

How To Create Effective

# FACEBOOK ADS



By

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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 can get better.

# Chapter 1

**Five questions to  
answer for affordable ads**

## Five Questions To Answer for Affordable Ads

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.



# Question 1

What are you promoting with the angle you have taken in your ad message?



When it comes down to the basics, you will realize that, most ads have common elements in them. From the ad layout to the call to action preferred, the right marketing angle can change the perception of your audience. A marketing angle that makes the product or service look easy to work with stirs the desire of potential buyers. For instance, ads that are written, “Create a website in 10minutes” or “Start your free trial”. The human mind responds positively to simpler options to reach its intended goals. Similarly, we are attracted to less complex content, i.e. visual images instead of wording.

Your target audience comprises of social creatures, and as such, we all have FOMO (Fear of missing out). As an advertiser, it is important to follow trends because for people to buy your product, there has to be a catch. The simple act of introducing it is not convincing enough, they need social proof. Proof that other people are buying as well. The Dunkin Donuts slogan reads 'America Runs on Dunkin' makes the client feel like he has to try that out, since he/she is American; or in America.

Another example would be the US Marine Corps slogan, "The Few, The Proud, The Marines." What a catchy slogan that is. As a young adult who is trying to figure out what career to pursue, it might get you sold. In fact, with such wording, the logic would be that only the best applicants get in, they are few because they are chosen and proud because they serve a great cause.

