

Facebook Ad Tips



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Brands are scrambling to adjust their strategies on Facebook, following the announcement earlier this year of further reduction in organic (free) reach from company pages. Since then, many brands have wondered if it makes sense to be on Facebook at all.

It is too soon to pull the plug on Facebook, but it is time to revise your strategy to make more use of Facebook ads.

Facebook Is the Primary Social Channel for Most Americans

According to the [latest data on social media use published by Pew](#), Facebook remains the primary social media platform for most Americans.

Roughly two-thirds of U.S. adults (68%) now report that they are Facebook users, and roughly three-quarters of those users access Facebook on a daily basis. With the exception of those 65 and older, a majority of Americans across a wide range of demographic groups now use Facebook.

Businesses Must Partner Free and

Paid Activities to Reach their Target

It is not enough to be on Facebook. Businesses must establish a presence that attracts their target demographic. In many respects, businesses that are not on Facebook just don't exist.

The free company page needs content. Regular posts should help people to understand the company and what it represents. It should reinforce a reason to have affinity. It should enable fans to share information.

These organic reach efforts need to be paired with [Facebook ads](#) so that your efforts reach beyond a handful of users. Since many brands are new to the Facebook ad space, here are some tips for success.

Constantly Revise Your Target Audience

Facebook knows everything about its users. That makes it easy for advertisers to create highly targeted audience sets for ads.

Don't get complacent. Be sure to regularly visit your selected audience for changes. There may be groups to add or remove. If you keep hitting the same audience over and over they'll eventually tune you out.

Budget Enough Days for Impact

The Facebook pricing structure can tempt you to run your ads for a brief period. With that approach you can stretch your advertising dollars across more ads. Let your metrics tell you how long it takes for your audience to stop responding to your ad.

You can see a drop in reach over time. Find the sweet spot

between too long and too short. This will differ for each advertiser.

Also avoid the temptation to tweak your ad frequently. It takes 24 to 48 hours for Facebook optimize an ad after it's been edited. If you're constantly adjusting, you won't see the true impact of the ad.

Pay Attention to Ad Metrics

The value of Facebook's robust user targeting options is only rivaled by its metrics in terms of value to advertisers.

Launch an ad and you get extremely insightful metrics about who you are reaching. Take those insights and use them to make your next ad even better.

Facebook has automation tools, but don't be tempted to let them take over your ad efforts. Monitor and tweak to ensure you are making incremental improvements with each new ad.