



Top 10 Best Practices

Your ad is more likely to perform better and continue running successfully if it is being displayed to the users who are most likely to be interested in your product or service. You will want to focus on making sure your ad is highly targeted to the most relevant, appropriate audience. We hope these insights will help you get started creating ads that meet our guidelines, allow you to communicate more effectively with your desired audience and spend your money where it's the most successful.



1. Be Relevant

-One way to do this is by targeting users who have interests listed in their profile that are related to your business. Make sure you are using relevant keyword targeting.

For example, if you're trying to reach users who are interested in cooking, you could use keywords such as: cooking, cooking shows, cooking channel, cookouts, cookbooks, Rachel Ray, food, food network, food TV, Mexican food, food and wine, wine, Chinese food, Italian food, dinner with friends, and going out for dinner.

2. Expand Your Audience

-When keyword targeting, think outside of the box. Think of related keywords that users who may not explicitly mention your product but are interested in similar products/services might place in their personal profiles.


3. Bid Competitively

-For any given ad unit, we select the best ad to run based on both the cost per click or cost per thousand impressions and ad performance. If you're not receiving as many clicks or impressions as you would like, try increasing your maximum cost per click or maximum CPM. You can also view the recommend bid again once your ad beings running.

	Status	Max Bid (\$)	Type	Imp.	Clicks
room in PA	Completed	2.00	CPC	12,545	74

Ad Preview

Great 1 Bedroom in PA



Fantastic downtown location, just 2 blocks off of University. Only \$500 a month! Check it out now!

Targeting

This ad targets users:

- who live in the United States
- who live in Menlo Park, CA, Mountain View, CA, Oakland, CA, Palo Alto, CA, Redwood City, CA, San Francisco, CA, San Jose, CA or San Mateo, CA
- between the ages of 21 and 29
- who are female
- who are single

Settings

Bid:

Changes will take effect in 15 minutes.

Suggested Bid: 0.04 – 0.06 USD

[Edit and Resubmit Ad](#)

4. Encourage Action

-Make sure that your ad text includes a strong call to action. A call-to-action encourages users to click on your ad and should explain to the user exactly what you expect them to do when they reach your landing page.

Some examples include:

Order online today! Sign up today! Click here! Learn more now.

Click to become a Fan of our Page! Check us out now.

Click here to learn more. View our offers online now. Register now!

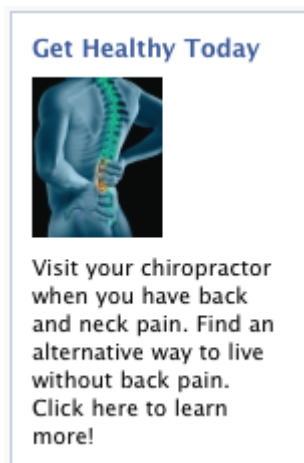
5. Think Simple

-Make sure that the site you are advertising is easy to navigate and that the landing page presents information related to the ad prominently and clearly. This can also cut down the time it takes for the user to make the conversion you're looking for. For example, make the price of your product or registration form for your service easy to find and understand.

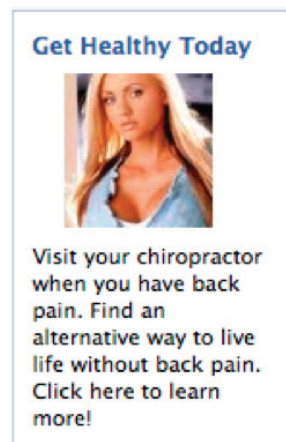
6. Make Them Look

-Use relevant, appropriate, attention grabbing images. Users are more likely to interact with and trust an ad that they can relate to and the ad's image can play a large part in this. For example, images of people using or interacting with the product you're advertising or of the product itself help users trust and understand the ad.

Acceptable



Unacceptable



7. Be Direct

-If your goal is to have a user click your ad and purchase a service or product on your site, clearly state that information in the ad. Be specific and clear about what you're offering to the user. This way, no clicks will be wasted on users who aren't going to make a conversion or who are just looking for more information.

8. Review The Data

-Pull reports about your ads. Reports can actually help you see what kinds of users are interacting with your ads-and you might be surprised by the facts. This can help you tailor your future ads to specific users and even find new keywords or areas you should be targeting.

Date	Campaign Name	Campaign ID	Demographic	Bucket 1	Bucket 2	% of Impressions	% of Clickers	Unique CTR
2/1/09	S&P Winter 2009 - Mozart	*****	country	AU		0.00205		
2/1/09	S&P Winter 2009 - Mozart	*****	country	CA		0.002793	0.00519	0.014778
2/1/09	S&P Winter 2009 - Mozart	*****	country	GB		0.001335	0.00173	0.010309
2/1/09	S&P Winter 2009 - Mozart	*****	country	JP		0.001403	0.00173	0.009804
2/1/09	S&P Winter 2009 - Mozart	*****	country	US		0.982541	0.986159	0.007982
2/1/09	S&P Winter 2009 - Mozart	*****	gender age	F	13-17	0.028741	0.034602	0.009574


9. Time It

Time your ads to coincide with different seasons, holidays, elections, sporting events or another event that could help increase the traffic and interest for your specific ad. Make sure to highlight any discounts or promotions.

10. Rinse and Repeat


Find what works and what doesn't for your ads. Refresh your creative after a couple of days or if you see traffic declining to ensure that your ads do not become stale. The changes you make could be as simple as using a different image or ad title.

Visit The Coast




Come and check out all that the Oregon coast has to offer. Beach, sun, sand and forest. Click here to learn more!

Miles Of Open Beach



The entire Oregon coast is open to the public. Come and see what we have to offer you and your family. Become a Fan of our Page now!

Ocean and Beaches



Visit the beaches of The Goonies and Free Willy. Miles of sand and coast line. Click here to learn how to book your trip now!

Still have questions? Contact a representative at advertise@facebook.com