

5 Things to Know When Advertising on Facebook!

By Nancy Alexander - Ladybug Wreaths



5 Things You Need to Know When Advertising on Facebook

You've decided to run a Facebook Ad for your creative business.

Maybe you want to promote a big wreath sale, or perhaps you just want to increase the likes to your business page.

Either way, there are certain details you'll need to figure out to make your ad a success.

Paying to promote your business on social media can feel like a big step.

But with the right plan, you can make sure your ad delivers the type of results you're looking for.

Here are five questions to help you get started.

1. What are Your Business Goals?

Before you do anything, you need to make sure you have a clear understanding of what you want to accomplish.

This could be something basic, like:

- I want to gain exposure for my business
- I want more visits to my website
- I want to see if ads can bring us more business

Or it could be something a bit more prescriptive, like:

- I want # new customers
- I want # new fans
- I want # people to redeem my offer or register for my event

With a goal in mind, you'll be able to make smarter decisions when creating your ad and be in a better position to track your results.

Answer the question: *What are you trying to accomplish?*

2. What is the goal of your Facebook Ad?

When setting up your ad, Facebook will give you options based on the results you want to achieve.

Here's a closer look at some of the options, and how they can be used to your advantage:

- **Boost your posts:** When you post an update on your Facebook Page, only a fraction of your fans will see it. Promoting your post allows you to extend its reach to make sure more people see it. You can also choose to promote your

post beyond your current audience to reach non-fans, as well. Reaching non-fans is also another way to drive new page likes.

- Promote your Page: When starting out, you may decide to use an ad as a way to grow your Facebook Page. Facebook gives you the option to test different images and add a call to action to encourage potential fans to like your Page.
- Send people to your website: You can use an ad to drive people to a page on your website or Etsy store.
- Get video views: You can upload a video directly to Facebook and use an ad to generate views and raise awareness for whatever you have going on.

Answer the question: What is the goal of your Facebook Ad?

3. Who are you trying to reach?

One of the biggest benefits of paying to promote your business on Facebook is that you're able to take advantage of Facebook's advanced targeting features.

Targeting allows you to get your message in front of the right people at the right time to meet your goals.

Some of the most valuable targeting features include:

- Location
- Interest
- Demographic

You can also choose to target current fans, or extend your reach to non-fans.

If you have a list of email contacts you want to reach on Facebook, you can take advantage of Facebook's Custom Audience. You can even reach a list of people with similar interests as those on your list, using Facebook's Lookalike Audience feature.

Keep in mind that it's better to target a narrower, specific group of people you know are more likely to be interested in your business than reach a ton of people with varied interests.

An example of a target I have used in the past is: Women, 35+ who have interests in wreaths, handmade items, interior design & Etsy.

Answer the question: *Who are you trying to reach?*

4. What action do you want people to take?

There are specific actions you'll want people to take, based on the goal of your ad.

This could include actions within Facebook:

- Clicks
- Post engagement (comment, like, share)
- Page Likes
- Video views

Or this could include actions beyond Facebook:

- Register for an event
- Sign up for a service
- Call
- Make a purchase

Once you decide what you want people to do, you can design your ad to lead people to action. This will include: choosing an image that catches their attention, adding a relevant call to action, and providing a link so they can take the next step.

If you're linking to a page, or another asset outside of Facebook, you'll need to make sure it has all of the relevant information that people need to take action.

Answer the question: *What action do you want people to take?*

5. How much do you want to spend?

One of the biggest misconceptions about advertising on Facebook is that you need to spend a lot to generate meaningful results. Typically I only spend around \$100 per campaign and normally obtain wonderful results.

When starting out, you may decide to limit your budget to \$5 -\$10 per day, or \$50 – \$100 total spend.

Answer the question: *How much do you want to spend?*

Ready to Start Your Own Campaign?

Take some time to explore Facebook's different advertising options.

When you're ready, these five questions will provide the direction you need to make your first ad a success for your creative business. 😊