

THE BEGINNER'S GUIDE TO ADVERTISING
ON THE FACEBOOK PLATFORM



FACEBOOK ADS

Facebook Ads

Make no mistake whether you have purely local business, or you are aiming for a larger market be it regional or national or even global, you need to consider Facebook ads. No marketing experts will try to twist your arm and say that you have to absolutely take out Facebook ads. Please understand that as awesome and as effective as Facebook ads can be, they are not for everybody. This is not a piece of advice that applies across the board.

In certain situations, Facebook ads may be counterproductive as far as your overall digital marketing campaigns go. Still, there are many ways Facebook ads can take your business regardless of its size to the next level.

Here are just 5 of the biggest benefits. 5 of the most effective ways Facebook can make an impact on your digital marketing campaigns effectiveness. This by no means is an exhaustive list. In fact, the only limit to the ways Facebook's complete advertising network can benefit your brand, is your imagination. Seriously. Believe it or not, simply posting comments, blogs that use the Facebook comment plug-in, can actually go a long way in boosting your brand.

Of course, you have to do it at the right time, on the right blogs and with the right content. It's not as straightforward or as black and white as a lot of people make it out to be. Just like anything else in life, just because it sounds simple, it doesn't necessarily mean that it is.

The fact is when you start on Facebook, chances are your initial campaigns will not be all that successful. This is called the Facebook advertising learning curve. Whether you are advertising a dropshipping business, a content base business or a purely local or brick and mortar brand, you have to pay your dues. Now there are lots of self-proclaimed Facebook marketing gurus and experts out there. A lot of them talk of good game but the truth is, when the robber meets the road very few, live up to the expectations. That's the bottom line.

They set up all sorts of expectations and unfortunately at the end, it's all a familiar story. They overpromise and they underdeliver. If you really want to wrap your mind around Facebook ads and whether it is a good fit for you, pay close attention to what I'm about to say.

BUILD A SOLID BRAND IN YOUR LOCAL AREA

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The first benefit Facebook ads brings to the table is you are able to create a solid brand in your local area.

Quick recap: why is having a brand important? When you build a brand, you don't have to constantly promote your business. Once your business is recognized as a brand, people will seek you out. Your reputation will precede you-and open many doors of opportunity for you. Why? Well, people don't like to take risks.

With everything else being equal, people would rather do business with a known and trusted entity than roll the dice on some shadowy, less known, possibly inferior source of products or services. Best of all, people would pay extra for this sense of certainty.

You may think that you're already doing a good job of branding your business in your local area. You may think that those bus bench ads that you've taken out are doing wonders for your local brand recall. You may have reached out to local business organizations and social groups to publicize your brand. Maybe you've sponsored lots of Little League games and your business is quite well known among networking circles in your neck of the woods.

All these may well be the case but you shouldn't stop there. You should look for total local market branding saturation and this includes the digital space. In the case of branding, there's no such thing as too much of a good thing. You could always use more branding.

Please understand that its more and more of your local competitors find their way on Facebook and other social media platforms. It's only a matter of time until they'd leave you in the dust. I don't mean to scare you but local advertising in the united states and elsewhere moves at the speed of light. This is one area you cannot afford to overlook or neglect. Simply assuming that it's not going to have much of an impact in your local business is simply burying your head in the sand. It's not an effective strategy. So if you want to leverage whatever brand you've managed to build in your local area, one of the best ways to do this is to run Facebook marketing campaign.

Surveying your customers and getting crucial products and service development information from them is an effective way of figuring out what your market needs. The more accurate your take is on the pulse of your clients, the more likely you will roll out a successful products or service.

The problem is the traditional the ways of getting this type of consumer intelligence can be very expensive. I am talking about phone surveys, paper surveys and focus groups. Traditional consumer intelligence can also take quite a bit of time. Take note that just because you ran a focus group or put out a survey that these might not hit the mark the first time around.

Oftentimes, companies would have to run several rounds of surveys to find the information that they are looking for. Also, some surveys need to be run several times to make sure they are reaching the right random sample of people. Otherwise, whatever recommendations the surveys might point to might not actually do much good for the businesses commissioning these surveys.

Make no mistake, traditional offline or phone-based consumer intelligence gathering is pricey, eats up a lot of time, and needs a lot of costly fine tuning to produce solid value for businesses. Worst of all, you have to rely on consumer intelligence firms to gather and process the data. They are also in charge of designing the information gathering campaign's internal processes and details.

Thankfully with the internet, you can cut out the middle men, you can also make the whole process more effective and efficient. Using Facebook ads, you can

conduct consumer intelligence in your local area very inexpensive. These are people who already have a declared interest in whatever this you are offering.

TEST OUT NEW PRODUCTS OR SERVICE IDEAS

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I'm sure you've seen this many times before. You've come up with the product that you think is very hot and then all of a sudden, nobody buys. Well, it's one thing to think that a new product offering is the best things in sliced bread. That's another for that eagerness of yours to actually translate to profit.

If you want to focus on your bottom line and unfortunately losing your own enthusiasm level is a lousy indicator of future success. The best way to do this is to run actual ads on Facebook to see whether your existing customer base are actually interested in the product or service offering that you are so excited about. That's how you really figure out whether your new offerings will add to your profitability.

How many times have you hear the saying the money is in the list? It's absolutely true. The money is in the list. The problem is a lot of businesses go through the process in an obligatory way. They basically just go through the motions. They just run a glorified newsletter and not much else. It is no surprise that their mailing list doesn't really deliver the sales that they need to justify the continued existence of the mailing list.

There are no two ways about it-mailing lists deliver a lot of value. I'm not just talking about sales here. While lists are great for cashing in on whatever promo you are running, your list can also deliver consumer intelligence at dirt cheap rates. As you probably already know, consumer intelligence is crucial for sound business strategic decisions. Also, your list can do wonders for your business' brand persona and goodwill building.

The bottom line? Mailing lists help your brand get 'up close and personal' to people looking to develop a relationship with your business. Treat your list with the seriousness and close attention to details it deserves. Otherwise, your list might quickly turn into yet another business liability. Remember, the bigger your list, the more expensive it is to run. Don't just focus on growing your list. Monetize it as efficiently as possible.

This really is too bad because a lot of local businesses have become very successful and have expanded their operations precisely because they know how to build and work mailing list. Well, the good news is, a Facebook ad campaign can help you do the heavy lifting of the most important part of mailing list marketing which is recruitment. You can get the right ads in front of the right

eyeballs so people can click through and end up on your mailing list squeeze page. Best of all, you can do this for a fairly cheap rate.

RETARGET YOUR LOCAL PROSPECTS

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I'm sure you don't need me to remind you that a certain percentage of people who end up at your website look to buy something. It's as if they go to the shopping cart but for whatever reason they don't pull the trigger and actually buy something. Usually, businesses kiss these prospects divine. They only go to your website once and you can basically forget about them because they're never coming back.

Well, thanks to Facebook's retargeting technology, when people go to certain pages on your site and they go back to Facebook or websites and Facebook's ad network what do you think they'll see? That's right. They'll see your ad. When they click on it, they go to the page they left or better yet a page that's closer to the conversion page on your website.

Whatever the case maybe and regardless of how you set it up, Facebook's advertising system gives you a powerful tool to let your prospects remember that they considered your site. In fact, this technology called ad retargeting increases conversions by 40%.

Please understand that those are sales that you could have lost for all practical purposes, these are lost sales but here you are resurrecting them, "bringing them back from the dead" through ad retargeting. Keep the 5 key strategic advantages above in mind next time you consider your digital marketing budget.

Please understand that whether your business is hyper local or semi local, you have to have a digital marketing strategy. It's only a matter of time until your competitors eat your lunch. Don't let them do it. The good news is it doesn't have

to burn a hole through your wallet. It doesn't have to be prohibitively expensive. Just [click here](#) to get the inside scoop on how to set up a working Facebook advertising campaign even if you are a complete and total beginner.

This resource steps you through all the advertising possibilities and benefits Facebook brings to the table. The best part is that it explains all of these materials in plain English. That's right. You don't have to be some sort of computer gig. You don't have to be a big time internet user. Even if you are an occasional user of the world wide web, that is good enough because the language is written in plain English. Isn't that amazing?

So if you want to take your local business to the next level or just as importantly try to protect and maintain the local brand that you have managed to build up to this point, you need to read this book. It is quick, it is easy to scan and most importantly it is easy to implement.

We've gone a long way to skip out on the theory cut out on the fluffed. It's time you tap into Facebook advertising.