



ELECTRIC ENJIN'S ENTREPRENEUR BOOT CAMP

FACEBOOK ADVERTISING DO'S AND DON'TS

DO

Install Facebook Pixel in your website

This gives you the opportunity to retarget and create better audiences that are built on actual consumers that interact with your website.

Link your Instagram and Facebook accounts with your Ad Account

This increases your authenticity (posting via your brand account), and will bring more traffic (and followers!) to your account.

Upload your product catalog to your Ad Account

If you are running ads for your ecommerce business, dynamic product ads have very high conversion rates and will yield more purchases

Create custom audiences based on target audience

demographics and Pixel Data

Get your ads in front of the people who you know will convert!

Advertise with video

Video content yields higher engagement and you can also retarget to the audience that viewed your video and didn't click.

Use the appropriate Call-To-Action

If you're driving users to shop, don't use a CTA like "Learn More" or "Sign Up."

Test out different messages

It's always worth trying out different ad language, you never know what's going to resonate with your audience

DON'T

Be creepy with your retargeting

Retargeting can be powerful, but people already have hard time trusting Facebook ads so don't make them feel "watched."

"Boost" social media posts

You have all of the data and the tools to target your ads, so use them! You'll see much higher engagement and conversions.

Run more than one campaign to the same audience

Your ads will be fighting against each other, which will waste spend and not deliver more results. Instead, run separate Ad Sets that target different audiences.

MARKETING YOUR WEBSITE RESOURCES

Facebook Marketing

Facebook Business Manager

<https://business.facebook.com/>

This is the hub for managing your Facebook Business account and Ad account

Use Events Manager to set up Pixel

https://www.facebook.com/events_manager

Use Ads Manager to set up your Ads Account

<https://www.facebook.com/adsmanager/>

Search Engine Optimization (SEO)

Free Keyword Research Tool: Google Ads Keyword Planner

<https://ads.google.com/aw/keywordplanner/>

Writing Search Optimized Copy: SEMRush SEO Writing Assistant (Google Drive Add-On)

<https://www.semrush.com/swa>

Google Analytics

Google Analytics

<https://analytics.google.com/>

Google Analytics for Beginners Certification

<https://analytics.google.com/analytics/academy/course/6>

Campaign URL Builder

<https://ga-dev-tools.appspot.com/campaign-url-builder/>