

## Facebook Ads Tips

### Strategy

1. **Generate demand** with the reach, targeting, and text-plus-graphic creative of Facebook Ads. Run various ads highlighting different value propositions of your brand.
2. **Gather leads**—as Page fans, newsletter subscribers, or community members.
3. **Experiment** with copy, image, and targeting, testing different combinations.
4. **Keep it fresh.** Once you've run three times the number of impressions as there are users in your target audience, try swapping in fresh images. If you are bidding CPC and notice your impressions declining, make sure you're keeping your CTR up.
5. **Try Facebook Ads for Pages** to take advantage of friend endorsements powered by Facebook's unrivaled social graph. For live events, try Facebook Ads for Events.
6. **Follow policy guidelines.** Advertisers who violate Facebook advertising guidelines will have their ads disapproved and accounts disabled.

### Targeting

7. **Be relevant.** Use Facebook Ads to deliver a message to a precise audience—e.g., alums of a particular school or employees of a particular company. Target 'lots of little.' If you have access to the Facebook Ads bulk upload tool or Ads API, experiment.
8. **Find keywords** that people list in their profiles. For instance, someone looking for tents may be associated with the keyword "camping."
9. **Measure seasonality** and other external variable effects on your CTR and conversion rates. School years, sports seasons, and holidays offer ripe targeting opportunities since Facebook lets you target people in particular life phases or involved in particular activities.

### Copy

10. **Speak users' language** by translating copy and targeting it accordingly.
11. **Be concise.** Try 5 words or fewer.
12. **Be direct.** Avoid jargon. Use concrete facts rather than flowery or hyperbolic adjectives. Use standard punctuation and capitalization.
13. **Ask questions.**
14. **Find a tone** that speaks to users' social, expressive, exploratory state of mind.
15. **Emphasize scarcity,** exclusivity, and time limitations.
16. **Promote** the attractive pricing you are offering.
17. **Brandish** your trademarks, copyrights, awards and endorsements.
18. **Specify the action** the user should take after clicking on your ad.

### Images

19. **Make images proportionate** to allotted image space to maximize impact.
20. **Focus** on a single, clear object. Crowding is usually counter-productive.
21. **If using faces**—which naturally attract eyeballs—make sure they're relevant. For example, try various photos of kids for an offer concerning pediatrics.
22. **Lay your logo** over your various ads' images rather than using just the logo.
23. **Optimize colors for audiences;** for example, try neutral tones for older audiences.

### Optimization

24. **Estimate** the lifetime value of your ads, including projected future conversions.
25. **Try CPM.** Even if you optimize for CPC or CPA, try CPM ads at various bids if you would like to observe at least a few thousand trial impressions of a variety of test ads.
26. **Review your reports.** Facebook's unparalleled reporting on unique CTR, clicker demographics, and precise interests will give you ideas of new audiences to target.
27. **Optimize landing pages.** Make them clean and congruent with the ad.
28. **Customize landing pages** by reflecting your ad's targeting parameters. E.g., if your company has locations, create geo-targeted ads and geo-specific landing pages.