

Already Running FB Ads? 7 Strategies to Tweak for Better Results

Hi! I hope you find these tips helpful; happy advertising! Let me know if you have any questions. --Chelsea

1. Install a Facebook pixel on your website if you haven't already done so. This way you can track the activity on your website.
2. Create custom conversions for your Facebook pixel to track specific actions like becoming a lead, adding to cart, or purchasing.
3. Retarget(remarket) to potential leads, customers, and clients using data from your Facebook pixel. Do this by creating Custom Audiences in Facebook Ads Manager.
4. Use paid traffic. On average, less than 5% of your page fans and followers see your content. Organic traffic is uncontrollable, unreliable, and not scalable. 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).
5. Run and test several different ads to see which ones perform the best and optimize accordingly.
6. Use retargeting to get your ads in front of your ideal customer and walk them through a sales funnel. A sales funnel is the process a consumer goes through that takes them from:

AWARENESS - CONSIDERATION - PURCHASE - LOYALTY

7. Pair Google Search ads with Facebook & Instagram ads, and use email marketing. This way you are showing up in multiple places for your ideal customer/client and keeping your business top of mind.

****BONUS STRATEGY** Hire an expert! Looking forward to connecting! :)**