STEP BY STEP

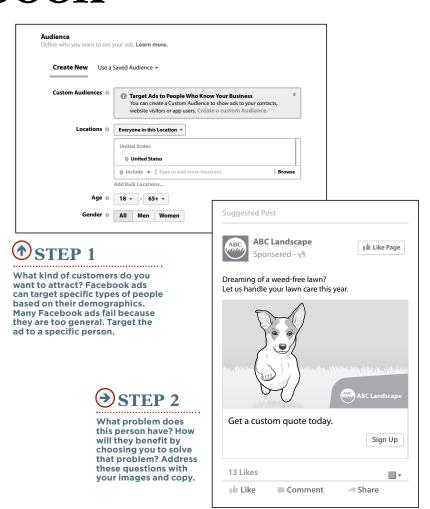
How to advertise on Facebook

or many business
owners, social media,
particularly Facebook,
is an integral part of
their marketing efforts. In addition
to staying connected with their
current customers, advertising
through Facebook can provide
a relatively easy and inexpensive
way to attract new ones.

Any company with a Facebook page can advertise on the site, and rates begin at a minimum of \$5 per day. There are several different types of ads for business owners to consider, depending on what they want to accomplish. Lead generation ads persuade potential customers to provide their names and phone numbers by, for example, offering them a free estimate. Traffic ads urge people to visit a company's website through specific actions, such as receiving a special offer or reading an informational article. Brand awareness ads encourage people to "like" a company's Facebook page and help promote its name to the public.

Facebook ads have three main components: text, an image and a destination. The text should convey the ad's intended message, such as the special offer or services. The photo or video is the visual aspect of the ad and should always use clear, crisp imagery. The ad should then send visitors to a specific page and encourage a specific action.

Source: Constant Flow Marketing, constantflowmarketing.com



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STEP 3

What is your offer or

reach out to you. The

call to action? Give them a reason to

offer must be clear

audience that you are targeting.