

Fact: Your customers are on Facebook.

A whopping 22% of the world's population are Facebook users - that's almost 17 billion human beings we're talking about.

Out of these, about 1.59 billion are active DAILY users (as of June 2019). Imagine 1.59 billion potential pairs of eyeballs checking out your business and what you have to offer every day!

With that kind of volume, you'd be crazy not to advertise on Facebook.

## **Are FB ads worth it?**

"But Phil," you say. "Organic Facebook doesn't work anymore, right?"

Let me get this clear: organic posts will only be seen by your own Facebook followers, and probably only a fraction of them at that.

But Facebook advertisements allow you to target people who have not liked your page, thus prompting them to check out your products or services.

So, to answer your question, yes organic posts can still work, but it's no longer viable for businesses looking to grow their reach and engagement with organic posts alone. With tons of content being created at a rapid pace on Facebook each day, organic reach is slowly declining.

This means that it's getting increasingly difficult to get the right audience to even take notice of your content.

To counter this, you need Facebook advertising help in Perth to take you to the next level.

## **How does Facebook paid advertising work?**

In case you have reservations about how Facebook advertising in Perth really works, here's a really simple guide...

Essentially, you'll want your business to be seen by as many people as possible. But let's face it, unless you're selling the elixir of life itself, not one single business can appeal to an entire pool of random people.

What you need to do is to target a specific audience who are likely to be interested in your products or services. And Facebook ads are absolutely great for that.

Here's how it works:

**Set your FB ad campaign objectives**

First up, before creating your Facebook ad campaign, you'll need to know your objective.

What do you want your FB ads to achieve is **completely up to you**.

Whether you want to drive more traffic to your website, encourage users to download your app, increase product sales or even accumulate leads in order to engage them later on through email marketing, Facebook is the right platform to do it all.

### **Audience segmentation**

Next, after figuring out your campaign objective, you'll want to **choose your audience**.

Like I mentioned earlier, FB allows you to target specific people to view your advertisements, and this step is a crucial one for you to create a profile of your IDEAL audience.

Once you've set this profile, Facebook will serve ads to people who belong to the demographics you're interested in.

### **Ad creation**

It's time to create your FB ad campaign!

Facebook makes it easy to create highly visual ads that align with your objectives. With the plethora of ads you can create, it's just a matter of testing and finding out what works before settling on a particular type of message or design for your campaign.

To be continued...