



Webinar 4

Our Session Will Begin Shortly

New Items Available

- Creating VideoPal Previews On Your Own Website

Our Training...

- Using Facebook To Leverage Yourself
- Facebook Ads

Facebook

- Create a page for your business
- Add photo of yourself, fill in all possible sections
- Tell your friends/contacts!
- Post content

Facebook Advertising

- ☑ Can spend as much as you want, no contracts
- ☑ Targeting is pretty amazing
- ☑ Must be done carefully

Facebook Advertising

- Have an actual developed fan page
- Likes are optional but seem to help
- Use Facebook business manager

Finding Your Targets

- ☑ Dive into your niche
- ☑ Find common groups
- ☑ Use FB audience insights
- ☑ Target locally is possible

Additional Advice

- ☑ Use a tracking pixel for retargeting
- ☑ Have a specific call to action
- ☑ Abide by Facebook's policies

Facebook Services For Businesses

- Help Facebook be up to date
- Retargeting
- Geolocal advertising

Questions & Answers