

# 10 Reasons Why You Should Try Facebook Ads for Your Business

Facebook ads are an effective marketing tool for expanding a business' online presence. With 1.82 billion daily active users and counting, Facebook is a massive online community that you can utilize to grow your business rapidly. Here are some of the biggest reasons that you should try Facebook ads for your business to help grow your business' presence, revenue, and customer base!

## 1. Targeted Advertisements

The best thing about Facebook ads is how specific they can be tailored toward your desired audience. You can set the age, interests, behavior, and location of the people who see your ads on Facebook so you can be sure that your ads are reaching the exact audience you want to market your product or service to. This helps you get the most out of your ad campaign by preventing you from advertising to people who might not be the intended demographic for your product.

## 2. They're Cost-Effective

If you're unsure about trying Facebook ads for your business, think about how cheap they actually are and how much you have to gain by trying them! A \$5 advertisement on Facebook can reach 1000 people — much more than you could ever reach with \$5 using any other traditional advertising method. Even if you have doubts, \$5 is nothing when you consider how many people could see your advertisement and be exposed to your business!

## 3. They Grow With You

As your online presence expands and you find specific ads that work for your target audience, it's easy to increase how much you're spending on a given ad or campaign. If you have one advertisement in particular that has produced good results, you can spend more money on it so that more people can see it. You can even create duplicate ads to help you target different audiences!

## 4. Transparent Campaigns

It's tough to be 100% certain how impactful a traditional advertisement could be. You can never really know exactly how many people view your print ad or how many people are actively

listening to your ad on the radio. With Facebook ads, you're given access to the exact number of impressions, clicks, and conversions driven by your campaign. With this data, you can learn what kinds of ads work best to grow your business even faster!

## 5. Improved Engagement

Facebook ads are also great for driving engagement with your audience. Responding to likes and comments is a great way to spread information and build a relationship with your customer base. If you continuously engage with your customers on your advertisements, they will be much more likely to spend money on anything you're advertising.

## 6. Boost Customer Loyalty

This goes hand-in-hand with good customer engagement. Building a reputation online through Facebook ads will help you attract loyal customers that will continue to buy your products or services. Since customers can communicate with you directly through your ads, they will be more likely to trust your product — and much more likely to buy it!

## 7. Flexibility

Using Facebook ads will let you make the most of your ad campaign by allowing you to make real-time changes to ads to maximize their efficiency. With traditional advertising, it's impossible to make changes to your ads after they've been released. With Facebook ads, if you find an error or something else wrong with your advertisement, you can change it immediately to rectify the mistake.

## 8. Great For Small Businesses

Facebook ads are especially useful for start-ups or other small businesses. Since they're cheap and reach a broad audience, they level the playing field and allow small businesses to compete against well-known, established brands that people might be more used to buying from.

## 9. Massive User Base

Since Facebook has so many daily users, the sheer volume of people that might see your advertisement is a great reason to start using Facebook ads for your business. An advertisement in the paper, on the radio, or even an expensive billboard might reach a few thousand people — but on Facebook, you can reach billions.

## 10. Lookalike Audiences

“Lookalike audiences” is a feature of advertising on Facebook that allows you to advertise your product to audiences similar to your own, creating additional opportunities for customer acquisition and business growth. If you have an established customer base that frequently interacts with your advertisements, Facebook will find a similar audience for you to advertise to.

## Conclusions

Facebook ads offer you unique control over your ads and provide you with data to determine the types of advertisements that work best for your target audience. Now that you know how effective Facebook ads can be for driving growth in your business, you can confidently try them out for yourself to see just how much your profits increase as your business grows!