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Profiting From  
Facebook Ads

# Profiting From Facebook Ads

# Contents

<a href="#">Introduction</a> .....	5
<a href="#">The Principles Behind Facebook Ads</a> .....	7
<a href="#">Who is Best Suited to Advertise on Facebook?</a> .....	8
<a href="#">Conversions with Minimal Friction</a> .....	9
<a href="#">Business Model</a> .....	11
<a href="#">Targeting Facebook Advertisements: How is it done?</a> .....	13
<a href="#">Targeting by Precise Interests</a> .....	15
<a href="#">Humans</a> .....	18
<a href="#">Topography</a> .....	20
<a href="#">Funny</a> .....	21
<a href="#">How to Create Images</a> .....	22
<a href="#">The Rotation of Advertisements</a> .....	24
<a href="#">Facebook Ads Bidding</a> .....	26
<a href="#">Landing Pages</a> .....	28
<a href="#">Tracking Performance</a> .....	29
<a href="#">Tracking Conversations</a> .....	30
<a href="#">Performance Tracking</a> .....	31
<a href="#">Advantages of Facebook Ads</a> .....	33

<a href="#">Facebook can be Budget Friendly and still offer Results</a> .....	35
<a href="#">Facebook Cultivates Customer Loyalty</a> .....	37
<a href="#">Facebook Allows the User to Track ROI and Performance</a> .....	38
<a href="#">The Disadvantages of Using Facebook Ads</a> .....	39
<a href="#">Negative Content</a> .....	40
<a href="#">Subscriptions</a> .....	41
<a href="#">Advertisements</a> .....	42
<a href="#">Conclusion</a> .....	43

# Introduction

Assuming that you consider yourself a savvy internet user then you must be quite conversant with the social media sensation that is Facebook. That being said, I am sure that you, like any reasonable person, hates it when that annoying ad pops up when you are watching that funny video of a cat playing the piano. I am also sure that you have often thought to yourself how much of a waste of time this business is right after you skip the ad.

Well, sorry to say but this opinion, could not be more wrong!

Facebook is well on course to turn in revenue of more than 4 billion dollars this current year from advertising alone. Yes, from those same adverts that even the best of us cannot seem to skip them fast enough.

Okay, now with those astronomical figures then there is definitely a potential for making money. Then here is the million dollar question, “How do you get the viewers to click on your ad?” And an even more important question, “How do you get these viewers to purchase your product?”

Admittedly the pioneer marketers took a shot in advertising through Facebook ads, particularly in the early days of Facebook, and they determined that it was not a worthwhile venture. Well this article will tell you do not believe them.

In this particular guide, you shall be able to get some insight on the kinds of business models that are best suited for Facebook ads and how to turn them into lucrative

campaigns. This guide will encompass some of the most common errors made by markers and the most significant factors for the success of you ad campaign.

# The Principles Behind Facebook Ads

There are many different varieties of Facebook ads that are available for the average user. For instance one may choose to promote their page, the actions of other users, the posts on the users page, or the website in its entirety. The recent focus on native advertisements and maintaining traffic on their own site by Facebook, notwithstanding, there are still endless possibilities for one to direct users to one's own website.

Facebook ads are often designed to target the end users on the premise of their demographic, location, and the information on their profile. Most of these unique alternatives are only available on Facebook social media platform. Upon creating an advertisement, a prospective marketer then identifies a budget and makes a bid for each individual click or the hundreds of impressions that the specific advertisement will receive.

Following which, users will view the ads on the sidebar of their Facebook page.

This guide will take you through the various steps as well as practices that are involved in the creation of CPC ads that channel traffic to the website. The other ad options that are offered by Facebook are quite efficient for channeling engagement as well as brand awareness, however ads that direct the users from the Facebook site are still the most lucrative option for looking to turn a quick profit.

## Who is Best Suited to Advertise on Facebook?

One of the most common reasons behind the failure of Facebook advertising is simply because they are the like fitting a square peg into a round hole; it simply does not fit.

There is an inherent need to try out and test the available marketing channels, particularly if there is suspicion that the demand will result in the prices shooting up, but most importantly ensure that the business model that you are currently using is a good fit to the particular network that you have chosen.

It is important to note that Facebook ads have more similarity in characteristics with display ads than they do with search ads. **The main aim is to create demand for a product as opposed to fulfilling that particular demand.** Never forget that the bottom line of Facebook is for the users to connect with their friends and not to seek out products that they can purchase, the latter being a fortunate consequence.



# Conversions with Minimal Friction

It has been noted that the business that succeed in using Facebook as a marketing platform employ the subtle art of imploring and convincing users to sign up for things, as opposed to buying. It is important that you also employ this tactic of conversations that have minimal friction if you are to succeed.

Let us explore the scenario that a visitor has been directed to your website through the advertisement, however, he was not looking to purchase any of your products. It was merely a combination of pleasant whimsy or just general boredom. In the event that you are relying on him to purchases something on the spot which would in turn make your ROI appear very presentable then it is likely you will fail.

By characteristic the users on the Facebook platform are fickle; after all that is the whole point of social media. It is therefore expected that majority of them will opt to return back to the Facebook the very instant that you demand for a substantial commitment or purchase upon entry to your site. However, there is a simple way of keeping them on your site and that is maintaining conversations that are simple such as first signing up for the services that you offer, filling out a simple form, or even just providing an email address.

Regardless of whether you offer products or services, it is imperative that you focus on a sustainable conversation such as ensuring that the prospective customers first sign up for something such as a newsletter. Following which you can move to marketing to them

through their email. This minimizes the chances of putting off the customers even before they like your page.

Sites that offer daily deals for instance, AppSumo, Groupon, and Fab are the embodiment of the businesses that are most likely to succeed with this type of marketing. The moment that you click on one of the ads that they run on Facebook, they only require your email address. They will then follow up on a sale later on as they have your email address.

## Business Model

Okay now that you have stuck to the playbook and only required an email address after clicks on your advertisement, eventually there will be a need to actually make some revenue from these visitors if your ad campaign is expected to be profitable in any way.

From studies, it is evident that the business models that are most suited to fit Facebook ads are those that draw revenue over an extended period of time as opposed to drawing it all at once. Here, a user may have provided you with her email address but that does not necessarily mean that she will buy anything from your site; you will need to substantially gain her trust prior to her being comfortable in purchasing anything.

It is wise that as the marketer not to depend on one big purchase from this individual customer. Ideally, one should target a series of many purchases for a healthy business model.

As earlier noted, subscription sites and the daily deal sites are the perfect embodiment of business models that are most suited for Facebook advertisements. These business are characteristically defined by customers whose inherent value is stretched out over a period of half a year or more.

As a business model, you can try to focus on convincing the users to sign up upon their first visit to the page. By choosing to place a six month timeline for profitability after spending on a Facebook ad as opposed to a day, it is possible to convert the Facebook users into long-term clients or customers. For instance, at the beginning one can choose

to focus on a 20 per cent payback on a given advertisement on the first day and 100 per cent payback after approximately six months.

# Targeting Facebook Advertisements: How is it done?

One of the most common mistakes that is committed by marketers who use the Facebook platform is the failure to properly target the desired market. Without a doubt the targeting options that are provided by Facebook are almost unparalleled; there are so many alternatives that one can use to effectively target the desired market. One can choose to target their users through the following characteristics:

Age

Location

Interests

Gender

Relationship status

Connections

Education

Languages

Workplaces

Each of the above mentioned options can prove to be extremely valuable depending on the audience that you are targeting. As a base template, most marketers will tend to focus on age, location, interests and gender. These will often cut across all the different parameters for selling any given product.

**Location** is an option that allows the marketer to target the users that are within a specific geographic location such as country, state, zip code, city and any other parameters that would be deemed necessary in this endeavor.

**Age** as well as **Gender** targeting should be based on the customers that already exist in the portfolio on the marketer. If for instance, the majority of the customers on a given profile constitute of women that are aged between 22 and 45, then it is only logical to begin by targeting these individuals. In the event that they prove to be profitable, it is then that the marketer can expand the existing market.

**Targeting interests.** This is arguably one of the most powerful features of the Facebook ads but more often than not it is misused. When one is creating a given advertisement, they are provided with a fixed set of two options: precise interests and broad categories.

#### Targeting by Broad Categories

Broad categories will encompass topics such as consumer electronics, horror movies and gardening. In the recent past, Facebook has included additional targets such as engaged (1 Year), has Birthday in 1 week, Expecting Parents, and Away from Hometown.

This option of broad categories appeals as a very efficient method of reaching vast numbers in terms of audiences. However, it is important to consider whether this is the right option for you as it obvious that this specific option will cost a significant amount and more often than not they will spend very little in comparison. To this effect, one should always stay clear of broad categories targeting particularly if they are just beginning to start up the business.

## Targeting by Precise Interests

This specific option enables the marketer to target the user based on the information that they have provided on their profile page which will include their documented interests and likes, the pages that they often frequent, the apps that they commonly make use of, and other content that they have occasionally provided in their timeline. It has been noted that the best Return on Investment has been achieved by the use of Precise Interest Targeting.

There is a diverse array of interests that Facebook has to offer from which a marketer can target. These can range from Game of Thrones to Jet skiing. The most difficult part is choosing the one that is right for the specific advertisement or product that one has to offer.

When one is focusing on precise interests, Facebook will offer the size of the audience that one would require alongside other suggested interests and likes. As a marketer, one will not have access to any competitive data. After one has selected the interests for a specific ad, Facebook will then proceed to providing an aggregate cost for a bid.

Most marketers are in the habit of selecting the largest groups that they can possibly find. It is vital that you understand that is **a big mistake!** These groups are often more costly and offer very little in terms of targeting.

Instead of focusing on broad terms for your unique product such as “yoga” or “travel photography”, one should concentrate their focus on specific interests that will prove worthwhile in the long run. It would prove effective to research the blogs or the

magazines that your prospective customers prefer to read, which related products they tend to buy, and who they tend to follow on Twitter. These tunnel vision focused interests such as the aforementioned, there is a higher likelihood that one will reach a higher number of people that are more interested in the topic that and are more likely to spend money on the given item.

For instance, let us take the scenario that one is looking to start a new DJ course. It would be unwise to simply target the interest “Disk Jockey”. A more efficient strategy would be to create advertisements that target publications that focus on DJs such as a DJ Magazine or an urban music oriented publication. This would be supplemented by another ad that would target other DJ Brands that are available in the market. In effect this would translate to aggregating smaller interest groups that are interrelated providing an audience ranging from fifty thousand to one million viewers. Such a structure will result in a substantial audience of potential customers that are likely to translate into a sale.

**For the more advance users,** it would prove quite effective to employ the use of Facebook Connect as an additional sign-up option to one’s site. Here, when the users connect through the use of Facebook, then it provides you as the marketer a platform to analyze their various interests. You can then proceed to index these interest in relation to the overall number of fans that are available in the Facebook page. This will leave you with the high-affinity interests. Through the use of this method, it is possible to create a target group that could ultimately be the best performer for a number of years.

Visual presentation and Images for Ads on Facebook



Arguably, one of the most important aspects of your advertisement is the image that will be selected. It is possible that you are indeed one of the most gifted writers and SEO specialists in the world, but if the image of your ad is not captivating enough to the user, then you quite simply will not get any clicks.

It is important that you do not be frugal with the quality of images by preferring low quality, generic stock of photography. Also, do not make use of images that you do not have express rights to make use of. Often, marketers have been culpable of stealing images straight from Google Images and using it on their advertisement, needless to mention that we live in a litigious society and such an action could have various ramifications. Additionally, in the event that your company is not globally recognized it is imperative that you avoid making use of your brand.

Now that all the don'ts have been covered, then this brings the question of what should prospective marketers use for images in their ads? In order to avoid lawsuits and other such encumbrances, it is advised that one makes their own photos, purchase them from the image rights holders, or make use of the images that have a Creative Commons License.

Below is a description of all the images that work with some degree of efficacy and the best place to locate such images.

# Humans

The images portraying individuals are often very appealing, particularly their faces. It is advisable that a prospective marketer makes use of close-up faces that are attractive and have a significant resemblance to the overall target audience.

Also it is important to note that younger faces do not necessarily mean that they are better. In the event that one is targeting a group of baby boomers or retirees, then it is only prudent to make use of images of individuals that are aged 60 and above. Here making use of an attractive 24 year old model would be oddly misplaced and inappropriate.

The images that are used in Facebook ads are often small in size (100 by 72 pixels). In light of this, it is important that the marketer concentrates on the face of the individual and crop it if there is need for it. Never should there be an excuse for making use of a blurry image or dark picture, it would definitely be unattractive to the end user and nothing will be purchased from the website.

*Tip for Advanced Users:* It has been found that when browsing through advertisement, the average consumer will be attracted to a face that is facing the right side. This is because the user will trail the subject's line of sight and are therefore increasingly likely to read the text in the ad and thus enhancing the chance that the audience would actually be interested in the advertisement.

Models are not the only faces that one can make use of, there are other alternatives that would even be cost effective in the long run. For instance, one can opt to feature the

people that are the back bone of the business and these are the customers. However, this may require some degree of luck with respect to getting their consent and their willingness to participate in your advertisement.

# Topography

This basically refers to how the advertisement is presented, the actual display, format and font. With respect to this, it is imperative that one makes use of topography that is clear, legible in order to maximize attraction to the advert. It has been found that making use of bright colors will significantly enhance the likelihood of the ad standing out from all the other dull colors on the page.

Similar to the text copy, it is beneficial to raise the interest of the user by raising a question or endeavoring to express a specific benefit to the user. Treat the given text within the image as if it was an extension of the marketer's copy.

# Funny

Humor is universally accepted as having the capability of enticing individuals. Pictures that are outrageous or funny are known to generally attract click. In the recent past, there has been a burgeoning interest across all the social media platforms over the use of memes. These are funny images with texts to compliment the humor. Making use of these in the ads will definitely add a cheerful tone to the advert.

However, there is a downside to these kinds of ads. Even with the use of a descriptive advertisement text, it has been observed that these ads have a very low conversion rate. Making use of these types of humorous ads often generates a significant amount of interest from the public and numerous clicks; however that is often the end of it once the advert is over. If in the event a marketer opts to choose this particular style of advertisement then it would be prudent to set a significantly low budget and to closely monitor the performance of the ad.

# How to Create Images

As it was noted earlier, there are about 3 options in as far as finding images are concerned. The first option is to buy the images. The second is to track images that are already licensed, and lastly to create the images by yourself.

Thanks to the advancement of the digital age, there are various sites that one can access stock photography. Some of these sites include iStockPhoto and BigStock. These will offer you with a significant degree of diversity. It is imperative that as a marketer one should avoid employing the use of photos that closely resemble stock photos. This is to mean that one should not make use of a photo that contains stark white or black backgrounds or generic business men.

The reason for this is that the users are very adept at recognizing photos that are characteristically stock photos. Often upon noticing these stock photos, they will proceed to ignore them. In order to increase one's overall likelihood for success then it is advisable that one makes use of photos that are unique. Also it would be beneficial if one would embellish the images by embossing them with a sense of personality by editing or cropping the image, applying filters has also been used to great effect in the recent past. There are a number of image editor apps that are available online which can aid in simplifying the process.

However, there are situations where one would be pressed for resources and the budget cannot really allow one to splurge on pictures. In such a scenario one can look for Creative Commons Licensed Images.

The third alternative is for someone to create the image all by themselves. This a particularly convenient option in the event that one is a graphics designer. However, this is not to say that if one is not gifted in photography they cannot come up with a decent photo. In fact, one has the option of creating simple topographical images and employing the use of basic editing techniques to come up with an original piece from something that is already in existence.

# The Rotation of Advertisements

The rule of thumb is that for every campaign there should be at least 3 ads running portraying similar interest targets. However, it is important to note that making use of a constrained number of ads will enable the marketer to gather a significant amount of data on each and every one of them. From studies it has been shown that for any given campaign, there will only be one or two ads that will result in a substantial amount of impressions. Ergo, it is not prudent to run one too many adverts at the same time.

It is also required that one keeps a close eye on the ads and their subsequent performance. In a few days, one should proceed to delete the ads that are not performing too well i.e. the ads with the lowest click-through rates. Also keep iterating the top performing ads in order to continually increase the overall click-through rates. The benchmark for this should be 0.1 per cent but it is plausible that one will start out at the average of 0.4 per cent.

## Coming up with a Facebook Ad Copy

After one has come up with a satisfactory ad image and the audience is intrigued by it, hopefully the users will proceed to reading the text that has been provided. This is where the average marketer hopes to sell the audience on the product or service that and hopefully translate that into a click.

It is worth noting that Facebook has its limitations in terms of the number of characters and words allowed; a 25 character headline and a ninety character body text limit.



Nevertheless, this is more than enough to convey the message to the audience. To this effect, one can employ the use of the formula AIDA.

**A – Attention:** Attract the users to the ad through the use of a headline that is conspicuous and grabs their attention.

**I – Interest:** Ensure that the user is interested in the product that is being advertised by concisely describing the key benefits of using this product

**D – Desire:** Create a demand or desire for the product that is being advertised through the use of tactics such as limited time offers and discounts.

**A – Action:** Conclude the advertisement with a call for the viewers to act on the advert.

Admittedly, this formula AIDA is quite a handful to squeeze into 115 characters. More often than not, new marketers to the Facebook ad struggle with this concept. It is therefore advisable for new marketers to compose 5 to 10 different ads until they are able to fit a concise sales pitch within the ad.

# Facebook Ads Bidding

The principle is the same everywhere, a strategic bidding formula can ultimately be the difference between a lucrative business and a complete fiasco. Therefore, there is need to pay close attention to the details of the bidding process.

After one has successfully created the ad, Facebook will then proceed to offer a suggested range for bidding. It is important to exert care here, just as you are starting out, always remember to set the bidding in the lowest end of this particular range.

The overall click through rates will rapidly begin to dictate the aggregate amount of money one would need to part with in order to pay for the traffic generated. In the event that the click through rates for the given advert is high and stable then overall cost of the suggested bid will begin to drop. If, however, the click through rates is low and unstable, then one would be required to bid significantly higher for each individual click. This therefore sums up the need for one to ensure that the ads and targets are sufficiently optimized in order to increase the click through rates.

To add to the click volume, the bid that one will select will often dictate the level of penetration to the target audience that the ad is able to reach. Facebook will offer a wonderful chart for each and every campaign illustrating the overall size of the target audience of the ad and the overall number of that audience that that ad has been able to reach.

Increasing the overall amount of your bid will enable the marketer to reach a greater target audience. There are however some cases where the ad is performing exceptionally well but the ad is reaching less than 75 per cent of the target audience. This can be remedied by increasing the overall amount of bids in order to get more clicks.

In the event that the audience penetration of a given marketer is high enough, the subsequent increase in their budget will result in a substantial increase in the overall frequency with which the ad is played or relayed. The result of this is that the targeted user will view the said advertisement more often increasing the likelihood that the advertisement will make an impression and thus a click.

# Landing Pages

Hitherto, the contents of this article have only focused on the beginning phases of the advert. It is important to note that after all that campaign, it is worthless if the targeted user does not convert.

It is imperative that the targeted user is sent or directed to the high-converting landing page. From his profile, the marketer has been successful in gathering information about the age, interests, gender and location of the user. This information should then be converted by showing the user a page that will prove to be the solution to all his or her problems. This is called the conversion. In the event that one cannot achieve this on their page then the endeavor of advertising on Facebook and designing the advertisement will only prove to be costly for no reason.

It is also worth noting that there is need for the landing page to provide the user with some form of registration form or alternatively an e mail submission box that the marketer will use to keep track of all the correspondence. It is important for the landing page to be supremely focused on this particular action as opposed to the later sale. As it was earlier mentioned, the sale of the product will only follow once the potential buyer is convinced or rather persuaded. Remember, if you as the marketer needs visitors to your page to sign up for a correspondence platform such as a newsletter, then it is your duty to illustrate to them the perceived benefits. Alternatively, you can offer them free gifts in return for their email.

# Tracking Performance

It is unfortunate that Facebook ceased offering their conversation tracking service.

However, Facebook Insights is available to the user. This is a great feature that is focused on data that is contained within Facebook. However, it is not helpful in providing information about the active users that have subsequently left the site.

Ergo, in order to efficiently track the overall performance of the Facebook ads that are placed, there is need to invest in the services of an analytics program. There are many options when it comes to analytics programs, therefore the user is only constrained by his preferences and budget. For instance there are programs such as Google Analytics, KISSmetrics, or alternatively one can create an analytics program embedded in one own back end system. Also, one can employ the use of Google's URL builder by tagging the website's links into it to track tags.

# Tracking Conversations

It was earlier pointed out that there is a need to separate campaigns with relation to interest groups in order to monitor and keep track of how each individual ad is performing. There are many ways of keeping track of these campaigns.

One can monitor them through the `utm_campaign` parameter. The `utm_content` parameter can also be employed to create a distinction between the advertisements. In the event that the marketer has not yet set or established a baseline click through rates as well as a conversion rate then ad-level tracking would prove to be very beneficial especially in terms of testing the overall level of attraction or the characteristic of an image being eye-catching.

# Performance Tracking

There is also a need to keep track of the performance of the ad within the Facebook interface in order to ensure that the ad is operating within the optimum parameters. You want an ad that is reaching the desired audience and achieving the desired penetration. Here, the most important attribute that one needs to keep track of is the click through rate. The click through rate has an effect on the overall number of clicks that a given marketer will finally be able to achieve and the amount of money one will need to pay per click.

It is important to remember that the ads with a substantially low click through rate will ultimately cease being beneficial and become more expensive. These need to be weeded out early. On the other hand, the ads with a high click through rate will result in the generation of many clicks and will further fit within the previously selected budget. Moreover, they will cost less with time. It is important for you as the marketer to keep monitoring the click through rates with respect to ads and interests in order to understand the audiences that are best suited and the ads that speak the most to them.

Also, it is important to remember that nothing is forever. Even the performance of the best ad in the world will decline over time. It is important to prepare for this. The smaller the target audience for a given ad the more rapid this decline will happen. The rule of thumb is that a Facebook advert will begin to notice a decline in traffic in a span of 3 to 10 days.

Upon noticing these declining patterns, it is important that the marketer refreshes the said advertisements and replaces them with new images. Just by duplicating the ad that

already exists and altering the images while changing the ad text is enough to give the ad a new lease of life. It is imperative that one does not edit the existing ad as this would result in more complications. Also at this juncture is when one takes the opportunity to delete any existing ads that are not performing as per required standards. Often, in 24 hours the new ads will have started to generate more impressions as well as clicks.

Again, one should be committed to monitoring the performance of the images over time to establish the one that generate the most desirable click through rates and these are the ones that will be maintained for the longest time. This process will help the marketer to establish the images that have the highest performance and he should then proceed to making sure that these are rotated for a few weeks until the ads can no longer attract any clicks.

As we wind up this article, let us look at the advantages as well as the disadvantages that are there when one is advertising with Facebook.



# Advantages of Facebook Ads

Admittedly, one of the chief reasons as to why there has been a surge in the number of businesses making use of Facebook as a means of promoting their brands and all that they have to offer is because it has quite a number of useful advertising features.

Facebook advertisements offer business a wonderful opportunity to develop as well as deliver customizable and pocket friendly promotional campaigns that are tailored to fit a certain demographic.

In terms of popularity, Facebook ads have some ground to cover against competitors such as Google Ad Words, nevertheless Facebook ads offer a variety of wonderful and unique features that can prove to be useful with respect to marketing in addition to the development of brand awareness.

The following are the key benefits that one can draw from advertising with Facebook

The Targeting Options are Amazing

In stark comparison with the services offered by the Google AdWords, Facebook allows the user to literally target the Facebook ads with respect to the interests and demographics of the users – as opposed to just simply targeting them with reference to what they have been searching for. As a consequence of this, the refinements that are available to the marketer upon setting up audience targeting can be quite impressive.

For instance, Facebook ads allow one to target the users with reference to their expressed interests which would include advertising, marketing or business. It is possible to even specialize a specific section by focusing on small business owners.

It even allows the user to target a specific gender which is very useful if for instance one is running a dating website, then they can set up to target the males that are single or females that are likewise single and offer separate ads for the different preferences.

Targeting individuals that are in a specific area, for instance, your local area if your business is run within the locality then you can make use of Facebook to zero in on the customers in the geographical region that you have specified.

# Facebook can be Budget Friendly and still offer Results

With the Facebook budget manager, the minimum that an individual can spend on Facebook advertising is approximately one dollar in a single day. Regardless of whether your budget is very constrained, which is often the case with the majority of business owners, there is still a possibility that you can reach thousands of people provided that the targeting criteria that you employ is as specific as it can possibly get. In comparison to the competition, if you spend a similar amount of money on Google AdWords as you would on Facebook Ads then it would be a miracle if you could muster even a single click if they would even do business with you to begin with. With the availability of multiple bid opportunities, it is possible for you to choose the structures that are most suitable for the campaign objectives that you have set out. For instance,

***Cost per Mille (CPM)*** - this basically means that Facebook allows you to make a bid per every 1000 impressions.

***Optimize CPM*** – the implication of this is that one is allowed to bid per 1000 impressions, however Facebook will show your ad directly to the people that have the highest likelihood to take action.

***Cost Per Click (CPC)*** – the implication of this is that you will be required to pay a small token for each individual click that you get to traffic to your actual website.

***Cost per Action (CPA)*** – ideally this kind of bid is often best for companies that are seeking out users to take action each time that they see your ad for instance liking a page.



# Facebook Cultivates Customer Loyalty

There has been a burgeoning trend where businesses have started to create Facebook fan pages such that their core users can join. These pages offer the companies with the opportunity to have some sense of direct interaction with the customers so that they can develop a brand image as well as loyalty. Similarly, the Facebook platform offers the users a sense of enhanced opportunities for engagement with their audiences. Facebook users are able to visit the website not only with the intent of consuming information, but also to add to the body of knowledge in the form of testimonials and comments, the implication of this would be a significantly high retention rate.

Sometimes, Facebook ads would be run alongside the “Like” button which enhances the overall efficacy of the marketing campaign by a substantial degree each time a user clicks on it. It also offers the users the opportunity to close down the ad with the additional option of providing a reason as to why they chose to close it down. For instance they would respond with something like they believe that the ad is not relevant which would then provide you with adequate insight into why that particular campaign may be running into a rut or not performing as you had hoped.

# Facebook Allows the User to Track ROI and Performance

Regardless of the amount of money that one is spending on advertising on Facebook, one of the most vital things that one must know is the value one is receiving for the money paid. While social media offers an efficient and most often a cheap way of ameliorating business performance, it is often difficult for one to ascertain the ROI for the time that has been invested in the campaign as well as the resources spent. Nevertheless, the Facebook Adverts Manager section allows the user to keep track of a diverse range of performance metrics that are designed to ensure that the user is able to keep track of the ROI and estimate the performance. For instance, this section can provide you with information such as

The overall number of times that the ad was viewed

The number of clicks or actions that the viewers took

The cost per like or per click, and the overall cost of conversion with respect to your predetermined goals.

# The Disadvantages of Using Facebook Ads

It is important to concede that while social media can be a very powerful tool for both businesses and individuals, there are often some pitfalls that are inherent of it. Prior to using Facebook Ads, there are some things that one must consider first in order to have a complete scope of things – chiefly, these would be the amount of resources and time one would be willing to devote to the site. It is often difficult to have an exact measurement of the overall success of Facebook impressions, ergo one may not fully understand the exact impact that the page has to the public.

## Negative Content

In theory the idea of communicating with the clients via Facebook may appear to be an endeavor in friendliness, however, there are some individuals that may use this platform to post offensive and very negative comments to your page and sometimes even post a spam. It is not uncommon to find a user posting false information about your product which will impact the perception of the product. Consequently, the business needs to closely monitor its page, which in essence would mean to check out each and every individual message or post. And even if it were possible to address the issue swiftly, it is not possible to know how many users witnessed the negative comments.



## Subscriptions

The mere fact that a user will click on the like button on your Facebook page does not necessarily mean that they will get to see your upcoming updates on her Facebook feed. The social media site has provided the users with an option to unsubscribe to a specific news feed so as to have control over their Facebook experience. The implication of this is that whenever a user unsubscribes from your updates, your recent news feeds will not be shown on their page and thus they will not see it. The only way for them to see your posts is if they actively visit your page. The implication of this is that it is almost impossible to know the exact number of people that are viewing the posts.

# Advertisements

Whenever one decides to advertise on Facebook, they have the option to pay by CPC or CPM. The minimum CPC that one can bid is \$.01 while the minimum CPM is \$.02. It is customary that Facebook will often advise you to bid higher than the minimum especially during the pricing phase of the ad creation. Ergo, if the other advertisers bid significantly higher than you did, then there is a higher likelihood that their adverts will be seen and yours will not. The implication of this is that small businesses as well as the nice advertisers are placed at a significant disadvantage.

## Conclusion

Regardless of the steep learning curve and the pitfalls associated, Facebook advertising still remains to be an excellent marketing channel for the businesses that fit the bill. The most important things that a beginning marketer should remember is to target specific interests, offer the users a low-friction conversation, make use of eye-catching images and keep close track of everything.

After a couple of weeks of understanding what works best for your business, it will be possible to create a steady flow of conversion for this social media platform.