

Simple tips to maximise Facebook advertising campaigns

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The advertising budget that you have needs to be maximised as you use Facebook ads. This is not something that is simple, although many would want you to think that this is the case. There are literally books that have been written about the subject so you can imagine how complex everything is.

What is really difficult is trying to promote a smaller site like www.monetarylibrary.com since the budget that is available is definitely lower than when compared with large brands. Every single dollar counts so do consider the simple tips below to help you to maximise Facebook advertising campaigns.

Know your choices

You need to know all the ad choices that are available for you so that you can use the option that is suitable based on what your goals are. Generally speaking, you can use Facebook ads to:

- Get more likes for a page
- Promote page posts
- Use advanced advertising options - many exist like getting newsletter sign-ups so be sure that you look at all of them

Perform split tests

Many just invest in Facebook ads and run one ad. This is not a good idea. You need to have patience, conduct a good research and perform split testing. Running more ads based on the budget that you have available is a really good idea due to the fact that this will help you to see what converts better. If you have a budget of \$10 per day, you can easily run four ads, each with a budget of \$2.5 daily and then invest more on those ads that bring in the best results.

Always use advanced options

As you [create Facebook ads](#), you can stick to the standard settings or you can choose more targeting options as you check out the Advanced Options. This opens the doors for better targeting, which is exactly what you want in order to have better results with basically any ad.

Understand the bidding options available

The default advertising method used is CPM, which means that you pay when the ad is shown to people, not when results are gained. This is not a bad idea in many cases, but there are situations in which you want to use CPC instead of CPM. Always think about the various bidding options that are available so that you can easily choose the one that is the best based on what your current goals are from the ad.

Editing the ad headline

This is one thing that many do not actually know. When we create ads, we can select a page that we are able to create ads for from a drop down menu. When we do this, the headline will be automatically generated. In order to get more control, use the Facebook Page URL in your ads. This will allow you to simply change the headline to something that would be more appropriate and that would convert better.

Facebook ads keep changing and new features are added quite constantly. It is really important that you stay up-to-date with changes so that you can make the best possible decisions.

ABOUT BORIS DZHINGAROV

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