SCALE YOUR SMALL BUSINESS

SHOW NOTES

EPISODE 186

STAY AHEAD OF THE GAME: KEEPING UP WITH THE LATEST TRENDS AND TECHNIQUES IN FACEBOOK ADVERTISING

SYSB PODCAST WITH

NICK MULLIN

STAY AHEAD OF THE GAME: KEEPING UP WITH THE LATEST TRENDS AND TECHNIQUES IN FACEBOOK ADVERTISING WITH NICK MULLIN

Jillian Flodstrom, the host of the Scale Your Small Business podcast, recently had the opportunity to sit down with Nick Mullin, a well-respected direct response marketer. During the podcast, Mullin provided listeners with valuable insights into how businesses can increase their profits through targeted advertising campaigns, particularly with Facebook ads.

Nick began by sharing his background in marketing and how he started doing e-commerce while in college. He gained valuable experience with Facebook ads through selling Chinese products to people in America. He then saw a need for businesses to have a professional marketer to help with their advertising campaigns, especially with Facebook ads and decided to specialize in direct response marketing, which he described as one of the smartest things he could do as a young person to make money and also provide value to other businesses.

Nick shared some of the common mistakes he sees businesses make with their advertising campaigns, such as not being clear in the message they are trying to convey to their audience. He advises businesses to focus on their target audience and the benefits they offer to them in their advertising campaigns. He also discussed the importance of testing and measuring the success of advertising campaigns and using the data to improve them. He emphasized the importance of having a strong offer to entice potential customers to take action.

The interview includes Nick sharing some tips on how businesses can create effective Facebook ads, such as having a clear and compelling headline, using eye-catching images or videos, and providing social proof to show that their product or service is trusted by others. He also discussed how businesses can use Facebook's targeting features to reach their desired audience and how to optimize their campaigns for the best results.

Overall, the podcast provides valuable insights and strategies for businesses looking to improve their Facebook ad campaigns and increase their profits. One of the key takeaways from the podcast was the emphasis on staying up to date on the latest trends and techniques in marketing.

Nick advises having mentors or coaches and staying tapped into your marketing efforts to ensure that you're always improving and optimizing your campaigns. He also stresses the importance of tracking the right metrics when measuring the success of advertising campaigns. He suggests using software such as Hiro or Wicked Reports to track important metrics like cost per qualified lead, cost per booking, ROI, and understanding your sales process.

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KEY TAKE AWAYS

- A **professional marketer** is necessary for businesses to **succeed with their advertising campaigns**, especially Facebook ads.
- Businesses should ensure that their advertising campaigns convey a **clear message to their audience**, focusing on their target audience and the benefits they offer them.
- **Testing and measuring the success of advertising campaigns** is crucial, as well as using **data to improve future campaigns.**
- **Effective Facebook Ads include:** Clear and compelling headline, eye-catching visuals and providing social proof to establish trust with potential customers.
- Use **targeting features of Facebook** and make sure to **optimize campaigns for the best results.**
- Keeping up with the **latest trends and techniques is essential,** as Mullin advises businesses to have **mentors or coaches** and remain involved in their marketing efforts.