

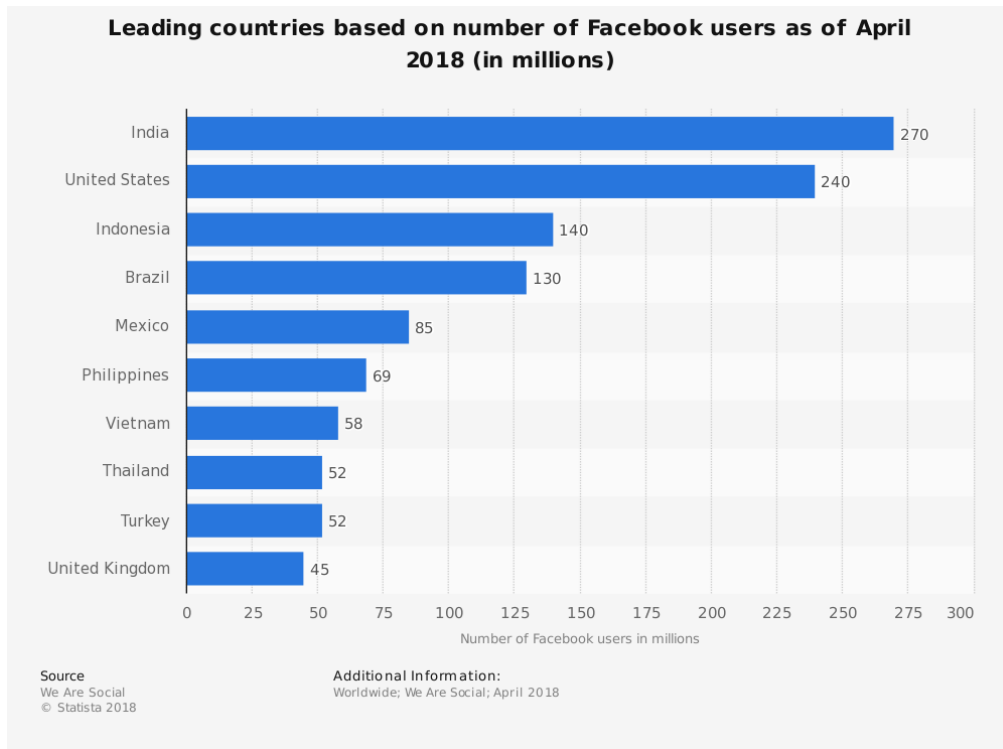
Are Facebook Ads Essential?



According to a report from Statista, by 2019 end - 1 out of every 3 people on planet earth will be a social media user, i.e.- 2.77 billion users.

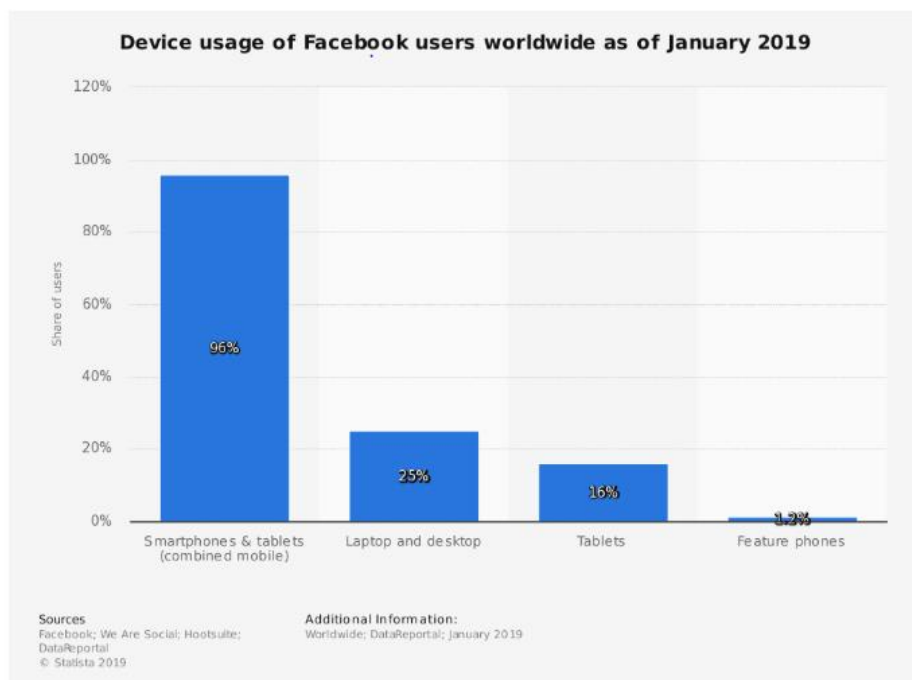
From a business aspect, you should always be present where the attention is. The internet and social media are a kind of platform, to showcase our identity. With 2.32 billion monthly active users, 'Facebook' is the most popular social media platform.

Bhartiya Janta on Facebook



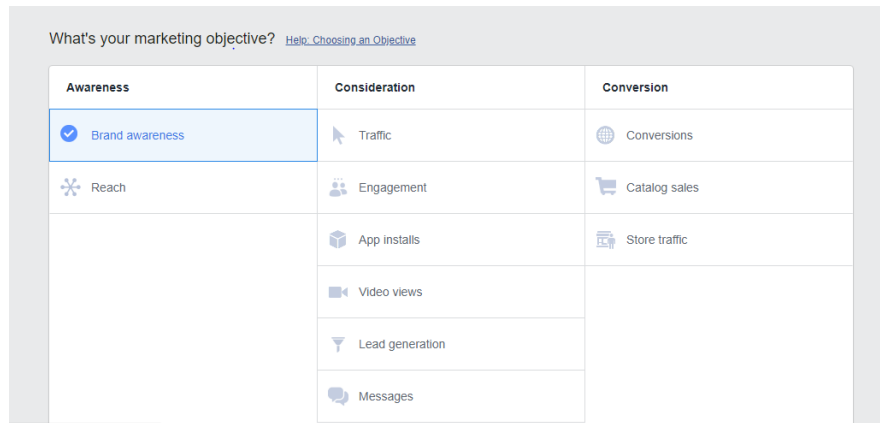
India has the highest number of people on Facebook. Honestly, people should really understand the potential of Ads here. It all depends on the content that you are generating and targeting it towards the correct audience.

Ads should be mobile optimized



If Facebook is the thing that you log into when you have leisure time throughout the day, you're not alone. Of those who use the network, 74% log in daily. And one of the overwhelming facts is that the majority of the users access it through mobile. As a matter of fact, 88% of users are accessing through smartphones. Everyone has a smartphone nowadays, so it will be an added string to play this stint smartly.

Marketer friendly social platform



With a variety of options to run ads as per your customization, Facebook is the most important social platform for marketers. A brand post's an average of 8 times per day on Facebook. Let it be any kind of industry, the average click-through rate (CTR) for Facebook ads is a convincing 0.90%.

So, if you are thinking of getting that ROI efficiently, the most personalized, targeted and relevant ads of FB should be on your mind.

(Don't forget that the content plays an important role in getting that desired ROI)

FB provides advertisers with a variety of powerful free tools. Audience insights allow you to discover a wealth of demographic, behavioural and interests of all Facebook users. You can make the data more useful by filtering the search by specific pages, interests, location and demographics.

For every level of expertise, FB offers do-it-yourself ad customization. The 'Ads' can be as simple or sophisticated as you want them to be. You can also track the performance of your campaign with easy-to-read reports. Every month, more than 2 billion people use the network, so no matter what kind of audience you want to reach - you'll find them here.

Test & Learn

Making mistakes is a part of the process, businesses should have that approach of incremental learning. Companies should consider rewarding responsible learning, as things could go wrong 50% of the time when you are just starting.

The best ads drive real business results, but they also delight people.

Start by considering the tone of your copy or video that you want to run. It should showcase your business's personality. The more authentic, engaging and trending you are, the more efficient your ads turn out to be.

Understand the product, know what audience will match with it and then be consistent with some quality content. Trial and error will definitely help for the long run!

(Let us know if your Ads worked out, because if it didn't, we will help you to 'work' it out :P)