

10 TIPS FOR FACEBOOK ADS

Diving into Facebook Advertising?

We've compiled the Top Ten List of Things to Remember when Advertising on Facebook.



#1: HAVE A CLEAR DEFINITION OF SUCCESS

Will your ad be successful if people click over to your website, sign up for your email list, make a donation, or register for your event? Facebook helps you define what you want your ads to do, and you should have a clear goal in mind. You can even set up pixels to help you track conversions.



#2: USE MINIMAL TEXT ON GRAPHICS

While the 20% text rule is gone for paid Facebook ads, Facebook still prefers ads with minimal text. Focus on showcasing photos that effectively share your message, and then save the text for the copy portion accompanying the graphic.



#3: BE BRIEF

Depending on which type of ad you create, you could be limited to as few as 90 characters to describe what you're promoting. A desktop ad allows up to 500 characters, but try and keep copy concise with a clear call to action.



#4: TARGET PRECISELY

Much of your social ad's success depends on targeting. You can target a broad audience based on location, or you could target a very granular audience by location, gender, age, and interests. Spend some time thinking about who you want your message to reach, and then fine-tune based on all targeting options in Facebook.



#5: BUDGET CAREFULLY

Only ads that are performing should continue to receive precious advertising dollars. Be sure that you're spending money where you're seeing the strongest ROI.

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#6: TEST YOUR VISUALS

The best ads are bright, clear, and visually attractive. Use high-resolution photos that make sense when they're shrunk down to a small rectangle. Don't use images that make the viewer guess what they're seeing.



#7: TEST YOUR COPY

Just like you're testing your visuals, run ads at the same time with different copy to see which drives the most of your desired actions.



#8: REPLY TO COMMENTS

Make sure to moderate comments and reply to questions and concerns in Facebook Ads! An answer to a question could be the trigger causing the asker to complete the action you want him/her to take.



#9: SCRAP AND START OVER

If you've started an ad campaign, and you're not seeing the results you want to see, don't be afraid to stop the campaign, make changes, and try again. There's no limit to how many ads you can create, stop, and re-start—so take advantage of this freedom.



#10: YOU ARE HUMANS TALKING TO HUMANS

Remember, though you're advertising a good, service, or brand, at the end of the day, you're a human trying to convince another human to take an action. Make sure your ad copy and visual feel personal, not robotic.