



Social Advertising Tips

1. Focus your advertising budget on your potential best customers using the platform's targeting tools. For example, you could create a custom audience for your post around a combination: location, age, sex, education, workplace, interests, hobbies, and likes.
2. Social sites such as Facebook Business and Instagram are best for generating engagement, LinkedIn is more effective for a professional audience. For sharing videos, opt for a YouTube channel.
3. Consider your advertising goals and the cost of interactions vs impressions. For example, I want potential customers to "like" or "follow" my social page rather than to just see my post. I have to pay more for those interactions, pay per click (PPC,) but I feel it will result in their seeing more of my posts and creating a social relationship. You may be able to select: "Promote Your Page," "Send people to your website," or "Reach people near your business."
4. Consider paying for clicks that link to your website, if your website does a good job of converting visitors to customers. Or, you can create a landing page for a specific promotion or call to action.
5. Market an event as another way to interact with current and potential customers.
6. When creating an ad, tell people the unique value you provide them. This may be a solution to a problem or a gain creator. Think about the jobs they need to get done. Think more about what is in it for them and less about you. Space is limited.
7. Always include a quality photo, graphic, or video. Images of people generally convert better, especially with Instagram. Best Image size is 1200 x 627 px. Max text in image is 20%.

Revised 05/19/21 BL

THIS CONTENT IS PROVIDED FOR GENERAL INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE ANY ADVICE WHATSOEVER, INCLUDING BUT NOT LIMITED TO LEGAL ADVICE OR TAX ADVICE. THE INFORMATION MIGHT NOT BE UP-TO-DATE, COMPLETE, OR ACCURATE, SO PLEASE UNDERTAKE DUE DILIGENCE, INCLUDING TALKING WITH A QUALIFIED LAWYER, CPA, OR OTHER PROFESSIONAL.

ISBDC@LCSC.edu 208-792-2465 IdahoSBDC.org



8. You may be able to change the default title and description. Include a call to action (CTA.) People are more likely to do what you want if you tell them what to do: "Click Like"
9. If given the option, include social connections for people already connected. This is all about social connections, less about selling.
10. Change your ads often. People quickly get tired of same-old, same-old. Results will vary, test different post dates and times, try again and note the results.
11. Don't expect the same click-through rates as Google ad words because people are scrolling for social reasons, rather than searching for your words.

Revised 05/19/21 BL

THIS CONTENT IS PROVIDED FOR GENERAL INFORMATIONAL PURPOSES ONLY AND DOES NOT CONSTITUTE ANY ADVICE WHATSOEVER, INCLUDING BUT NOT LIMITED TO LEGAL ADVICE OR TAX ADVICE. THE INFORMATION MIGHT NOT BE UP-TO-DATE, COMPLETE, OR ACCURATE, SO PLEASE UNDERTAKE DUE DILIGENCE, INCLUDING TALKING WITH A QUALIFIED LAWYER, CPA, OR OTHER PROFESSIONAL.

ISBDC@LCSC.edu 208-792-2465 IdahoSBDC.org