

Facebook Ads Exposed And Advertising Generator

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Social Advertising on Facebook - will it really work for you? Discover the Secret to Creating Social Ads on Facebook That Will Net you Facebook Fans - And Profitable Sales! You may or may not frequently use Facebook but Im willing to bet you youve been just too busy to seriously think about Facebook ad creation. Now, I know thats a bold statement to make, but its based on solid research and fact. People (and that includes marketers like you and I) often just use Facebook for one or two incredibly common reasons: * To network your business * To have fun and connect with friends But theres a third use for Facebook one that big companies like Coca-Cola and Nike quickly discovered (after using teams of paid experts to help them promote their brands). And while its true that you will have to use different strategies, many of the principles remain the same. So have you ever seriously considered social advertising on Facebook. Now, youve already got a handle on social networking. And you promote your business on Facebook and Twitter (almost) every day. So Why Should You Pay to Actually Advertise on Facebook? What real advantage will that give you? The answer may shock you, because it may not give you any advantage at all! There are many conditions that exist in the online world of social media what you might consider the smallest details, ones you dont even notice, can affect your business in shockingly positive or negative ways. You may even have tried creating a Facebook ad after all, its really easy and they virtually walk you through the process. But afterwards, you didnt notice much difference to your sales and subscriber list (though your pocket was lighter). Sadder and wiser, you move on to the next trend threatening to emerge. And besides, who says Facebook is the best venue for your social media ad? You actually prefer Twitter and you really havent got the cash (or time) to start messing around with paid ads. You Could be Missing Thousands of Dollars From the Best Customers Youll Never Know If your budget is tight (especially in the aftermath of the economic downturn) adding a paid source of advertising can be frightening especially if youre new. It can feel sensible (and almost a relief) to quickly say: Hey, that just isnt for me. It also can turn out to be throwing good money after bad, if you already advertise in quite a few places especially if you havent really had great results at all. (If, in fact, you actually lost money in spite of doing your best keyword research!) If you havent found any sort of advertising effective, its

possible you just haven't hit on the right feeding ground. (The ones where the fattest fish lurk, ready to nibble your lure!) But how do you know if Facebook advertising is really going to work for you? What makes it the perfect solution? Well, there are insider tips you need to learn why go through the experience of making mistakes if you don't have to? Why not learn from others who finally found out what it was they were not doing right? Imagine being able to know in advance if Facebook advertising is really the Holy Grail your business has been questing for.. or if you were able to realize this absolutely isn't the right venue for you! Hey, that's the sort of thing you've already been learning, by trial and error. AdWords, AdSense, Banner Ads that frustrating peel-away you really never could master But what if you could take less than half an hour (less than a quarter, if you're a fast reader!) and find out all the ins and outs of Facebook advertising? What if you could easily find out for yourself, all in the time it takes to drink your next hot cup of coffee * 9 questions you need to answer - before you decide to create (or not create) your Facebook ad * Why long-tailed keywords will - and won't - help you make the most of Facebook * The simple keyword precaution you have to take, when planning ads for Facebook users * The simple thought to keep in mind, to make sure Facebook is a match for your business * The single most common habit of Facebook users repeat that you should use to your and their best advantage * The single most important difference between Facebook users and Google searchers that you really do need to know And what if it also clued you in about: * The fine points that Facebook's easy ad creation system doesn't tell you * Giving your Facebook fans a choice one that will help them eagerly want to pay * 3 vital keys to keep in mind, when you're creating your Facebook ads * 5 steps for going viral and 12 steps for maximizing your success - a case study that will teach you principles you can apply as a model (thought it's specific techniques we study!) * 7 tips for making the most of your Facebook Fan Page and why you should have one * Selective omission - and how it worked for this one wildly popular gaming company (while fitting with Facebook's rules) * The down side of Facebook Ads - 9 Facebook Ad mistakes and vital facts you need to know And after you'd quickly read all these things, and got the big picture (in a small, easily-manageable frame) What if You Discovered Facebook Advertising was The Piece you'd Been Missing All Along? Only now you know enough behind the scenes factors and tips to take more than an educated guess at whether or not it's right for you and fit the facts into your focused social media advertising plan! The easy way is to have a guide that will let you know things like: * How Facebook selects ads to be displayed and why * What is sure to get your ad disapproved faster than any other

factors * How to make sure your ad is seen by the right people You can help yourself to such a guide today! Now, mind you, there are some things it won't do: It won't teach you a step-by-step method to set up an ad (you don't need it Facebook ad creation is that easy!) It won't tell you how to create graphics, do anything sneaky or become an Ad executive or guru overnight. It's just a straightforward guide to fast-track you towards understanding: * How to know if Facebook advertising is a fit for your business * What you need to know to create ads that are more likely to be approved It's called Facebook Social Ads Exposed and you can download it straight away! One other reason to seriously consider exploring Facebook advertising Facebook ads have the ability to go viral but only if you know who you're trying to reach, and what makes Facebook favor some ads over others and repeat them more often. Including the single most important factor that can ensure your ads are seen - and why most people simply don't know this. And it's got nothing to do with reading the rules and guidelines (thought naturally you should do that too!) Facebook Advertising Generator You've been working hard to introduce your business to as many potential target customers as possible the ones who will find your products irresistible, and eagerly spend money. You've done it through SEO, social networking, press releases, article marketing and perhaps even a pay-per-click campaign like Google AdWords. In short, you've used all the traditional (and not so traditional) ways that help internet business catch on like wildfire. But have you considered Facebook advertising yet? If not, you may not be aware of this comparatively new source of targeted customers the sort who you may not be able to reach by traditional means. Exactly what is Facebook advertising, and why should you consider it? You've seen them yourself, most likely those ads running down the right-hand side of your Facebook pages, most of them about interests you particularly enjoy. You are not seeing the same ads as everyone else accessing Facebook at that moment. These ones are specifically targeted to data Facebook has gleaned from your preferences and other sources. Facebook ads are simple but powerful. Each one consists of a title, text block and graphic or photo of your choice all within a 110px X 80px box, to fit that vertical, right-hand Facebook sidebar. If you think of them as a cross between a Twitter tweet and a banner ad, you've just about got the picture! And yes they absolutely can advertise your: Product Services Contest Cause Links Photos Videos Business USP Business Event As well as integrating: Your offline promotions with your online Real-time information for your fans/users Facebook Advertising Benefits SEO vs. Social Trends Facebook's biggest benefit is its most obvious. It operates through social networking and trending rather than pure SEO the hottest trend of this brand new decade.

It allows readers to see your ads on their mobile phones and mobile devices now outnumber personal computers, 4 to 1! It is also cheaper than Google AdWords, and while the latter is still a wonderful way to kick-start a campaign, AdWords can be risky for newer marketers, as costs per click can skyrocket faster than your sales. Will it replace AdWords completely? That shouldn't be your goal! Plan further down the line to do what the big boys and girls do: Kick-start each campaign with well-optimized and researched AdWords.

Facebook vs. Adwords Costs But whether you use Adwords (SEO based) or Facebook ads (social networking based), Facebook ads nowadays are a must particularly with the not-so-subtle switch over to mobile devices! But it's great for beginning marketers because at the moment, it's significantly less expensive to advertise on Facebook than with PPC!

Graphics Capability Its other biggest benefit is that you can introduce a graphic element or photo into what is basically just a small text ad! Since Facebook is tuned to graphic elements, and interest has been shown to peak when graphics are displayed, it wins hands-down over AdWords tired, irritating banner ads (traditionally low converters for over a decade). (You could simplify it like this: Want a text ad only? Use AdWords. Plan to use a graphic? Use Facebook Ads.)

Text Capability You have 75 words to say what you want to say in Google AdWords (that's less than half a tweet!) Facebook ads not only allow you a 25-character headline, but 135 words of body text, too. (That's over double Google AdWords capacity but note; spaces count.)

Does SEO Still Apply? You betcha! In fact, it's absolutely crucial to the success of your Facebook Ad! Remember when we talked about Facebook Ads geared to your specific hobbies, tastes, preferences and interests appearing down the right-hand side of your Facebook page? You'll notice that: Some really don't appeal to you. A small percentage make you click on them right away and yet a third group appeals to you, but it may take you days of repeated exposure, seeing the same ad many times, before you finally give up and click through. You want your ad to be in the latter 2 categories. And you achieve that through solid, well-researched long-tailed keywords (combined with your irresistible, curiosity-arousing 25 character headline and 135 character body text). Get those elements right, and you'll have an ad that bypasses casual searchers (how many right-hand-side Google search page paid ads do you ever click on, compared to Facebook Ads?) and zeros in on a 75 pre-sold, pre-qualified market.

Who Is It For? Some people will tell you that Facebook Ads don't work for business purposes, but that's simply not so. It should speak volumes and give you a big, fat clue about its potential when you realize that major companies are taking full advantage of Facebook Ads, in creative ways. For example, according to Facebook's own Marketing

Solutions page Honda recently used Facebook Ads to keep consumers updated (and do serious damage control) after its recent spate of shocking recalls. Budweiser encouraged social interactivity with its customers when it invited them to select which commercials to show during televised sports games. Guitar Hero became the first online video game to reach 1,000,000 fans on Facebook Even Coca-Cola jumped on the bandwagon, selling virtual bottles of coke and promising to donate \$1.00 for every virtual bottle sent to their favorite cause. These 4 examples alone show you the sort of creativity you can employ (and flexibility you can take advantage of) when creating your Facebook Advertising campaign!

Fansumers If youve been wondering what a fansumer is, its yet another social phenomenon you can use to your advantage. According to Forrester Research, a fansumer is simply a consumer who has become a fan of a brand on Facebook. This brings us back to Facebook Ads third biggest advantage interactivity. Its a proven maxim: Get people to engage as a participant, rather than as a spectator, and their stake in what theyre engaging in becomes personal and more positive. Use an app or a product and click the little become a fan text link on your Facebook page, and you are not only contributing to its statistical popularity, but personally endorsing it! This can help 2 particular types of product in particular 1. Apps (applications such as Zyngas Farmville game) 2. Brands Allowing people to become Facebook fans should be a definite part of your branding campaign and as for Farmvilles meteoric rise, it is legendary. One only has to take a glimpse at its U.S. Alexa rank of 370 to see how powerful this can be. Alexa summarizes this popular app game thus: farmvilleis visited more frequently by females who are in the age range18-24, received some college education and browse this site from home. This is right in line with Facebooks 18-34 female broad demographic but the truth is, you can certainly reach other target customers in different demographics, if you take a close look at Farmvilles stats from Quantcast.com: Keeping in mind that a less broad and more specific demographic is likely to be yours (unless you create a truly buzzworthy product like Farmville) you can certainly play to small niche Facebook markets. A good rule of thumb is to make sure the niche customer you wish to reach actually does operate via social networking at least as much as if not more than through standard PC use and Google searches. You can also target specific geographic areas, using Facebook Ads (by country, state or province, town or city). And remember, when someone brands him or herself as your fan (or fansumer), they are letting you know they are ripe for your offerings. Why Profile Pages are Your Friends! The main reason you can target so specifically, in spite of Facebook itself have a broad, generic demographic, can be attributed to profile

pages. Think about it: When you filled out your profile page, you were prompted to share your: Hobbies and interests Career and work information School, college or university Tastes in music, books and movies Personal and contact information (date of birth, marital status, etc.) City and state And as much extra information as you chose to share. Among the things you share you can bet people can find great long-tailed keywords! These are what you should use when creating your Facebook Ads targeted specifically to your ideal customer, of course. Use your keyword in your headline at the very least and again in the text (always providing it feels totally natural: Remember, Facebook puts social before SEO). The Mechanics In addition to the creative side of your Facebook Ads, there are other actions you can choose to take. You can: Pay per click (PPC) or per impression (CPM) Track your Ads progress in real time Edit and tweak your ads, for your best results Best of all, Facebook Ads are easy to set up, with a step-by-step process that guides you clearly through creation and all your options. Facebook is quietly becoming the newest 2010 trend in online advertising especially for those on a budget as of this writing. Even if you dont think its right for your business, you are to be applauded for taking the time to at least learn more about it!

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