



# UTILIZING facebook<sup>®</sup> ADS FOR YOUR BUSINESS

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## INTRODUCTION

With more than 2 billion monthly active users, Facebook is a great place for business owners to gain some great visibility, and that visibility can be targeted to a specific audience. Sure, most people think of Facebook as a place to stay in touch with friends, but business owners understand the value of Facebook advertising.

Just take a look at the right sidebar on any Facebook page and you will see what I mean. All of those Facebook advertisements are set up to get you, the targeted audience to take a look at what that business has to offer, and has been set up to be viewed by as many or few as desired.

One great feature of Facebook advertising is that you can set it up to be viewed by a selected group of people. That could be by age or gender as well as geographic area.

You can also set up your target audience according to education, workplace, and relationship status. Keywords are another way to target your audience while utilizing Facebook management tactics.

After you have decided on your audience, you will have to determine where you want to direct your potential clients. That could be to your own website or to an affiliate link. It could also be to a lead capture page if you are building a list.

Facebook advertising can be done on a cost per click or cost per thousand basis. Research has been done on the effectiveness of each of these models and it seems that the cost per click is the best way to get the most return on your investment.

When you begin your campaign, you will need to decide on a daily budget and set your Facebook management to that number. Once that number has been achieved, your ad will not be shown to any other users. These numbers can be adjusted as you determine the effectiveness of your ad.

It does not matter where you are spending your advertising money, you should always test to make sure that you have made a wise investment. Facebook advertising is no different.

By creating multiple ads and placing each one on your Facebook management tool, you will be able to see which ones are most effective, and when that is determined, you will be able to cancel those that are not performing well. It could be as easy as changing the image to attract the attention of your audience that makes the difference between ads.

Facebook advertising allows you to analyze how your ads are doing with the Facebook Insights tool. This tool will help you to better understand the interests and demographics of those who are actually clicking on your ads, and which keywords caught their interest.

If you want to attract more customers you need to have a quality internet presence, kindly take your time to read this BOOK specifically packaged with loads of information about Facebook ads as the key to success for your business in this Internet marketing world.

What are you waiting for?

## LET'S DIVE IN!

## CHAPTER 1

### WHY PEOPLE USE FACEBOOK AS A PLATFORM FOR ADS

In this fast paced economy, advertisements have changed vigorously in a higher level. It has become an ongoing emerging source that tends to expand more and more.

Conventional ways of advertising have been left behind and only few businesses are engaging on it. Do you feel like one of them? Then start making some changes and bring your business advertising into a different level. Try advertising on Facebook.

#### **Why Facebook?**

What difference will it make to gain more profit from my business?

A lot of businesses nowadays are shifting on Facebook to advertise their product, simply because the market is right in there. If you are not yet doing Facebook Advertising, you're missing out a lot of possible wealth of opportunities.

The success of your business is right at your fingertips. Whether you are aiming to reach the global market or focus on a specific group of target market, Facebook is the best place to showcase your brand or services.

Of all the social networking sites in the web, Facebook's advertising platform is by far the most advanced and used by online marketers particularly the smallest businesses with limited funds. So what is it in Facebook that Marketers think about placing their ad in this particular social networking site? Here's why:

It's popular and in demand. Practically, most of the people today have a Facebook account. With more than 2 billion monthly active online users and continuously growing, Facebook is considered to be the top of the line social media on the web these days.

These online users who log on to Facebook to updated their status, chat and meet new friends, a big chunk of which are working people who have the capacity to purchase.

Facebook offers precise targeting. Once you have established your advertising campaign, Facebook enables you to present your ads to a specific group of people, and country or

state. For instance, is it not practical to showcase your brand to everyone if you're selling cosmetics for women?

You'll end up paying for ads if most of them are men who visited your site. With Facebook, you can narrow down your target demographic like location, gender, age, or interests. The targeting features of Facebook are as precise as anything.

It is Interactive. Facebook lets you get up-close and personal with your customer. You also give them the chance to react or influence others with your product. Getting feedbacks from your customer is fast, you can get an instant result by doing a poll question.

Having a strong connection and relationship with your customer is important and it is not impossible to achieve if you advertise on Facebook. This is a great way to increase the effectiveness of your ads and help create brand recognition and customer loyalty.

Advertising on Facebook is simple and easy. Aside from making advertisement on Facebook easy to create and control they provide an easy-to-use ad template to simplify the ad creation process.

Facebook aims to take the frustrations out of creating advertisement on the social networking site by devising its own promotional model, as well as the comprehensive support pages. It offers its advertisers to help them do the same ad campaign to increase dividends. Facebook has demonstrated real business savvy.

It is very affordable to Advertise on Facebook. Considering those benefits that have been mentioned earlier this is one of the most important matters why you should advertise on Facebook. It doesn't cost you much! You get to set your own budget and adjust them anytime.

For as low as 5\$ you'll get to set up an ad account or advertising on Facebook. You also get the option to choose whether to use CPC (cost per click) or CPM (cost per impression) in your campaign, which ever you are comfortable with.

Facebook gives you lots of ways to showcase your product or services, with its versatility. You have the control over it choosing whether to check it out or not, a clear advantage that you should grab.

## CHAPTER 2

### HOW TO PROPERLY STRUCTURE YOUR FACEBOOK ADS

Looking at the fan pages, advertisements and contests on Facebook seem very easy and simple. But exactly how do you advertise on Facebook?

Listed here are guides on how to effectively advertise on Facebook.

A. What you want to advertise. It can be a webpage, product, services, company, events, etc. you can also advertise something in the Facebook or you may want to copy an existing Ad as long as it is legal, and comply with the terms and policies of Facebook as enumerated in their advertising policy.

B. Create your Ad. There are lots of things to consider in creating the right ad on Facebook such as:

1. **Title.** Create a title not more than 25 characters long. Be careful on placing a title for your ads. Otherwise, your ads might get rejected. Here are some common mistakes:

- Capitalization of each word
- Capitalization of the entire title
- Incorrect grammar, sentence structure, spelling
- Using slang words
- Inappropriate Ad Text
- Incorrect punctuations
- Numbers and Symbols in the place of words

- Unreliable discounts and offers
- Inappropriate images
- Destinations
- Incorrect target market

The correct and appropriate ad uses standard and proper capitalization. In the title for instance, the first letter of every word in the title should be capitalized.

2. **The Body.** The correct ad text should be that the first letter of the first word in the sentence is capitalized as well as all the proper nouns found in the text such as the name of a person, place, and date, etc.

3. **The Correct Ad.** Next is creating the ad. For example, if you are advertising your product, here's how it may look like: "Use our free Website tracker if you want to trace up the performance of your Website."

4. **The Photo for your Ad.** Upload or browse image which is relevant to what your ad is all about. If it is a website, you can add your website logo.

5. **Social Actions.** It is important to click on what action you want to do. There are options for you to choose which are related to your post but be wise to select the one which has the greatest members or fans.

C. The exact market you wanted to reach.

1. **Location.** It is up to you to select a location; it could be a country or if you want to be specific, you can also select what state or city your target is.

2. **Gender.** Who will use your product? Is it only for men or women or for both?

3. **Age.** It is very important to specify what age is your product applicable because there are some products that cannot be used for children and could be rejected by Facebook as an ad.



4. **Keywords.** Since your ad is all about Website you might want to go ahead and add those relevant topics like Website Design, Website Marketing, Marketing Specialists, etc. Then you can automatically see the people at the specific age in a certain location and have a chance to make them as your clients.

D. **Decide How Much You Are Willing to Spend.** Facebook offers at least two methods as to how you would be paying for your ad. It allows you to select the option whether you prefer to have the pay for clicks or pay for views.

Add your budget price for daily budget and your maximum bid for the pay per 1000 impressions you received if you prefer pay for views. However, pay for clicks on Facebook costs lesser, if you are on a tight budget. And finally you can schedule your time when to start running and stop your Ad.

Place your order on Facebook and you will receive a message that you have successfully created your advertisement on Facebook. While it's true that the world waits for your product to be advertised, but remember your competition waits for no one, especially not you.

## CHAPTER 3

### STRATEGIES FOR AN EFFECTIVE FACEBOOK CAMPAIGN

With over 2 billion active users monthly, Facebook is an avenue for social media marketing that is simply too huge to ignore.

However, with the increasing diversity of this social networking website, leaving an impact becomes all the more difficult. Nonetheless, with the right set of skills and just enough creativity, devising a strategy in order to get the maximum benefit out of Facebook becomes easy

Listed here are some Facebook advertising and marketing strategies that you can use to boost your performance for your business in a scalable way.

In this chapter, you will learn how to choose your campaign objectives, understand the benefits of using of a variety of Facebook advertising formats and begin devising a better way to market what you have.

#### **1. Take advantage of Facebook ads while keeping your own page appealing and up-to-date!**

While it is important to advertise your business, it is just as important to maintain, if not increase, your credibility. Many businesses focus so much on Facebook ads that they actually begin to overlook their own page. Bear in mind that the page updates are just as fundamental to your marketing efforts as those clicks that you generate via ads.

Ads work best when coupled with an excellent timeline. After all, social media is not a simple matter of attracting attention. Social media is all about engaging people. And what better way to do that than having the perfect ad to the perfect page.

#### **2. Bring creative rotation into play.**

Creative rotation allows you to generate better performances through continuous A/B testing. For those who are not familiar with A/B test, this where you simply test multiple ad copies, pictures and landing pages against each other.

By making use of this technique inside the newsfeed, you can refresh messages, increase the click-through rate (CTR) and keep up with the impression amounts! Therefore, if you intend to rapidly boost your campaigns and make the most of your Facebook efforts, I'd suggest you set up a system based on a steady refresh of advertising messages.

### **3. Utilize the proper page post format.**

Each page post format has its own set of strengths and weaknesses. When choosing the most appropriate format to utilize, bear in mind the objective you wish to achieve.

If you aim to generate site conversions or sales, choosing a "page post link" ad would do the job excellently. If you intend to compel brand connection as your campaign goal, a "page post photo" ad just might do the trick.

Page post link ads enjoy a higher percent in terms of conversion rate as opposed to page post photo ads. This is because you do not waste money on clicks by people clicking on the picture. Instead, a page post link drives your visitor straight to your landing page.

On the contrary, I have found page post photo ads generate a higher CTR as opposed to page post link ads. By understanding the difference between the two formats, you can even combine them to get the best out of both worlds.

### **4. Set your goals and appropriately choose your line of attack.**

The multitude of ad opportunities provided by Facebook can help you accomplish your goals once you have clearly set out the things you wish to achieve. All that's left to do after determining what you want to reach is to get working.

If your main objective is to manufacture brand awareness so as to cultivate a fan base, you may want to begin with standard marketplace ads.

Standard marketplace ads are linked directly to your Facebook page and allow Facebook users to like your page straight inside the ad unit. If you have a considerable fan base, you might also want to attempt the use of a sponsored story, in which case an ad comes up to friends who have liked your page.

No matter what goal you have set your mind upon, or what method you have chosen to use, just make sure that you are positioned to calculate success.

### **5. Set a target population.**

Targeting a particular population or group with Facebook ads allows your promotion to proceed much more smoothly. By setting a target population, you can promote to the correct users based on their actual interests, thereby increasing your success rate.

A target population need not be limited however to only those individuals whose interests are in line with your business. You can also target the friends of Facebook users who have previously liked your page.

If you would like to advertise a specific post from your page, such as a unique offer or a significant news story, you can even make use of page post Sponsored Stories to switch your post into a newsfeed piece.

### **6. Select photos that are simply superb.**

Catchy images will always attract attention! The photos you select for your ad are perhaps among the most significant aspects of grabbing the viewer's interest. When choosing an image to use, do not limit yourself to your company logo. Consider looking outside the norm but within the scope of what you are offering.

In selecting photos, I have found the most excellent images for conversion are wellcropped headshots. Just a tip. Do your best to stay away from archetypal stock photos. Rather, try to make use of more natural images.

Also, ensure that the photos you choose present themselves with colors that are distinguishable from the blue color format of Facebook.

## **7. Use Call to Action (CTA).**

Just because your ad can consist of up to 135 characters, doesn't mean you are required to use them all! Believe me, a lengthy ad does not necessarily entail a lengthy list of customers. From time to time, a shorter line can work much better.

So, at appropriate situations, use a call to action (CTA) that persuades fans and users to click your ad. This way, not only does the ad deliver a short and convincing message, but it also enlightens the users as to what action you expect them to perform when they get to your landing page.

## **8. Produce and experiment with several ads.**

Do not simply run a single ad within each campaign! Diversity can do you wonders. In fact, even the smallest alteration in the words you select or the graphics you utilize can have an outsized effect on the CTR for your ad, so it's best to make numerous adaptations of your ad and experiment with them to find out which ad gets the best response.

## **9. Quotes rock! Make use of them as you deem necessary.**

What could be warmer than a post to lighten up the day? Posts involving inspiring or lifeaffirming quotes often perform very well, so don't be afraid to use those heart-warming words of wisdom.

To spice things up, you can even attach a photo to your quote - even better, do Pintereststyle image/quote overlay. A great free tool I recommend for creating eye catching picture quotes is a website named Canva.com.

## **10. Allow users to insert their own photo captions.**

Asking for users to provide a caption to an exciting or laugh-worthy photo is a smart way to drive interaction and engagement. And it hits two birds with one stone. It catches the user's attention and allows you to assess the effectiveness of your marketing strategy.

## **11. Give incentives! Share some exclusive content to your Facebook fans.**

Posting special, top secret content visible only to your fans on Facebook adds a sense of exclusivity and belonging. Posting information or tidbits that could not be found elsewhere gives a certain incentive to the fans and it can even make them feel special.

## **12. Ask questions**

Let's admit it. If there's one thing common among Facebook users, it's the fact that they love to let their voices be heard. When making posts, try incorporating questions or surveys. Just a piece of advice though. Keep the questions simple - no one wants to fill out the SATs on Facebook.

## **13. Lights, camera, YouTube. In other words, don't restrict yourself to pictures.**

Videos have crazy high engagement rates so use them in your posts to get some serious attention. Make sure to get the right ones though those with just the right amount of funny and the right amount of "I'm trying to make a point" in them.

## CHAPTER 4

### HOW TO MEASURE THE SUCCESS OF A FACEBOOK CAMPAIGN

Absolutely. How you quickly you generate revenue off of a given marketing campaign can vary dramatically depending on which marketing method you choose to employ. It's tough to see immediate results on SEO--ranking for certain keywords in your industry can be a constant battle.

Conversely, generating traffic and eventually revenue via PPC can be almost immediate. So where does social media marketing fit into the mix? How long should a business have to wait before consistent social media marketing actually pays off in the form of increased revenue?

I believe that a company's "social" team (whether in-house or outsourced consultants) needs to stick to one thing...social! In order to maximize revenue potential, social media marketing campaigns need to tie into other sales and marketing efforts within your business.

Think of it as an assembly line. Social media can be a traffic driving machine if used properly.

The "social" team needs to work tirelessly to (1) increase Facebook fans/likes, Twitter followers, YouTube channel subscribers, etc. and (2) drive those fans/followers/subscribers to a highly-optimized webpage, to a physical location/retail store, or wherever else the ultimate, "ideal" location might be.

At this point, the "social" team has done its job by growing fans/followers/subscribers and getting them to leave the comfort of Facebook/Twitter/YouTube, etc. and visit your website/restaurant/retail store, etc.

Now it's up to the online marketing team to do their job with conversion optimization or store management to create the ideal ambiance for the increased foot traffic sourced courtesy of the "social" team's efforts.

## **The Worth of a Fan**

Likes, fans, followers, and the like are hugely valuable. If you are a business owner that is dissatisfied with your social media marketing provider or team, as long as they're either (1) driving traffic and/or (2) driving revenue, they're probably doing at least a decent job. Now it's your job to do something with the social assets that they've created for you.

Think of it this way. Businesses pay oodles of dough for leads. A lead might consist of a name and an email address and/or phone number, address, or other personal/business information. Some businesses pay loads of money just for a name and an email address.

So how valuable is an email address, really? Have you ever done any email marketing before?

If so, you know that email addresses can be valuable, but conversion rates are usually pretty low. Generally speaking, you need a boat load of email addresses to see a major revenue impact on your email marketing efforts.

### **Why is this the case?**

How often do you open unsolicited emails? How often do those emails even make it past your spam filters? Even if you open a sales email, how often do you actually read it through and respond to the call-to-action? I think that I can speak for all of us when I say that the answer to each of these questions is not very often.

The same issues exist with collecting phone numbers in your lead generation efforts. How often do you answer your phone if the call is unsolicited? Let's say you accidentally (or intentionally) answer a phone call from an unidentified caller.

How excited are you when they open the conversation with a bogus introduction and sales pitch? That guy/gal that called you, whether he/she is a wonderful person or not, is subconsciously perceived by many people to be a little bit slimy. It's the unfortunate nature of the beast for businesses with telemarketing based sales efforts.



How does, for example, a fan on your Facebook business page stack up against an email address or phone number? Well, communicating with Facebook fans is easy. You can do it every day via frequent status updates. Try calling or emailing someone that isn't a friend or family member every single day for a couple of weeks.

Also, people login to Facebook daily and they spend almost an hour goofing around on Facebook, so the chances of your status updates actually being seen is pretty good.

Lastly, status updates are viewed in their entirety (unless your update is way too long) in the News Feed, compared to emails, where you'll see just the name or email address of the sender and the subject line.

### **Accountability**

So is it right to punish your "social" team for consistently adding fans and followers? Would you punish them for generating traffic to your website or visitors to your retail store? I hope not. I'd hope that you are holding yourself and/or the individuals "in-house" at your organization accountable for not doing anything with that traffic.

If I bring you 100 leads (via social media or anywhere else) and your sales team can't close them, the problem might be your sales team. If I bring you 10,000 new visitors to your website and nobody buys, the problem may very well be your website.

Don't get me wrong, I'm not saying that your "social" guys are responsible for just generating any and all traffic possible. It certainly is on them to make sure that the traffic is balanced, good, quality traffic.

But the accountability needs to be shared. Ultimately, if your "social" guys are consistently acquiring new fans and followers, they're doing their job.

Not every campaign needs to have an immediately measurable ROI attached to it. Leads generated from social media marketing campaigns tend to be of a different breed. Closing cycles tend to be longer.

Relationships of trust are built over weeks and sometimes months rather than 30-60 minute telephone sales pitches. However, in our experience, customer loyalty is exceptional.

In summary, fans are awesome. Revenue is more awesome. Just don't make the mistake of thinking that generating an immediate ROI from a social media marketing campaign is "the whole point".

It is important, but realize that the campaign efforts are often times just one step in a much longer sales process and the effects of a campaign may not be evident for several months. Don't treat it as its own, separate campaign that does not or will not tie into other aspects of your company's sales and marketing efforts.

For businesses that are good at marketing, fans will turn into revenue. The speed at which your fans turn into revenue is almost always directly related to the skill and competency of the team responsible for doing something with those fans.

## CHAPTER 5

### THE POWER OF FACEBOOK ADVERTISING

Facebook has evolved as one of the most valuable assets to advertisers who are striving to reach a particular niche audience. Facebook is the largest and most visited social network on the web today is.

Not only is it a popular location for social interactions but also it is becoming a fiercely competitive marketing tool. Many entrepreneurs are beginning to tap into this advantageous method of generating leads and sales for their businesses.

Research is showing that the average Facebook user spends just over 6 hours a month on Facebook which is double the amount of time of its closest competitor, Google. Over 50% of these users are perusing Facebook from a mobile device which means that there are more than 543 mobile users searching for goods and services while on-the-go.

Every day there are more than 3.2 billion items that are liked or commented about on Facebook pages and that translates into a very powerful mode of advertising for any **business**.

Advertising campaigns on Facebook are providing up to a 5 fold return on any investment because of the strategic targeting of the right audience. Consumers are becoming more aware of brands and are recalling what they are seeing more than other online advertising averages.

Facebook advertising is the catalyst for more positive conversations about businesses as well. More importantly, the 47% trust rate for advertising on Facebook commands a respect and awareness of this tool that can effectively be used to expand the bottom line.

When considering the most efficient way to invest advertising dollars, you should include Facebook advertising in your plan.

You can connect to this exploding power to target new business, to generate high quality leads, and to piggyback additional advertising strategies, like word-of-mouth advertising, to more effectively stretch your advertising monies. An entirely new world of possibilities will be opened up to you with Facebook advertising.

Facebook advertisers are permitted to geo-target an audience by country which allows the advertiser the ability to limit or expand the message of their ad based on settings that are selected. Most of the countries in the world are now Facebook friendly which expands boundaries that once limited the sale of products to smaller areas and locations.

One of the features of advertising with Facebook is the advantage of keyword interest targeting. When a user signs up for Facebook, they create a profile page that is based on their interests, likes, and activities.

When you create your ad for Facebook, you have the option of searching and selecting keywords that are of interest to a specific user. This will better target an audience that is already interested in your ad before they even see it.

As an example, let's say that you as an advertiser are trying to reach people who are doing home remodeling projects. When you type in the word home remodeling, a list of keywords will be pulled up for you that are related to the profiles of users who listed home remodeling as one of their interests.

You can then choose any of these keywords in your ad to reach those people who have these keywords in their profiles. You are targeting an audience who is interested in your information and who will respond to your ad.

Before you begin your advertising campaign, it's important to clearly know who you want to target. Customize your Facebook advertising to the target market so that this tool work better for you and your company.

Try to vary your approach so you can attract different groups. 20 year olds will view your ad differently than a 40 years old will even if they have the same need for your product.

Appeal to your potential client in a positive and attention-getting way. Be clear, concise, and brief.

There are several ways to advertise on Facebook; you can use these cost-effective ways to increase the traffic to your website and generate more business and profits for you. The first way to advertise on Facebook is to create a business profile so you can interact with your list of "fans" whom you will persuade to become clients.

You can send out updates, news articles, special offers and promotions, and discount information to the entire list; Facebook affords you the ability to communicate instantly with a list of people who have already indicated that they are interested in your products.

Another way that you can advertise powerfully on Facebook is to buy an ad that is targeted toward a segment of the user base. Each one of these users has an enormous amount of information stored in their profiles.

This information can be used to target them based on a selected keyword or filter. Using this method will assure you of reaching potential customers who are most likely to buy your product.

Word-of-mouth advertising has been brought into the digital age with Facebook's beacon tool. News feeds let users access each other's personal profiles and postings or comments. Facebook allows businesses the ability to report a user's actions with the business website and company to the user's friends.

If a Facebook customer buys a product from you or engages in discussion regarding their satisfaction with your company, their interaction with you will be posted in the news feed which will automatically create a referral system for your business. It's word-of-mouth in cyberspace.

The first thing to consider as you plan your Facebook ad strategy is your goal. Are you going to advertise your product, expand the number of people who like your business page, inform the Facebook community of your business and what you do, or are you simply getting the attention of potential customers.

As your goals become clearer, begin to decide on the type of ad you will create; there are three types from which you can choose.

Crafted ads target Facebook users by filtering demographic information such as age, location, and gender. These ads will be featured in the right hand column of Facebook pages. You can create sponsored stories which interact with a Facebook fan's page with the specific story.

The ad will show up in the right hand column once the fan likes your particular post. You can also select promoted posts which are more visible in the posts on friends' pages and on their contacts' pages as well.

One of the most powerful aspects of Facebook advertising is the customer loyalty that you will build. Create your own business Facebook page that will allow you to directly interact with your clients.

This will give a more personal touch to your business and also will allow you to use word-of-mouth advertising that you generate from your Facebook ads to spread the word in a cost-effective way.

Client satisfaction, customer service, and buyer protection are all tenets of a marketing strategy that will work nicely for you and your Facebook advertising campaign.

You can offer special promotions, new products, or the latest trends with your product with your Facebook ads to reach clients that are strategically targeted and already interested in your product or service.

This will provide up-dated information to your clients and keep them better informed in a time-efficient way. Today's consumers are the go with busy schedules and demanding deadlines. These ads will connect with them and solve their issues and concerns in a timely fashion.

Facebook ads are much more flexible than other internet locations. You will be offered additional character length for any ad descriptions that you might have. You can also improve your flexibility with image-based ads that attract the visual buyer.

If someone participates in the Facebook community, then they are already proven to be a visually stimulated consumer. Use images and photos of high quality and that convey your message with the power of a thousand words.

Your Facebook ads will be more visible to an audience who is there to engage in obtaining information as well as to create it themselves.

With the Facebook site itself generating such a high rate of traffic on a daily basis, your ad has a much better chance of being seen and having a positive effect.

It will be seen a multitude of times by a targeted audience who is already comfortable shopping the online arena. Users visit the site many, many times a day and your ad will be there to greet them as they login and begin to participate.

You are also allowed with your Facebook ad to purchase space on a click-based or impression-based fee structure. Using your budget and personal preferences, you can tailor your ad campaign to meet the needs and goals of your business plan.

Because of the targeted nature of Facebook, advertising on Facebook can be affordable for you company. You can reach your targeted audience with your online campaign for a very reasonable price. The selection of packages that you can select is extensive so that you can reach as many users as your budget will allow you to.

The use of smart-phones has skyrocketed in recent years and your ability to reach this high volume of consumers is phenomenal. Access to these devices happens every second of every day and you can tap into this gold mine of prospects. Your ads won't just be limited to laptop and computer users; you will be expanding your potential client base.

You will be offered a choice between pay-per-click (CPC) or per 1,000 impressions (CPM). Studying your demographic clicks and responses will be an important first step. Begin by starting a campaign that includes everyone and then, after a set number of impressions, see who clicked on your ad and the responses that you received.

After some study and careful insights, you can then rewrite the ad to appeal with that demographic audience in mind. You can then reset your campaign as a CPC method.

Finely segment your ad to appeal to different age groups, or sexes, or relationship statuses. With this small touch, you will get more bang for your advertising buck. Continually test and modify your presentation to foster higher results with substantially lower costs.

With Facebook targeting, the natural skew is toward a younger than average audience that is female. Sometimes users mislead others by submitting incorrect data on profile pages.

This will cause misrepresentation of data and some of your ads will be seen by users who are not interested by their very nature; you can only get a rough estimate of the people who might see your ad.

When initially targeting your ad to an audience, you might begin with 10,000 people; 50% of them will log into Facebook and see your ad. By choosing this number, you will keep your costs under control and more efficiently modify it before you launch the ad to a larger audience.

Carefully select connections of people you know who trust you and your business. This will give you a base circle of community with which to begin your advertising campaigns.

Another important thing to consider when you are creating your advertising strategy is to include additional languages other than English. Inexpensive translators can be hired on some of the work at home web locations to translate your copy for you.

Many advertisers neglect this segment of the population and lose many dollars in profit for this lack of attention to detail. You can open up a new section of loyal clients with just a simple effort of reaching them in a language in which they feel comfortable purchasing.

Another powerful tenet of advertising on Facebook is the low risk involved in using this format. You will have full control of your advertising budget and it will be a good testing ground for your ad.

You can learn if your message is effective in communicating to a potential buyer who you are, what you are offering, and how they can purchase your product quickly and safely.

You are free to modify your message as needed and promote it to a better target. You can ascertain what works best with a particular demographic and how to reach them with your



message. Especially if you have a fledgling business, you might want to use the high power, low cost approach of a Facebook ad.

If you are striving to target your local audience, Facebook ads have been proved to be very effective. You can inform local and regional clients about your business and have the "friend" network assist you as well.

Many local communities enjoy supporting local businesses that give back to civic groups and Facebook can get your ads to them quickly and efficiently.

When you have a happy, satisfied customer, they can tell the seven people in their social circle and those seven people will tell seven of their closest friends and so the network will distribute the message about you and your product. Testimonials serve to pique the interest of clients ready to buy but who have just one more question.

If someone has purchased your product already, they can attest to its quality and your excellent customer service. Facebook is being used in your area by all of the local people who are just waiting to be approached by your ad. The appeal of Facebook extends to everyday people; you don't have to be a computer genius to take advantage of this advertising power.

By promoting your Facebook business page through the ads you place on Facebook, you are guaranteed that the people you are targeting with your ads already have a Facebook account. You can be assured your ads are reaching the audiences most likely to buy from you and the communication vehicle is at your disposal 24/7.

One of the most powerful reasons of advertising on Facebook is the budget management that is available to you. Thousands of dollars of advertising fees are not required upfront. So, you don't have to have capital outlay at the onset of your advertising campaign.

Your budget can be as low as \$1 per day if that is the option that you choose to employ. Budgets can be changed daily or at any time and by any amount that you wish. The measure performance tools available on Facebook advertising allow you to see and test ad rotations and explore which are the most effective tools for you.

After you run your first ad, try changing a combination of the ad's image, description, and title. You will measure the performance rate of your campaigns by viewing the clickthrough rate which is the percentage of clicks from the number of times it was viewed on Facebook. You will select the ad which shows the highest click-through rate for you.

## CONCLUSION

In a world of social media, advertising can be an excellent way to reach customers. The users of Facebook are very active; they log on daily sometimes multiple times.

It provides a way for you to reach customers with whom you might not have otherwise connected. They are going to find your ad on a social media sight more rapidly than they would your own blog or website.

The exposure you receive is a very lucrative benefit to advertising on Facebook. The more customers who are exposed to your product, the higher your profits can become.

Facebook does an excellent job of allowing all advertisers a multitude of targeting options that include age, gender, interests, and relationship status. These targeting filters will strategically develop an audience who is primed and ready to buy. This is possibly the most beneficial tool of Facebook advertising.

In addition to an effective list of potential clients, you will have all of the benefits of instant results. In our fast-paced society of today, speed in purchasing is important. A client will spend approximately 90 seconds looking at your ad before moving on to something else.

Quality images and representations of your product along with concise and clear descriptions are dynamic tools to capture the attention of the audience and cause the perusing to develop into purchasing. You can attract many new customers in a single day and the profits can rise along with those viewing your ads.

Before you even begin your advertising campaign, you must set your budget and stick to it. There are expensive options for you with Facebook advertising but you will have to operate within your budget to obtain the success you are seeking.

Use a common sense approach with your newly acquired technological advertising to promote your company and profits.

In addition, a Facebook ad will provide you with a more personal platform of advertising. Research shows that consumers are more likely to trust your ad especially if they see a link to a Facebook friend. Your ad is placed in the right hand column and is a bit more engaging than an ad they see randomly on a search engine.

Even in the world of internet marketing the handshake and confidence in a deal is important to make. By personalizing your Facebook ad, it's like extending your hand across cyberspace to reach out and seal the deal. This type of business advertisement will foster good business relationships that ensure repeat business.

In effective advertising, everything is a balance. You don't want to spend a lot of time reworking your ads if they aren't accurately targeting the audience you need to be targeting. Spend time tracking your progress and your effectiveness but don't forget to interact and connect with potential and current clients.

Follow through with all of your strategies and the components of your plan to generate new customers and increase your profits. A Facebook ad campaign will be an effort that takes time and patience.

Keep in mind that Facebook advertising is about developing relationships and connecting with consumers not just selling them a product immediately.

This platform of marketing is still developing and using these advertisements effectively will take research, study, and modifications that better hone your ad for consumers to view.

Facebook has become a powerful tool in the advertising world. The expanse of active users coupled with the micro-targeting tools make this method of telling others about your product one that will reap dramatic rewards for your bottom line.

You will boost sales and maximize profits at a cost-efficient way for your business. Your business will be given the opportunity to build, improve, and maintain client relationships which is a satisfying aspect of having your own business.

The clients with whom you connect will provide you with feedback, encouragement, and testimonials that can help you reach your goals and dreams as a successful entrepreneur. By using the proper demographic, copy, and image, you will see your Facebook ad come to life.

Don't be afraid to try this new and unique method of advertising. It's a fun and interesting way to reach an enormous audience with a few simple guidelines that anyone can perform.

It's not rocket science but it can provide you with an astronomical income that makes your business the success you knew it could be.

## START UTILIZING FACEBOOK ADS TODAY!


### Questions?

If you have any questions about Facebook ads or anything mentioned in this eBook, please don't hesitate to ask.

**Ve-Studios, LLC** is located in Boston, MA and provides digital marketing services for business of all sizes. We offer customized solutions that small businesses crave, with the professionalism and scalability that large businesses need to succeed.

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