PAID ADS

Everything is Dead

Real Tactics to Revive Revenue

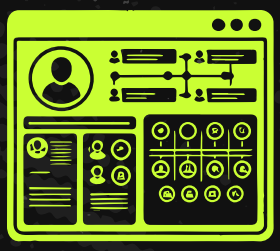


CANBERK BEKER
FOUNDER AT **ROASTED**

Paid ads are dead. Or so the myth goes. But as Canberk, CEO and founder at Roasted, explains, paid ads are very much alive—when done correctly. On this episode of Everything is Dead, we uncovered how to avoid common pitfalls and create high-performing campaigns in 2025. Let's dive into the actionable insights.

One...

Paid Ads Aren’t Dead—They’re Misunderstood



The belief that paid ads are dead often comes from misaligned strategies and a lack of audience understanding. Here’s why they still work:

- **Case-by-Case Success:** Not every company or audience is a good fit for paid ads. Ads perform best when aligned with where your audience spends time.
- **Misapplied Playbooks:** Agencies often apply cookie-cutter strategies that fail to account for unique ICPs (Ideal Customer Profiles) or industries.

Action You Can Take Today...

Audit your audience. Is your ICP active on paid channels? If not, reallocate your efforts to channels that align with their behavior, such as events, direct mail, or even CTV ads.



Two...

Nail The Basics: Define Your ICP And Market



The foundation of successful paid ads lies in deeply understanding your audience. Canberk stresses the importance of defining:

- **ICP (Ideal Customer Profile):** Who benefits most from your product? Avoid targeting broad categories like “CEOs and marketing managers”—be specific.
- **Target Companies and Industries:** Hone in on the exact verticals and company profiles that align with your solution.
- **Competitors:** Understand who you’re competing with and how to differentiate yourself.

Action You Can Take Today...

Review your CRM data to see who your current best-performing customers are. Compare it against your defined ICP—are they aligned?



Three...

Channel Selection: Go Where Your Audience Is



One of the biggest mistakes in paid ads is targeting the wrong channel. Not all ICPs are active on LinkedIn or Facebook. Use tools like SparkToro to map out where your audience spends their time.

- **For Known Audiences:** Leverage insights from existing campaigns or industry knowledge.
- **For Unknown Audiences:** Use social listening or audience research tools to determine engagement on platforms like Reddit, CTV, or specific subdomains.

Action You Can Take Today...

Run a SparkToro query on your ICP to uncover hidden engagement channels. For example, are they active on niche forums or watching industry-specific YouTube videos?



Four...

Match Your Strategy To Goals...



Canberk emphasizes the importance of aligning ad strategies with company goals:

- **Demand Capture:** Focus on PPC campaigns, eBooks, and webinars to drive MQLs if your goal is lead volume.
- **Demand Generation:** Invest in content, product features, and website enhancements if your goal is pipeline creation and nurturing.

Action You Can Take Today...

Ask your team how success is measured—pipeline, leads, or something else? Build your campaign strategy around this metric.



Five...

Creative Matters: Briefs Are Key



Bad creative is one of the top reasons campaigns fail. Canberk suggests building a clear creative process:

Content Tiers: Segment creative into top-of-funnel (problem-aware content), mid-funnel (product value content), and bottom-funnel (retargeting and social proof).

Detailed Briefs: Over-communicate expectations to designers, especially when working with new teams. Use ad libraries to share examples of successful creative.

Action You Can Take Today...

Create a content brief for your next campaign. Include examples, tone, visuals, and messaging priorities.



Six...

Start Small, Scale Strategically



Don’t spread your budget too thin. Focus on a few high-performing campaigns and scale gradually.

- **Minimum Campaign Budget:** Avoid running campaigns with tiny daily budgets—$50–$100 per day is better for meaningful data.
- **Scaling:** Increase budgets only when your audience engagement (frequency) and ROI metrics justify it. Doubling spend doesn’t guarantee double results.

Action You Can Take Today...



Identify your top-performing campaign and increase its budget by 10–20% to test scalability without overcommitting.

Seven...

Test, Optimize And Repeat...

Paid ads require constant iteration. Platforms like LinkedIn and Google Ads now offer AI-driven features, but Canberk advises against relying solely on automation.

- **Manual Optimization:** Review metrics like click-through rate (CTR), conversion rate, and ROI frequently.
- **A/B Testing:** Test ad copy, creative, and targeting continuously to find what resonates.

Action You Can Take Today...

Review your campaign data and identify one element to test this week—headline, image, or CTA.

Recap

Paid Ads Are NOT Dead.

Paid ads remain a powerful tool when executed with precision. Missteps in strategy and audience targeting often lead to failure—not the medium itself. Here's what you can do today:

Audit Your Audience

Ensure your ICP aligns with the channels you're using.

Focus on Creative

Build clear briefs and test problem-aware, value, and social-proof content.

Match Strategy to Goals

Clarify if you're capturing demand or generating it, and align campaigns

Start Small, Scale Wisely

Prioritize a few campaigns with meaningful budgets before scaling.

Test Continuously

Optimize ads by iterating on copy, visuals, and targeting.

Paid ads aren't dead—they just need smarter execution.

Everything is Dead

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