

Ad Strategy Mistakes to Avoid



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Businesses can no longer afford to avoid investing in [social media](#) ads, with about 97% of digital consumers using at least one of these platforms. However, with the rise of social ad spending, businesses cannot make any mistakes in their social media ad strategies.

To make sure that all ad spend is successful, businesses should first become familiar with the different types of strategies. An even better way to become familiar with social ad strategies is to learn about the common mistakes that businesses tend to make with their own ad spending and marketing strategies and know what to avoid.

When a company decides to invest in social media ads, they then create the audience targeting based on what information it already has about the target audience. This information might be about the age range, gender, location, or interests, but even then, it's not enough research, which is one of the key elements when it comes to creating social media ads.

As [Alexei Orlov of MTM](#) notes, Fortunately, Facebook offers a solution to these businesses because it has a split testing feature for advertisers, which allows them to split test up to five different ads at the same time. For businesses looking to build their social ad strategy but don't have the ability to split test their campaigns, they can start with a small test

budget-making educated guesses and then adjust each strategy according to any new information they learn.

Social media ads are typically exposed to thousands of people, increasing their chances of receiving negative comments. Whether it's someone that simply doesn't like the ad of a customer that didn't particularly find the product useful, a negative comment can easily lead to a loss of sales because the same number of people that see the ad are also going to see the comment underneath it and be persuaded to avoid the company.

An easy solution for this issue is to reply to any negative comments and to find a solution to solve the issue that the customer might have. That way, aside from the negative comment, the audience will see that the business is responsible and wants everyone to have a positive experience, therefore making them trust in the business a lot more.

The main goal of social media ads is to get the audience to act on something, but this is not easy to achieve if there are no clear directions for the audience. Educating the public about a certain product or service might lead them to open a link, but businesses should be as clear as possible about what they want the customers to do when viewing the ad.

The call to action (CTA) should be clear, simple, and easy for the viewers to do – it should save them the trouble of looking up the website or searching for the same product on the website so that they can purchase it. The process should be made extremely simple instead of complicated and confusing.