

June 18, 2024



The Chamber of  
Commerce  
of Washington Heights  
& Inwood

# WaHI Entrepreneur Online Mastery Workshop



Find Your Next 100 Customers

Presented by:



# Introduction

## What Do I Know?

- Founder of Compass AI
- Contract at Meta
- Online Marketing since 2016
  - Health & Nutrition
  - Apparel and Fashion Accessories
  - Consumer Electronics
  - Personal Security Products
  - Kitchen Gadgets
  - Home Decor



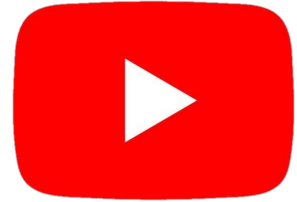
## Workshops

- City Council District 3
- City Council District 7
- Manhattan Borough President Office
- *Next: Greenwich Village Chelsea Chamber of Commerce*



# Has anyone made money online?

---

The eBay logo, featuring the word "eBay" in a multi-colored font (red, blue, yellow, green) with a small "tm" trademark symbol.The Amazon logo, featuring the word "amazon" in a black sans-serif font with a curved orange arrow underneath it.The Fiverr logo, featuring the word "fiverr." in a bold, dark grey sans-serif font with a green dot at the end of the period.The Etsy logo, featuring the word "Etsy" in an orange, stylized serif font.

# What We Will Learn

---



Google Ads



Business Partner



# Connect With Buyers

---



Google Ads



# Does anyone have experience with Google Ads?

---

*“There are 8.5 BILLION Google searches each day” - Intentful.ai*

*“87% of consumers used Google to evaluate local businesses in 2022, up from 81% in 2021” - brightlocal.com*





# Google Business Profile



martial arts near Hamilton Heights, New York



Maps

Images

Open now

For adults

Within 0.5 mi

Top rated

City

Best

Custom filters

All filters

Tools

Results for **Hamilton Heights, New York** · [Choose area](#)

## Businesses

### RMA RAMOS MARTIAL ARTS CENTER

5.0 ★★★★★ (7) · Martial arts school

610 W 139th St · (347) 905-6948



Directions

### New Breed Life Arts Associates Inc

5.0 ★★★★★ (4) · Martial arts school

10+ years in business · 233 W 135th St · (212) 926-...



Website



Directions

### Champions Martial Arts Harlem

5.0 ★★★★★ (22) · Martial arts school

3+ years in business · 2158 3rd Ave · (917) 280-4989

**Closed** · Opens 1:30 PM

Onsite services



Website



Directions

[More businesses](#)



# Google Business Profile



lawyers near me



## Businesses :

### Sponsored

#### Siler & Ingber LLP :

5.0 ★★★★★ (117) · Personal injury attorney  
25+ years in business · 301 Mineola Boulevard · (516) 466-1111

Open · Closes 6:30 PM

No Fee Unless We Win - Let the best personal injury lawyers in New York get to work for you.



Website



Directions

#### The Kugel Law Firm

5.0 ★★★★★ (65) · Criminal justice attorney  
15+ years in business · (516) 980-4680

Open 24 hours

Online appointments



Website

#### Law Offices of Daniel Berger

4.9 ★★★★★ (399) · Social security attorney  
20+ years in business · Bronx, NY · (718) 588-4715

Open · Closes 5 PM

Onsite services · Online appointments



Website



Directions

#### Greenstein & Milbauer, LLP

4.8 ★★★★★ (401) · Personal injury attorney  
25+ years in business · 1825 Park Ave · (212) 685-8100

Open 24 hours

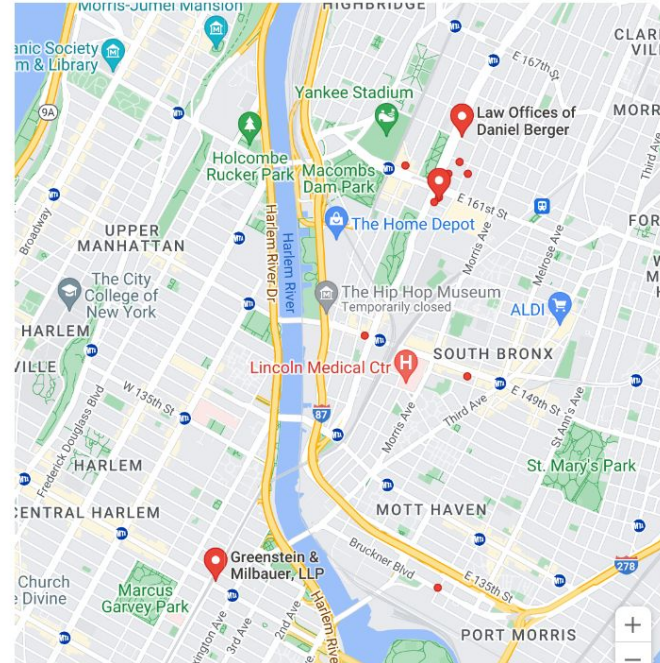
Onsite services



Website



Directions





# Google Business Profile



lawyers near me



Maps

Open now

Within 5 mi

Online appointments

Top rated

For wills

Shopping

Results for **Hamilton Heights, New York** · [Choose area](#) ⋮

**Lawyers | New York** ⋮

Bankruptcy law

Business law

Contract law

Criminal law

Disability law

Dr

**Sponsored**



**Ginarte Gallardo Gonzalez & Winograd, L.L.P.**

✓ **GOOGLE SCREENED**

4.6 ★★★★★ (337) · Lawyer

42 years in business · Serves New York

Open 24/7

(831) 337-2480 · Local business



[Get phone number](#)



**Manchanda Law Office And Associates PLLC**

5.0 ★★★★★ (867) · Lawyer

1 year in business · Serves New York

Open 24/7



[Get phone number](#)

[More Lawyers](#) →



# Google Ads - What are they?

The screenshot shows a Google search for "cooking class". The search bar includes filters for "Images", "Videos", "Perspectives", "Near me", "For beginners", "Online", "For adults", "For kids", and "In NYC". The results are for "New York, NY".

**Sponsored**

**Giftyory**  
https://www.giftyory.com > food > experiences

**All your NYC Cooking Classes - Use Code LOVE20 for 20% Off**  
Get 20% Off Unforgettable Gift Experiences With Code LOVE20. Offer Ends Soon. Experience a Delicious Adventure: Learn to do Pizza, Dumpling, Sushi, Cocktails or Tapas. Instant Gift.

**Cooking Classes**  
The biggest range of Cooking Class to offer to your loved one

**Valentine's Day Gift**  
Find the best experience For your loved one

**Unique Experience Gifts**  
Find Unforgettable Experiences and Create Lifetime Memories

**Sponsored**

**Cozymeal**  
https://www.cozymeal.com

**Cozymeal - The Best Cooking Classes - Top-rated Experiences**

**Cooking school**  
Educational institution type

A cooking school is an institution devoted to education in the art and science of cooking and food preparation. There are many different types of cooking schools around the world, some devoted to training professional chefs, others aimed at amateur enthusiasts, with some being a mixture of the two. [Wikipedia](#)



# Step 1 - ads.google.com

Google Ads

Overview

Solutions

Partners

Resources

Expert support

1-800-838-7971\*

Sign in

Start now

To help you get started with Google Ads, we'll give you \$500 in ad credit when you spend \$500. [Learn more](#)

Be found  
with Google Ads.

Search



Ad - example-business.com

Modern Design & Co



Chat with a Google Ads  
Expert for a 1-to-1  
consultation at no-cost.



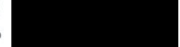
# Step 2



Google Ads

Create your first campaign

Help



☐ Add business information

About your business

Link accounts

☐ Create your campaign

☐ Enter payment details

## Tell us about your business

You'll get suggestions based on the information you provide

### What's your business name?

Enter your business name (optional)

Compass AI

### Where should people go after clicking your ad?



Your website

Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel, or social media page.



Enter a web page URL (optional)



Your business phone number



Your app download page



# Step 3 - After Confirming Timezone + Currency

The screenshot displays the Google Ads interface. At the top, the Google Ads logo is on the left, and navigation links for Search, Reports, Tools and settings, Refresh, Help, and Notifications are on the right. Below the header, there are filters for 'View (2 filters)' and 'Campaigns (2)'. The 'All campaigns' filter is selected. The 'Campaign status: All' filter is also selected. A blue arrow points to the '+ New campaign' button. The main content area shows the 'Overview' tab with a table of metrics: Clicks (0), Impressions (0), Avg. CPC (\$0.00), and Cost (\$0.00). Below the table is a line chart showing performance over time, with a red line at the bottom. The chart is labeled '12 AM' and '11 PM'. The right side of the chart has a 'Metrics' dropdown menu.

Google Ads

Search Reports Tools and settings Refresh Help Notifications

View (2 filters) Campaigns (2)

All campaigns Select a campaign

Filters Campaign status: All Ad group status: Enabled, Paused Add filter

Overview

Custom Jan 1, 2024 Show last 30 days

+ New campaign

Download Feedback

Clicks	Impressions	Avg. CPC	Cost
0	0	\$0.00	\$0.00

2 1 0

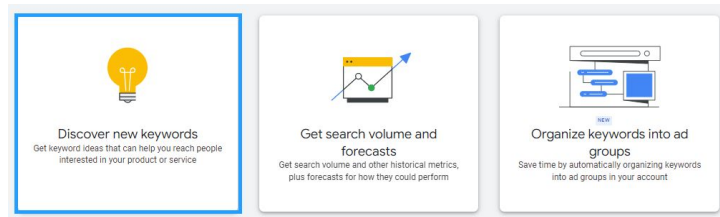
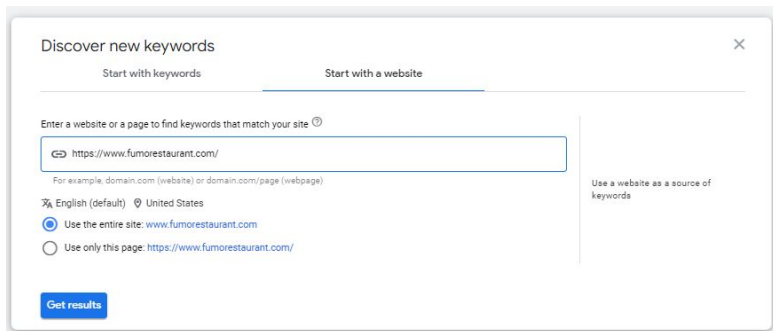
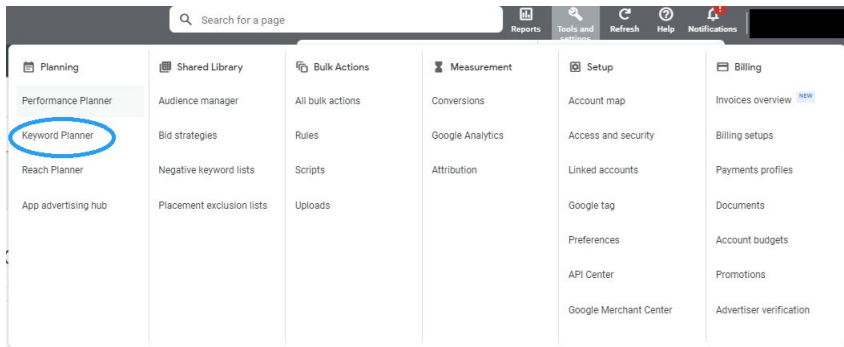
12 AM 11 PM

Metrics





# BONUS TIP



Site: <https://www.fumorestaurant.com/> United States English Jan - Dec 2023

Broaden your search: No suggestions found

5 selected Saved keywords Add keywords to create plan

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keyword ideas								
<input checked="" type="checkbox"/> spaghetti delivery near me	100 - 1K	0%	0%	Medium	--	\$1.13	\$4.26	
<input type="checkbox"/> order pizza online delivery	100 - 1K	0%	0%	Medium	--	\$1.74	\$6.56	
<input checked="" type="checkbox"/> pizza order delivery	100 - 1K	0%	0%	Medium	--	\$1.89	\$6.00	
<input checked="" type="checkbox"/> italian restaurant delivery n...	1K - 10K	0%	0%	Low	--	\$1.00	\$4.58	
<input type="checkbox"/> order pizza for delivery	100 - 1K	0%	0%	Medium	--	\$1.89	\$6.00	
<input checked="" type="checkbox"/> pizza online ordering	100 - 1K	0%	0%	Medium	--	\$1.44	\$4.21	
<input checked="" type="checkbox"/> pizza to order	100 - 1K	0%	0%	High	--	\$1.43	\$4.07	
<input type="checkbox"/> italian takeaway	100 - 1K	0%	0%	Low	--	\$0.52	\$7.90	
<input type="checkbox"/> best italian food delivery ne...	100 - 1K	0%	0%	Low	--	\$0.95	\$6.99	
<input type="checkbox"/> pasta takeaway near me	1K - 10K	0%	0%	Low	--	\$0.97	\$3.08	
<input type="checkbox"/> italian restaurant delivery	100 - 1K	0%	0%	Low	--	\$0.97	\$4.91	
<input type="checkbox"/> new york pizza delivery menu	100 - 1K	0%	0%	Low	--	\$0.73	\$2.99	



# Step 3 - After Confirming Timezone + Currency

The screenshot displays the Google Ads interface. At the top, the Google Ads logo is on the left, and navigation links for Search, Reports, Tools and settings, Refresh, Help, and Notifications are on the right. Below the header, the 'View (2 filters)' dropdown shows 'All campaigns' selected. The 'Campaigns (2)' dropdown shows 'Select a campaign'. The 'Filters' section includes 'Campaign status: All' and 'Ad group status: Enabled, Paused'. The 'Overview' tab is active in the left sidebar. The main content area shows a 'New campaign' button with a blue arrow pointing to it. Below this, a table displays campaign metrics: Clicks (0), Impressions (0), Avg. CPC (\$0.00), and Cost (\$0.00). A line chart below the table shows a flat line at 0 across the time range from 12 AM to 11 PM. The 'Download' and 'Feedback' buttons are visible in the top right of the main content area.

Google Ads

Search Reports Tools and settings Refresh Help Notifications

View (2 filters) All campaigns Campaigns (2) Select a campaign Change view

Filters Campaign status: All Ad group status: Enabled, Paused Add filter Save

Overview

Custom Jan 1, 2024 Show last 30 days

+ New campaign

Download Feedback

Clicks	Impressions	Avg. CPC	Cost
0	0	\$0.00	\$0.00

Metrics

2 1 0 12 AM 11 PM



# Google Ads - Step 4

1

## Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



### Sales

Drive sales online, in app, by phone, or in store



### Leads

Get leads and other conversions by encouraging customers to take action



### Website traffic

Get the right people to visit your website



### App promotion

Get more installs, engagement and pre-registration for your app



### Awareness and consideration

Reach a broad audience and build interest in your products or brand

[Brand objectives have merged](#)



### Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



### Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

[Cancel](#)

[Continue](#)

2

## Select a campaign type



### Search

Get in front of high-intent customers at the right time on Google Search



### Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



### Display

Reach customers across 3 million sites and apps with engaging creative



### Shopping

Showcase your products to shoppers as they explore what to buy



### Video

Reach viewers on YouTube and get conversions



### Demand Gen

Run ads on YouTube, Gmail, Discover, and more

3

## Choose your leads conversion goals

Pick the most important leads goals that you would like to focus on. Based on your selection, Smart Bidding will then optimize for delivering your ads to the right people to meet the goals. [Learn more about smart bidding](#)



### Form submissions from your ads

Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required. ☐

[See examples](#)



### Form submissions from your website

Gather leads' information through a form on your website. Some coding may be required. ☐



### Phone calls from your ads

Let engaged leads call right from your ads. No coding required. [See examples](#) ☐



### Sign up

Show your ads to people who are most likely to sign up for a free newsletter or trial, creates an account, or pre-registers ☐

[See more](#)



# Google Ads Step 5

## Campaign settings

To reach the right people, start by defining key settings for your campaign

### Networks



#### Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners ⓘ



#### Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☐ Include Google Display Network ⓘ



**Use Display Expansion:** Show your ads in more places and get more conversions at a similar cost per action (CPA) ⓘ

[Apply](#)

### Locations

Select locations to target ⓘ

- ☐ All countries and territories
- ☐ United States and Canada
- ☒ United States
- ☐ Enter another location

[Location options](#)

Target ⓘ

- ☐ Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
- ☒ Presence: People in or regularly in your targeted locations

## Keywords

### Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services



<https://www.fumorerestaurant.com/>



Enter products or services to advertise

[Update keyword suggestions](#)

### Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for ⓘ

italian restaurants  
italian near me  
italian restaurants near me  
italian food near me  
pasta near me  
italian restaurant nyc  
pasta restaurants near me  
italian food delivery near me  
italian pizza near me  
italian kitchen  
italian restaurants nearby  
italian pizza  
italian delivery




**Add more keywords:** Show your ads more often to people searching for what your business offers ⓘ

[View](#) [Apply all](#)




# Google Ads - Step 6

**Final URL** 

Final URL


This will be used to suggest headlines and descriptions

**Display path** 

www.fumorestaurant.com

/  /

0 / 150 / 15

**Tt Headlines** 3/15 

^

For optimal ad performance, include these keywords in your headlines

✓ [italian restaurants near me](#)

✓ [italian restaurants](#) [italian pizza](#)



✓ [pasta near me](#) ✓ [italian food near me](#)

[More ideas](#) >

Required27 / 30

Required13 / 30

Required9 / 30


**Tt Descriptions** 4/4  [View ideas](#) 


Required52 / 90

Required64 / 90

30 / 90

44 / 90







# Content is King

---

**Engage With Your Audience**



# Are any of you inspiring content creators?

---

- 10 million new blog posts each day
  - Need / Standout
  - I bookmark old posts that sit unread for years

- 1.3 Billion photos are shared on Instagram a day



Instagram

- 3 Billion posts each day on Facebook



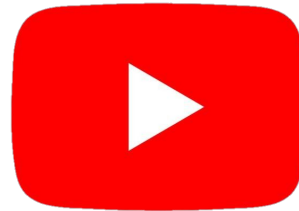
***“1 in 3 consumers use Social Media to discover new brands and companies” - Sprout Social***



# Intent for engagement

---

- **Social Media Posts**
  - 1 Post, Many Platforms
  - Okay to Recycle 🤔
- **Blogs and Vlogs**
- **Ebook**



Instagram



# How to schedule FB + IG Posts: Business.Facebook.com

The screenshot displays the Meta Business Suite interface. On the left is a navigation sidebar with the following items: Compass (selected), Home, Notifications, Inbox, Content, Planner (highlighted with a dark background), Ads, Insights, All tools, Edit, Search, and Settings. The main area features a calendar for February 2024, with the date 'Fri 2' highlighted. Above the calendar, there are buttons for 'Advertise' and 'Create post', along with filters for 'Content type: all' and 'Shared to: all'. A modal window is open over the 'Fri 2' date, titled 'Create a post, story or ad. Share with your audience today.' It contains a 'Create post' button and a list of options: 'Create post', 'Create story', 'Create reel', and 'Advertise'. On the right side of the interface, there is a 'Moments' section for April 2024, showing '1 Upcoming moment' for 'Mon, Apr 15' with the title 'Good Friday' and the text 'Take a few minutes to schedule a post or story'. A 'Schedule' button is visible below this moment.



# Scheduling Posts 2

**Create post**

**Post to**

Compass

**Media**

Share photos or a video. Instagram posts can't exceed 10 photos.

Add photo Add video Use template

**Post details**

**Text**

Hello World!

Boost Cancel Finish later Schedule

**Facebook Feed preview**

Compass 1m

Hello World!

See insights

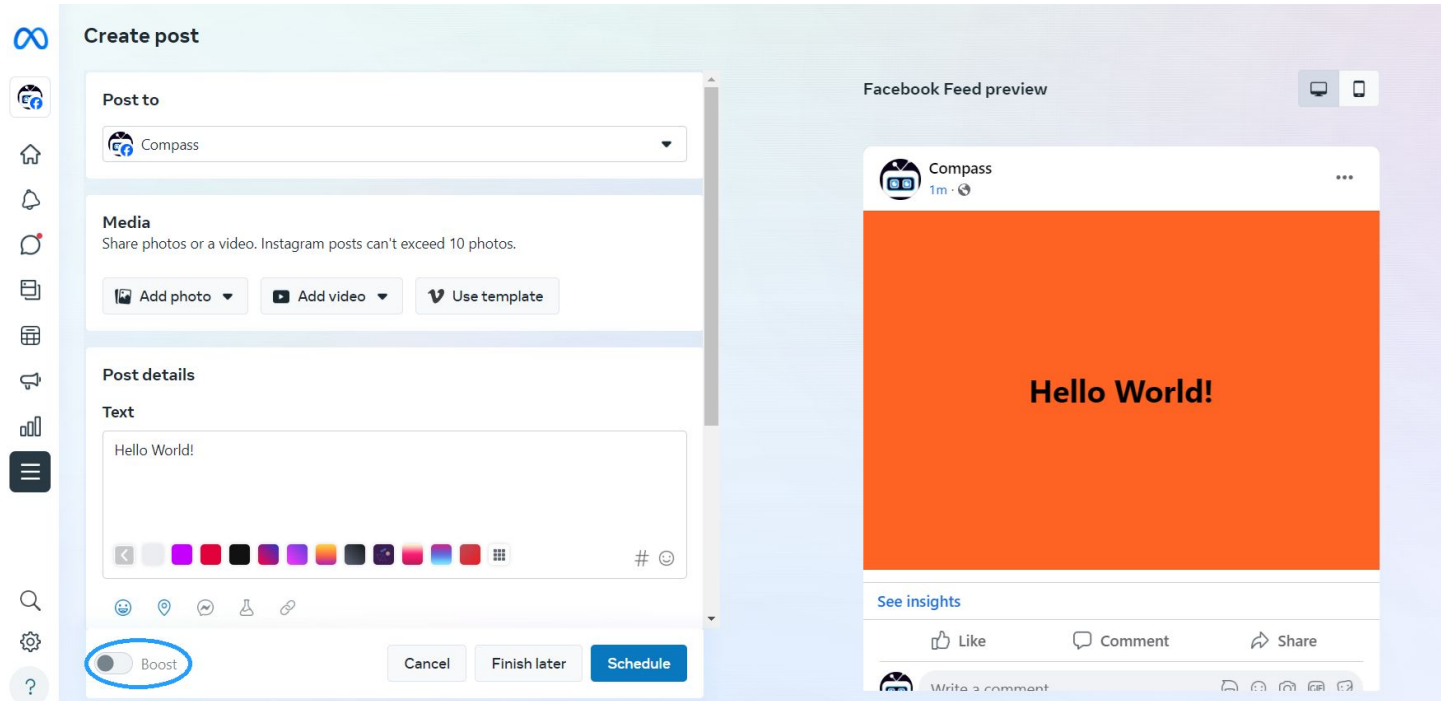
Like Comment Share

Write a comment





# DON'T DO THIS!



# Amplify Your Reach

---



# I already have Google Ads, why use Instagram Ads?

---



# Breakdown of an Ad

Nintendo Switch  
Sponsored

The Jump-start January Sale is here! Save on select popular Nintendo Switch games.

**Jump-start  
JANUARY  
Sale!**

**Save up to 50% on select games**

Now through 2/7 at 11:59 p.m. PT.

[Shop now](#)

NINTENDO.COM  
Jump-start January Sale  
Now through 2/7 at 11:59 p.m. PT.

[Shop now](#)

ESRB E-M



# Building a Meta Ad

**Campaigns** [Redacted]Updated just now Discard drafts Review and publish ...

Maximum: Feb 1, 2024 – Feb 2, 2024

**Campaigns**

Ad sets

Ads

**+ Create**

Edit

A/B Test

Rules

View Setup

Reports

Export

<input type="checkbox"/> Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
<div></div> <div><b>Get set up to run ads</b></div> <div>Confirm a few details in Account overview so that you can publish your first ad campaign.</div> <div><a href="#">Go to Account overview</a></div>								





# Building Meta Ad - Part 2

Create new campaign

Buying type

Auction

Choose a campaign objective

☐

Awareness

☐

Traffic

☐

Engagement

☐

Leads

☐

App promotion

☐

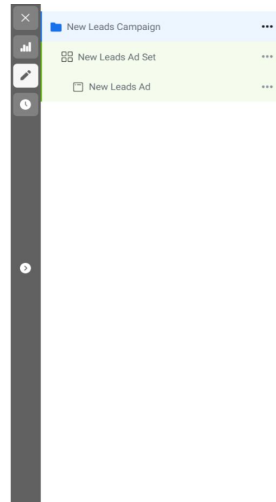
Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[Learn more about campaign objectives](#)

Cancel

Continue



New Leads Campaign > 1 Ad set > 1 Ad

Edit

Review

Campaign name

New Leads Campaign

Create template

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

Select the categories that best describe what this campaign will advertise.

No categories declared

Campaign details

Buying type

Auction

Campaign objective

Leads

Show more options

A/B Test

Create A/B Test

Close

All edits saved

Next

# Building a Meta Ad - Part 3

×

☰

✎

🕒

New Leads Campaign ...

New Leads Ad Set ... ⓘ

New Leads Ad ...

📱 New Leads Campaign > 📊 New Leads Ad Set > 📄 1 Ad

In draft 🔵 ...

✎ Edit 🔍 Review

✓ Ad set name

New Leads Ad Set [Create template](#)

ⓘ Conversion ★ See what's new

**Conversion location**  
Choose where you want to generate leads. [Learn more](#)

☐ Website  
Generate leads through your website.

☒ Instant forms  
Generate leads by asking people to fill out a form.

☐ Messenger  
Generate leads by starting chats in Messenger.

☐ Instant forms and Messenger  
Generate leads by asking people to fill out a form or by starting chats in Messenger.

☐ Instagram  
Generate leads by starting chats on Instagram.

☐ Calls  
Generate leads by asking people to call your business.

**Audience definition ⓘ**  
Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 246,000,000 - 289,500,000 ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ  
📉 Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

**Estimated daily results**

Reach ⓘ  
**2.7K - 7.9K**

Leads ⓘ  
**53 - 153**

Close

✓ All edits saved

Back

Next



# Building a Meta Ad - Part 4

The screenshot shows the Meta Ads Manager interface for a new lead campaign. The left sidebar contains a navigation menu with 'New Leads Campaign', 'New Leads Ad Set', and 'New Leads Ad'. The main content area is titled 'New Leads Campaign > New Leads Ad Set > 1 Ad'. The 'Audience definition' section is active, showing a progress bar from 'Specific' to 'Broad' and an estimated audience size of 246,000,000 - 289,500,000. The 'Performance goal' is set to 'Maximize number of leads'.

**Audience definition**

Your audience selection is fairly broad.

Specific  Broad

Estimated audience size: 246,000,000 - 289,500,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

The screenshot shows the Meta Ads Manager interface for a new lead campaign, now displaying the 'Budget & schedule' section. The left sidebar and navigation path are the same. The 'Budget & schedule' section shows a daily budget of \$20.00 USD, a start date of Feb 5, 2024 at 12:00 AM EST, and an end date set to 'Set an end date'. The 'Audience definition' section is still visible on the right, showing the same audience size and targeting options. Below the audience definition, the 'Estimated daily results' section shows a reach of 5.7K - 16K and leads of 7 - 31.

**Budget & schedule**

**Budget**

Daily Budget  \$20.00 USD

You'll spend an average of \$20 per day. Your maximum daily spend is \$25 and your maximum weekly spend is \$140. [Learn more](#)

**Schedule**

**Start date**

Feb 5, 2024  12:00 AM EST

**End**

☐ Set an end date

[Hide options](#)

**Budget scheduling**

☐ Increase your budget during specific time periods View

**Ad scheduling**

Close ✓ All edits saved

**Audience definition**

Your audience selection is fairly broad.

Specific  Broad

Estimated audience size: 246,000,000 - 289,500,000

Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

**Estimated daily results**

**Reach**

5.7K - 16K

**Leads**

7 - 31


Back Next






# Building a Meta Ad - Part 5

**\* Locations**  
Reach people living in or recently in this location.

United States

 New York, New York + 10mi ▼

 Include ▼  Search locations Browse



Drop pin

Add locations in bulk

**Age**

25 ▼ 33 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

**Gender**


All genders

**Detailed targeting**

Include people who match ⓘ

[Interests](#) > [Additional interests](#)

Calligraphy (visual art)

 Add demographics, interests or behaviors Suggestions Browse

Add exclusions Narrow Audience



# Building a Meta Ad - Part 6

The screenshot displays the Meta Ads Manager interface for creating a new ad. On the left, a sidebar shows the campaign structure: 'New Leads Campaign' (selected), 'New Leads Ad Set', and 'New Leads Ad'. The main area is titled 'New Leads Ad' and includes a top bar with 'In draft' status and 'Edit'/'Review' buttons. The 'Format' section offers three options: 'Single image or video' (selected), 'Carousel', and 'Collection'. The 'Ad creative' section, marked with a green checkmark, indicates '2 recommendations' and provides instructions to select media and text. It includes a 'Media' section with an 'Add media' button, a 'Primary text' section with a text input field and an 'Add text option' button, and a 'Headline' section with a text input field. A 'Description' section is partially visible at the bottom. On the right, the 'Ad preview' section shows a placeholder image of a laptop and a briefcase, with a 'Share' button and an 'Advanced preview' link.



# Building a Meta Ad - Step 7

The screenshot displays the Meta Ads Manager interface during the 'New Leads Ad' setup phase. On the left, a sidebar shows a hierarchy: 'New Leads Campaign' (green), 'New Leads Ad Set' (green), and 'New Leads Ad' (blue, selected). The main content area is titled 'New Leads Campaign > New Leads Ad Set > New Leads Ad'. It includes an 'Edit' button and a 'Review' button. The 'Ad creative' section is active, showing '5 recommendations'. Below this, the 'Media' section lists 21 placements, categorized into 'Feeds, In-stream ads for videos and reels, Search results' (12 placements), 'Stories and Reels, Apps and sites' (7 placements), and 'Right column, Search results' (2 placements). A tip indicates that the call to action for Instagram Stories will now be shown as a sticker. The 'Advantage+ creative' section is also visible, suggesting tailoring the ad for the viewer. On the right, the 'Ad preview' section shows a Facebook Feed preview with a sponsored post from 'Compass' and a grid of ad placements for 'Feeds' and 'Stories and Reels'.

**Ad creative** 5 recommendations

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

**\* Media** 21 Placements

- Feeds, In-stream ads for videos and reels, Search results** 12 Placements
- Stories and Reels, Apps and sites** 7 Placements
- Right column, Search results** 2 Placements

Now your call to action for Instagram Stories will be shown as a sticker instead of a button, which will help it fit in better with organic content. [Learn more](#)

**Advantage+ creative**

Tailor your ad for the **person** viewing it by letting us automatically optimize your creative. This can help improve

**Ad preview** Share Advanced preview

Facebook Feeds

Compass Sponsored  
We help people 😊

displayurl.com  
Get 15 New Clients!  
Facebook Feed link descri... [Learn more](#)

Feeds

Stories and Reels



# Testing a Meta Ad - Creative | Radio Hotel

---



Image 1:



Image 2:



Image 3:





# Testing a Meta Ad - Headlines | Radio Hotel

---

1. "Discover Washington Heights' Hidden Gem – Stay at Radio Hotel!"
2. "Unwind in Style: Your Perfect Stay Awaits at Radio Hotel "
3. "Book Now for an Unforgettable Experience at Radio Hotel – Limited Time Offer!"
4. "Why Radio Hotel is Washington Heights' Best-Kept Secret – Find Out Today!"
5. "Experience Comfort and Charm at Radio Hotel – Your Home Away from Home!"



# Testing a Meta Ad - Copy 1 | Radio Hotel

---

Nestled in the heart of Washington Heights, the Radio Hotel offers a unique blend of modern comfort and vibrant local culture.

Our boutique hotel is the perfect retreat for travelers seeking an authentic New York City experience.

Enjoy stylish accommodations, exceptional service, and a prime location near top attractions.

Book your stay today and uncover the hidden gem of Washington Heights!



# Testing a Meta Ad - Copy 2 | Radio Hotel

---

Welcome to the Radio Hotel, where comfort meets charm in the lively neighborhood of Washington Heights.

Our cozy rooms, top-notch amenities, and friendly staff make every stay unforgettable.

Whether you're in town for business or leisure, you'll love our convenient location and warm hospitality.

Reserve your room now and make Radio Hotel your home away from home in New York City!



# Now What?

---

**Putting It All Together**



# Key Takeaways

---

- **Creating a Productized Offer**
  - Specific Problem,
  - Specific Person,
  - Specific Way
- **Finding What Strategy Works Best For You**



# Q&A

---

  
Business Profile

 Meta  
Business Partner



# Thank You

---

<https://bit.ly/nycworkshopcall>

