

Secrets to Pay Cheap for

FACEBOOK ADS



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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 far away from you.

There are two ways of being charged on Facebook; either by impressions or clicks. Cost per click (CPC) is of everyday use. That is where you charge when someone clicks on your ad. Cost per impression (CPM) sets you each time your ad is viewed even with no clicks to it. You can change how you get charged at 'Budget & Schedule,' but some ad delivery settings restrict your options, leaving you with the only choice of Cost per impression. It is essential to create a valuable ad to maximize your money.

Coming up with a Facebook ad may feel relatively 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 influence the number of clicks and impressions. Thus, 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, and education is part of learning how to please them. Find out which language is most common to them and use it. On some occasions, you can understand their buy activity and Facebook usage. By having this information, you can use it on your business page to develop better user engagement policies that are cost-effective.

Even with a meager budget, if you aim to give your audience the best you can offer, you will yield results. This book is a glimmer of hope for those that are starting 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**