

FACEBOOK ADVERTISING 101

A STEP-BY-STEP GUIDE ON HOW TO CREATE GREAT ADS.

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INSTALL A FACEBOOK PIXEL

To create great ads on Facebook you need to start by installing what is called a Facebook Pixel on your website. This is a piece of code that can be found in your "Facebook Business Manager" account under "Events Manager." With the Facebook pixel set-up you can enable re-targeting. More on re-targeting below.

SET-UP EVENTS

With the Facebook Pixel installed you will want to set-up events on your website. This will allow you to get different ads in-front of people based on how they have interacted with your site. If someone has abandoned their shopping cart without purchase or someone has clicked on a specific product or service tab on your website you might want to consider setting up ads that specifically speak to how people have interacted with your site.

CHOOSE A GOAL

Is your goal to grow your social media following, send people to your website or a landing page, watch a video, engage with a post, or something else? It is important to have a defined goal and select the type of ad based on that goal.

TARGETING

Make sure you are geo-targeting the area you are most likely to get customers from. After you select your geography, consider getting specific with the types of people you are targeting, whether it is age groups, genders, specific interests or demographics. You want to make sure you have a well defined audience.

CREATIVE

Don't just settle for a stock image. Make sure your creative really stands out. Creating slideshows & videos in the ads editor is a great way to increase views and conversions for your goal.

RE-TARGET

Make sure you are re-targeting your ads to include everyone captured by the Facebook Pixel. Create a "Custom Audience" in your "Facebook Business Manager" account to include everyone captured by the Facebook pixel. This means when someone goes to your website they will see your ads consistently and really brand your business.