

7 Strategies To Create Facebook Ads That Get Results

Hi! I hope you find these strategies helpful; happy advertising! --Chelsea

1. Make sure to continue to post valuable content on your social media channels(at least once a week). You want your potential clients/customers to see you in multiple places.
2. Boosting social media posts is not the same as running ads for your business. Boosting a post is only getting you more engagements (likes, comments, and shares). This is an okay place to start as long as you have a strategy to follow up with the people that engage with your posts.
3. Create a business manager account to run ads from by going to business.facebook.com
4. Prepare enough high-quality media(photos, videos) to run several different ads at the same time. You can use existing content from your social media posts.
5. Test multiple different audiences. Run ads to cold/new audiences as well as warm audiences such as your email list and Facebook page fans and Instagram followers.
6. Run and test several different ads to see which ones perform the best and tweak ad copy/media and optimize accordingly.
7. Hire an expert! Looking forward to connecting! :)