

# **FACEBOOK ADS**

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## BUILDING A FAN BASE THROUGH ADVERTISING ON FACEBOOK

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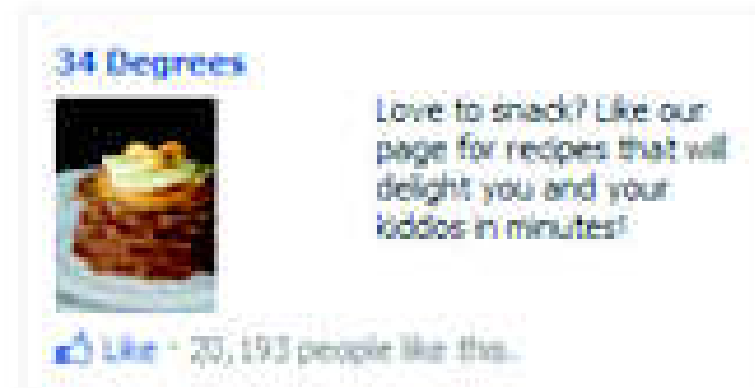
# ADS ARE YOUR VEHICLE TO 'REACH'

- Overcoming the '1000 fans barrier'
- Know WHO YOU ARE and what your voice sounds like
- Know your TARGET AUDIENCE and what they like to see, learn, and do



# IF YOU CAN USE FACEBOOK, YOU CAN ADVERTISE EFFECTIVELY ON FACEBOOK

- Set a daily budget that you feel comfortable running for at least 7-10 consecutive days
- Select target/define reach
- Create concise, compelling copy and supporting image, run 'A/B tests'
- Watch and Learn!



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## GOALS & LESSONS

- Click Through Rate (CTR) :: +0.1%
- Cost Per Click (CPC) :: <\$1
- Advertise in conjunction with a sweepstakes or contest
- Set realistic goals, 'Rome wasn't built in a day'



**“Many companies are already increasing their paid advertising activity on social networking sites, in part due to the high level of trust consumers place in friends’ recommendations and online opinions.”**

*-- Randall Beard, global head, Advertiser Solutions at Nielsen*



**THANKS FOR LISTENING!**

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