



Using Facebook to get customers immediately



# Top Tips for Facebook Marketing



Facebook advertising works.

# Benefits of Facebook

1.94 billion active users



A means to filter out your ideal client/customer

Clear ROI for any advertising campaigns you run

# Tips for Facebook Advertising



1. Amazing offer

# Tips for Facebook Advertising



## 2. Show them with video

# Tips for Facebook Advertising



3. Have a dedicated page to take them through to

# Tips for Facebook Advertising



4. Offer more or give a reason to give up their time

# Tips for Facebook Advertising



## 5. Follow up with leads quickly





# Campaign results



Dentist - 5 new patients in 1 day worth £2500

Carpet cleaning - 6 new customers in 1 day

Wedding photographer - 2 bookings in 1 day

Dog grooming - 11 new customers in 1 day

# Benefits of FB ads

- Builds an email list for free future advertising
- Target your ideal customer - postcode, income, interests etc
- Can retarget interested people who didn't sign up
- Brings immediate results



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