

Facebook Marketing Is Provided by Lead Generating Tools

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Click The Image To Visit!

## **Introduction**

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Gone are the days of spending countless, exhausting hours setting up carefully constructed pay per click marketing only to discover that all of your ads were pulled without notice, and apparently without reason.

PPC (pay per click) marketing is a high speed strategy for getting your advertisements in front of your targeted market quickly, however with the risks involved with Google pulling the rug out from



under countless marketers by pausing their ads or worse, BANNING their accounts without notice, it's become evident that anyone serious about maximizing exposure for their advertisements while retaining FULL

control over your promotions needs to look for an alternative provider.

### **Enter Facebook.**

Facebook is currently used by millions of users who log into their accounts every day to communicate with friends and family, to network with businesses and to post updates on their personal and business lives.

It's one of the fastest growing sites online, with over 400 million user-created accounts and receives a greater number of page views every month than even Google!

With this mass exposure and incredible outreach, Facebook has quickly become the leading contender in the paid advertising scene, giving anyone serious about marketing their business the opportunity to tap into their target audience quickly, easily and most impressively – CHEAP.

In comparison with traditional pay per click marketing, the actual costs to advertise on Facebook are well below industry standard, PLUS even more importantly perhaps, Facebook actually has fewer advertisers than Adwords or other PPC marketplaces.

That means that you have less competition to worry about and will be able to reach your target customers faster, easier and at a lower cost than with any other advertising network.

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### **How Facebook Advertising Works**

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With Facebook, their advertising channels are based on DISPLAY rather than per SEARCH .

What this means is that instead of users having to enter in specific search terms or keywords, your advertisements will be trigger to appear based on the page content that the user is reading.

Another factor that plays a part in the advertisements that are shown to Facebook users is based on whether they "vote" for current advertisements.

You see, with every advertisement featured within the Facebook network, there is a 'thumbs up' icon that appears below the advertisement that allows someone viewing the ad to 'vote' for it.

If someone votes for an advertisement, it indicates to Facebook that they should display additional advertisements of the SAME kind (based on category, keywords and overall relevancy), ensuring the best experience possible for Facebook members.

As a Facebook advertiser, you will also be able to promote your products and services using images, a feature that is not usually available within traditional PPC marketing.



Images are an incredible asset in maximizing conversion rates because you can tailor the images used in your ads to push the "right buttons" or pull at emotional triggers that you know will have an impact on your average customer.

For example, if you were placing an advertisement that offered a teeth whitening kit, you could place a simple image of a "before" and "after" that offers the reader with a visual aid that leaves an incredible impression.

Images can ultimately be one of the LEADING motivators in getting targeted customers to click through your advertisements and explore your offer.

So, how can you start exploiting the popularity and massive outreach of the Facebook network to gain maximum exposure for your business?

***Here are a few tips to help you get started:***

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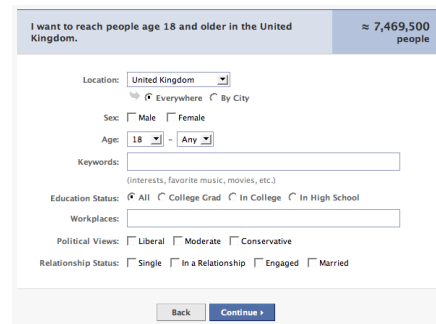
### Target Your Advertisements

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You want your entire advertisement to be heavily targeted towards your average customer.

This includes any images that are featured within your ads as well as the advertising text that is featured below the image.

With Facebook, you are able to set up a very targeted advertisement, including targeting specific age groups, locations, education levels, what people have indicated that they are interested in based on their profile summary, and can even target primarily men or women.

A screenshot of the Facebook ad targeting interface. At the top, it says "I want to reach people age 18 and older in the United Kingdom." with a population count of "≈ 7,469,500 people". Below this, there are several targeting options: Location (United Kingdom), Sex (Male/Female), Age (18-Any), Keywords (with a subtext "(interests, favorite music, movies, etc.)"), Education Status (All/College Grad/In College/In High School), Workplaces, Political Views (Liberal/Moderate/Conservative), and Relationship Status (Single/In a Relationship/Engaged/Married). At the bottom, there are "Back" and "Continue" buttons.

The more carefully you create highly targeted advertisements, the better your ads will perform, so make sure you spend a bit of time crafting your ads so that they effectively target your customer base.

### Create Facebook Compliant Advertisements

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Facebook wants to maintain a user-friendly community and in order to do this they are very strict with the types of advertisements that are allowed to be circulated throughout their network.



This means that you cannot use slang; improper grammar and you must refrain from using any images or text that could be considered offensive.

Don't look at these guidelines as a downside to using Facebook but instead, consider how this quality control will HELP you create higher converting advertisements that are genuinely targeted to your customer base.

### **Keep An Eye On Your CTR**

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CTR which stands for Click Through Rate and you want to keep an eye on how well your advertisements are performing.

Your ads should never go below 2%, and if you notice that an advertisement is starting to fall below that level, you will want to tweak your advertisement and reconsider who your advertisement is targeted to.

Are you asking the right questions in your advertisement? Using the right image?

Make sure that you spend time evaluating the effectiveness of your advertisement to generate maximum conversion rates and avoid

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having your advertisements paused or removed.

### **Choose The Appropriate Time To Run Your Ads**

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You can choose to run your advertisements continuously throughout the day or based on specific start and end dates. You will want to run your advertisements throughout the day continuously, unless you need to pause it for a specific reason such as if you are going away on holiday, or you find that specific times of the day are converting better (based on the locations you are interested in targeting).

### **Set A Reasonable Maximum Bid**

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You will want to set a maximum daily bid that you are comfortable with and fits within your budget.

Facebook will provide a suggested maximum bid based on the content of your advertisement and your targeting configuration.

Consider setting your maximum bid slightly lower than Facebook's recommended



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minimum and adjust it as you need to based on your advertisements conversion rates and overall exposure.

### **Choose CPC Over Impressions**

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You can also choose to pay for impressions or per click. It's always best to choose CPC (cost per click) for the most part, especially during your testing phase. You can always change this later on if you need to.

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