

## Paid Advertising

### Let's Stop Guessing and Start Targeting

You can have the best product in the world, the prettiest Instagram feed, the slickest website — but if the right people aren't seeing it...  
You're basically whispering in a noisy room.

That's where **Paid Ads** come in.

But here's the thing: Paid advertising isn't just about "boosting a post" and watching the magic happen. It takes strategy, timing, audience psychology, and a sharp understanding of why people click.

I am Amama Benn, and I help brands, creatives, and businesses stop wasting ad budgets and start ***running ads that bring in real results*** — leads, sales, bookings, sign-ups. No guesswork.

### What I Do: Strategic, ROI-Focused Paid Advertising That Works

If you've ever tried running Facebook or Instagram ads and ended up with a bunch of impressions and no actual leads, you're not alone.

The truth? Paid advertising isn't "plug and play." It requires:

- Understanding your audience deeply
- Crafting the right message
- Choosing the right format
- And testing (then tweaking) like a pro

That's exactly what I bring to the table.

### My Paid Ads Services Include:

#### ***Ad Strategy Development***

Let's be honest, you don't need to "target everyone." I create tailored ad strategies built around your business goals — whether that's more sales, sign-ups, traffic, or awareness.

#### ***Ad Copy & Creative That Gets Clicks***

I write copy that stops the scroll and design visuals that grab attention. From story ads to carousel promos, every element is built for humans first, algorithm second.

### ***Audience Targeting That Hits the Mark***

We get laser-specific on who we're targeting — from detailed interest and behavior-based targeting, to lookalike audiences and retargeting warm leads.

### ***Campaign Setup & Management***

I set up, launch, and manage your X (Formerly Twitter), Facebook, Instagram, TikTok, LinkedIn or Google ads — with constant optimization, testing, and reporting so every dollar is doing what it should.

### ***Performance Reports You Can Understand***

No confusing spreadsheets. Just clear insights on what's working, what's not, and where we go next.

### ***Why Paid Ads Still Work — When They're Done Right***

Because you can't rely on organic reach forever.

Algorithms change. Engagement drops. But ads? When done well, they cut through the noise and bring your offer to the right eyeballs, fast.

And no — you don't need to spend millions.

You just need a **smart strategy**, a **sharp message**, and **someone who knows how to get the best out of your budget**.

(That's me.)

### ***Here's Why My Clients Trust Me:***

***I've worked across multiple industries*** — entertainment, food, tech, faith-based, service providers, creators, and e-Commerce amongst others.

***My ads have driven real results*** — not just traffic, but actual business growth

***I bring both strategy and creativity*** — meaning your ads don't just look good, they work

### ***Let's Turn Your Ad Spend Into Real Results***

If you're tired of guessing, wasting money, or being unsure of what your ads are even doing — it's time to run ads that actually perform.

Let's build a campaign that gets you seen by the right people — and gets them to take action.