

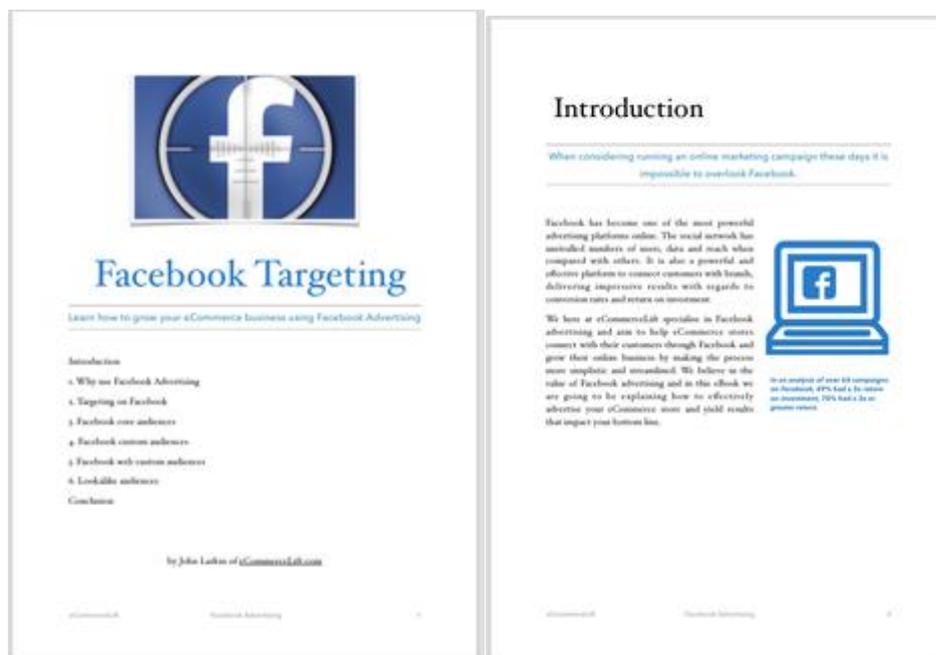


10 Tips to Optimise your Facebook Advertising

1. **Images:** Images grab your customer's attention so you need to get them right. Make sure they are the right size, are clear and make customers take notice. To make sure you are getting the optimum amount of click-throughs, why not experiment? Test product vs. lifestyle images and see how well your audience responds. Make sure you test video also. Video is very engaging on Facebook, even if it only consists of a couple of images animating together. The Facebook ads platform will even help you make these.
2. **Copy:** Writing compelling copy that makes your customers excited about clicking your ads is a must. Write concise, descriptive yet emotionally appealing copy that will make them say "I need that!". Use emojis to your advantage to highlight key parts of your copy or your CTAs. Don't over use them though. And always include a link.
3. **Bid:** Before you jump in with your bids, think about your audience size. If it is a retargeting audience you will likely want to optimise for reach. Actual conversion optimisation is only effective on a large audience and only kicks in after your adset has racked up 25 conversions.
4. **Budget:** Set a realistic budget! Don't go too low or else you won't reach anyone in your audience. We don't mean over extending yourself but set a budget that will reach all of your audience within a week. This will show if this audience is right for you and make the most of your hard earned dollars. No body learned anything for 5\$/day. Try to get statistically significant numbers, so you actually learn from your advertising. This means 1000 clicks.
5. **Analytics:** Why bother advertise if you can't track their performance? Make sure you have your conversion tracking set up so you can see all of those awesome sales! Equally important is tracking your add to carts, your click through rates and your cost per click.
6. **Targeting Gender:** Dividing your ads by gender is a sure-fire way of making better ads. Create two different audiences for males and females and build ads catering for both groups.

7. **Targeting Interests:** Interests can really narrow down your audience to a group that will most likely click-through and convert. Think about interests your customers are likely to have (the more niche the better!) and see how much better your audience responds! It's a lot cheaper to start with a small audience before scaling it up when you start to see traction.
8. **Targeting Age:** Filtering your audience by age can create a highly targeted ad. Twenty year olds are very different from forty year olds so why have the same ad? It'll boost your ads performance and get people clicking.
9. **Audience Size:** To start with think thousands not millions! An audience that is too big will just burn through your budget. Instead think small. Between 50,000 and 200,000 should do the trick. Once you start to see what works, and you have 25 conversions in your adset, then switch to optimise for conversions and expand both your audience (to over 1M) and your budget. Then let Facebooks algorithms get to work.
10. **Call to Action:** Give your customers that extra push to get them clicking on your ads. Having an awesome call to action such as "Get It Now" and "Buy Today" is a great motivator to get customers to your store.

Interested in learning more about Facebook Advertising? Download our FREE Facebook Targeting eBook from <https://eCommerceLift.com>



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