



# 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](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> <https://chrome.google.com/webstore/detail/semrush-seo-writing-assistant/21572538748>

#### **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/>