

# Hidden Secrets to Effective **FACEBOOK ADS**



Pierre (Peter) Newell

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# Introduction

**Facebook is a powerful platform** for targeting audiences across the world. By offering an extensive market, it provides plenty of opportunities to reach clients who are far away from you.

**There are two ways of being charged** on Facebook; either by impressions or clicks. Cost per clicks (CPC) is commonly used. This is where you are charged when someone clicks on your ad. Cost per impression (CPM) charges you each time your ad is viewed even with no clicks to it. You can change how you get charged at 'Budget & Schedule' but there are some ad delivery settings that restrict your options, leaving you with the sole choice of cost per impression. To be able to maximize on your money, it is important to create a valuable ad so your money does not go wasted.

**The process of coming up with a Facebook ad** may feel quite easy especially if you see the online guidelines for setting up a new ad campaign. Using the Facebook Ads Manager, we can choose images and attach relevant or swoon-worthy messages. In 30 minutes we can then view the results. However, Facebook ads need patience. Your budget and audience size influences the number of clicks and impressions. This, in turn, affects the relevance of the results obtained after variations.

**Research is the most crucial part** of these campaigns; don't just go with your gut. Knowing your target audience, understanding their demographics along with their education is part of getting to know how to please them. Find out which language is most common to them and use it. On some occasions, you are able to learn their buy activity and Facebook usage. By having this information, you can use it in your business page to come up with better user engagement policies that are cost-effective.

**Even with a very low budget**, if you aim at giving your audience the best that you can offer, you will yield results. This book is a glimmer of hope for those that are starting out with Facebook ads. It can be discouraging at first but it gets better.

# Chapter 1

**Five questions to  
answer while making an  
affordable facebook ad**

# Five Questions To Answer While Making An Affordable Facebook Ad

When working with a tight budget it is important to remember that at the end of the day, the client will be impressed by quality work. People like to associate themselves with things of value. Therefore, it is your input that will determine how good the ad will be. Apart from giving valued information about how to cut costs, this book will also give you tips on how to create an excellent ad.

