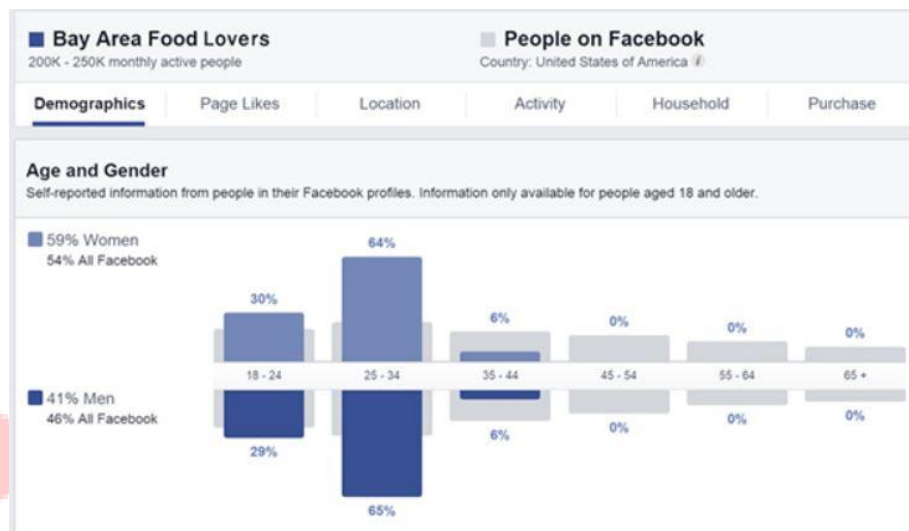


Lesson no. 13: Best Practices to Facebook advertising

BEST PRACTICES TO FACEBOOK ADVERTISING

i. CHOOSE THE RIGHT TARGET AUDIENCE

Let's start with a reality check. Your Facebook ads are only as effective as how well you can define your audience.



And sure, you probably think that you know your target audience pretty well, right? Their wants, desires, pain points and what makes them tick.

But harnessing the power of Facebook's ad platform comes down to your audience's *demographics*. Data points such as age, location, job roles and interests are paramount to making sure you're reaching the right prospects.

For example, according to one of Facebook's own client case studies, ad targeting resulted in 3 times higher ROI alongside a

respective CTR and significantly lower cost-per-action. Those numbers are nothing to scoff at.

ii. TEST DIFFERENT FACEBOOK AD TYPES

What separates Facebook from other ad platforms is its variety. The freedom brands have in terms of customization provides seemingly endless possibilities for creative, compelling ads.

Additionally, just about any given goal for your Facebook advertising strategy is fair game.

Looking to drive app downloads? Check.

Need to show off products and offers? Check.

Want to advertise your latest webinar or case study? Check.

And that doesn't even scratch the surface of what's possible via Facebook advertising. Below are five of the most popular types of Facebook ads for brands:

iii. TAP INTO THE POWER OF FACEBOOK REMARKETING

If you're on the fence about your audience or what type of ad to use, don't panic. The process of setting up a campaign can be daunting as you wonder whether or not your hard work will pay off.





As a result, you might want to consider honing your Facebook advertising strategy on your existing leads. Through remarketing, Facebook allows you to serve ads to a custom audience of people who've interacted with your brand before based on a Custom Audience. These interactions might include:

- a) People who have previously visited your website
- b) People who have made a purchase on your site in the past
- c) People on your email list

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

	Customer File Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
	Website Traffic Create a list of people who visited your website or took specific actions using Facebook Pixel.
	App Activity Create a list of people who launched your app or game, or took specific actions.
	Engagement UPDATED Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel

These people represent your hottest leads who already know your brand and what you're all about. This makes it easier to give them that extra little "push."

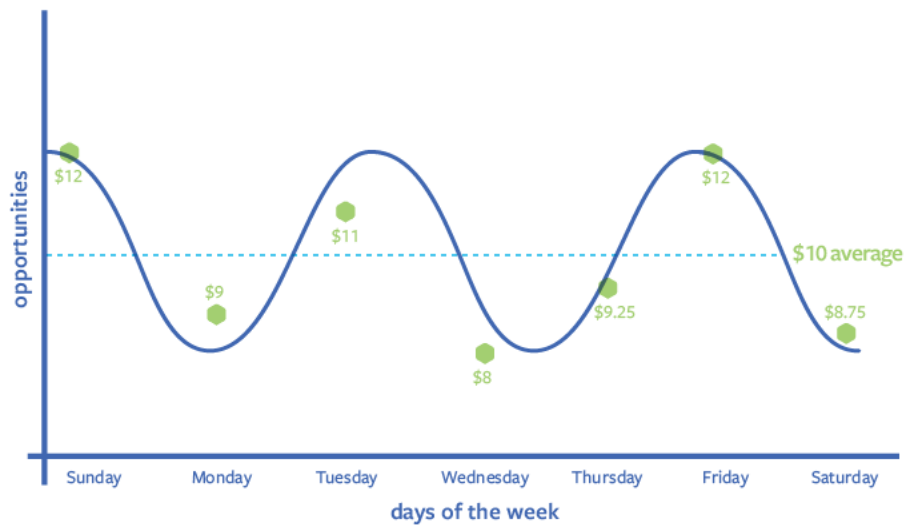
iv. RUNNING BUDGET FRIENDLY FACEBOOK ADVERTISING STRATEGY

Facebook ads are lauded for their impressive CPC and ability for brands to define their own budgets.

But poorly targeted campaigns that are left unchecked can quickly get pricey. Facebook advertising cost varies depending on your industry and size of your audience, as well as the timing and optimization of your ads.

Facebook allows you to set your budget on either a daily or "lifetime" basis. On a daily budget, Facebook determines the best opportunities to serve your ad based on an average over

the course of time. Facebook may exceed your budget by 25% if they deem necessary based on the opportunities available.



On the flip side, you can set a flat fee budget (aka “lifetime” budget) where Facebook will spend as much or as little of your budget as they see necessary over time. In some cases, Facebook notes that a budget of hundreds of dollars could be gone in a mere day based on the opportunities observed by their algorithm.

