



# What More Can Facebook Offer Your Business?

## Why You Need to Advertise on Facebook and How to Get Started

**G**rab your smartphone, open the Facebook app and start scrolling.

Within a few seconds, you'll see multiple advertisements from companies you likely have some connection with. Maybe you visited their website recently. Or perhaps you searched Facebook or Google for the product or service the advertising company offers.

Have you ever wondered what the impact would be for your business if customers saw your company's ads on Facebook? Advertising on the world's largest social media platform may seem intimidating, but in reality, it's an easy-to-use tool for reaching your customers.

The following information scratches the surface on why you should consider Facebook advertising for your business and the simple steps to get started.

For more information and guidance on this topic, visit [TheRedT.com/facebook-ad-tools](http://TheRedT.com/facebook-ad-tools).

First, consider the reasons why Facebook advertising should be part of your marketing strategy.

### People spend a lot of time on Facebook.

As of March 2017, there are 1.3 billion active users on Facebook per day, according to Facebook Business, which is the arm of Facebook that helps companies use the social media platform for marketing.

A 2016 study from Mediakix, an influencer marketing media agency, says the average person spends approximately 35 minutes on Facebook per day. The average time spent increases to 50 minutes if you include time spent on Instagram and Messenger, social media apps also owned by Facebook.

These platforms are where your current and future customers are hanging out, and to reach them, you need to be there, too.

### Simple Facebook posts don't cut it.

If you've been tracking how many people engage with your company's posts, you may realize it's a very small percentage of people who are actually following your page. This is because simple posts on your company's Facebook page don't reach your customers as frequently because their feeds are full of paid content or advertisements. If you want your brand to be more visible on Facebook, it's going to cost you. The good news is, ads can be affordable and effective.

### Facebook offers some of the best advertising technology available.

Dedicating a portion of your marketing budget to Facebook advertising can result in a high return on investment because, for a low dollar amount, you have the ability to serve high-quality ads to the audience of your choice. Additionally, Facebook offers several customization options to best highlight your business and product offerings. Unlike other forms of advertising, Facebook allows you to select who sees each ad, choose from a variety of different ad types and even advertise across multiple social media platforms. Plus, its user-friendly interface makes it simple to set up tailored campaigns, allowing you to position relevant, timely messages directly in front of your customers.

### Getting Started

According to Facebook Business, there are a few questions you should ask yourself before creating a Facebook ad campaign.

- **What are you trying to achieve?** Are you trying to grow the number of likes on your page, drive people to your e-commerce website or promote an in-store sale?
- **Who are you trying to reach?** Do you want to engage with customers who visit your website, are you trying to get your brand in front of millennials or do you want to find new customers?
- **How much are you willing to spend?** Consider what percentage of your marketing and advertising budget you're willing to dedicate to Facebook ads.
- **Do you have a strong photo or video?** You could repurpose what you've used for previous print or online ads, have a staff member take a photo in your store or design a graphic.

## 5 Steps to Setting up a Facebook Campaign

Once you've answered the initial questions, you're ready to create your campaign at [facebook.com/business/products/ads](https://facebook.com/business/products/ads). Facebook Business breaks this down into five steps.

### 1 Choose your objective.

Your goal will determine the best type of ad for your business. Maybe you're trying to collect email addresses for your newsletter, find new customers or spread the word about your annual sale. You can use Facebook to communicate that clearly and concisely.

### 2 Select your audience.

Do you want to target a certain age range or gender for a sales promotion? Facebook has options for that kind of targeting. You can also reach your current customers by uploading your email list. Or you can use information about your existing customers to target similar people on Facebook who may be interested in your business.

### 3 Decide where to run ads.

This is when you decide whether to run your ads on Facebook, Instagram, on partner apps or across all three. Additionally, you determine whether you want to run ads on devices like smartphones or tablets. Or you can let Facebook place your ads most effectively.

### 4 Set your budget.

Whether you want to spend only a dollar a day or hundreds each week, Facebook gives you total control over setting your budget. The platform will guide you on how to get the most exposure for your money. During this stage of setup, you also determine when your ad will run. You can set it to start immediately or schedule it strategically for certain dates around sales, events or holidays.

### 5 Pick a format.

This is where you and your team can really shine. Facebook offers versatile formats, allowing you to create an ad that best fits your objective. Your ad can be as simple or as complex as you wish. You can run a single photo to highlight a new store reset, an in-store event or a promotion, for example. You can choose a slideshow of photos and videos to promote new products or showcase your team completing a DIY project. Whatever your preferred format, Facebook's ad platform allows you to preview your ad before launching the campaign. ➡