

**The Exhausted Small  
Business Owners  
Guide to  
Facebook  
Marketing & Advertising  
2026 Version 1**

by Ange Nilsson

**A short and brief guide written by a small business owner for small business owners!**

**The Perfect Small Business Facebook Success Kit so you can stop stressing out about your ads and wasting money with freelancers and marketing firms!**

**By Ange Nilsson**

A Practical Step-by-Step Guide to Creating Posts, Promotions & Customers Without Spending a Fortune on Advertising (your ad spend will be less than you think!)

Created by Ange Nilsson 2026

Small Business Owner | Small Business Community Supporter

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**DISCLAIMER**

This guide is intended for educational purposes only.

Marketing results vary based on industry, location, offer quality, consistency, implementation, competition, market demand and other factors beyond the author's control.

The methods contained within this guide are based on the author's personal experiences and observations as a business owner and was written in may 2026. Any changes to the facebook plat form are out of the Authors control BUT This Publication will be edited where and when it is needed to keep up with Facebooks ever change and complication of their system.

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## DIY FACEBOOK MARKETING KIT FOR SMALL BUSINESSES

### Hello & Welcome

Hi there, I'm Ange. Nice to meet you. A quick word: the introduction is the longest part of the reading you'll do here.. If you're anxious to get straight to work head to page 9. (come back and get to know me and the intro later). It's ok I won't take it personally. It's business.

I am a proud small business owner on the central coast of Australia and have been in business for a little under 40 years as of 2026. I've owned a gym, two mechanical workshops, Personal training business, a dance studio, a dance production, An event space, a condiment business. to mention a few.

I started very young. As you can probably guess. I am the only one of my kind in my family.

My start in life was pretty crazy and I found, with a mother who was an addict in one home, and a father who struggled with depression and alcoholism in another.. (he has recovered now and is with the love of his life. btw I'm so very proud of my Daddy, He inspired me to be who I am today).

I had to make money. As a child I learned to table hop around the neighbourhood for meals. But that got old due to the beatings from the older kids and the bullying.

Out of complete desperation, at about 12 I learned that if I collected the soaps left over in the cabins at the holiday park my mother was a cleaner in and I melted them down I could sell them to the local horse ranch for washing their horses.

That was my first business model. It earned me a little money so I could buy lunch at school and packets of 5 minute noodles for dinner for me and my sisters when the fridge and cupboard stayed bare, and they were bare for long periods.

Over decades of trial and error I became the woman I am today.. with the wellness centre I have today. I learned how to build businesses, sell business, study them, find their flaws, improve them, and then take that business model and recreate it at another location.

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Now that we are in the digital age owning and operating a small business has become that much more intense and confusing and social media/digital media is yet another expense on every level. Cash, experience, education and staff.

Running a small business is hard enough and we know we need help but don't know where to turn.. Some one along the way tells us we need a social media manager to get our posts going and start advertising and start making money. They say..

Oh now that lets the monkey out of the cage now doesn't it... so we consider it, stress over it, ponder and wonder..

So we do... we find ourselves a freelancer or a firm who promises us the world... with a hefty price tag..

The sweats start, the ball in our gut hardens, the dread intensifies but we bite the bullet.

We scrape together the \$4,500.00 to \$9,000.00 starting deposit, which absolutely breaks the bank, we skip meals, we fall behind in our rent, our partner (if we have one) starts to stress out as well, we ration our necessities and our already extreme stress finds another ten levels to climb to.

We find ourselves in a state of constant hopeful/hopeless and erratic desperation night and day and even in our sleep. We wake up with that now boulder of dread lodged in our gut that doesn't go away. Ever.

I myself have poured over \$35,000.00 into social media marketing freelancers and one firm. And only one. My last one... (who was transitioning out of freelancing) actually did her job and gave me what I wanted AND she taught me how to do it.

This girl just gave away the industries secrets.. Why? Because I said to her.. I need to know what to do if anything happens to you.

And she did it!

To say the very least I was floored.

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How simple it was to not only create the ad, but how to create my “posts” that can and are being converted into ads to this day. I am still currently tweaking these but I’ve never had so much activity on my posts, pages and reels.. I now have customers coming into my shop telling me.. “I saw your (x,y,z product) on Facebook!” AND THEY BUY IT!

The thing is.... They don’t look like ads!

They hit like posts! AND THEY ARE BRINGING IN REVENUE TO MY BRICKS AND MOTAR BUSINESS!

Its WILD!

It took me 3 hours total to set up the first ad/posts (I chose 4 to start with and after a couple of tweaks they are awesome!).

How?

My first post is now copied with all if the targeting metrics for my target market and I changed out the content and text for each post in 30 minutes and BAM! A new digital asset that I can turn on and off in less than a second!

YEP LESS THAN A SECOND! (Cheeky question: What does a freelancer or firm charge for 1 second of work?)

The ad spend is never more than \$25.00 per campaign over 7 or 14 days! It’s not massive! It doesn’t break my bank and I have now, 26 assets (of six that I am using in rotation and 20 are in the edit stage for my products and services as of the moment I wrote this).

What we aren’t told... this will blow you away...

Our most popular posts CAN BE TURNED INTO ADS IN A MATTER OF MINUTES! With the flick of a switch!

Most business owners know they should be posting and running ads on Facebook, but they often struggle with:

- What to post
- How often to post

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- How to create promotions
- How to create content and what graphics to use.
- How to attract customers
- How to stay consistent

This guide gives you a simple system as well as the instructions on how to create powerful posts that can be converted and implemented immediately and it's not as hard as these over priced freelancers and marketing firms make it out to be.

(this manual is designed for you to read step by step and take action per step.)

No marketing degree required.

No expensive advertising agency required.

Best of all:

No overpriced social media marketing firm or freelancer selling us everything we **don't** need and still no leads, still no cash flow and we are more in debt than when we started.

Leaving us with a rage building up inside because we know we could have put that wasted money to better use. Stock, rent, food in our mouths and even that doctors appointment we've been putting off and we know we shouldn't. (yes these are the sacrifices we make for our business to flourish).

Now I'm not saying "DON'T USE THE FREELANCERS OR THE FIRMS!". Not at all..

I am simply providing boots on the ground EASY TO FOLLOW, inexpensive tools and directions (that you can use RIGHT NOW) on how to literally set your ads campaigns up for yourself..

This little offering has been put together for you to learn how to do it yourself so you can confidently hand this off to a freelancer or firm with strong clear directions and what you want to see with you return on

## **DIY FACEBOOK MARKETING KIT FOR SMALL BUSINESSES**

investment. This is also breaking open the industry and teaching you to be in control of YOUR business assets.

When you know exactly what you want, (and how to do it) you'll know exactly what to ask for and what to expect. Don't let them sell you something that doesn't fix anything and only makes your stress worse and your bank balance drop.

How am I different.. I offer you the practical steps you can put into action IMMEDIATELY.

**BIG TIP!!! FOLLOWERS DON'T GET YOUR BILLS PAID! FOLLOWERS DON'T MEAN YOUR SUCCESSFUL! IT'S ALL AN EGO HYPE FOR TEENAGERS!**

P.S. you will only need to keep referring back to this until you learn to do this for yourself or use it as a reference guide to teach your staff or show to your freelancer when they start trying to sell you everything you don't need...

Good Luck

And keep moving forward I say.

Ange

**IMPORTANT!!!**

**Before you start: HOW TO USE THIS GUIDE**

This guide is designed to be completed one step at a time.

**DO NOT:**

**X** Read everything and do nothing.

**DO:**

**✓** Complete each Action Task.

**✓** Build one advertising asset at a time.

**✓** Focus on progress, not perfection.

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### Section 1: First you need good posts!

#### The 80/20 Facebook Rule

One of the biggest mistakes small businesses make is constantly sharing “selling” styled posts.

Customers quickly switch off.

I found this is the better approach:

**80%** Helpful content, connection content and community aimed content.

**20%** Sales content that are designed to look like general “Helpful” posts nothing fancy.

Examples:

Helpful:

- Tips (that are themed around your products and services)
- Behind the scenes (if you create your products do a “Live” and film your hands making your products. No need to show your lovely mug). If your staff aren’t camera shy, do a walk through and introduce them and yourself along with their roles..
- Fun facts (use your own experiences and experiences of your staff that they found)
- Customer stories (ask your customers to share their experiences with your product and services)
- FAQs make a list (get them from your web page or create them yourself and use them as posts.)

Sales:

- Promotions (make sure you bundle your products or services and Never give anything out for free... use the “Up grade for \$1,”) always front with your premium offer and then down sell from there:
  - “you don’t need this, so we can take that away (lower the price by the retail cost of that item)”. Do this for as many as they are

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comfortable with or when you get a “Yes”. You can also offer to remove the “guarantee” by an amount. (majority don’t like this and keep the guarantee).

- New products: every time you get a new product in or you are offering a new service create a post that can be converted into an ad. (As soon as you’ve created this post get into the habit of heading straight in to the back end and convert it immediately ready to be switched on!) It takes less than 15 minutes! EASY. (if you need an example head to our page: <https://www.facebook.com/SophicWellness> and use any one of our posts as a template)
- Special offers do the same as above.
- Limited-time deals: Do the same as above these can be rotated every 12 months!

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### Section 2: Your Easy Weekly Posting Plan

(swap them around to your liking)

**Monday:** Helpful Tip

**Tuesday:** Product Spotlight

**Wednesday:** Behind the Scenes

**Thursday:** Customer Review

**Friday:** Promotion

**Saturday:** Business Story

**Sunday:** Personal Post

Compliment with a live video, then with a reel, and some happy snaps of the business in action! Consistency beats perfection.

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### **Section 3: 25 Post Ideas**

#### **Educational (these are linked and related to your products and or services)**

1. Did You Know...
2. Top 5 Tips
3. Common Mistakes
4. Myth vs Fact
5. Frequently Asked Questions

#### **Behind The Scenes**

6. Meet The Team
7. A Day In The Business
8. How We Make It
9. What Happens Before Opening
10. Supplier Spotlight

#### **Engagement**

11. This Or That?
12. Poll
13. Fill In The Blank
14. Ask Me Anything
15. Caption This Photo

#### **Promotional**

16. Weekend Sale
17. Buy One Get One
18. Free Gift Offer
19. Limited Stock Alert

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20. New Arrival

### **Trust Building**

21. Customer Review (Don't be scared to ask for them! Especially from your happiest customers.)
22. Success Story (Don't be scared to ask for them! Especially from your happiest customers.)
23. Before & After This can be a part of a promotion.
24. Why We Started
25. Community Support Find a community group your business aligns with and go support them in the most cost effective way you're able..

### **MASSIVE TIP: STOP USING AI GENERATED PICTURES.**

Ask AI to give you pictures that could be used in your post and use it as inspiration! It takes 15 minutes to get your phone out, use your products/ space/ people and recreate the ai picture with your iPhone.. (I still use my iPhone 6).

### Section 4: The Template

The Simple Promotion Formula (you'll only need to do this once) you don't need to do this with all of your products and services at once. Use this as your template & take your time.

**HINT:** Start with your most popular products (make your goal your four top selling products or services)

Every promotion should answer:

**What?** What are you selling? (product and or service)

**Why?** Why should people care? (tugs at the hearts strings/what problem does it solve)

**When?** When does the offer end? (creates the legendary FOMO)

**How?** How do they claim it? (online or in your shop)

#### **Example:**

For this weekend only...

Buy any four 25g herbal teas and receive a free tea infuser.

Offer ends Sunday.

Message us to reserve yours.

**Section 5: Preparation is KEY!**

**The 10 Best Promotions**

1. Buy two Get One FREE
  2. Spend \$50 Get A Free Gift
  3. Customer Appreciation Week (name your customer and give them a gift)
  4. Refer A Friend and you get 50% off your next purchase
  5. Free Upgrade basic to premium/ 25g to 50g
  6. Bundle & Save (four to five items or upgrades if you have a service and offer 20% off all)
  7. VIP Loyalty Offer
  8. Birthday Offer give us your email with your birthday and send them a card and a gift: usually a 20% discount
  9. Flash Sale. Self explanatory
  10. Limited Edition Product
-

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### Section 6 Graphics aren't just graphics any more

(and people are leaning away from AI generated graphics.)

#### Canva Made Easy:

Set up a free Canva Account and it has it's own AI and you can integrate your photos from your phone.

Create:

- Square Posts
- Stories
- Event Banners
- Flyers

Use:

- 2-3 colours
- 1x Large heading. 1 medium subheading. Use your logo to brand the post. 1-2 sentences in small font.
- Clear images (use your phone and up load it to your pc then to canva. Edit the contrast etc in canva)
- One call to action ( CALL TODAY/NOW)

Less clutter = better results.

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### Section 7 Hash tags: the silent search tool.

**Hashtag Cheat Sheet use you AI for your most powerful Hash tags.**

**Hint:** never use more than 8 and always use your business name as the first hash tag, second your suburb/state.

#### **Local Business**

#SupportLocal  
#ShopLocal  
#SmallBusiness  
#LocalBusiness

#### **Wellness**

#Wellness  
#NaturalHealth  
#HolisticHealth

#### **Trades**

#TradieLife  
#LocalTradie

#### **Beauty**

#BeautyBusiness  
#SelfCare

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### Section 8: Takes less time than you realise!

#### Keep it simple!

#### The 30 Minute Weekly Marketing Plan

Monday: 10 minutes planning

Wednesday: 10 minutes creating posts

Friday: 10 minutes scheduling

Done.

#### Bonus Section

#### 50 Ready-Made Promotional Headlines

Examples:

- Limited Time Offer
- New In Store
- Customer Favourite
- Just Arrived
- This Week Only
- Flash Sale
- Local Favourite
- Staff Pick
- Don't Miss Out
- Back By Popular Demand

If your looking for a full list of 50. Reach out and you can grab it for \$1.00

### Section 9 Turn a Post into an Ad

Why Boost a Post?

A regular Facebook post is only shown to a small percentage of your followers. That's right. Facebook has done this to get money from you!

A paid advertisement puts your business in front of not only your full list of followers but also people who have never heard of you before.

ALSO: META NOW ONLY LETS YOUR BUSINESS BE INFRONT OF PEOPLE WHEN YOU SPEND MONEY ON ADS! (Cheeky I know).

Think of it this way:

Post = Talking to 1/3 of the people who already know you.

Advertisement = all of the people who know you PLUS Introducing yourself to new customers and puts your other posts in front of the community.

#### Before You Start

Make sure your post contains:

- ✓ At least one clear image/video
- ✓ A strong headline
- ✓ One offer
- ✓ One Call To Action
- ✓ Hashtags

#### Examples:

- Shop Now
- Book Now
- Call Today
- Message Us
- Claim Your Offer

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Do not try to sell five things in one advertisement.

One ad.

One offer.

One action.

### Example of a Good Advertisement

**Headline:** Feeling Tired and Run Down?

**Offer:** Try our Immune Booster Herbal Tea Blend.

**Benefit:** Supports everyday wellness and immune health.

**Call To Action:** Message us today to order or pop into the store.

### THIS IS THE GOOD STUFF!!!!

**Step 1 Use this as your check list until you get into a rhythm and no longer need it.. then use it to train your staff.**

1. Log Into Facebook
2. Select to go to your Facebook Business Page.
3. Click on “Business suite” (this is where you also find the metrics on your posts)
4. Locate the post you wish to advertise.
5. On the same line as the post you will see a button: “Boost Post” or “create Ad”. (lets stick with boosting the post first and get into “Create Ad” later. (“Create Ad” is a bit more complicated and this Guide is about getting you started on a basic level) If you want to know how to do this you can grab that when you’re ready.)
6. Click it.

### Step 2

1. Select Your Goal. (Facebook will ask what you want to achieve.)

For most small businesses choose: “Get More Messages”

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Why? Because conversations create customers. (you can monitor these yourself or you can set up an automation.

People are more likely to send a message than visit a website.

For local businesses this usually works best.

### Step 3

#### Create Your Audience

2. **Click:** Create New Audience
3. **Now choose:** Location: (start with where your shop is located) You can type this in or use the “Drop button” option. (I found the drop button is much better because it’s faster and includes the suburbs you’ve never heard about.)
4. **Example:** Gosford NSW
5. **Radius:** 10-20km
6. **Start local.** Avoid advertising Australia-wide unless you sell online.

### Step 4

1. **Choose Age Range** (You should know your niche)
2. **Example:** Massage Business Age: 30-65
3. **Example:** Beauty Business Age: 25-55
4. **Example:** Trades Age: 30-65
5. **TIP:** If you are unsure: Use 30-65.

### Step 5

**Choose Interests:** Select interests related to your business.

#### Examples:

Wellness Business

- Natural Health
- Holistic Health

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- Alternative Medicine
- Herbal Medicine
- Yoga
- Meditation

### Beauty Business

- Beauty
- Skin Care
- Cosmetics

### Trades

- Home Improvement
- Renovation
- Property Owners

### **Choose 3-10 interests.**

**TIP** Do not select all of them this is the time to be precise. Too many will make it too vague.

### **Step 6**

**Set Your Budget:** Start small.

**Recommended:** \$5 Per Day for 7 Days Total: \$35.00. This is enough to test an advertisement.

**TIP:** Never spend hundreds of dollars on an untested ad.

### **Step 7**

#### **Review Your Ad**

#### **Check list:**

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- Image looks professional-ish, NOT AI GENERATED...
- No spelling mistakes
- Offer is clear
- Call To Action is obvious
- Correct audience selected

**TIP:** If you can have a friend or partner review it. four eyes are better than two.

**ALSO:** Don't take it personally. Every one makes mistakes. This is feed back!

### Step 8: Publish

**Click:** Boost Post Now. Don't freak out, Facebook will review the advertisement.

Approval usually takes:

- A few minutes
- A few hours
- Occasionally 24 hours

This post can now be switched on or off any time you like.

### Step 9: Watch the Results

After 3-7 days check: Reach

How many people saw it?

**What was the Engagement like:** How many liked, commented or shared?

Are there any messages? How many people contacted you?

Messages matter most.

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### **Step 10: Scale What Works This is so important!**

**If an ad generates:** Enquiries, Messages or Sales... **Run it again.**

**TIP:** Increase budget slowly.

Example: Week 1: \$35

Week 2: \$50

Week 3: \$75

**BIG TIP: Scale winners... not losers.**

### **The Golden Rule!!!**

Most businesses quit too soon. The first advertisement is not about making a fortune. It's about gathering information.

#### **Ask yourself:**

- Which image worked best?
- Which offer worked best?
- Which audience worked best?

Each advertisement teaches you something. The businesses that win are not always the biggest. They are usually the most consistent.

### **Quick Start Formula**

#### **If you're unsure what to do:**

**Audience:** 10km around your business

**Age:** 30-65

**Budget:** \$5/day

**Duration:** 7 days

**Goal:** Messages

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**Offer:** One product or service

**Call To Action:** "Send us a message today."

This simple formula is enough for most local businesses to begin generating enquiries without needing a marketing agency or a large advertising budget.

### **Bonus: The \$35 Test Method**

Before spending large amounts of money, test every offer using:

- \$5/day
- 7 days
- One image
- One offer
- One audience

**Total cost: \$35**

If it works, increase the budget.

If it doesn't work, change the graphic, text, header, or the offer and test again.

**TIP 1: Do one at a time and watch the results.. the biggest mistake we make is to abandon the initial ad and start again.. stick with it.. the steps are all here.. it's just patience..**

**TIP 2: Successful marketing is rarely about luck. It is about testing, learning, and improving one promotion at a time.**

### Section 10: Build Your Asset Bank (for Each Product/Service)

Building a Library of Advertising Assets Using Facebook Boosted Posts.

Firstly though: You're asking (like I did) What Is an Advertising Asset?

Most small business owners make this mistake: They create an advertisement. Run it. Turn it off. Forget about it. Then six months later they start from scratch. This wastes time and money.

Instead, think of every successful advertisement as an Asset. Facebook has a feature where you can save and store your successful ads to be switched on and off with a toggle switch. (takes only a second)

An asset is something that can continue working for your business over and over again.

A good advertisement is not a one-time expense. It becomes part of your marketing toolbox.

#### What Does an Advertising Asset Look Like?

##### Examples:

**Asset 1:** Winter Special Promotion

**Asset 2:** Customer Testimonial

**Asset 3:** New (or previously used) Client Offer

**Asset 4:** Best Selling Product

**Asset 5:** Seasonal Sale

Once these advertisements are created, they can often be reused every year.

#### Why Build Advertising Assets?

##### Benefits:

- ✓ Save time
- ✓ Save money
- ✓ Avoid creating new advertisements every week

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- ✓ Learn what works
- ✓ Build a repeatable marketing system

### Step 1: Create A Good Post First

**In this system:** Every asset starts as a normal Facebook post.

#### Examples:

- New Client Offer
- Customer Success Story
- Product Spotlight
- Seasonal Promotion
- Service Introduction

**Post it normally first and watch it!**

**TIP: IMPORTANT!!!!** Be sure to share ALL of your assets and posts to your local community groups and speciality groups in your local area!

### Step 2: Boost The Post

**Click:** Boost Post

#### Choose:

- Audience
- Budget
- Duration

Run the advertisement. Allow it to gather results.

### Step 3: Measure Performance

**After 7 days review :**

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### Good Signs

- Views
- Messages
- Enquiries
- Sales
- Comments
- Shares

### Poor Signs

- No engagement
- No enquiries
- No sales

The winners become assets. You will only know what changes when you change it and you get results. Start small... don't stress it's all a learning curve...

**TIP: Facebook shows you the performance in the metrics section (that is attached to every asset including your plain posts)**

### Step 4: Save Your Winning Advertisements

You have the option to delete any asset that didn't perform in the ads management section (this is attached to your assets.) for ever. (You will learn about this when you grab the next Guide to my more in depth ad tutorial)

### Step 5

#### Find Your Advertisement In Meta Business Suite

**Go to:** Meta Business Suite

**Then:** Ads

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You will see your active and past posts and ads. Every advertisement remains stored inside your account. Think of this as your asset warehouse.

### **Step 6: Don't be so fast to Delete.**

Turn Advertisements Off Instead of Deleting Them. Many people delete advertisements. Don't.

Simply: Pause Advertisement

This preserves:

- Audience settings
- Budget settings
- Creative
- Text
- Images
- Results history

You can reactivate it later.

### **Step 7: Reactivate When Needed**

#### **Example:**

1. You create a Mother's Day Promotion
2. Run it for two weeks leading up to mothers day.
3. Pause it the day after mothers day.

#### **Next year:**

Open Ads Manager. Find this asset and turn it back on.

Update:

- Dates
- Pricing
- Offer

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Done, no need to build a new advertisement.

### **Step 8: Create Evergreen Assets**

I personally love these. Some advertisements can run all year. These are called Evergreen Assets.

#### **Examples:**

- Meet The new practitioner/Owner
- About Our Business
- Customer Testimonial
- First-Time Customer Offer
- Best Selling Product
- Book A Free Consultation

These can be switched on whenever business slows down.

### **Step 9: Create Seasonal Assets**

Seasonal assets return every year.

#### **Examples:**

- Valentine's Day
- Easter
- Mother's Day
- Winter Wellness
- Father's Day
- Christmas
- New Year

Build them once, Reuse them forever.

### **Step 10: Create An Asset Tracking Sheet**

Use a spreadsheet.

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### Example:

<b>Ad Name</b>	<b>Date Created</b>	<b>Budget</b>	<b>Results</b>	<b>Keep?</b>
Mother's Day 2026	May 2026	\$35	14 Sales	Yes
Winter Tea Promotion	June 2026	\$35	22 Enquiries	Yes
Massage Special	June 2026	\$35	7 Bookings	Yes

Over time you will discover which advertisements reliably generate customers.

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### **PRO TIP: The Asset Ladder**

Every business should aim to build AT LEAST 5 Evergreen Assets.

#### **Examples:**

- About Us
- Best Seller
- Customer Review
- First Visit Offer
- Service Introduction

### **12 Seasonal Assets**

One for each major promotion period throughout the year.

### **12 Event Assets**

#### **Examples:**

- Workshops
- Open Days
- Markets
- Community Events

### **12 Product Assets:**

Your most popular products or services.

**Total:** 41 Advertising Assets! Imagine having 41 ready-to-run advertisements sitting inside Facebook.

When business becomes quiet, you simply:

## DIY FACEBOOK MARKETING KIT FOR SMALL BUSINESSES

1. Open Meta Business Suite.
2. Locate a proven advertisement.
3. Turn it back on.
4. Start generating enquiries again.

**NOTE:** Yep it looks like a big number and a lot of time... BUT you don't have to do it all at once! Start small: up to five... review adjust and learn.. and then have a target of creating at least one but no more than two per week until you have reached your goal...

It doesn't have to be a mountain of a task...

### **BONUS Advanced Tip**

#### **The "On-Off Advertising Library"**

Many successful small businesses build a collection of advertisements that they simply switch on and off throughout the year.

Instead of constantly creating new content, they:

- Run Ad A
- Pause Ad A
- Run Ad B
- Pause Ad B
- Run Ad C
- Pause Ad C

Over time these become valuable business assets. Think of them like staff members that never take holidays. Once created, they sit quietly in your Facebook account waiting for the day you need them again. Pretty cool right! (and you didn't need to spend \$5k a month to get it.)

NOTE: once you have everything down pat and your business has taken off.. this will be used by any one you hire as a todo list... (Create a live file in the cloud so you can watch what they are doing and keep your finger on the pulse. This way you KNOW your not throwing money into a bottomless pit on facebook)

**Action Task: (Yep if you're a previous client of mine.. you knew this was coming..)**

Create your first five advertising assets:

- About Our Business
- Customer Testimonial
- Best Selling Product

## DIY FACEBOOK MARKETING KIT FOR SMALL BUSINESSES

First-Time Customer Offer

Seasonal Promotion

Once these five assets are built and stored, you have the foundation of a simple, repeatable marketing system that can generate enquiries for years to come and can be handed over to a freelancer or firm to manage or this is something you could teach one of your staff members to take on as one of their duties. No massive outlays, no wasted time and you have your finger on the pulse at all times!

### **GOOD LUCK MY FRIEND.**

**I am sure this EBOOK will bring you as much relief as I felt when this was explained to me. Please be sure to reach out to me and let me know how you went.. and head to our FB page follow and let every one know of any other tips or tools you found that made your business on facebook life easier!**

**Ange.**

### **Need Extra Help?**

If you'd like custom promotions, social media posts, advertising ideas, or marketing support created specifically for your business, contact Ange. [admin@sophicwellness.com](mailto:admin@sophicwellness.com) and put in the topic bar: "HELP ME!"

Available:

- Custom Facebook Posts
- Promotion Creation
- Seasonal Campaigns
- Business Growth Ideas

### **RARE OFFER:**

If you'd like one on one tutoring Ange offers this as well at an hourly rate but this is very, very rare as she has two businesses out side of this. But if this is something you feel you REALLY need. Please reach out to Ange and she will give you her hourly rate.