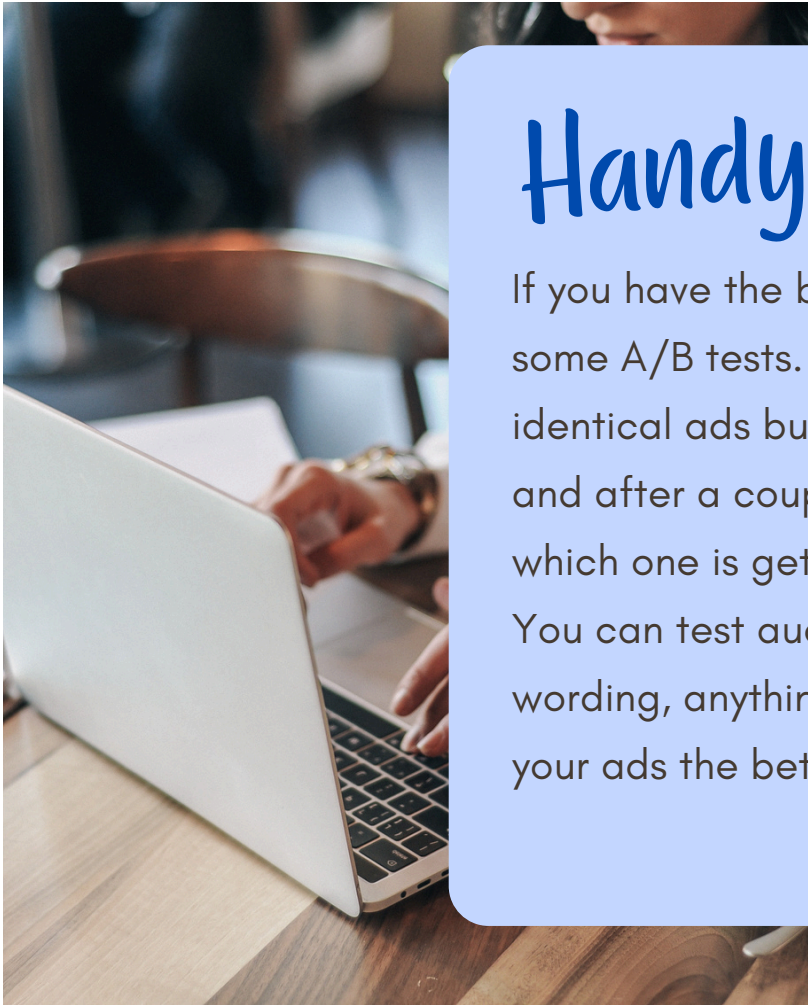
- ## Landing Page

The biggest reason I see ads fail is when people have their ad go to their homepage. This is like telling someone what street you live on but not which house number and expecting them to just find you. If people have to search around your website to book, they'll likely leave.

You need to follow your ad up with a landing page that matches the ad. If you're advertising a four week Intro to Pole course, create a landing page that has pictures and videos of beginners doing pole, a little bit about why your studio is so great, and an easy to follow booking procedure.

Don't overthink it. I thought I needed polished professional video shoots for all my ads but I've actually found just as much success with videos that have been put together in minutes from student footage. The great thing about a less professional video is that it looks real. It shows what actually happens in your studio and is a better presentation of the vibe you have. If you have students doing moves imperfectly but full of smiles, that can be far more enticing to a beginner than the instructor smashing out the most incredible spins and flips.

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## Handy Tip

If you have the budget for it, try and run some A/B tests. This is when you run identical ads but change just one thing and after a couple of weeks you can see which one is getting more engagement. You can test audiences, video content, wording, anything. The more you hone your ads the better the results will be.

## Let Facebook do the hard work for you

'Cold' audiences (people who've never heard of you) are harder to convert and more expensive because they might click on an ad ten or so times before actually booking. Some might click out of curiosity but then realise they're not interested.

'Warm' audiences convert much better. These might be people who've visited your website, engaged with your Instagram or watched your videos. You can use Facebook's retargeting features and audience optimisation to market to your warm audience. You'll need a Pixel on your website for retargeting - to do this just Google how to do it and you'll find plenty of resources. You can also ask AI for a step-by-step.

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## What else do I need to do?

I used to think it was fine to run ads for only a week when I had some spare cash or needed to sell out a specific event, but I've actually found this to be counter productive. I've been running ads consistently for well over a year now and I've found that the cost per booking is at an all time low the longer I've been running them. When I had an issue with my ad account and my ads stopped running for two weeks, I had to start again and the cost per booking went right up again.

I've also found that boosting single posts doesn't really do anything, you need a proper ad strategy that you can consistently follow and perfect it as you learn more about what is working for you and your studio. People usually need to see or hear about something 7 or 8 times before they make a decision on booking, not just once.

If you set up your ads so that people can fill in a form and then you contact them, make sure you do so quite quickly. You'll want to contact a lead within 24-48 hours while they're still in the mood to book. If you download my newsletter resource you can combine lead collection with email automation and minimise your workload.

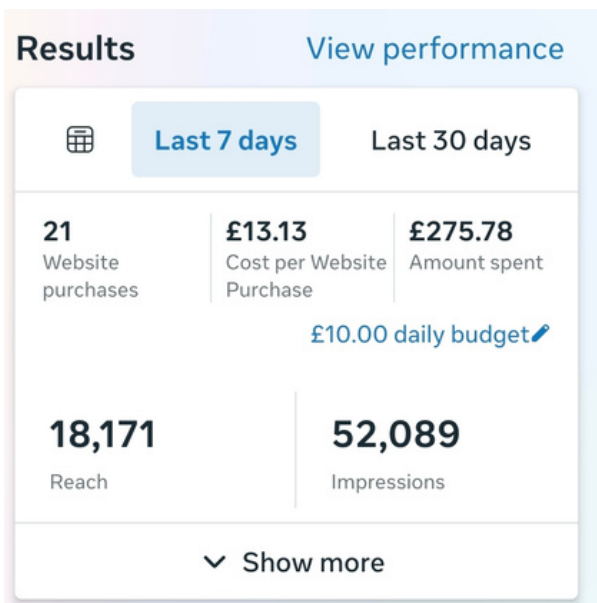


## Want to know my secrets for bringing in 100 new students every month whilst only spending about an hour a week on marketing?

I've created a fully comprehensive step-by-step workbook which will teach you how to use Meta ads, Chat GPT and automated emails. Once you've set it up you can spend less than an hour a week checking on it and tweaking it, whilst watching the new students rolling in through the door. Head over to the CEO Club page on my website to grab your copy.

In the 30 page workbook I'll break down every single part of the actual method I use in my studio today which brings in over 100 new students every month. Check out the next page for actual screenshots of my genuine results directly from my Meta ads page.

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These are the results from an ad I've been running persuading people to book a beginners class at my studio. My budget was £10 a day and I've been running this same ad for six months.



You can see from my website dashboard that my paid ads are bringing people to my website.

📅 Last 30 days (Mar 13 - Today) Attribute to Last interaction

Traffic source ⓘ	Traffic category ⓘ	Site sessions ↓ ⓘ	Unique visitors
Instagram	Organic social	61	54
Facebook	Paid social	55	50
Wix email marketing	Email marketing	47	37
Instagram	Paid social	38	37
Automated email	Automated emails	29	25
cloudaerialarts.co.uk	Paid social	18	18
Facebook	Organic social	17	16
Bing	Organic search	10	6

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