



Running a Facebook Advertising Campaign

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There are four mandatory requirements for an ad campaign to be successful;

1. Well worded ad/s that capture the interest of viewers in 2 seconds or less
2. Images that suit the campaign and increase engagement
3. A call to action or **lead magnet** that makes people want to click
4. An active Facebook business page to support the campaign

Many fall short on number 4, thinking that a great campaign will work on its own. However, many users will choose to view your page before converting or following and an inactive page is where their engagement will end. We've put together some great links and our tips to help you run your Facebook campaign.

Understanding how and why Facebook ads work

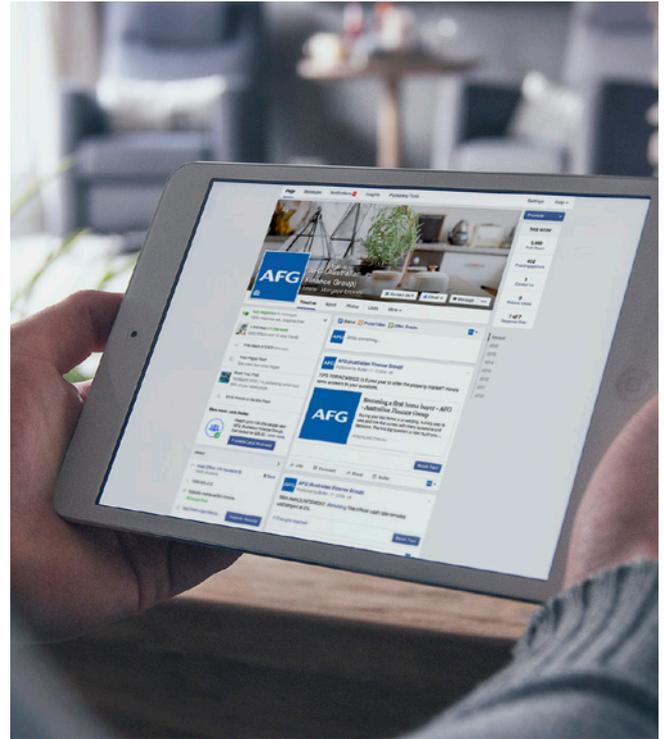
Spend some time browsing the Facebook training library to understand what your options are. You may find an idea you had no idea existed. For example, many are surprised to learn of **Lookalike Audience targeting**, a tool that can be very beneficial in reaching niche target markets.

Planning

Think about what your objective is for this campaign or ad. Are you aiming to increase your page likes? Are you asking people to download a **lead magnet**? Would you like them to complete a contact form and get in touch with you?

Who are you looking to reach with your ad? Do they fall in a specific age bracket or do they have another factor in common to help you better entice them? When is the best time to reach them? Would they be more receptive to an ad in their feed, on their sidebar or on Instagram?

The action you want your target to take and their human characteristics, are the most important drivers for the wording and imagery in your ad.



The wording

In the world of marketing, we call the words 'copy'. A person whose job is to write wording for marketing materials is a copywriter. You may have better luck getting help online if you Google the word 'copy' when sourcing tips.

This article from Copy Hackers is a great in-depth guide showing you why the copy matters in your ad and what you can do to increase the success of your campaign.

The image/s

Have a think about the sort of images your target will be interested in. If you would like to place wording on your image, make sure it has an area of light (for black text) or dark (for white text) to place this. Do you have a budget to buy high-quality stock images? Are you using a photographer to take your own product or staff photos? You only have a few seconds to grab someone's attention, make them count.

Facebook have put together their own guide on image choice. Much of their training is easy to understand and more reliable than outside sources so be sure to spend some time going through their library.

Monitoring and adjusting

Be sure to check on your ad. Make small changes to see if they help your click-through and conversion rates. Facebook Advertising cannot be left the same for an extended period of time. Facebook like to see you applying a proactive and engaging approach to your advertising. Think of it as a conversation with Facebook or Instagram users and adjust to your responses.

Other resources

- [Deep Dive Facebook Advertising – Kissmetrics](#)
- [16 Secrets the Pros Use to Create Great Facebook Ad Designs – Ad Espresso](#)
- [How to run a conversion-focused Facebook Ads campaign – Marketing Land](#)
- [11 Examples of Facebook Ads that Actually Work and Why – HubSpot](#)





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