

# Facebook Advertising: The Ultimate Guide for Your Business



# Why Facebook Advertising?

Facebook advertising is one of the top advertising channels online. With [close to 1.5 billion active daily users](#), chances are the audience you are trying to reach is probably using Facebook.

Here's why Facebook is such a popular channel for digital ads:

- ✓ Extremely large active user base
- ✓ Low ad costs compared to other channels
- ✓ Strong targeting capabilities
- ✓ Extremely easy to customize ads

Plus, over 68% of Facebook users have said that they discovered a product or service using Facebook. It's a good platform for a multitude of business objectives, including brand awareness, capturing new leads, driving traffic to your website and more.

This ebook will go over the fundamentals of Facebook advertising and will share what exactly you need to know before running a Facebook ad campaign of your very own. Let's get started!

# Chapter I

## An Introduction to Facebook Advertising



Here are some things to be aware of before you start advertising your business on Facebook.

## Facebook Ad Account

This is where you can create and manage your Facebook ads. This Facebook tool allows you to create & run ads, target your audience, set budgets and view your ad performance. You can find your ad manager by going to [this link](#). You will need to set up your account if you have not already by adding your payment method before you can run ads.



## Facebook Business Manager

If you have more than 1 person handling your Facebook page or plan to have someone help you with advertising, it is a good idea to set up Facebook Business Manager.

You don't need this to run ads - you could just run ads from your Facebook Ad Account - but this is a useful tool to manage your Facebook page and ad account. It allows you to add multiple people and you can specify their access level. It provides business-level insights into your ads and page. You can also link your Instagram account to it.

How to Set Up Facebook Business Manager

[DOWNLOAD NOW](#)



## Advertising Objectives

There are a number of ad types available on Facebook, based on your advertising objective. Before you begin an ad campaign, you should determine what your objective is by figuring out what kind of results you want to see from your campaign.

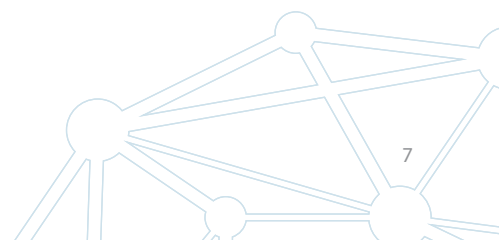
Are you looking to create awareness about your business? Do you want to drive traffic to a certain website or landing page? Figuring out your objective will help you decide what kind of ad you should run.



## Facebook Ad Types

Your Objective	Choose This Ad Type
Increase awareness for your business	Brand Awareness
Send visitors to your website	Traffic
Ensure people watch your video	Video Views
Collect leads and email information	Lead Generation
Collect likes, shares and comments	Engagement
Get people to download your app	App Installs
Send visitors to your physical location	Store Traffic

When you decide what type of objective you want, Facebook Ads manager will walk you through creating a specific type of ad that will help you fulfill that objective.



# Chapter 2

Create a Facebook Ad That Converts



Now that you know how to set up your Ad account and understand some of the basic ad types, it's time to delve into what makes a good Facebook ad. Creating compelling ad designs and copy is key to your advertising success. Let's take a look at how to create a Facebook ad your customers will want to respond to.

## 1. Make It Visual

Your image needs to be visually appealing enough to capture people's attention. Use bright colours. Aim for colours that will contrast against Facebook's blue and white news feed, such as yellow or red.



## 2. Use the Right Image Sizes

You will have to tailor your image sizes based on the ad format you select. Facebook has 8 options to choose from, including a photo ad, video ad, messenger ad, carousel and more. Each of them has specific image dimensions which you can learn more about [here](#).

## 3. Use High-Resolution Images

Ensure the images you are using for your ad are high-quality. Facebook has a library of images you can choose from. You can also turn to free stock image galleries like Unsplash, Pexels or Pixabay, all of which offer high-resolution images for free.



## 4. Reduce the Text

Facebook prefers ads that have little to no text on the actual image. Having too much text may impact your ad's performance, as it may not be shown as much to your audience. Here's an [Image Text Check](#) tool that you can use to check if your image will work well.

## 5. Create a Consistent Experience

Consistency helps your visitors complete the desired action and convert. When someone clicks on your ads, they should end up on a landing page that has similar messaging and images that were used in your ad.



## 6. Create Strong Headlines

For your ads, create headlines that are clear and enticing. Studies show that headlines that start with a number are 36% more likely to be clicked. Shorter headlines, between 60-100 characters also earn higher click-through rates.

## 7. Add a Sense of Urgency

Creating a sense of urgency can increase sales by 322%, according to a study by Adexpresso. Create urgency by offering a limited-time trial or promotion and use words like Last Chance, Act Now, Today, Limited Time and Hurry!



## 8. Use Clear Call-to-Actions

Adding a call-to-action is likely to improve your overall conversion rate and reduce your cost per conversion. A clear call-to-action helps a user understand what action they should take. For instance, 'Sign Up Now' or 'Claim Offer' clearly state what the visitor should do

## 9. Keep it Fun with Emojis

Add relevant emojis to your Facebook ads for higher click-through rates. According to a test by Scoro, ads with emojis received a 241% higher click-through rate. You can find emojis in Emojipedia, copy the one you want to use and paste them into your ad copy.

READ MORE >

▶ WATCH NOW

LEARN MORE >

🛒 BUY NOW

BOOK NOW >

↓ DOWNLOAD

## 10. Use Powerful Words

Every single word matters when you're writing ads. Use strong converting words like quick, easy, compare, hurry, now. Here's a [list of power words](#) if you'd like some more. It's also recommended to end titles with an exclamation to catch people's attention.

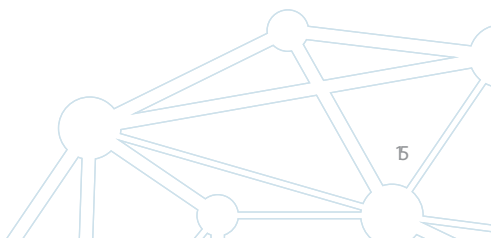
Top Facebook Ad Examples

[DOWNLOAD](#)



# Chapter 3

## Targeting Your Audience on Facebook

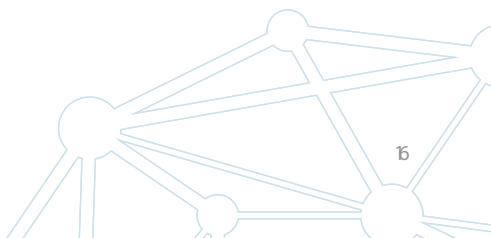




After the last chapter, you have a good idea of how to execute a Facebook ad campaign that can drive conversion. Now let's turn to another extremely important element of Facebook advertising: audiences & targeting. You may have created the best ad in the world, but if you are not showing it to your relevant, target audience, your campaign will not be a success. Let's dive into how you can find your potential customers on Facebook.

## Creating Facebook Audiences

If you use Facebook Business Manager, head over to the Audience Manager tool. You'll find this by clicking the top-right menu and selecting 'Audiences'. Here you can create your audiences and save them to use in other campaigns as well.







Audience Name

Name your audience

Potential Audience:

Potential Reach: 24,000,000 people



Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations

People who live in this location ▼

Canada

Canada

Browse

Audience Details:

- Location - Living In:
  - Canada
- Age:
  - 18 - 65+

## Saved Audiences

If you have an idea of who your clients are, you can use that knowledge to build out a saved audience, using the following criteria:

**Location-based targeting** - you can target based on country, state, city, even postal codes. You can specify if you want to target everyone in that location, people who live in a location, or people who visited that location recently.

**Demographics-based targeting** - You can target based on age, gender, and language. You can get even more detailed and target based on life events, job titles, etc.

**Interest-based targeting** - Target people interested in a subject related to your business offerings. If you offer a specific type of martial arts or fitness class, you could add that as one of their interests.

**Behavior-based targeting** - You can target people based on purchase history, events they like, by their birthdays and anniversaries or what kind of mobile devices they use. These may not be relevant for every industry.

## Use your sources



Website traffic



Customer file



App activity



Offline activity

## Custom Audiences

Custom audiences are a great way to reach your existing customers or leads.

**Customer lists** - To reach your existing customers and leads and show them ads, simply import your customer file into ads manager. Your list will need to have at least a name, email and phone number. Facebook then generates a list of clients or leads who are using Facebook.

**Based on website traffic** - For even more targeted advertising, you could set up a Facebook Pixel on your website (a snippet tracking code). You'll then be able to create Facebook lists of people who visited your website and landing pages and create ads specifically for them.

**Based on Facebook engagement** - You can build a custom list of people who have engaged with your business on Facebook, whether by visiting your page, sending a message, or engaged with any of your posts or videos.

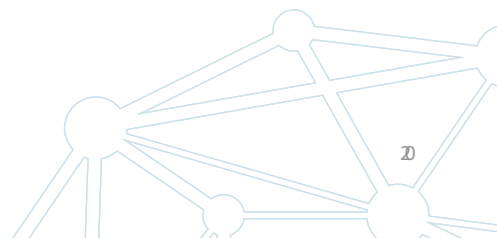


## Lookalike Audiences

This type of targeting allows you to expand your audience by reaching people who are similar to your existing customers' database. This means they are probably more likely to convert. To create a lookalike audience, you will first need to create a custom audience to tell Facebook what type of people you want to reach.

You can then specify the country you want to target and a percentage of the target country's Facebook users. The percentage shows how similar the people are to your selected custom audience. For more information about lookalike audiences, take a look at this [useful guide](#) by Facebook.

Now that you know the basics of targeting an audience, the best way to figure out which audience works best for your ad campaign is by testing and re-testing. You should also have a good idea of who your target audience is beforehand. You can find this out by analyzing your current client list.



# Chapter 4

How to Analyze Your Facebook Ad + Other Tips!

# Facebook Ads Reporting

You can review your ad performance in Facebook Ads Manager. You'll be able to filter your campaigns by dates and can click in to get a better overview of specific ad campaigns.

## Metrics to Track

You'll notice that Ads Manager tracks a lot of different metrics. Some of the most useful ones include:

**Impressions** - how many times your ad was seen

**Reach** - how many people viewed your ad

**Cost per conversion** - how much it cost you per conversion

**Unique link clicks** - how many people clicked on your ad



## Charts To View

When you click into a campaign, you will also see line and bar graphs that show you who your ad was shown to, and how the response was. There are also line graphs that show you how your ad performed over a certain period of time.

## Creating a Weekly Report

You can also schedule weekly or daily Facebook campaign reports to be delivered to your email for free. Once you create a report in Facebook Ads Manager, you can save it and have it delivered to you on the frequency you like. Learn how in this [step-by-step guide here](#).



# Facebook Ads vs. Boosted Posts

Now that you have a decent understanding of how ads work on Facebook, you might wonder how exactly boosted posts fit into this. Here's what you should know:

## ✓ Facebook Ads Are More Targeted

Facebook ads give you a lot more control in terms of targeting your audience, type of ad and where you want the ad to show up. They also offer a wide range of business goals to meet.

## ✓ Boosted Posts Are Mostly For Exposure

A boosted post is simply a Facebook post that has been amplified to reach a larger audience. 'Boosting' helps you reach a much wider audience than if you just posted something on your page.

## ✓ Which One Should You Use?

Create a marketing plan before deciding once and for all. Consider your objectives. Do you just want more exposure and followers? Boosted posts may be the best tactics for you. Or are you looking for a specific objective, like capturing leads or sending traffic to a website? In that case, consider going with a Facebook ad.



## Time to Get Started!

There are countless benefits of facebook advertising for businesses - especially since it is incredibly cost-effective compared to other channels of advertising. You can grow your business and solidify your brand without breaking the bank.

If you need some additional help with your Facebook marketing, sign up for our [Mr. Marketer service](#) - which helps you engage fans and attract new followers with regular content posted for you on your Facebook, Instagram and Twitter channels. Request a consultation to learn more!

[Learn More](#)



# About PerfectMind:

Originally designed by a martial artist for martial arts schools, PerfectMind is a leading [member management and marketing automation](#) solution that caters to the health and fitness industry, parks and recreation and education. Our all-in-one software helps you manage all aspects of your business, from billing and payments, attendance tracking, staff and membership management, marketing automation, reporting and much more. By streamlining your business operations and automating reoccurring tasks, you can spend less time behind a desk and more time on what matters: your customers.



To learn more about how PerfectMind can help you visit [www.perfectmind.com](http://www.perfectmind.com) or simply give us a call **1-877-737-8030**.

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