



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:
<https://.bit.ly/toyawilsonsmithmba>