

## Facebooks Ads On A Small Budget

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- ❖ How to use Facebook Ads in Local Business
  - Learn the type of business that your customer has
    - Find out what type of business your customer has first.
    - So they should run a local business.
  - Determine the offer to include in the campaign
    - After you figured out what business type your customer has, it's time for you to decide what kind of offer you will be giving to your target audience.
    - Since this type of ad is for local business, you need to be location targeting the regions in which they service.
  - Audience research to form your target customer
    - You have to really delve deep into who is their target customer.
    - You can micro target audiences so you did some audience research and you need to have a look of the people who are relatively interested in your customer's business type.
    - You can also target people who subscribe to a certain website that is related to your customer's niche.
  - Create Facebook ad campaign
    - So now you have all the information you needed to go ahead and start creating your campaign.
    - This is going to get a little bit technical if you have never created a Facebook ad campaign before.
    - You have done your audience research which is going to form the basis for your audience targeting and you know exactly the regions your customer want to target so you can go ahead and start creating the campaigns.
    - So you only create one campaign with the campaign objective being website conversions and you create multiple ad sets and each ad set was targeting all the different interests that you had just identified through your audience research.
    - And you location target your ad set as well and you apply a really, really small budget.
    - You would want to point each ad set just to the one ad because what we wanted to do was we wanted to accumulate all the social proof on one ad.
    - Remember when you're creating an ad campaign with multiple versions of the same ad will result in a dilution of social proof which you don't want.
  - Monitor and manage the campaign
    - Make sure you got the post ID for the ad and pointed all those individual and separate ad sets to that one same ad.
    - Let the ad run for about 24 hours and very quickly you could see which ad sets were getting traction and which ads that were not getting traction.

- So all the ad sets that were not getting traction you just turn them off and then all the ad sets that were getting traction, you reallocated the budget from the ones that you turned off and put them towards the ad sets that were working.
- Very quickly you managed to increase the momentum because you were leveraging off the insights of what was working and what was not working.
- You can do it on a small budget. You just need to be very, very targeted in what you do and obviously you can't take your eye off the ball. You have to actively monitor and maintain the account.