

Facebook Ad BEST PRACTICE

with Kim V. Goldsmith

1.

Determine your OBJECTIVES before you start. It's important to know the purpose of your Facebook advert before you decide on a budget.

2.

Use a CONTENT CALENDAR. Strategically advertise around the content you develop through your content calendar.

3.

Be specific with AUDIENCE PROFILING. Take the time to develop profiles to ensure your ad will appear where the people you want to see it will be.

4.

ROTATE YOUR ADS regularly to avoid viewer fatigue. You don't want people to see the same ad too many times.

5.

TEST. By split testing ads within a campaign you can determine what version is most effective on which channel.

BOOK A WORKSHOP OR COACHING SESSION
TO ACCESS THE EBOOK:

HOW TO FACEBOOK ADVERTISE QUICK GLANCE GUIDE

www.kvgoldsmith.com