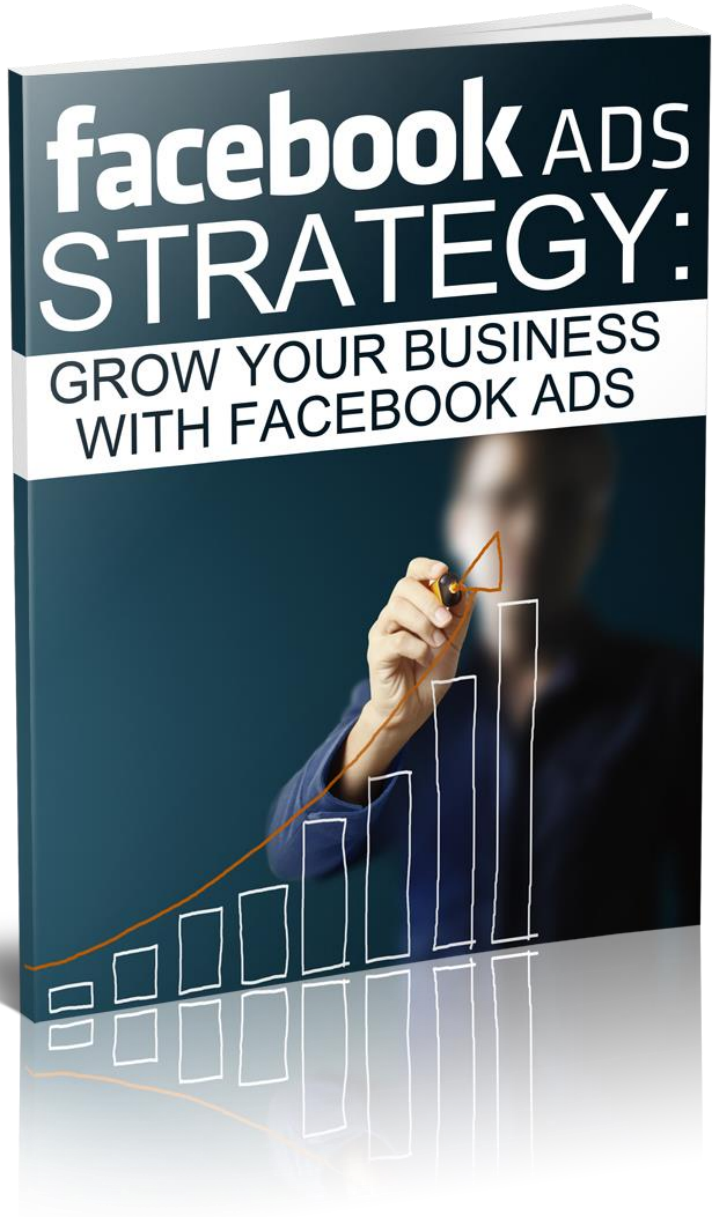
Amy Harrop and Deborah Drum



Facebook Ads Strategy: Grow Your Business With Facebook Ads

Facebook is constantly changing and that goes for ads too. Ads are more expensive than they used to be just a year ago. They have deleted and added features and no doubt more things will change in the near future. However, the cool thing is that Facebook continues to cater to small businesses, which means that Facebook ads are effective for small businesses if done correctly.

In this short report we are going to cover a step by step Facebook ad strategy that you can implement right now in your small business.

After you have determined that your target market is actively engaging on Facebook then it's time to make sure your Facebook business page is in tip top shape. It's important to know if your market is actively on Facebook because if they are not then you might find Google or Bing a better place to invest your advertising dollars.

Once you have determined that they are actively on Facebook then the next step is to make sure your business page is in tip top shape.

Step One: Make Sure Your Facebook Page Is Awesome

Cover Photo

Make sure your cover photo correctly displays what your business is all about. You can choose to showcase your customers, your products, a feeling or emotion behind what you do, or anything else that makes sense and captures attention.

Here are a few examples:




Change your LIFE
CHANGE THE World
BUSINESS & LIFE ADVICE THAT WORKS
Marie Forleo
77,971 likes · 3,853 talking about this
Liked


Inspiring & Instructing
Online Business Owners
HOW TO GET LOTS OF Pinterest FOLLOWERS FAST!
Melanie Duncan
Click to Get the FREE GUIDE
Melanie Duncan
Founder
Entrepreneuress Academy
44,382 likes · 6,309 talking about this
Liked



Profile Picture

Your profile picture can represent anything you want. But make sure it fits your page and represents your business.

Tabs

Tabs are very important. Tabs can be used to get more likes, build your email list, create contests and giveaways, promote special events, cross promote social media profiles, promote your blog or videos. You can use 3rd party apps like Woobox.com or Heyo.com to get started.

About

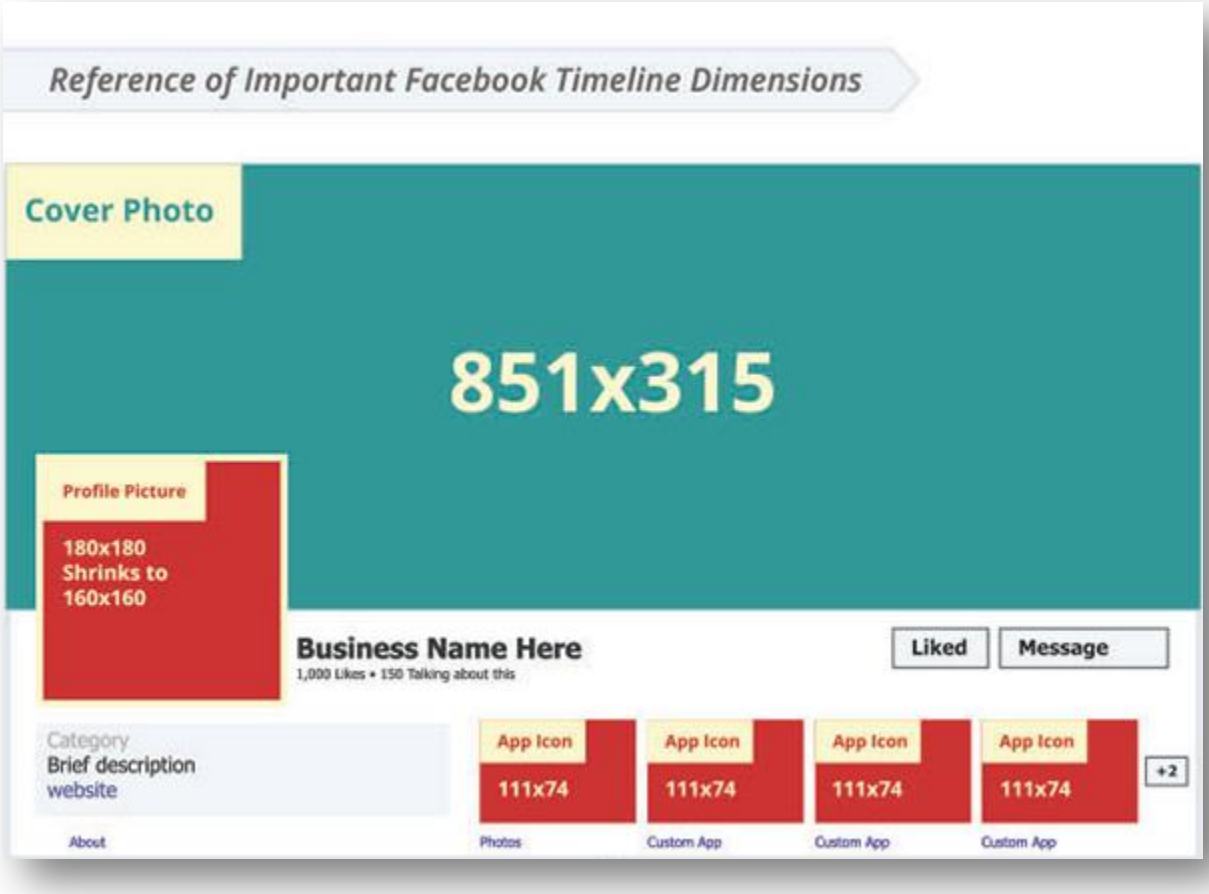
Your about page is a very important part of your Facebook page. When someone visits your website one of the first things they do is visit your about page. The same goes for Facebook. Tell your story and let people know what you can do for

them. Also, provide links to your website or blog and other places they can connect with you.

Content

Last but definitely not least, your content needs to be as high quality as possible. Share your blog content, ask questions of your fans, show off pictures of your products, share news worthy events and happenings with your company. There is no limit to what you can do but just make sure that what you post is very relevant to your fans.

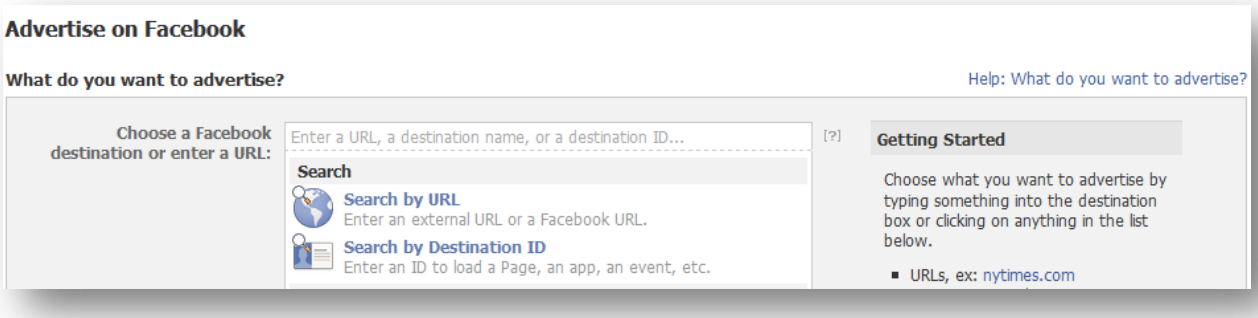
Here is a quick reference for photo dimensions (via sociallystacked.com):



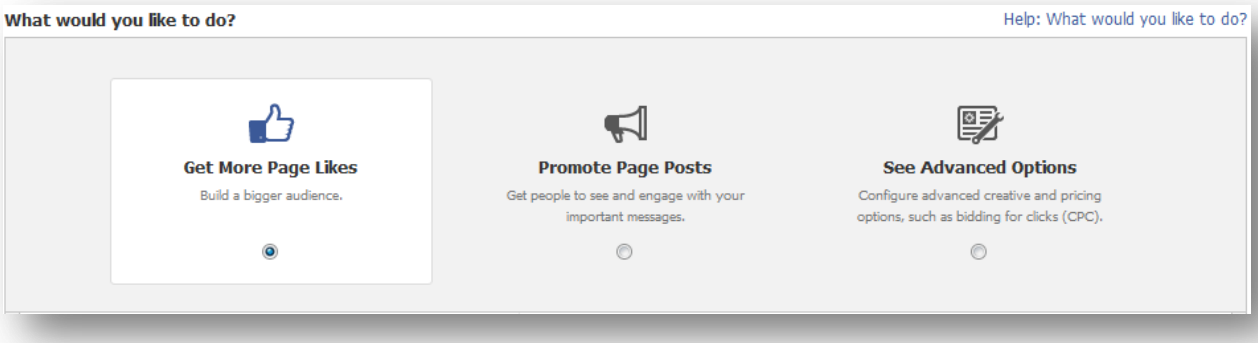
Step Two: Build Likes To Your Business Page

Once you have your business page just right then the next step is to spend some time and money to build 'Likes' to your page. The fastest way to reach your target market is to find them through ads.

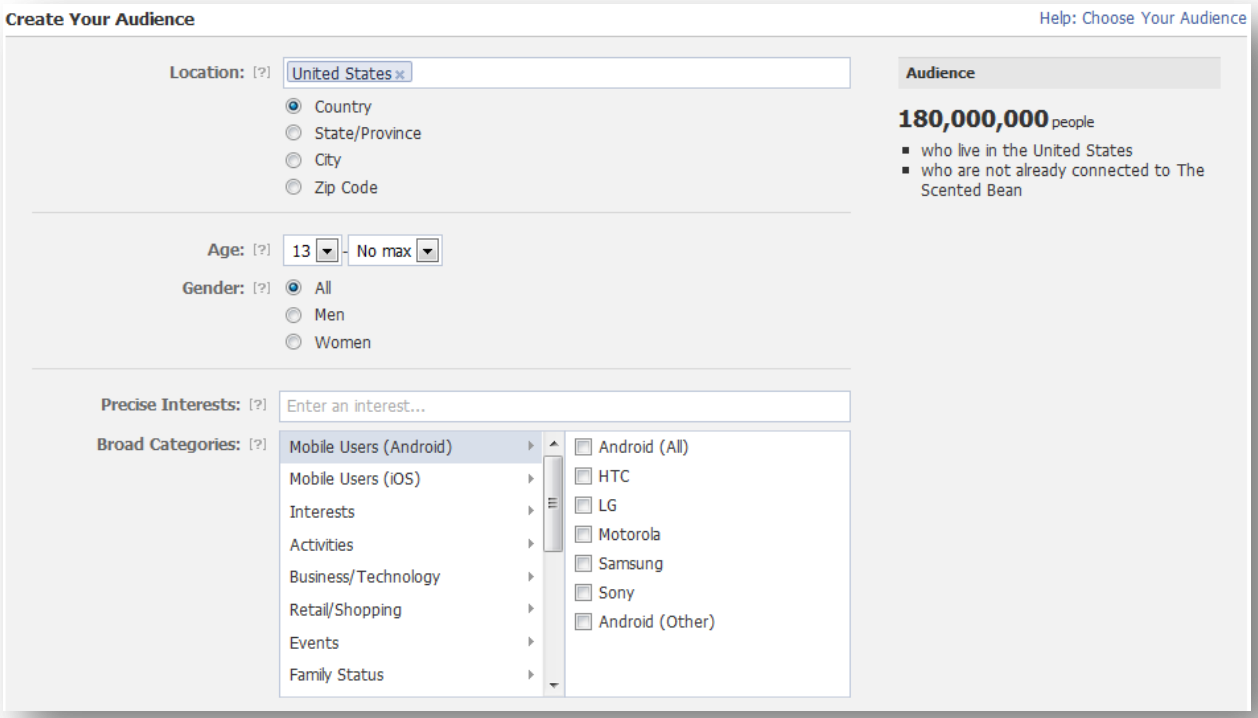
- Go to www.facebook.com/advertising
- Click on Manage Your Ads
- Click on Create an Ad (upper right corner)



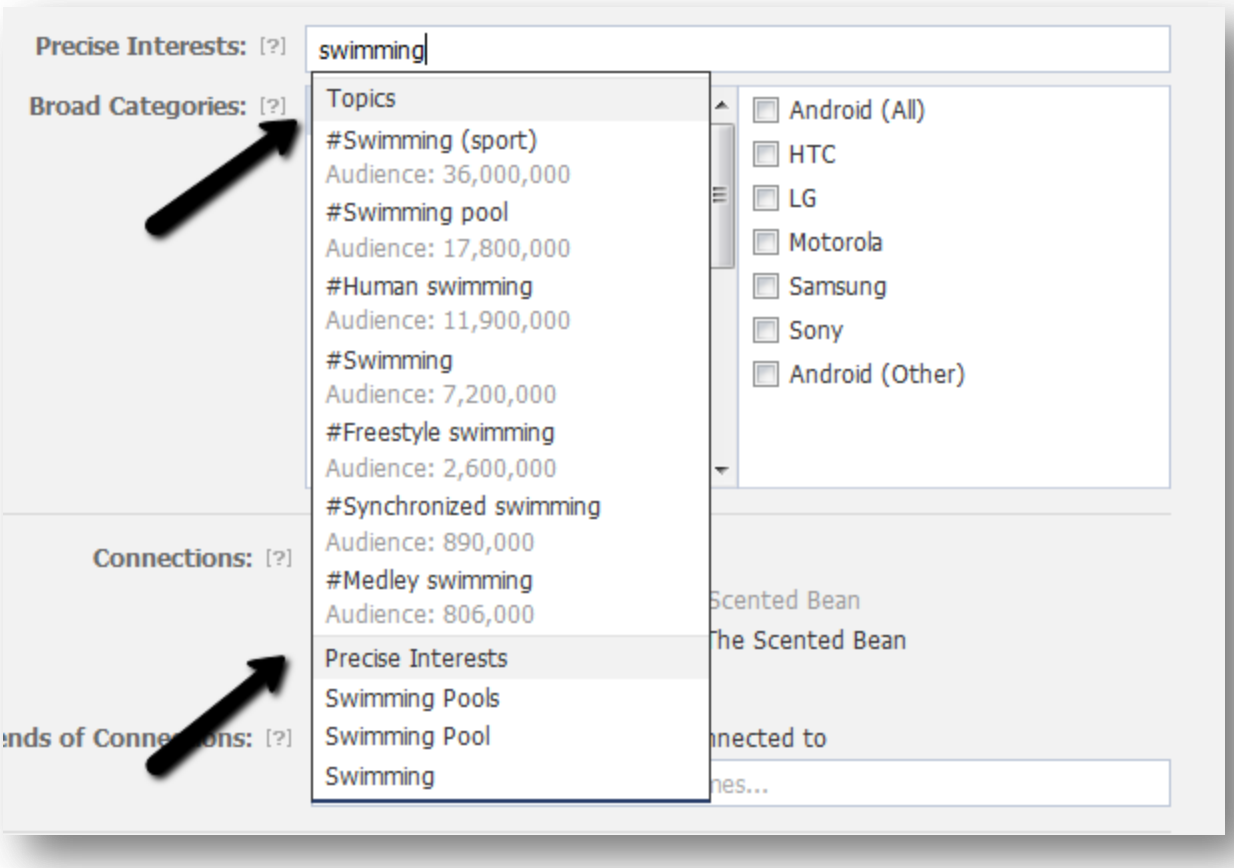
- You will choose your Facebook Page
- Choose Get More Page Likes



- Enter your headline, text, and upload an image
- Create Your Audience - this is where knowing your target market is very important. You ONLY want to target people who want what you sell. Be specific about where they are located, age, and their Precise Interests.



When you type in Precise Interests you will see suggestions come up. The keywords with # sign before it is broader than the words below that do not have a #sign. Try getting Precise first and then go with topic if you are not getting enough people.



- Connections - pick Only People Not Connect to your business page
- Create new campaign name and campaign budget
- Hit run my campaign continuously starting today
- Optimization - you can let it be optimized to get more likes on your Page or you can optimize it for clicks and manually bid for clicks. Start your bids with the number they give you (it will be best and you can lower as you go).
- Place Order
- Wait for approval

At this point your goal is to get people liking your page. A good number to aim for when just starting out is 500-1,000 likes. You can also set up a gated tab which will allow you to ask people to click like in order for something in return.

It could be a downloadable report or an entry into a contest. It just depends on your business and what your market will respond to. Mari Smith has a great example of a winning a free Facebook Page critique.

The strategy behind this is simple - you want very targeted people to like your page so you can promote your offers to them. Now it's important to stress that a great Facebook strategy is NOT just about promoting offers to your fans.

It's about creating highly relevant and interesting content to keep your fans engaged with your business AND by offering them products and services that help them acheive their goals.



Now while you are getting likes you must also have a plan to engage your new fans. Fans who like your page and disappear mean nothing. You want them to come back to your page to find out what is new in your business. Make sure to respond to everyone that leaves a comment or question.

Step 3: Promoting Relevant Offers

So now that you have hundreds of people who have liked your Facebook page and you continue to add content they love the next step is to promote an offer to them. When you create a page post be sure that it's something you can turn into an ad. You cannot promote a page post with an image that has more than 20% text.

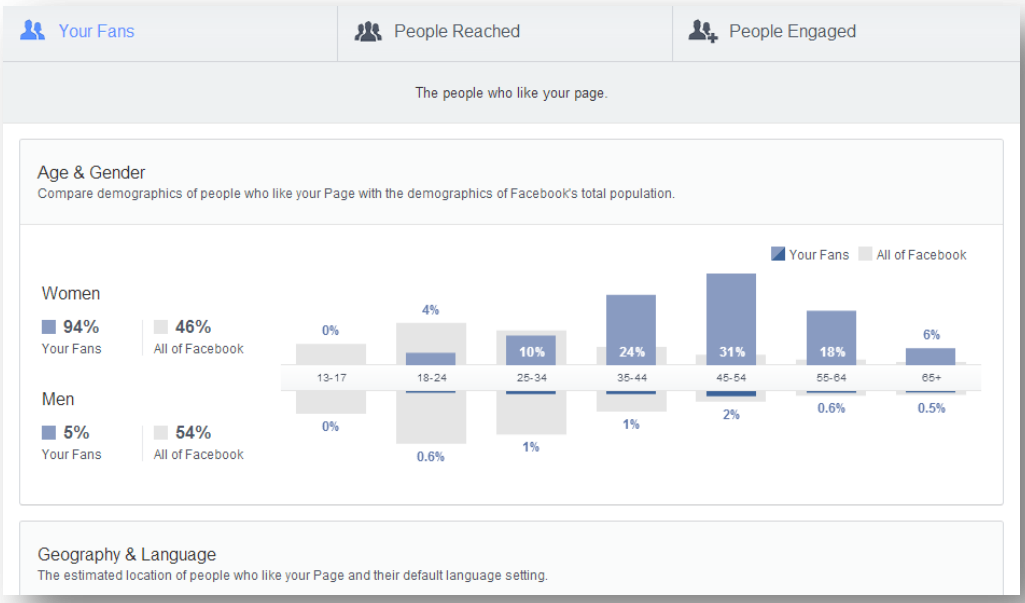
It's best to promote your offers to those that like your page because they are warm leads. They have already publically stated that they like what your business is all about. Promoted page posts are a quick and easy way to reach more of your fans. Here is an example of a promoted post in the news feed:



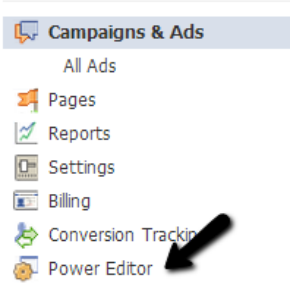
One great way to learn more about the people who liked your page is to examine your Insights.

Insights has been updated to provide better information. You can find out the age, gender, location of your fans. You can find out when they see your posts. You can see which posts get the most attention and if video or photos or something else gets the most engagement.

Spend some time looking over your stats to get a better idea of who it is that likes your posts and you will be able to create better ads and better content.

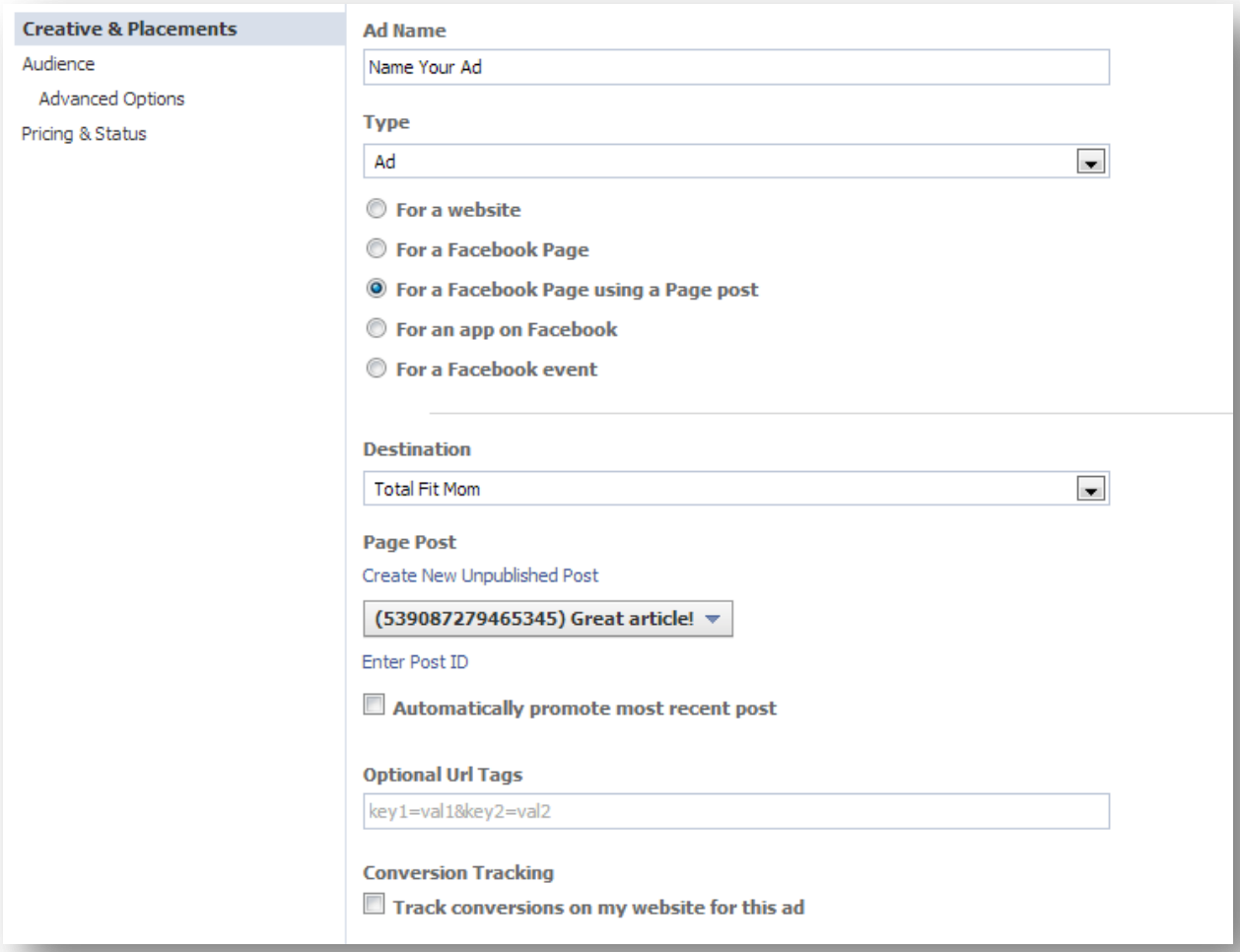


Using the Power Editor for Better Targeting

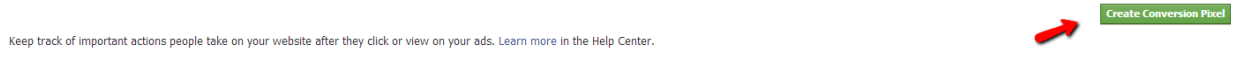


The power editor is a great tool loaded with many features that you cannot get from using the Facebook ad interface. You can only access the power editor through Google Chrome. Open Chrome and go to www.facebook.com/ads/manage and click on Power Editor.

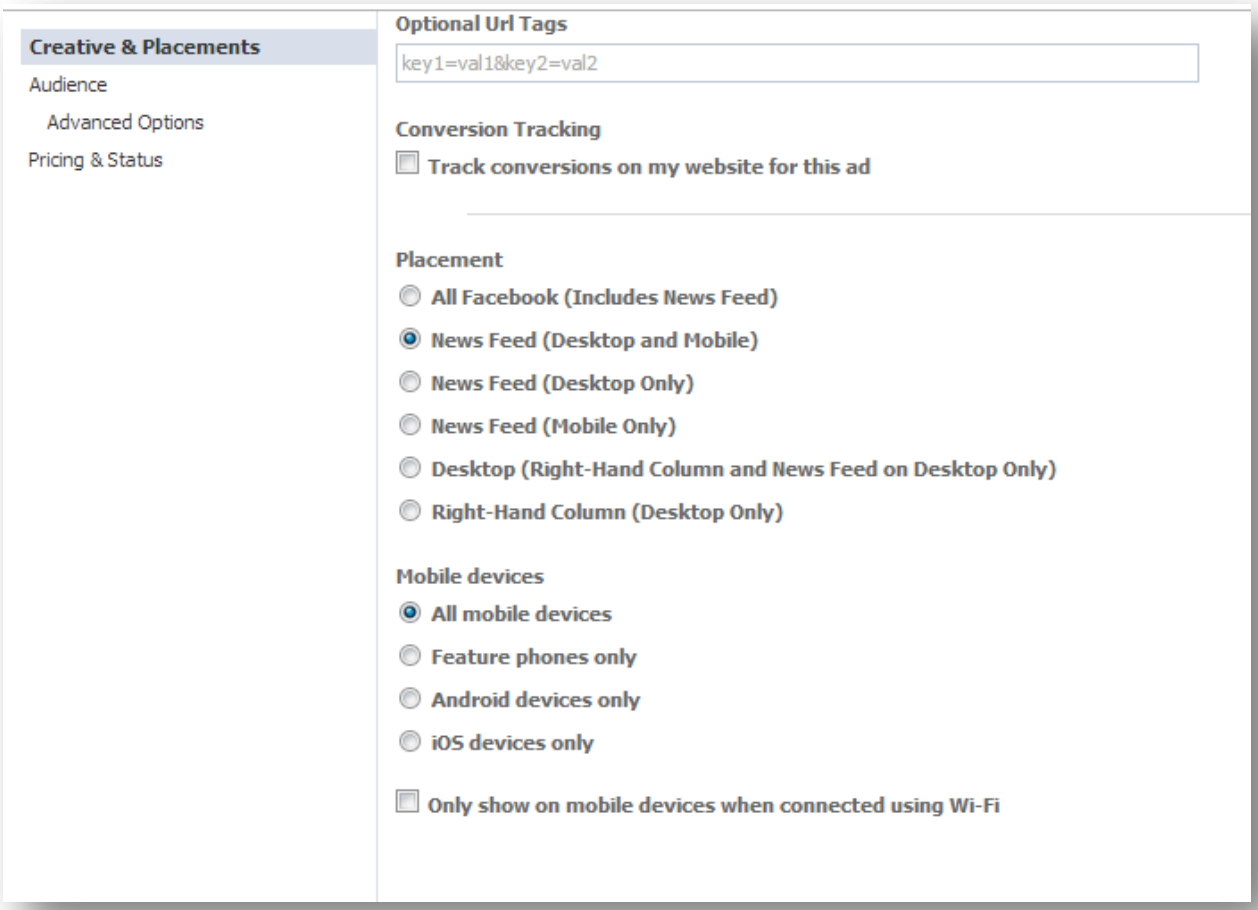
Inside you can Create an Ad:



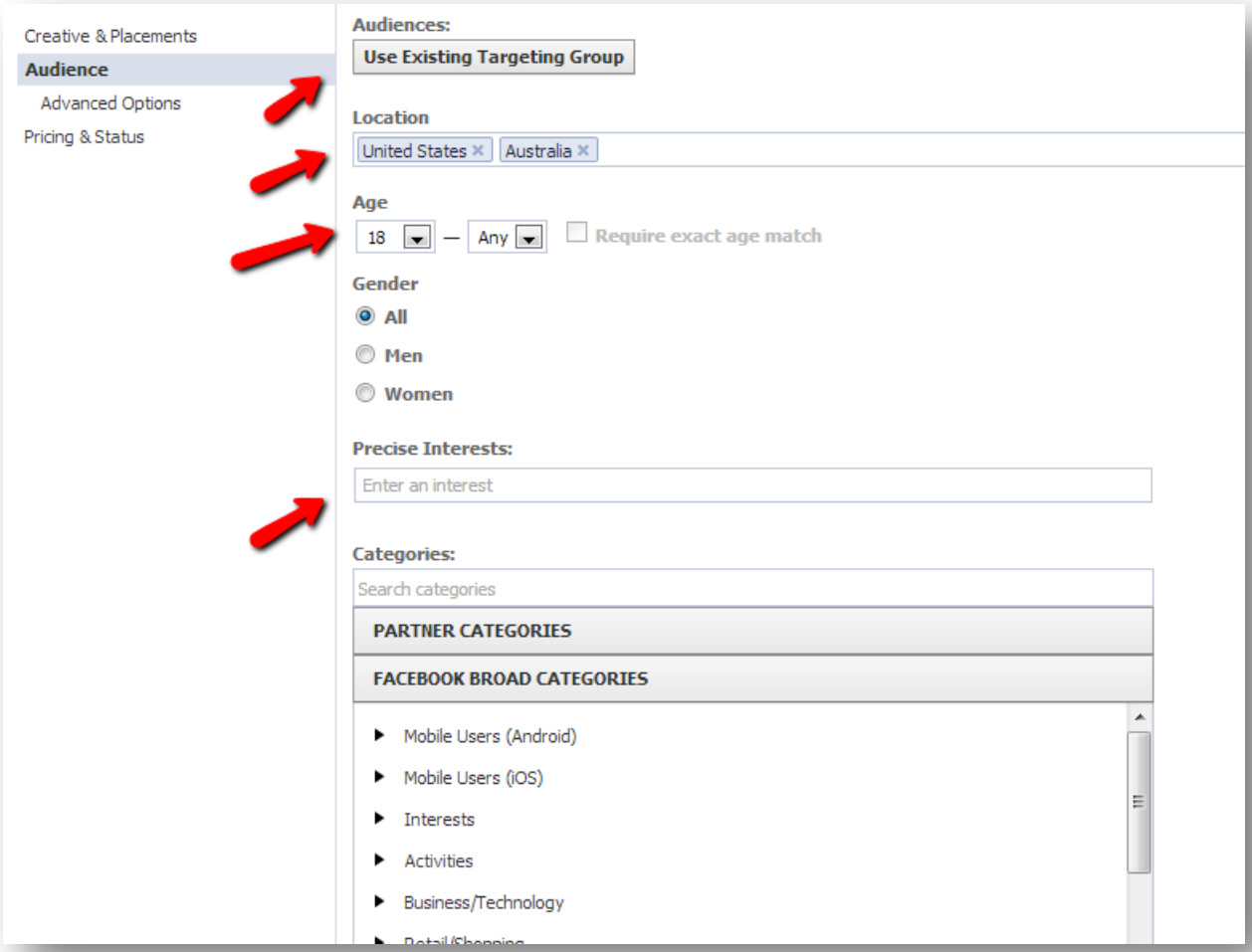
Find the page post you want to promote. If you are sending traffic to your website you can also turn on Track conversion on my website for this ad. To turn on conversion tracking hit the Conversion Tracking button on the left menu and then Create Conversion Pixel.



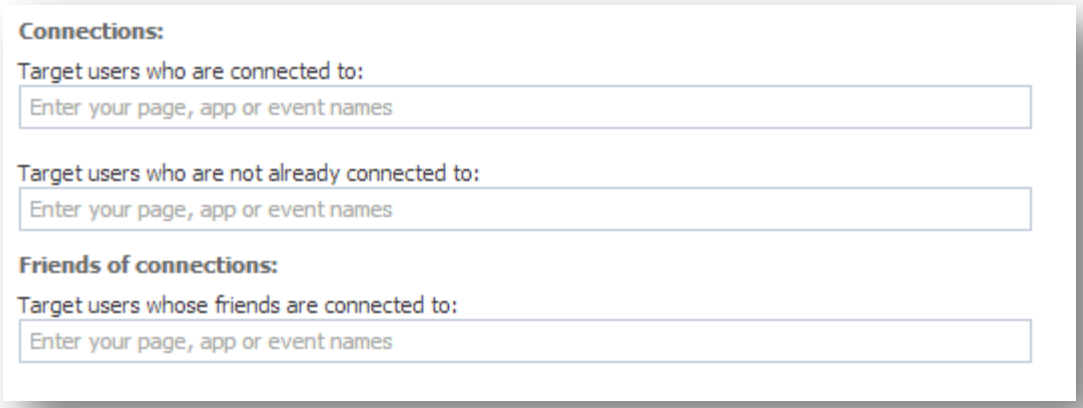
Next determine your placement. Create separate ads based on placement. First click the News Feed (Desktop and Mobile). It's always important for you to test which ads get better results.



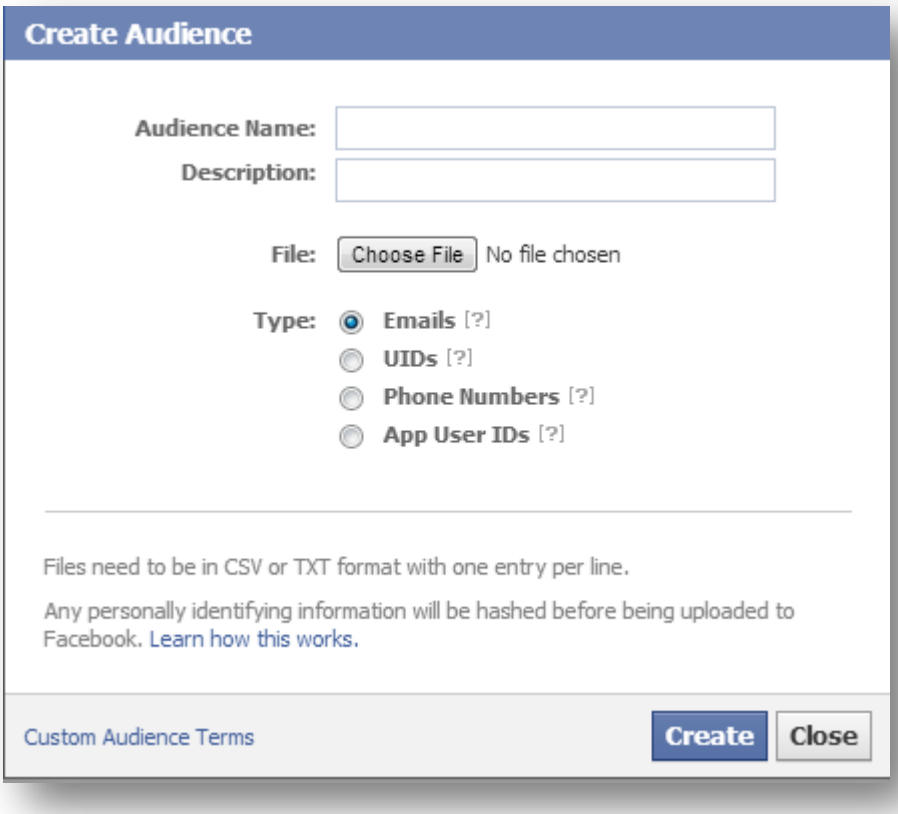
The next step is to determine your Audience. Be specific.



Next target your connections. When you are promoting a post to your fans then enter you page under Target users who are connect to. Keep Friends of connections blank. Hot Tip: Target fans and non-fans separately.



Note: Custom Audiences - you can set up a custom audience by uploading your email address. You can also set up custom audiences on Facebook and save them. Each audience should target a different audience. Next time you set up an ad you can click which audience you would like to target.



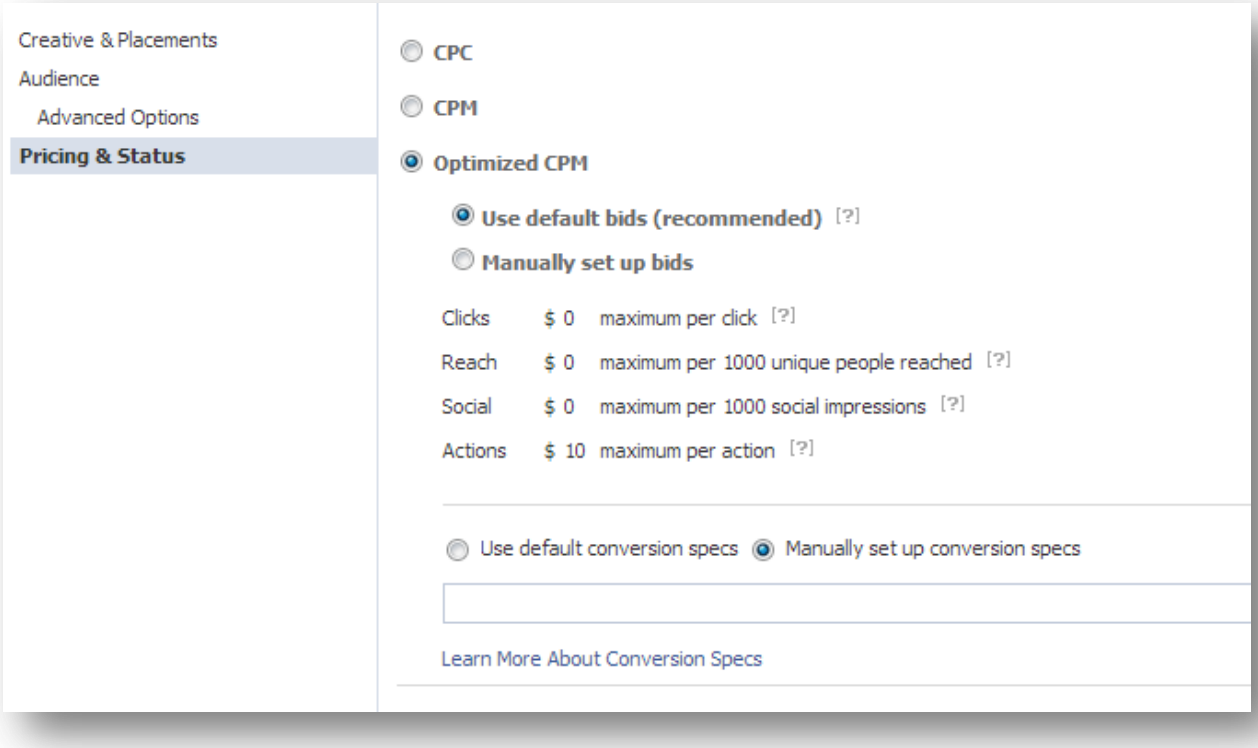
Finally choose your pricing and status. You want to make sure that you are optimizing your campaign for the actions you want people to take. Read more about conversion specs here and action specs here.

So if you wanted to get more comments or likes on your page post ad then you would enter the following in the box under Manually set up conversion specs:

```
{'action.type':['like',
'comment'],'post':[266401036768220]}
```

[{"action.type":["XXXXXXXX"],"page":["XXXXXXXX"],"post":["XXXXXXXX"]}]

You fill in the XXXXXXXX.



Putting It All Together

When you create a Facebook page that is clearly valuable to your target market and use Facebook ads to reach more of your fans then you will notice your business growing month over month.

It's been said plenty of times before that you only reach around 16% (some more and some less) when you post to your Facebook page.

Promoting your page posts to your fans (and non-fans separately) will help you reach more of your fans and will help you earn more money in the long run..

Now your job is to come up with enticing page posts that you can promote to your fans.

Fan reach is a key indicator of the health of your Facebook page. The higher the quality of your audience and the more interesting your content is, the greater the increase in percentage of fans reached will be — and vice versa. ~AgoraPulse

Checklist for Facebook Ads Strategy

- ☐ Cover photo represents the emotional side of what you do or stands out and lets people know what you are about (should be changed on a regular basis - maybe 1-2x per month).
- ☐ Profile picture represents me or my company.
- ☐ Content is engaging, strategic, images don't go over 20% text (you may want to promote with an ad)
- ☐ Set up Like ad campaign
- ☐ Get 500-1,000 likes
- ☐ Monitor Facebook Insights to get an idea about my fans
- ☐ Identify page posts I want to promote
- ☐ Set up page post ads
- ☐ Separate audiences
- ☐ Use conversion tool if directing people to my website
- ☐ My ad is optimized for the actions I want people to take
- ☐ Monitor ads (change ads to increase conversions)