

Episode 23

Mastering Facebook and Instagram Ads with Charlotte Cantrell

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business, and life in between. Welcome to my Weekly Marketing.

Janice Hostager: 0:28

Have you run Facebook or Instagram ads? Whether you have or have not, there's no denying that the whole process can be overwhelming. Maybe you've tried boosting a post and didn't have good results. Or maybe you've looked into setting up an ads account but felt overwhelmed by all the things like the pixel or just setting up the ad itself. Sometimes, even when we get past all the technical stuff and get our ad up and running, it still doesn't produce the results we were hoping for. It can be a very frustrating process. That's why I wanted to have Charlotte Cantrell on my podcast.

Charlotte is a CEO of Inspired Ads. She runs Facebook and Instagram ads for e-commerce brands and small to medi-sized businesses. She specializes in identifying bottlenecks in ad funnels that keep viewers from converting to a sale. She has a passion for helping small business owners become aware that ads can work for you if you have key pillars in place. So in today's episode, she'll talk about the steps that you need to take before creating a Facebook or Instagram ad that will help you know that you'll be successful. Here's my interview with Charlotte.

Janice Hostager: 1:37

Well, hey, Charlotte, how are you today?

Charlotte Cantrell: 1:39

I'm good. How are you Janice?

Janice Hostager: 1:40

Good, good. We're just coming off a very hot smer in Texas, which you are in Texas too, right? So yeah, it's just nice to be inside the air-conditioning and having feel the chat with you today.

So tell us a little bit about what you do and how you got into it, and that sort of thing.

Charlotte Cantrell: 2:05

Yeah, yeah. So I run Facebook and Instagram ads mainly for e-commerce brands who are making six to seven figures and are looking to outsource ads to scale their businesses. But I also know a lot about running ads, for course creators and coaches, and have even run a couple photographer ads as well. So I kind of have done it all. I've done ads for a little over three years now, own my business for four and, yeah, I kind of been all over, like I said, but e-commerce definitely is my forte, but I love working with all sorts of clients in the service-based space and, yeah, it's been an incredible journey and I'm so glad to be here with you.

Janice Hostager: :01

Awesome. So how did you get started running Facebook ads?

Charlotte Cantrell: :06

Yeah, so actually I started out as a virtual assistant a little over four years ago and I was kind of doing all sorts of things like Jack of all trades and I was working with a roofing company and they were needing some new leads and I had done like a brand redesign and logo for them and everything. And then they asked me about running ads and I told them, well, I don't know anything about ads right now, like I've never done that before, and the guy I worked with was actually a good friend from college and he was like well, I'm confident you could figure it out and I'm happy to like help you do that. So I ended up taking just a baby course and kind of figuring it out for them and getting started, and that kind of lit a fire for me. I was really intrigued by the idea of advertising and it brought a lot of my strengths together. I'm very creative, but I love math and analytics and data and crafting a message around a persona or an avatar really excites me. But being able to see the data and actually see what works, what didn't work, things like that, that just really like hit some, hit a chord with me, if you will, and so after that, I took a really large course after I had my second child and then after that I offboarded any of my clients who weren't ads clients and started to take on only advertising clients at that point and went all into serving clients with ads exclusively and it was. It was amazing. I had a lot of support through a program that coached you through ads and I was with them for about a year and a half and paid into a subscription, so that really boosted my confidence and results and everything. So, yeah, and then I am. I've mainly stuck with meta ads, so Facebook and Instagram, but I am actually running Google ads now. I'm still new at it, but I am. I am in the Google ads territory as well. So it's exciting, exciting times.

Janice Hostager: 5:22

But I mean, that's so typical, right? We sometimes have to push ourselves a little bit. We get a client that says, you know, just go figure it out. Or have an employee or that says the same thing, you know and you know, until we just jp in and start learning it. We just don't know, you know how to do it at all and we figured out as we go, and especially with, I think, facebook ads, because it's really hard to take a class and just like pick it all up and just run and do it. You really have to try it and get comfortable with the platform, get comfortable with the interface and see what works for you, because every client is different and every ad is different. You know, every

avatar is different. It's all, it's all kind of learning by trial. And yes, and that's probably triply true with with Google ads too, that one, that's a whole new conversation.

Charlotte Cantrell: 6:18

But yeah, it definitely is, and it's been really neat to see not only the vast differences in each and every client and the results they get and the way we run their ads Although there are basic strategies that I stick to, you know, the results and what we how we end up scaling or helping them become more profitable is different for every client. So that is is really fascinating to me, because you think, okay, it's one platform, it's you know, you, you put ads up there, kind of think maybe it's the same strategy, kind of roll it out. You know it's wild how different each and every business is and you know the type of messaging we use. Like some I use tons of emojis and then others very few and it's more of a dry, you know, avatar. So yeah, it's very interesting.

Janice Hostager: 7:16

Oh, yeah, I love that too, because it's about the brand voice, right, and your brand. You know you really need to figure all of that out and I love that you hit on that early on, because if you don't know who your target customer is, if you don't know the avatar, if you don't know what their voice is, what they respond to, you're going to lose money on ads because it's not going to resonate with the target audience that you're, that you're trying to hit. So, yeah, I think that's super important. I also love that you like analytics, because I think for me, when I started in advertising so many years ago I tell you how many, but it was before, you know, facebook ads was around and they never really for sure could get that data. I mean, you could do follow up and and there are lots of tricks like have them go to a special you know URL or call a special phone nber or things like that but you couldn't really see that data and I think that's one of the things that makes Google ads so incredibly pop or, I'm sorry, not Google ads, facebook ads well, google ads too, but digital ads in general so powerful because you can tell right away what's working, but in Facebook you want to wait a little bit, right? So tell us about how. Now, if you're putting out a new ad and you're looking at the data like every day or every hour, which I've done, yeah, I mean, tell us what can go wrong with that.

Charlotte Cantrell: 8:46

Yeah, so you know, I think it takes an approach of being able to look in close and look at the nbers that are coming in but at the same time, being able to step back and look at the data as a whole, and so that's kind of the dance, if you will, with Facebook ads, and I'm sure you're aware and other listeners are aware of just the iOS updates that happened at the beginning of 2020. At that point, I'd been running ads for maybe six months and I thought to myself, gosh, did I choose the wrong time? To start running ads. I'm investing everything in this and then now it's all like all the data seemed to really just leave and we really couldn't track a ton of our purchases and get the same data or rely on it the way we used to. So there was definitely a lot of adjustment in that period and I learned a lot about waiting and taking all of the data with a grain of salt. Now Google Analytics and since then I feel like a lot of the data is back to almost what it was pre-iOS update. I really am seeing just a lot of congruence with what we see on their platforms versus Google Analytics and what we see through Meta. But yeah, I think one of the biggest things for me was locking in the attribution window since the iOS update. So back before iOS happened

the attribution window was immediate. So as soon as somebody made a purchase, we were able to see within maybe an hour that purchase was attributed to a particular ad, and so the way that we set up ads is that we have different campaigns and then we have the different ad levels. So those are usually the different audiences that we've picked or avatars that we are targeting, and within those we have multiple ads that we run to test which ad is going to get us the best results, the best conversion for each avatar, and so when we'd get results coming through, we'd know, okay, that ad is working really well.

Well now, the attribution window is still anywhere between 24 to 48 hours, depending on just how quickly the data gets there. So usually you wanna give an ad about 48 hours before you look at the data and say, okay, this isn't working or this isn't working. A good metric that I really go by is actually looking at the nber of impressions and reach. So even if I haven't seen a purchase from that at a particular ad, I wanna make sure that I give the ad anywhere over 1200 impressions is usually what I like to hit. That ends up being about, like dollar wise, anywhere from \$12 to \$20, depending on just what cost the traffic is going for. So yeah, so letting that traffic feed out and then being able to go back in and look and see did a purchase come through there and you can see it will still contribute to that ad, even if you turn it off at that certain nber of impressions.

So anyway, that's kind of what I look for when I'm testing the different ads making sure that each ad hits at least 1200 impressions and over a thousand reach and then, from there, testing that next ad to make sure we're looking at all the different options and then, after a week or so, you can look back and say, oh wow, this ad got the best purchases or this had the lowest cost per purchase or cost per click, whatever you're hoping for and then turning that ad on and letting it ride. You know it's a roller coaster. Often you'll see the data going up and down and as far as reach clicks, all of that, but it's very quick, it's not a peak up and then down and it stays that way. It goes up and down daily. So, you know, it just depends on when your audience is there, when they're getting that ad fed to them, and then if they take the action right away or not.

So, yeah, there's definitely a lot I've learned around attribution and taking everything with a grain of salt and having patience in it all, because I think you know we look at it and we go gosh, my money is flying out the window, like I'm putting the money in here and is it making sense? And you have to know, okay, I'm putting that money in, I'm either way, I'm getting an investment in data. I'm getting data back, even if I don't get a purchase back. I'm getting quantifiable data that tells me this is working or this is not working, and we can always take that data and use it. So that's a really good perspective I think for, especially when you are starting out and maybe running your own ads and you say, gosh, this isn't working, I'm not getting purchases Kind of turning that on its head and saying, well, it is working, that ad just didn't work, so now let's tweak whatever it was. Maybe you got a lot of clicks but it wasn't purchases Okay, good, that means the ads are resonating. Maybe there's something else that needs to change. So, anyway, there's a lot that can go into that and there's a lot that surrounds ads. I think there was in that course. There's over 300 modules on, just like talking about all the different points of ads. So there's so much but, but yeah, attribution is an interesting one for sure.

Janice Hostager: 14:58

I love that you said that the data is a value in and of itself because it's so easy. I think, if, especially if you're just starting out on Facebook ads and you're running your own business and you're, and you just don't see those clicks, or you see the clicks but they're not buying, you know and really understanding that it's not personal, it's not your product necessarily, it could be the ad itself, it could be the text in the ad, it could be your audience, it could be your, landing page, it could be a lot of different things. So there are ways to go through and kind of test all of that one step at a time. I also find it interesting that you run an ad and then turn it off and then run a different, completely different ad, rather than split testing, do you? So split testing would be to try two ads that are slightly different in one respect only against each other and see which one performs better. So, is there a reason why you do that separately?

Charlotte Cantrell: 15:56

So it's. It is technically split testing it within the ad structure. I don't click like a split test just because I like to be able to manually turn them on and off. But usually what I do when I create a campaign or you know a new ad set, I'll take two or three different copy options and then two to three different creatives and then make you know six to nine different ads that all have the different variables, and so you know video one will have copy one, copy two, copy three, and we'll test out, okay, with this video, which copy is doing the best, and then from there, usually I'll take whatever copy has worked the best out of that video, if that's the creative we're using, and then try the other creative with that top copy that was working in the video, and then I'll test out is it image or video?

Because surprisingly, I've actually had quite a few clients where the static image has actually had more conversions than the video when, and then another, it is the video, but it just depends, I think, on the audience, because some, like for me, having little kids, a static image is often like, I think, better for me, because if I'm scrolling past and my audio is on and it just starts blasting some song or like, whatever. I'm just going to scroll past or or try and click out because I don't want the noise to be there or something you know, just like personally speaking.

So, having a static image gives me the time to click on the ad, read it, if it intrigues me, and then be able to click over without the distraction of like the audio or, or anything like that. So, anyway, it's just interesting to see how those different elements play into it. So it is testing, but it's manual, because I don't, I don't want to give Facebook the right to kind of tweak everything. Because I've seen that more of like, kind of almost like AI testing where they just put in a couple different options and variations and they mix everything up and kind of figure out what is working well. For someone who doesn't know much about ads, that actually is a pretty good option, and you know, I would recommend it. Actually, a couple of my clients have come to me running those types of ads and had some pretty good results. The bummer with that is, once you are doing ads in it. Seriously, there's not much data because the algorithm or the AI has done all the testing, so we don't know what's actually working. We just know that there's a set of ads that have been created and put out there. Depending on what's changing or what you know, the variable they switch in and out is working so then that testing kind of has to start all over. and, you know, and I've seen some like things where the AI doesn't finish the sentence. It'll be like,

catch this dot, dot, dot and or like whatever it is, and it doesn't finish the sentence for them and it's just the way the AI is doing it. So anyway it's interesting, but it is good. That is a really good way if you're, if you're wanting to run on your own, that is. . It's better, a lot better than it used to be, and people have seen some really good results when they've, when they've come to me, but they can only run that one ad, so it's just tricky, so yeah.

Janice Hostager: 19:57

So I've seen some really weird things coming out of AI. You know you really want to make sure that you have your eyes on it before you run an ad like that. Yeah, and you could go to chat GPT if you're struggling with texts or copy for your ad. It's easy enough to go to chat GPT and just tell them what you're looking for and have them spit out some options before you. You know, trust it all to Facebook's version or Meta's version of it, for sure, so have you done that.

Charlotte Cantrell: 20:28

I've done a little bit with AI, but just because of the way that I've done it, I really like you know wording things my own way. But I think, especially as I get, I hone in on a particular copy that works really well. Taking that copy to chat GPT and like getting them to give me another variation is really helpful, cause sometimes you're like, okay, I can make a ton of options at first, you know, based on a lot of different avatars, and then depending on what tends to stick or work with that particular avatar or ad set. That would be super. But I haven't done a ton of chat GPT, but I have. I've done a couple of trainings through , through a program I'm doing right now. So, so, yeah, it's really interesting.

Janice Hostager: 21:20

It definitely is, and that's what I do too. I use it as an idea starter sometimes, or like what you said, like I can only think of one way to say this and I need to come up with some options here and plug it in that way. But, I'm not, I don't really completely trust it and I know that some of the facts on chat GPT can be wrong so it is a good idea, at least now, which is you know early fall 2023, it's not probably quite where it will be in the future, I'm guessing.

Charlotte Cantrell: 21:52

It is interesting to see it being rolled out in various places though, like even on like my reporting softwares. There's some AI functions and I think we're also seen it, but anyway it's interesting to see that they're all over the place.

Janice Hostager: 22:08

So, now you've worked with a number of different businesses on their ads. What, what mistakes are you seeing that people make on their social media or their Facebook or or Instagram ads?

Charlotte Cantrell: 22:23

Yeah, I think, probably one of the like sore thumbs, if you will, is just making sure that your placement would be where the ad actually shows up. But for meta, making sure your sizing is right. So if it's for the feed, Instagram or Facebook feed, the normal scroll, just making sure that's kind of four. I usually use a 4x5 ratio so it's a little bigger than a square, because that

helps kind of stop the scroll because it takes up the entire screen but doesn't cut off any text because it's not a full story version ad. And then with the story version, making sure that that fits, because sometimes they'll upload an ad, and just use that size 4x5, size and then that will go in the story version. But then if you're clicking through stories and I'm sure people have seen this where the ad just doesn't fit the whole screen and you aren't compelled by it, it's not something that you know you're going to want to click on or even really resonates, because you it just looks like a something, a shared post of some kind or whatever. So anyway, just make sure those placements are the right sizing. So it would be the normal story placement size for Instagram and Facebook, which is the 1080 by 1920 pixel, and then the 4x5, for feed.

So that's one, just like visually one and then with the headlines, making sure that full headline shows up. I think there are sometimes where the headline gets too long or doesn't show up properly. So just make sure what in your preview looks correct. I think the other big thing as far as internally is seeing people run traffic ads versus conversion ads. Often people think, okay, I need more traffic to my site, I need more people on my landing page. That's going to convert them into more customers, and Facebook will tell you that's going to be cheaper but, like traffic, ads are going to be a better option for you. This is going to, you know, get more people in front of more people, which is true. However, the type of people that you're getting in front of are not purchasers, and if you're wanting people to purchase or to complete an action, even if it's just to sign up for your email list or to you know, if you're just running ads to build your email list, which is a great option when you're first starting out with ads, conversion is the way you want to go.

You do not don't mess around with traffic, Don't mess around with the other ones. Conversion will take your people to the right place. You know, of course, having everything set up properly, which there's a ton of YouTube videos on just how to set up your ad account. If you are wanting to kind of DIY that, getting those complete purchase or complete registration pages connected and then saying, yeah, I want someone to complete a registration running ads to that. Yes, it's going to be a little bit more expensive, but the type of traffic you're going to be getting is going to actually move the needle for you, versus just seeing a lot of really good reach or impressions with not any any real traction or maybe a lot less purchases than you thought there would be for that amount of traffic.

Janice Hostager: 26:20

So right, good advice. What do you say? I had a client just a couple of days ago who said that, oh, I decided I would boost this post because it was doing pretty well. What do you have to say about boosting?

Charlotte Cantrell: 26:33

They make it really easy to boost and, and I think, I don't like boosting because it doesn't give you the full capability that an ad would. There are actually ways that you can do a similar thing, where you can take a post you created and actually pull it into ads manager, which is where it's the back end of where I spend most of my time, and so if you look up Facebook ads manager, that will take you actually to where you want to set up the ads and there's an option where you can pull in an existing post and use that and then you can actually run technically a boosted

post but you'll have more data and you can control how long it runs, because the other thing with boosted post is usually they say like, how long do you want this to run?

So then the ad if the ad's doing well, you can't continue to run it because you'll have to reset it or do something else. And they don't give you enough data, and they're going to run it probably as a traffic campaign, versus a conversion. So there's more control in ads manager, and boosting a post is just as easy in ads manager, you just have to go to that site, and make sure you click conversion and then pull in that same post. It'll have everything connected and, you'll just have a lot more data to go off of to see how much it costs for someone to hit your site and what that looks like for conversions and things like that. I know that it makes it super easy, but \$10 here, \$30 there, it's not going to give you the results that you want and it's not enough time, then, or budget, to really make a difference, so I would not throw your money at it. This is my advice.

Janice Hostager: 28:50

Right and I totally agree with you. I think, if you're going to spend money on Facebook ads, you want to make sure that you put some real thought behind who sees your ad, that it's going to be somebody that would actually benefit from seeing it, not who Facebook decides to show it to. And also, you want to make sure that you have a call to action, figure it out. You want to make sure that you're paying attention to the data and you know and I think you're right it makes it look so easy. You just click and you can do your business here. Just click here you can boost it and, and it really doesn't take that much time Go to adsmanager.facebook.com I believe is a URL and and set up your ads manager page and then it's set up for you and then you can kind of go in with both feet or or have somebody help you with that part of it, and it's. The results are just going to be so much better.

Charlotte Cantrell: 29:42

And in the age of being able to create, you know so much content and things like that often too. I noticed the post that Facebook recommends that I boost may not be even the best content that I have out there. So just being discerning if Facebook's telling you to boost it, it doesn't necessarily mean it's going to be the best content for you to boost. What's going to be the best content is something that really resonates with the person who's going to be purchasing or interacting with your business. So you know, you're still the expert in your business. Don't give that away to Facebook. They are just looking at what maybe visually looks the best, but they don't know your audience and they don't know what resonates with them. So don't take that as advice, yeah.

Janice Hostager: 30:35

Let's be honest, they're there to make money. You know, they're the same with Google. That's yes, and so even I personally looked to outside sources for information on how to run any kind of an ad, because I mean, they can give you the how to's. But if you really want to know how to optimize them so that your money goes far, that you're not leaving money on the table, then, you know, look to outside experts for information. Even on YouTube, if you're just on a starting out or on a type budget or whatever. So do you have like five steps that newbies can do? Like say, I want to? You know they're listening today and they want to try out Facebook ads and they

never run one before Instagram ads. Do you have like, okay, here's where you start first and here's what you do next, kind of thing.

Charlotte Cantrell: 31:31

Yeah. So if you are wanting to run some ads you know, I know this is a really peak time of year to kind of want to either build your list or even run a couple promotions. Well, okay, first I'll say the first tip is I would go ahead and, regardless of your budget or how much you want to spend, I would install your, you know, or get your ads manager up and running and again, there's lots of tutorials on that and then also, connecting your pixel to your site. That is going to help Facebook get a lot of data about who's interacting with your site and who is spending time looking at your products or your services. So, going ahead and connecting that, even if you're not going to run ads for another three months, that data can go ahead and start collecting and helping to, down the road, be able to, you know, run ads.

Janice Hostager: 32:40

So I just want to clarify here what a pixel is. A pixel is a line of data. Yes, thank you. And it goes on your website that it will just kind of send a message back to Facebook and so they can communicate with who visits your site and who does not, and you know when that connection is made. Otherwise they don't. If that's not installed, they have no way to track who clicks on an ad or where they go with that ad.

Charlotte Cantrell: 33:04

So yes, and it, and yeah, thank you for clarifying, because the and the pixel sounds scary, but it actually is just a couple short lines of code that you put in your header on your website and that's it. And so you know. And then you can connect any particular pages that you want and they'll kind of walk you through that. But, it's not something super in depth. That's going to take, you know, hours and hours of time. Once you get that pixel, you can very easily go plug it into your header in the back end of your website. I think that would be my number one tip for anybody, regardless if they're wanting to run ads tomorrow or if they're wanting to run ads in three months, go and go get all of that set up, and then you know, just being being really frank about how much ads costs right now, just wanting to have enough budget to really make it make sense for you to run ads, because you don't want to start running ads and then realize, oh man, I am not reaching the right audience and I really need to be in front of a different type of audience. So whatever campaign you're running, do not run anything lower than like \$20 a day. You don't have to run multiple campaigns, you can just run one campaign to start out with. So even starting at what, would that be like \$600. So \$600 to \$900, you could run a very simple campaign. You know, more like an email marketing campaign, but I often recommend not lower than \$1,000 for starting out with ads, just to give yourself some buffer room per month.

Janice Hostager: 35:08

Per month. And then do you recommend, like starting out, like right away when you're testing your ad, do you go in with a lower cost or do you just move that number off?

Charlotte Cantrell: 35:19

Yeah, I would say start with the cost that you're going to be able to continue the way that Facebook ads work because I think this is something that a lot of people don't always understand is that it's not, you know, okay, I put in \$5, it's just going to get in front of, like, less people. It's actually okay. If I put in \$5, the quality of my traffic is going to be lower because my bid in the daily auction of that client avatar or that audience is going to be on the lowest end of that tier. But whatever, however many tiers there are and there are many so you want to make sure. That's why I say you know, \$20 a day, that's going to get you some decent traffic. If you can spend \$40 a day, go for it. Like, start at 40. That's going to be even more high quality traffic. But I think below 20, I have not seen good results. I haven't seen people thrive in that low of ad spend, unless it's retargeting, which that's a different topic. But just running campaigns, you want to make sure that the people you're going to target are going to be able to actually take an action, and so that takes having the budget to get in front of them.

Janice Hostager: 36:49

That's really good advice and I think that's changed for sure it changed over the years, like early on we could run \$5 ads and get by with it. But now, like you said, the cost of ads is going up and you know I think there are people out there that you're going to get mixed messages on that. So I love that advice because I think you're right about that. We just don't know what's going on with their algorithm either, so you don't have control of that. So putting more money in it makes perfect sense, because that's what Facebook's looking for, meta's looking for.

Charlotte Cantrell: 37:21

Yes and there are people who say the \$5 a day strategies, things like that, but for me I think that \$5 could go somewhere else and you know your organic marketing, whatever that looks like, I'd rather you be spending time on that versus spending \$5 a day trying to manage ads. That might maybe help a little bit. I say wait till you're able to spend what you want to spend and focus on the organic, because having that strong organic game is only going to help your ads in the long term. And then, once you're ready to run ads, you're going to be so much more clear on who your client avatar is if your organic traffic is really strong and up and running. So don't add too many things. Don't think you need to start running ads because maybe you have a little extra budget. I always say don't rush into ads. You'll know when it's the right time to run ads. And I've met a lot of business owners where they're like yeah, I thought ads were my next step, and then I just didn't have a good feeling about it at the end. Once I started trying to do it. It was too complicated. And then when they are ready, they're like yeah, this is it. I know with full confidence, no qualms. Ads are my next step and they know exactly who their client avatars are. They know exactly who we're reaching and that makes it so much more successful if you're at that point running ads than the prior.

Janice Hostager: 39:07

Well, I think that's a good point too is that if you are not having success with your organic traffic or if you're not having success with an ad that you're putting a little amount of money into, putting more money into that ad is not going to make it better. A bad ad is just I don't want to say bad ad, but it's just not the right ad for your target. And once you get that worked out in

advance, you're going to have a whole lot more success. And if you just jump right in and start throwing money at it.

Charlotte Cantrell: 39:32

I think that's another piece of advice that has held true since I started running ads. Whatever is happening organically if you're selling organically and you're able to make those sales, that's going to be amplified with ads. If you're not making sales and you're not reaching the right people, that is going to be amplified with sales or in ads. Whatever results you're getting in your organic marketing, that is what will be amplified in ads. So making sure that there is a really strong foundation is a huge part of vetting my clients. I really want to make sure they're already generating revenue on their own, because that tells me the product's proven. People want this. They know what messaging and what pain points and other things are already working, that they didn't have to put money behind. And then now we can take that and put money behind it and know with a lot more certainty that this is going to work. And so that makes it to where ads aren't. This gambling game or get rich quick scheme or ads don't work for me, because I tried it two years ago. Well, two years ago my business looked completely different than it does now, I'm sure that's true for a lot of people listening. Your business changes and so when you are ready to run ads, your business might look completely different than it did when you first started and had less cash flow and maybe not as many sales.

Janice Hostager: 41:22

Totally, yeah, for sure, and we get to know our customer better over time, for sure, absolutely. Well, this has been some really good information and I just really appreciate the fact that you came on here with me today and talked about this, because I know so many people asked me about these book ads. I've rented for clients, I've rented for myself, and the fact that they're always changing can be a little bit frustrating. But people like yourself, who are in it day in, day out I mean, that's just your information is just really valuable, so thank you for that.

Janice Hostager : 41:56

So where can people find out more about you?

Charlotte Cantrell: 42:00

My website's getting a little redo right now, but I do have my case study that is available, so that is well. I'll link that below, but it's go.inspired-ads.com/B-I-S and that just is the name of my client. Blessed is she and so they. And that is just a full case study on just some of the work that I've done, the results that they were able to get and where you can book a call if you are looking to run ads. I also am on Instagram and Facebook at @inspired_ads on Instagram and Facebook. So yeah, and I would love a follow, I drop a lot of great advice. I mostly work with product businesses. However, I do have one time set up packages where you know I can come into a business kind of set everything up, do testing, run everything for like a six week time period and then hand it back to the business owner to run on their own for you know, however long they want to run it by themselves, and that's really valuable because it's a lot of work and a lot of expertise that go into just the setup. I mean the setup is. I feel like half of the work is just what I do. Making sure that we're testing the right audiences and getting the copy and creatives

right. So you know, that can be a huge leg up and a huge relief, because going in and editing or tweaking things becomes a lot easier when there's already a framework in place and a strategy planned out for you. So, yeah, that's definitely an option too, and would love to do that for some of the service providers in the group and just help them get started on the right foot.

Janice Hostager: 44:11

That's great, yeah, because Facebook doesn't make that easy either. You know, I think some of the terms they use can be intimidating and like even just we were talking about the pixel. You know there's just a lot of little nuanced types of setup.

Charlotte Cantrell: 44:25

And it can take a lot of time. Like I always sell people for the roofing company I started with, it took me, I think, my first campaign just trying to do what the course taught me. Like, aside from however long it took me to do that course, it took me eight hours to just set up this one campaign with like three, maybe two or three ads in it. And I look back at that and I'm like Charlotte, remember how long this used to take you and now I can, like set up things in an hour or you know it's like you know, how far you've come, but definitely it's overwhelming.

Janice Hostager: 45:08

Well, we'll put all your links in the show notes and you know I learned a lot today and I know my listeners have too. So thanks, Charlotte. I appreciate your time. I appreciate your opinion Absolutely Likewise. That's all for today. If you found this episode helpful, I'd be so honored if you'd give it a good rating on your Apple podcast app, or whatever app you use to listen today, until next time. Bye for now.