



Dan Janal's 10 Tips to Run a Successful Facebook Advertising Campaign

1. **Facebook has more than 1.4 billion users worldwide.** If you want to sell a product, you can rest assured that your buyers are probably on Facebook.
2. **Target your ad to very specific audiences.** If you want to reach single women who just bought a house and have a degree in psychology and earn \$50,000-\$75,000 a year and like to sew, you can reach them.
3. **Facebook will also send ads to your email list.** That way you can hit them with emails and with ads. It's great for businesses that find their emails aren't being opened.
4. **Even with all this information about targeting, your first ad will fail.** That's because it is almost impossible to create the perfect message on your first try. If you manage your expectations, you won't be disappointed.
5. **Limit your ad budget to \$10 a day until you find the right message and the right audience.** When you hit on the right formula, you can increase your ad budget. You will save a lot of money this way.
6. **You need to test your headline, your artwork and your message.**
7. **Test your message against demographics** - like men vs. women, age groups, day, time of day, even mobile vs. desktop user.
8. **You will be creating a lot of ads to test different groups.** You'll want to easily remember each group and their characteristics. Don't give them generic names, like Ad1 and Ad2 or Test1 and Test2. Name your ad groups with the characteristics that make them unique, like "women, 45-65, mobile, Alabama" for women who are between ages 45 and 65 and use mobile devices and live in Alabama. You'll be running and



testing lots of ads to find the right ones, so it is important to keep the ads straight.

9. **Ask yourself – and your team – if your assumptions are correct.** I had a client who wanted to promote a new thriller book written by an investment banker about the financial industry. They wanted to target men between 35-65 who were highly educated, made more than \$100,000 and liked Vince Flynn books and Lee Child books. I don't think education or income was important. I would have suggested they add other male, action-adventure-thriller authors to the list. I'd also suggest they test the ad to women who read those types of authors as well. They made the mistake of starting with the wrong set of assumptions, that is, "let's target other investment professionals!" Instead, they should target readers.
10. **Don't get attached to your ad or product.** If it doesn't sell, despite all this testing, then find something else. It's a big world and there are lots of opportunities.

Are you ready to take your Facebook advertising to the next level?

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