



# FACEBOOK ADS - CRIB SHEET

## WHAT DOES FACEBOOK WANT?

It wants to build its users and keep people on the platform. If it can do that, then it can continue to increase its revenue with advertising.

So in essence it wants great content and ads that people engage with. In return Facebook will reward you with showing your ads to more people and get your your desired outcome.

## ARE YOU AD READY?

Do you have the pixel installed?

Do you have a fast loading website?

Do you have active and engaged social media platforms?

Do you have some great imagery of your product or service?

## BUDGET

£10 per day minimum spend

£10 per day will buy you 1 audience and 2/3 creatives

## OBJECTIVES

Engagement - I want more page likes

Traffic - I want more people to visit my website

Conversion - I want people to visit my website and take an action like download or purchase

# AUDIENCE OPTIONS



## COLD AUDIENCE

People that have never heard of you before that you target based on their interests

Here's some to get you started  
Wedding cake, Engagement ring, Bachelor party, Wedding reception, Honeymoon, Say Yes to the Dress, Ring Wedding videography, The Knot, Bachelorette party, Wedding photography, Wedding chapel, Bridal shower, Wedding invitation, Wedding dress, Weddings, Brides (magazine), Marriage, Wedding planner, Wedding ring, Bridal registry

## WARM AUDIENCE

People who have already engaged with your business

Your database

Your website visitors

Your social visitors and followers

## CREATIVE

### STOP THE SCROLL!

Firstly your brain will register the image or video  
Then the headline (the grey box under the image)  
Then last the copy at the top

As humans we love to see other human faces in our newsfeed plus anything with movement or action.

ALWAYS OPTIMISE FOR MOBILE!



## TEST TEST TEST

Never stop testing

Keep trying

new audiences

new images and video in your adverts

new copy

