

Top 10 Facebook marketing Tips that we know absolutely work

1. **Look at your competitors' ads.** You've got competitors out there. They could be local, or they could be overseas. You might some find someone in Canada that does a similar thing to you. Go and Google *Facebook ads library*. Facebook want anyone who's placing an ad to be more transparent. Go to the Facebook ads library, typing your competitors name and you can see all the ads that they're currently running. If they're still running those ads in a months' time that probably means, it's working for them. Now you can take the ads that are working for them and you can remodel them for yourself. Keep the structure but inserting your own images and your own product. Don't start your ads with a blank slate. Start with something that's already been proven in your industry in another country. They're not direct competitors so to speak so what do you have to lose.
2. **Lookalike audiences.** One of the most important things in your Facebook ad is who you're targeting. And the easiest way to do that is to give Facebook examples of your best clients. So if you've been in business for a while or if you've got a Facebook page, an Instagram profile or a Web site you can say to Facebook a number of things. Here is 200 mobile phones or email addresses of clients who have purchased or prospects who are interested. Upload them to Facebook. You create what's called a custom audience. Then you say to Facebook "out of this custom audience of the people I just uploaded find me 160000 people in New Zealand who look exactly like them. Facebook with its algorithm will find a match. Through all the hundreds of different data points of all those people FB will find similarities and within about four hours you'll have 160000 people. These profiles are not always easy to get sales results from, but it can be done.
3. **You don't necessarily need a website.** Some people think if I do Facebook ads, I'm going to need a landing page or website. But there's a thing called Lead pages in Facebook where people can fill in an "opt in form" without leaving the Facebook platform. Imagine someone is scrolling through their news feed they see your ad and they think I'm interested in that. They click a button, up pops a form still within their Facebook news feed, it prepopulates their name email address and their mobile number if they've given it to Facebook which most people have for security reasons. All they must do is click the Submit button and you're done. No landing page no Web site nothing like that.
4. **Square videos.** Everyone should use videos where possible because they build more trust than anything else that you can possibly do. Square videos take up 78 percent more real estate than rectangle videos. Make your videos square if you've got an existing rectangle video.
5. **Captions.** A lot of people watch videos in silence because they're either at work they may be on the train, in the toilet, their partners sleeping next to them and they don't want to have noise and if you don't have captions on your videos you're missing out on two thirds of the people who watch a video on mobile phone.

6. **Build Relationships.** Far too many marketers and business owners want the sale right now. We talk about how good this special offer is but marketing is like matchmaking. You don't just meet a lady and then ask her to marry you straight away. There needs to be a warmup phase, building a relationship. In this day and age, the way to build a relationship is by giving solutions to people's problems in the way of education because it's free. It builds trust. Don't ask for the sale straight away, give them something they value first and later on (2nd or third email or post hit them for a sale)
7. **Test.** A lot of people try something like they spend fifty dollars on one ad with one audience and then I think it didn't work and they just give up. But you got to test. You got to test for at least seven days, and you need to test with at least three different audiences and at least three different types of ads. That would be the minimum amount of testing and that testing by the way could cost you about \$100. It's a lot better for small business owners to spend more time on test marketing as opposed to spending more money because it's just the way Facebook works. It can pick and choose when ads are going to be the cheapest and because the Facebook audience is so vast the actual cost of placing effective test marketing to your tiny prospective audience is ridiculously cheap.
8. **Use emojis.** When you place a Facebook ad you can't increase the font size you can't bold and underline things. You must rely on emojis to do the formatting for you. And the reason that's important is if you just wrote a whole bunch of text it looks very boring to the reader. Text after text. Use emojipedia.org or somewhere similar Look at emojis that are useful like it could be the smiley face. It could be a finger pointing down. you could have five reasons to respond to the ad but get an emoji that's the number one two three four five and use these, they work because they stand out as a bit different. Numbers don't lie, emojis get a twelve percent uplift in click through rates.
9. **Evergreen adds.** Evergreen means it never gets old. Let's say you've got an ad and you say "I've got a special in the month of October 2019". The problem with running an ad like that is you can't come back in three months' time and just switch on that ad. To make Facebook effective you need to automate it and to automate it you must have ads that don't go out of date. Its simple but its compulsory.
10. **Handle objections up front in your Facebook ad.** A lot of marketers and business owners' rabbit on about saying how good something is that it doesn't even enter their mind about the bad things. Think about your ad. Think "if I you were your own ideal client reading this what would your objection be and then address these up fronts and in a simple fashion in your ad. If the reader is going to be a bit sceptical what would they be sceptical about and then address this as best as you can in the ad.