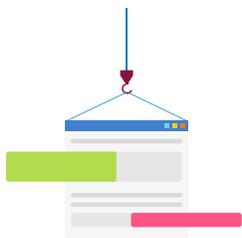
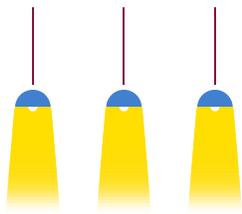


UNDERSTANDING FACEBOOK ADS

Maybe you've been hearing all about how you should be using Facebook Ads, but you have no idea how to do it. Or, perhaps you've been using them, but haven't seen the results that you've wanted. You're spending money on these ads, so why not make them work for you? Follow this helpful sheet to see how to use Facebook Ads, and how to do it right the first time.



○ CREATE A PLAN

Decide what you want to achieve with your Facebook Ad. Do you want to increase website traffic? Bring in more calls? Get newsletter sign-ups? Figure out what you want to achieve, and use this as a guide-post for your ads. Then, take the time to narrow down who your audience is, as this will be important later on. Consider both demographics and psychographics.

○ START SETTING UP

Click the dropdown in the upper right-hand corner of your Facebook page and click "Manage Ads." From here, choose the account you want to manage, then click the green button that says "Create." Now, you're ready to get started!

○ CHOOSE YOUR OBJECTIVE

This is one of the most important steps. Choose the option that matches your goals. The "Brand awareness" option is best for small businesses, as it can bring a lot of traffic to your Facebook page with a low budget. However, "Traffic" is best if you are trying to drive many viewers from your ad to your website. Note that you have the option to do split testing to see which objective performs better. Be sure to dive into the different categories to see which one best fits your goals.

UNDERSTANDING FACEBOOK ADS



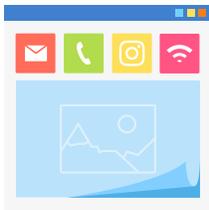
○ SET A DAILY BUDGET

Begin with a small amount, such as \$5 per day, and see how your ad performs. A small amount of money can go a long way, but if you are not receiving the conversions (click thrus, contact forms completed, page likes) that you want, you'll need to go back into your ad and make adjustments, which might include increasing the budget.



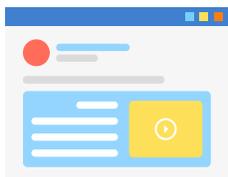
○ DISCOVER YOUR AUDIENCE

This shouldn't take long if you've already fleshed out who your audience is. You can get very specific here in terms of location, age, gender, interests, and beyond. For example, if your business is a coffee shop, you can input the names of other coffee shops to target people who already have an interest in coffee! Remember...this is a powerful feature! Use it wisely.



○ PICK YOUR PLACEMENTS

In the "Placements" section, we recommend un-selecting Instagram and Audience Network so that the focus stays on Facebook. Then, under Advanced Options, check "Only when connected to Wi-Fi," as people not on Wi-Fi are more likely to skip over your ad without a second thought.



○ CREATE YOUR AD

Finally, it's time to create your ad. This part is all about content! Ensure that your images or videos are high-quality and accurately represent what you are selling. Avoid being vague! Your headline will appear bolded to your viewers, so make it powerful and ensure that it matches your goal. What would YOUR audience want and why would they click on your post? Let's say you chose "Traffic" as your objective. To match this, create a headline that will drive viewers to your website. For example, "Check Out Our Website to Claim Your Free Coffee!" Then, in the supporting text, simply explain what is happening in the video or photo, reiterate the call to action from the headline, and provide a link to your website.

This is a simple beginner's guide to creating a successful Facebook Ad. Remember that the learning process will never end! Keep digging in, finding more tips and tricks, and market test to see what works best for your product or service.