

# What You Need to Know About Facebook Advertising

Marketing is an essential component of sustaining and growing your business. Many successful marketing campaigns include advertising on Facebook—it's simply too big to ignore.

But Facebook has changed, and you need to know the new best practices before you start paying for ads and “lighting your money on fire.”

The experts at branding agency [Brand3](#) and [HomePro Brands](#), its division serving the home services industry, [shared their insights](#) on how your home services business can best utilize Facebook ads and get the best return on your ad spend.

## The Importance of Brand

How you present your brand is key to building successful marketing campaigns. Good branding will help attract new clients. But your branding messages must clearly convey what makes your company stand out from the crowd.

## Identifying Your Ideal Customer

Before you start planning your campaigns, you need to identify who your ideal customer is. Create a profile of your ideal customer. Include:

- Their household income
- Are they homeowners?
- Age
- Are they single or married?
- Where do they live? (City, suburb, rural?)



## Facebook Changes

If you've been running ads on Facebook, you may have seen fluctuations in your results. This is likely due to the iOS updates Apple recently made giving consumers more control of their online privacy and hindering conversion tracking. Apple now requires advertisers to ask consumers for permission before tracking them across the web. However, while your new ad results will likely be different than in previous months, the users you do attract are more specifically interested in your business offerings



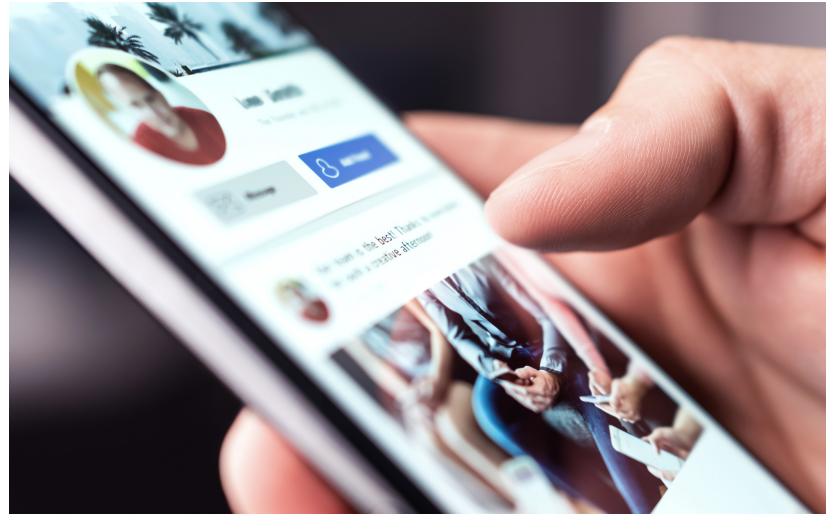
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## Key Setup Components for Facebook

There are some essential items you need to do to ensure you get the most from your Facebook ads.

- Domain verification
  - Look for this in the Facebook Business Manager under brand safety. You'll need to attach some code to your website that says your domain is safe to send traffic to.
- Pixel placement
  - The pixel is a piece of code for your website that allows you to optimize your ad campaigns and build an audience.
  - Test to make sure the pixel is installed and working properly
- Facebook conversions API
  - The API gives you a more accurate picture of your conversion results and is critical to install since users can now opt-out from reporting any data.
- Google Analytics / GTM
  - Installing Google Analytics and the [Google Tag Manager](#) helps with pixel placement
  - Also, track your Facebook results on Google Analytics



## Security is Key

Two-factor authentication should be set up for everyone who has access to your Facebook and Google accounts. It's easier for hackers to get into your account if you don't have it



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## Campaign Types

There are several steps to staging an effective campaign:

1. Define your campaign goals. What do you want your audience to do? Is your goal to get more leads, increase sales, or promote a special offer?
2. Define your audience. Are they already familiar with you? How did you select them? And consider the crucial question—do they need your services or want your services?

Knowing your goal ahead of time allows you to adjust your ad to reach your desired audience. For example, if consumers are not familiar with your company, you need to raise brand awareness.

Brand awareness ads allow users to learn who you are and what you do. Building brand awareness will not lead to more sales immediately. They're about building credibility. These ads are cheaper to run; fees are based on the number of times the ad appears. Brand awareness campaigns should be broader and directed at the ideal client you envisioned.

If you're after leads, use lead generation and website forms to prompt consumers to call/contact you.

Use conversion ads to increase sales. And make sure your company is providing a good customer experience from start to finish. Then, ask your satisfied customers to post reviews and recommend you to others. Recommendations help organically boost your Facebook ads by giving you a better reputation score.



## Metrics

Obviously, you need to measure your results to know what works (and what doesn't). Again, those metrics will vary. If your goal was to boost traffic to your website, check Facebook and Google Analytics to see if your site got more visitors. For lead generation, look for an increase in the number of forms filled out. And for sales, did you get more conversions?

Check your ad performance based on the type of campaign you ran:

- Cross-check data with Google Analytics and your sales numbers
- Remember that your path to purchase is not the same as small retailers. So many Facebook resources are targeted to small retailers, and most won't work for home services companies.
- Be patient. Think about when you first talk to clients how long it takes before they convert. If it generally takes you a while to convert sales, then it's likely it will take time to see results from your Facebook ads.



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# What You Need to Know About Facebook Advertising

## Know What Matters

Business owners often experience a disconnect between what looks nice and what matters. Factors like your click-through rates and the number of clicks and leads can look solid, but do they really matter to your business's bottom line?

If you get clicks but no calls, you've wasted money. What really matters is your ROAS (return on ad spend), your Facebook and Google Analytics results, and the number of appointments you make and sales you complete.

## The More You Know

- Setting daily budgets for your ads is often better than creating a budget for the life of the campaign (lifetime budgets). Daily budgets give you the freedom to tweak your campaign as you see the results.
- The number of people who engage with you on the social platform is more important than the number of followers you have.
- Consistency counts.
  - Make sure your landing page content matches the content of your ads.
  - People like to see fresh content, so if you have it, post it. But it's more important to be consistent about when you post. For instance, if you don't have the time and content to post every day, post twice a week. But post the same day and same time, week after week.
  - Test it for two weeks. Are people interacting with you? Are your reach numbers growing?



- Your landing page should clearly explain what you want consumers to do.
- Video ads do well initially. But if the content in the video doesn't focus on your services, you may attract views but not get leads or conversions.

Facebook's algorithms are constantly changing. But Facebook wants to serve the best content to the audience that wants it. So they show ads to the consumers they believe are most apt to perform the desired action.

There are a lot of variables to consider when running Facebook campaigns. If you don't have the time or skill to do it, consider working with an agency that can do the work for you.



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