



# 5 TIPS TO IMPROVE YOUR FACEBOOK ADS

## Online Marketing Tips

Mark Whittaker: [thebosse@markwhittaker.com](mailto:thebosse@markwhittaker.com)



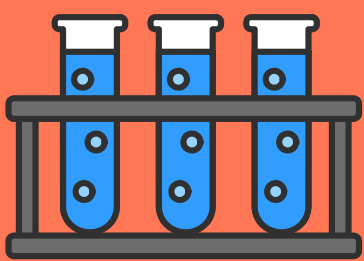
### THE FACEBOOK PIXEL

Always install the Facebook pixel on your website before running a Facebook Ads campaign.



### BE CONSISTENT, BUT DIFFERENT

Advertise consistently, but refresh your ads regularly so that your audience doesn't tire of seeing the same thing over and over.



### EXPERIMENT & TEST

Experiment with different ad formats -- images, videos, slideshows, carousels -- to see which types are most effective for your business.



### AUDIENCE TARGETING

Use audience targeting, but don't narrow the target too much at first. With the Facebook pixel installed, you'll be able to see what types of people respond best to your ads.



### LANDING PAGES & CALLS TO ACTION

Build custom landing pages for your ad campaigns, and make sure the ads include a call to action.