

KARMA JACK DIGITAL MARKETING AGENCY

8 TIPS FOR ADVERTISING ON FACEBOOK

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Are you having trouble getting the results you want with Facebook advertisements? It's not always as easy as it seems.

A lot of companies will just try throwing everything at the wall and seeing what sticks. They run ad after ad, occasionally tweaking a thing or two once in a while. However, it just doesn't seem to click. The engagement isn't growing like they want it to. Plus, you're starting to waste money.

What's preventing you from clicking with your audience on Facebook? Social media advertisements differ from other types of digital marketing. In this guide, we will take a look at eight ways to more successfully advertise with Facebook.

#1

Sweeten Your Deal

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First and foremost, you need a hook that people actually want.

Keep in mind that people don't like being sold...but they do like buying things.

What does this mean? It means thinking outside the box on your offers.

This can include things that go beyond just "free shipping" and can include ideas such as free trials on products or services, a percentage of sales being donated to important causes, and more.

Sell them on the entire idea, not just a good or service.



#2

Retarget Your Best Customers And Most Engaged Leads

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RETARGETING CAMPAIGNS HAVE HIGH CONVERSION RATES.

Do you have customers that purchase regularly? Or customers that frequent your pages and content? Don't forget to retarget them!

THESE PARTS OF YOUR AUDIENCE ALREADY HAVE A CONNECTION TO YOUR COMPANY.

That means you aren't starting from scratch, trying to get their attention. They're already on board. Retarget them with offers that will draw them in for the goods or services they already love.

Other parts of this group can include those on your email list, people that watch certain amounts of your videos, or take actions on your website. These leads are within grasp: don't ignore them!

#3

Make Sure Your Content Looks Good In Mobile- View

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Mobile-usage grows more and more every day. You need to bring your content to them first.

CREATE FOR MOBILE FIRST.

What looks nice and neat on a desktop might look like a mess on mobile. However, a general rule is that if your ads look good on mobile first, it will still translate easily onto a desktop.

THINK VERTICALLY

This means using more vertical videos and imagery, which is easier to look at on a phone than horizontal. Essentially, make sure it looks good in mobile-view first!

LESS IS MORE.

You're fighting for your audience's attention, and social media is bombarded with messages, other ads, and more.

Keep your message short and sweet and to the point. If it's too wordy or cluttered, they will automatically filter it out and keep scrolling.

Less is more. They need to get the basic idea and why it's enticing right off the bat or it won't work.

#4

Keep Text Short And Sweet

#5

Videos Are Very Effective

ATTRACT AN AUDIENCE CREATIVELY.

Videos are another tool in the toolkit to build your audience. They work. Don't forget about them!

Videos allow for more creative advertising, such as incorporating stories and more emotion into your ads. This can be incredibly effective when done right.

Plus, Facebook allows you to target your video ads to viewers who watched a certain amount of prior videos. This makes it easier to funnel leads to those that are within reach.

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#6

Create A Lookalike Audience

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IT'S EASY AND EFFECTIVE.

An incredibly effective tool for digital marketing is advertising to a lookalike audience! Essentially, it creates a clone of your ideal audience.

You no longer have to start from scratch, but rather target to your best customers or those most reactive to your ads.

Then, you are able to focus your advertisements with more clarity. It's as easy as that!



#7

Use Automatic Placement

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LET FACEBOOK DO THE WORK.

Having trouble figuring out where to place your ads? No need to worry: Facebook can do that for you.

The joy of modern technology is Facebook tracking what works, what doesn't, and acting accordingly.

This takes a huge burden off of you and lets you get back to running your business. However, having a team run your ads will have target them with laser-focus to the ideal audience.



#8

Analyze And Learn

EMBRACE THE LEARNING EXPERIENCE.

Finally, you need to analyze results as they come in and learn from them. What works? What doesn't? What shows promise?

Every ad is an experiment at the end of the day. Don't get discouraged right away. Become comfortable with fine-tuning as you go to maximize its effectiveness.

Every attempt is a learning experience. Remember that!

Ready for more leads?

KARMA jack is here to handle all your social media advertising needs.

Get started at
KARMAjack.com

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