

Facebook Advertising Best Practices



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Introduction

Facebook has changed over the years and is now a “pay-to-play” model if you’re a business. To get even your fans to see your updates, you have to promote posts. The good news is that you can set up advertising for pennies rather than dollars.

But first....thanks for signing up for my newsletter and this is the promised e-book on Facebook Advertising Best Practices. If someone passed it along, please feel free to visit my site at <http://www.marketingbestpractices.net> and sign up for my newsletter as well. You can also visit my Facebook page at <http://www.facebook.com/Effective-Online-Advertising-1755713351341039/>

Facebook is still the best and least expensive way to test your ads. They have the best targeting with demographics and interests. Plus, my favorite is you can advertise to people who like your competition.

In this ebook, I’ll assume you know how to set up a Facebook page and you know how to set up an ad. I’m just going to discuss strategies.



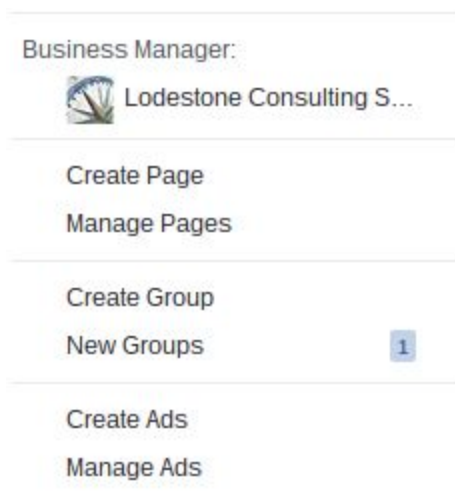
Setting Up Ads

To set up an ad, the fastest way is in your Business Manager account. If you haven't set it up, or if you just want to test it out without converting your page over to the business manager, you can access it from Facebook menus.

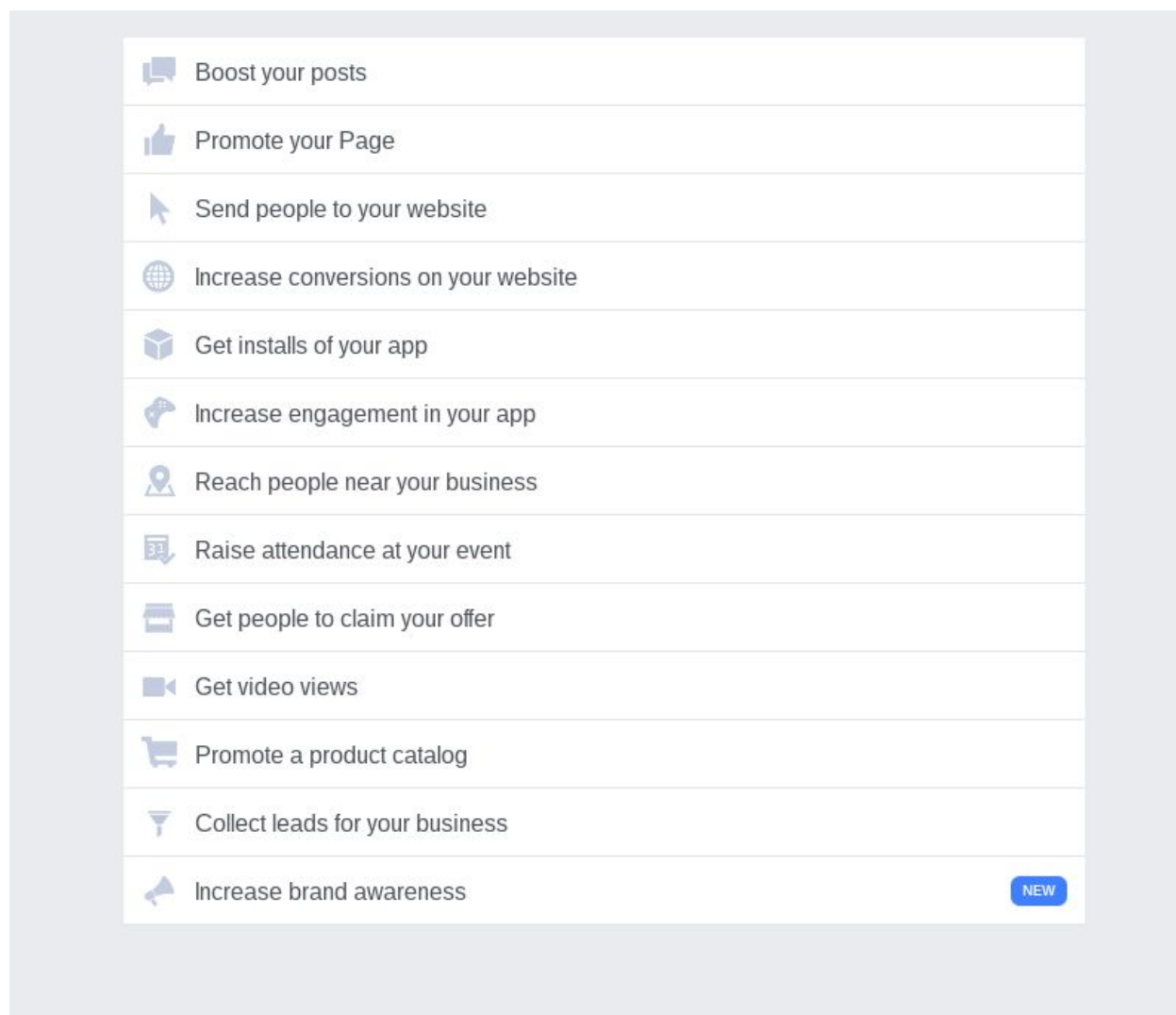
First in the upper right hand corner, click on the down arrow.



This pops up a menu where you can select Create Ads



Then you'll select the purpose of the ad:



When first starting out, it's good to increase page likes. As you learn your audience, then expand into sending people to your website.

One quick tip is to ensure you set the end date of your ad. If you leave it open, Facebook won't give it premium showing. It's odd, but they want to give priority to people whose ads are limited rather than ongoing.

Another quick tip is to set your daily ad budget limit and a limit for how much you get charged. So you may want to have a daily budget of \$5 until you've optimized your ad, and a limit of \$250. Once it hits \$250, all your ads will stop. You can then pay and reset the limit. It's better than being stuck with a huge charge at the end of the month. Wait until you're ready and know that your ads are profitable.

Optimizing

Always be testing. What do you test?

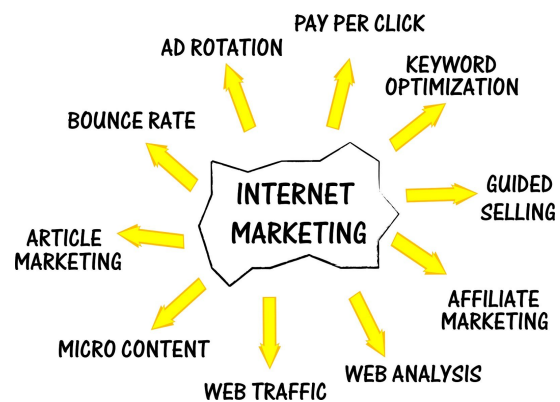
- Ad copy
- Ad images
- Colors
- Ad interests
- Headlines
- Offers
- Landing pages
- Email followup conversion

Offers are not just the price. They include additional components to your upsell. So you can test upsells and downsells. The bottom line is answering the question of how can you best capture their attention

One quick tip is to pause ads or let them end. Don't delete them because it helps Facebook learn your ideal audience.

Things to track and analyze

- Optins and opt in rate
- Sales & Income & ROI
- Individual ad performancegroup all similar ads together in an adset and find which works best
- Sales conversion EPC
- Your follow up - which emails are working
- Value of a subscriber/customer



When you know your numbers, you know how much you can spend. Then you can track it to ensure that you stay profitable. A common mistake is to scale up while assuming the same profit margins without checking in. Always be monitoring your ads.

Facebook reports are really useful for finding new audiences or getting insights into your current audience.

When the frequency of your ad being displayed gets real high (over 7) you get ad fatigue. So pause the ad for that audience and set up a lookalike audience or find a new interest to target.



Conclusion

For a successful campaign, know your target audience. Set up the ad so you have a smaller and more targeted audience in the beginning. That allows you to test images, copy, headlines, offers, and landing pages inexpensively.

Always limit your daily and max budget. Set up your ads so they run during a set period of time. Never delete an ad or ad set, just pause them or let them run out.

Keep an eye on your ad's performance to avoid any surprises. When you start to scale up, remember that it may not just expand in the same ratio.

And when you set your limit, you can start out with \$20/week and find increased sales success.

I hope this report was useful to you. Please feel free to contact me if you have any questions or comments.

Happy Advertising!

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