

Facebook Ads

There are many factors that impact your trust in a company.

- Good online reviews
- Company responds to reviews and comments
- Company has high quality goods or customer service
- Clear voices on social media



Facebook ads should be a part of your marketing plan

Affordable

Easily Changed

Works Quickly

Checklist for getting results with Facebook Marketing

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Check your ad metrics everyday |
| <input type="checkbox"/> | Make sure you are meeting your goals... website traffic, sales |
| <input type="checkbox"/> | Send clear messages to your intended audience |
| <input type="checkbox"/> | Make sure you are using Facebook's tracking pixel on your website |
| <input type="checkbox"/> | Check your website stats referral traffic with Google Analytics |
| <input type="checkbox"/> | Don't be afraid to cancel or pause ads and try again |
| <input type="checkbox"/> | Schedule your posts but also add to them throughout the month |
| <input type="checkbox"/> | Follow up with comments, likes and shares and invite people to your page |
| <input type="checkbox"/> | Use Canva and Adobe Spark to make eye catching signs but not too much text |
| <input type="checkbox"/> | Use your own images and seek new content or community opportunities |
| <input type="checkbox"/> | Use ads rather than boosts for optimal results |
| <input type="checkbox"/> | Not too much text on your images |