



BUSINESS TOOLKIT

**Getting started with
Facebook Ads**



West & North
Yorkshire Chamber
of Commerce
British Chambers of Commerce
Accredited

5 TOP TIPS

Getting Started with Facebook Ads

Written by Facebook & British Chambers of Commerce

Before you create an ad or campaign, first consider what your business goals are. It's important to know what you want to achieve in order to choose the right objective.

For example, if you want to show your website to people interested in your business, you can create ads that encourage people to visit your website.

Below are the three broader categories, or goals, that your objectives may fall under:

Awareness: Objectives that generate interest in your product or service. Increasing brand awareness is about telling people what makes your business valuable.

Consideration: Objectives that get people to think about your business and seek more information.

Conversions: Objectives that encourage people interested in your business to buy or use your product or service.

Targeting

Facebook tools can help you identify and understand your potential target audience.

Audience Insights

Learn more about the people who engage with your business.

Lookalike Audiences

Reach new people who are likely to take your desired action because they are similar to your existing customers.

Custom Audiences

With Custom Audiences, you can reach customers that you already know with ads on Facebook.

Interests & Behaviours

Define a new audience by including/excluding specific demographics, interests and behaviours.

Creativity

Engaging and creative ads don't require expensive equipment or lots of time. Here are 5 tips to improve the power of your ads:

1 Design for sound off:

Viewers often watch video in public places with no sound, so content needs to be visually captivating and include subtitles where appropriate.

2 Use vertical videos:

Use a vertical or square aspect ratio. Most people hold their phones vertically, so you'll cover more of their screen.

3 Shorten text:

People on Facebook and Instagram scan quickly so keep your text short, clear and concise to get your message across.

4 Add movement:

Include engaging and immersive formats in your creative mix, such as videos, slide shows, Stories, etc.

5 Use calls to action:

A range of call-to-action (CTA) buttons are available for Facebook and Instagram ads. Experiment with the CTA buttons for different ad objectives and formats