

Facebook Advertising Checklist for Small Businesses

Provided by Hibu, a Facebook Marketing Partner



There's never been a better time to get into Facebook advertising. Best practices are always evolving, so to help you stay on top of it all, we've put together this checklist. It's been designed to help you with the core strategies you need to successfully market your business on Facebook.

Facebook Page

Build a rich, complete Page (your Facebook Page is just as important as your business website!)

Match your Page information to the information on your website

Encourage satisfied customers to leave reviews on your Page

Posts

Make sure posts are personalized, actionable and relatable

Content should inform, engage and/or entertain

- Examples: promote events, sales/discounts, news articles your business is mentioned in

Posts should start conversations between Facebook users or between you and a Facebook user

- Examples: encourage users to contact you via Messenger or set up an Appointment via Facebook, invite customers to post a review

Ad Campaigns

Choose the right objective based on your goal. Do you want to generate interest in your product or get people more interested in your business? Possible objectives:

- Reach – show your ad to the maximum number of people
- Traffic – increase visits to your website
- Lead generation – collect contact information from people interested in your business

Install the Facebook pixel on your website, then create retargeting and lookalike audiences

Keep your audience fairly broad. Being overly specific limits potential reach and results.



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Ads

Avoid generic, be specific in creatives and copy

- Example: photos of employees and products (instead of stock images)

Use mobile-friendly images and landing pages

Test different elements of your ads, such as:

- Images
- Copy – value propositions and themes
- Calls to action – button copy
- Ad format – static, video, slideshow, etc.
- Placement and platform – Facebook Newsfeed, Instagram Feed and Stories, Messenger, Marketplace, etc.

Refresh your ads

Have questions about Facebook marketing? Hibu has answers! Call 855-900-4939.

Re-watch the “Facebook Advertising for Small Businesses: Latest Updates and Tips for Success” webinar at hibu.com/FBupdates



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