

THE

Easy Ads Guide

FOR WEDDING CREATIVES





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Are you ready to move beyond the overwhelm and learn about Facebook & Instagram Ads in an easy-to-understand way?

This guide is designed to simplify & solidify your knowledge about Facebook & Instagram ads and how to run better ads as a wedding creative.

Let's get started.

get it together

-01-

WHY YOU SHOULD BE USING FACEBOOK & INSTAGRAM ADS

It's not just about getting more bookings...

-02-

FACEBOOK & INSTAGRAM ADS MYTHS

Stop believing myths & get clear on the facts.

-03-

THE EASY WAY TO UNDERSTAND FACEBOOK & INSTAGRAM ADS

A simple analogy to help you move past Facebook & Instagram jargon.

-04-

FREQUENTLY ASKED QUESTIONS

If you've ever wondered...or got confused - this is for you.

-05-

ADS GLOSSARY

No more complicated jargon. Here are all the definitions & terms you should know.

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Hi, I'm Micaela

I'm a wedding photographer & entrepreneur passionate about building & helping others build successful, profitable & efficient wedding businesses.

I've built my wedding photography business to run on just 1 day of work a week & I want to help you do the same!

I teach other wedding creatives how to run, interpret & improve Facebook & Instagram Ads so that they can reach more clients and get more bookings with ease.

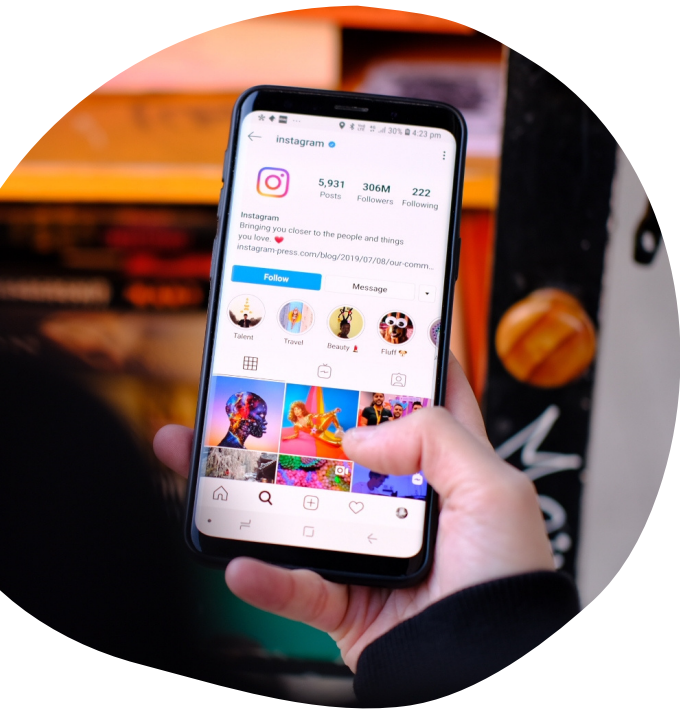
[FIND OUT MORE...](#)

ARE YOU LOOKING FOR A COMMUNITY
OF AMBITIOUS, BUSINESS-MINDED
WEDDING CREATIVES?

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5 Reasons You Should be Using Facebook & Instagram Ads



BECAUSE IF YOU AREN'T, SOMEONE ELSE IS

Your prospective clients, the ones who are desperately looking for your service ARE being served ads by other wedding professionals. And they are hiring those people. So why aren't you running ads too?

YOU SHOW UP DIRECTLY IN FRONT OF CLIENTS

Organic marketing relies on fate, and someone stumbling across your website or your profile or website. But paid ads allow you to skip the unpredictability of organic searching and show up directly in front of clients needing your services.

ORGANIC BOOKINGS AREN'T ALWAYS POSSIBLE OR RELIABLE

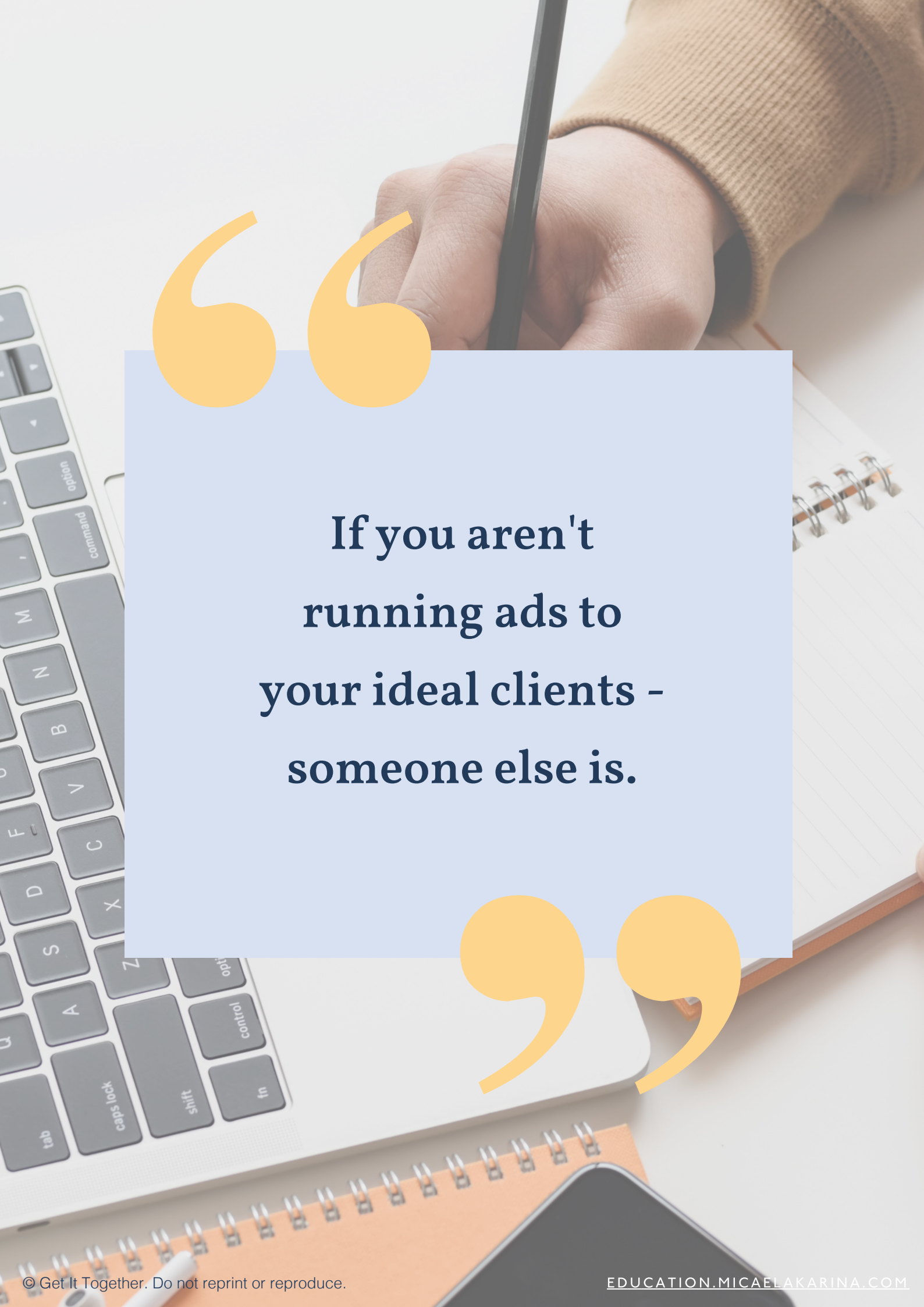
Facebook & Instagram ads are still the fastest way to get your work in front of your ideal clients. If you need bookings fast, don't have time for organic strategies to work, or are looking to scale - you should be using paid advertising.

YOU'RE IN CONTROL

The data is reliable, results are replicable & scalable. If you're looking for a lead generation method that you have control over - paid marketing is definitely for you.

IT'S A TOOL YOU CAN USE TO IMPROVE YOUR BUSINESS

Need to test your website? Run ads! Need to increase your following? Run ads! Need to test your email responses? Run ads! Ads will get more eyes on your business, and you can improve things quickly.

A hand in a tan sweater sleeve holds a black pen over a laptop keyboard. The keyboard is silver with dark grey keys. Below the keyboard are two spiral-bound notebooks, one with an orange cover and one with a white cover. A light blue rectangular box is centered over the image, containing text. Large yellow quotation marks are positioned around the text box.

**If you aren't
running ads to
your ideal clients -
someone else is.**

Facebook & Instagram Ads Myths

(that you need to stop believing)

"You can get leads for £1!"

Actually, leads can cost anywhere from £1 - £120. Not all leads are created equal and what you should be focussed on is your cost per booking.

They do - if you do them right. You have to understand the algorithm, have patience and be willing to test & learn. Ads are not a silver bullet

"Facebook Ads Don't Work"

"It costs too much money"

You should be comfortable spending 3-10% of your revenue on paid marketing if you want to scale your business.

And if you're not comfortable spending **money** on marketing - you're likely spending **time** on it. Your time & efforts costs you too.

Everyone is on Facebook or Instagram. Even celebrities get served ads on Instagram. My students regularly book high-end (£2000+) weddings from Facebook Ads. It's entirely possible.

"My couples aren't on Facebook and my packages are too expensive"

The Easiest Way to understand Facebook & Instagram Ads

I know how overwhelming it can be when you try to run ads, or log into Business Manager and you see a bunch of steps and words you don't understand. All of a sudden it feels so technical & confusing. Let me simplify it for you...



All Facebook & Instagram ads do is show your business to people who are likely to be interested in it.

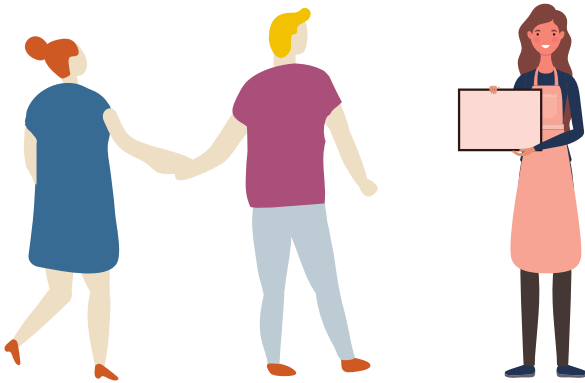
**if you run your ads correctly*

So if we remove all the techy jargon, simplify & demystify

Facebook & Instagram Ads are JUST LIKE a wedding faire. You are paying someone money to show & talk about your business to people who are engaged and looking for your services.



The Easiest Way to understand Facebook & Instagram Ads

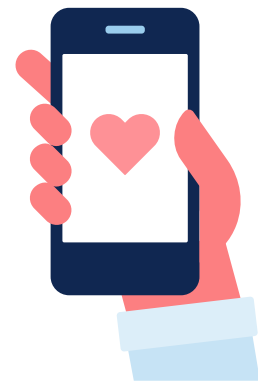


THINK OF YOUR FACEBOOK & INSTAGRAM ADS AS A WEDDING FAIRE

Your ads are like a permanent, virtual wedding faire booth, and your targeted Facebook audience are all the wedding faire attendees.

PEOPLE SEEING YOUR ADS ARE 'BROWSING'

When people are on their phone, or scrolling on social media, your ad is interrupting whatever they were doing. They're not ready to buy. Just like how no one is ready to sign a contract at a wedding faire. They're just browsing & walking past your booth.



YOUR AD CREATIVE IS YOUR BOOTH

Your ad needs to clearly tell people what you do, grab their attention & make them excited to come and 'talk' to you. It needs to be on brand, so that they know you're the best person for them, instead of the 100 other businesses at the 'wedding faire'.

YOUR AD COPY IS A CONVERSATION

You wouldn't yell "Now Booking 2022. Get in Touch Today" at a wedding faire to everyone who walks past you. So don't do that in your ads either.

Your ad copy is an invitation to have a conversation about their needs, and your services. Treat it that way.



F.A.Q

the most common ads questions - answered!

HOW MUCH MONEY DO I HAVE TO SPEND?

You can run ads from as little as £1 a day if you're doing them right. Most of my students spend 10% of their average booking on ads.

CAN I RUN ADS THROUGH MY PHONE?

You can, but you shouldn't. You should be running all of your ads through Business Manager on a desktop computer.

WHAT IF I JUST WANT TO RUN ADS ON INSTAGRAM?

You can! Facebook owns Instagram, so you can run ads exclusively to Instagram through the business manager platform.

DOES FACEBOOK CHARGE ME WHEN PEOPLE CLICK MY AD?

No. Facebook charges you to just **SHOW** your ads to people. So you're paying per impression not per click.

SHOULD I HIRE SOMEONE TO RUN MY ADS?

Unless you're spending over £1000 a month on ads, you're better off doing them yourself. You'll have more control, more insight and more flexibility.

WHY ARE MY WEDDING FRIENDS SEEING MY ADS?

Unless they're engaged and looking for your services - your targeting is wrong. If you're targeting correctly - your ads should only be showing to ideal clients.



Ads Glossary & Terms

ORGANIC MARKETING

This is when people hear about your business or find out about you without you paying for it. Examples are; google SEO, discovering you via a hashtag or word of mouth.

PAID MARKETING

Paid marketing is when you pay for your ads to be shown to people. This could be through Facebook & Instagram ads or even Google ads.

LEAD GENERATION

Any activities that you're undertaking that are intended to bring in leads or enquiries for your wedding services. This could be lead generation ads, reaching out to people via DM or wedding faires.

LEADS

A lead is someone who has taken an action and shown interest in your services. They could have messaged you, liked a post, enquired with you, downloaded your pricing or booked a call.

ALGORITHM

The Facebook Algorithm is the set of calculations that Facebook makes to decide what to show to who. Everything you see on Facebook is based on the algorithm's decision making process.

AUDIENCE

Your ads audience are the group of people you've decided to show your ad too. Normally chosen by demographics or interests.

TARGETING

The demographics or interests that you use to narrow down your audience.

BUDGET

How much money you want Facebook to spend on your ads; either daily or for the lifetime of the ad.

AD COPY

The text you see in a Facebook or Instagram Ad is known as the 'Ad Copy'.

AD CREATIVE

The image, carousel of images or video you see in a Facebook or Instagram Ad is called the "Ad Creative".

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The No Fluff Facebook & Instagram Ads Course

An in-depth, comprehensive empowering course & community designed to guide you through booking more weddings through Facebook & Instagram Ads

FIND OUT MORE

