

How to Advertise On Facebook?



Facebook has seriously exceeded its initial status for being the most visited and downloaded social media platform. With an average estimate of 2 billion users from all over the world.

For business owners, it is where they do majority of their online advertising. Facebook advertising is a great way to effectively market and promote your business to a massive amount of potential customers in different countries. Your in-house teams, if you have one, are the ones responsible for this task. For businesses that doesn't have an in-house marketing team, the option of hiring a [Facebook ads agency](#) is always a viable option.

Features on Facebook such as Like, Comment, and Share increases the possibility of spreading the word about your business to various customers in a short period of time.

If you are one of those business owners who is planning to use Facebook as one of your main advertising platform, bearing in mind that it is not only about gathering people to engage on your advertisement but also it is making sure that your campaign will reach your targeted audiences.

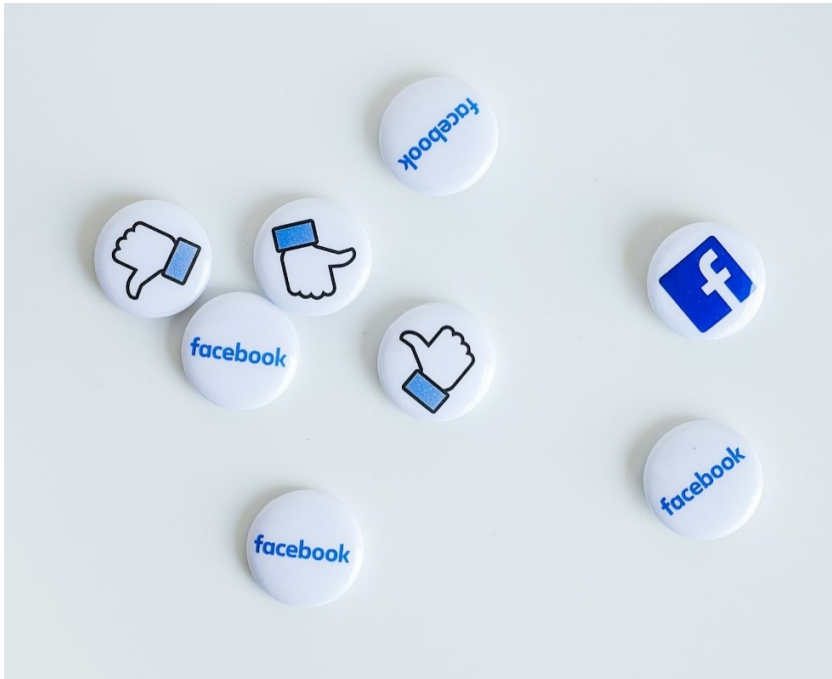
The learning of curve of mastering Facebook advertising can be very difficult especially for those who beginners. Engaging with your [marketing & design](#) teams often will help you gain a better understanding about Facebook advertising since it is one of their expertise. |

Effective and efficient Facebook advertising will benefit your business in a way you will never imagine. Understanding the types of Facebook ads you can use is important before starting your campaign. You can get these wonderful services with such solid and great results by working with [Facebook advertising agency for small business](#) or simply look for a [creative](#)

[marketing agency](#) online that meet your standard and your budget most importantly. Less work for you but a guaranteed huge profit.

Refer to the 3 major reasons below why Facebook advertising are a hit to business owners for the past years until now, |

- Driving traffic to your landing page with active engagement.
- Targeting audiences with the use of behaviors, interests, and demographics.
- Effective brand awareness by regularly posting and engaging with customers.



Before making an ad on Facebook, carefully choosing the kind of Facebook ads is a critical part. It's how you will showcase your products or services online. Being creative is a must.

Common Facebook Ad Types:

- Image Ads – simple ads to use when getting started with your paid advertisement.
- Video Ads – can appear in Stories and News Feeds as well as on longer Facebook videos as an in-stream ad.
- Poll Ads—run on mobile only which is interactive so you can link each poll option to the product on your site.
- Carousel Ads – lets you add 10 videos or images to showcase your services or products giving you a chance to highlight the best things about each product.
- Dynamic Ads – will let you promote specific products to customer who are most likely to be purchasing the products.

Once you and your team or [Facebook ads agency](#) have decided what type of ad you will be making, it's about time to start doing the main goal,

- + Set up Facebook Business Manager |
- + Install Facebook Pixel
- + Create audiences
- + Create Facebook ad campaigns
- + Set up your first ad sets
- + Choose your creative
- + Optimize your campaign

Take your time to learn everything because establishing a brand and successfully promoting your business won't happen overnight. Then again, you always have a choice. Why burden yourself when you can just focus on your business' main goals. Let a team do it for you. Hire one of the best [Sacramento Facebook Ads agency](#). You'll save a lot of time but will earn even more. [WKND Digital](#), is very much capable for the role. They will make your business their priority. They're the best at what they do!