

# The Quick Guide to Facebook Ads in 2019

Why is Facebook advertising good for growing a business?

1. You can target your audience very precisely.
2. Facebook Ads is also connected to Messenger and Instagram.
3. The analytics from Facebook Ads are very detailed.

How much does Facebook advertising cost?

- There is a \$4 per day minimum.
- Your budget is up to you, as long as it meets the daily minimum.
- The cost of each ad view depends on the ad's quality score (image and text quality, how many clicks it's receiving, interactions, etc.)

How do you create effective Facebook Ads?

1. Ensure you use the Facebook Ads Manager and are not simply boosting posts.
2. Give your Facebook Ads a minimum of 7 days to run.
3. Use socially engaging content and relevant images (be social).
4. Use Facebook analytics and remarketing capabilities.
5. Follow Facebook advertising best practices.
6. Optimise your website and/or landing pages.

Where can I learn more about creating Facebook Ads?

- Take a training course (such as Facebook Blueprint).
- Get some professional help (such as Localsearch social media marketing services).

About Localsearch

At Localsearch, our aim is to bring the calm to the chaos of digital marketing. For more than 25 years, we have been helping more than 20,000 Australian businesses connect with new and existing customers. We're an award-nominated Google Premier Partner and are one of the first two Google My Business Partners in Australia.

For a customised quote, contact us on 1300 360 867 or [enquiries@localsearch.com.au](mailto:enquiries@localsearch.com.au).