DETERMINE THE FACEBOOK ADS FOR YOUR BUSINESS

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Questions to Ask Yourself to Determine What Type of Facebook Ads You Need?

1. Who is your target audience?
   _______________________________________________________________
   _______________________________________________________________

2. What action do you want them to take?
   _______________________________________________________________
   _______________________________________________________________

3. Why should someone buy your service or product or do business with you?
   _______________________________________________________________
   _______________________________________________________________

4. Why should they contact you now?
   _______________________________________________________________
   _______________________________________________________________

5. What is the lifetime transactional value for each lead?
   _______________________________________________________________
   _______________________________________________________________

6. What are you trying to accomplish with your digital ads?
   _______________________________________________________________
   _______________________________________________________________

7. Where do you want your social media ads to appear online? Desktop? Smartphone? Partner Websites
   _______________________________________________________________
8. How do you want to pay for your ads—Cost Per Click to Website or Cost Per Impression?

Now that you have determined what your social media goals are, you can choose the right type of social media ad.

For more information, please visit: 