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**Romans 8:31** What, then, shall we say in response to these things? If God is for us, who can be against us?

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## **Social Media Marketing: Facebook**

### **Key Benefits Achieved Through Leveraging Facebook Social Media Marketing**

Are you interested in getting started with Facebook Ads for your company? First, let us go over the importance of them and why this might be ideal for your current business objectives. Paid advertising on Facebook is gaining popularity which impacts the reach of your content and delivers to your perfect audience for maximum return. There are many benefits to paid advertising on Facebook and we will discuss them in detail below.

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## **Facebook Advertising is Highly Effective**

Over the years, Facebook has seen a solid steady increase of advertising revenue because of the Facebook ad work. More and more Americans are finding their desired products or services through Facebook and targeted Facebook Ads. And you can also get your ideal audience to purchase your product or

services too! You will just need to take the time to master creating highly effective Facebook ads that appeal to your audience.



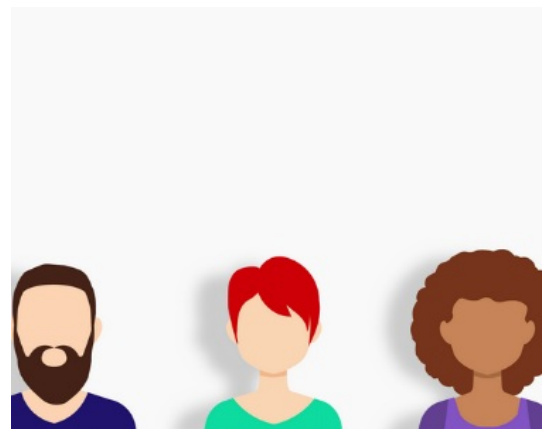
## Simple Set-Up & Fast Measurable Results

The easy set up for Facebook campaigns takes little time and can quickly produce excellent results for your business. It is not a secret that digital advertising produces a great ROI and can happen fairly quickly if you implement the right campaign and product. That is the beauty of Facebook Advertising and why it works well for both small and large corporations!

The flexibility of being able to experiment with your campaigns to see which is performing better, on what device and it's CPC is a great tool to have when trying to figure out what works and what does not for your offered products or services.

## You can Reach your Ideal Audience

Facebook is great at providing tons of detailed ways to reach specific people based on their online behaviors, their known interests, engagement, and other various aspects of their demographics such as age, gender, and location. You can be extremely targeted with your audience which in turn will produce a high ROI using Facebook Ads for your marketing strategy.



## Facebook Ad Campaigns



## are Highly Customizable

With the variety of ad formats to choose from, the Facebook Ad experience can be designed to attract your perfect audience. You can create compelling video ads that millennials cannot resist watching, or even an immersive canvas ad that explains every detail of what you are offering.

There are 11 different Facebook ad objectives you can choose from based on your business goals brand awareness, reach, traffic, engagement, lead generation and conversions. You can also customize your ad design, copy, landing pages, and virtually every element of your campaign including the technical aspects. With those being target audience, bidding, and delivery optimization.

## New Features Every Month

Contributing to Facebook's sustained growth for so long is that they are constantly adding more features and improving the user experience for both advertisers and users. The quicker you get familiar with Facebook Ads the quicker you will unlock the full potential of social media advertising and what it can do for your business.



Here at Spectrum Net Designs, we offer Social Media Marketing which is not limited to only Facebook but also Instagram and LinkedIn. Depending on your target audience one of these platforms will do the trick for your objectives or a combination of all 3 will have a greater ROI.

**Contact Us today to learn more about the services we offer and how we can help improve your marketing strategy!**

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# Are You Promoting or Advertising Your Page?

LEARN HOW TO  
LEVERAGE IT!

## In Case You Missed It!



### How Does Facebook Retargeting Work for My Business

Utilizing Facebook Pixels for Increased Sales. As a social media user, you have likely experienced the odd phenomenon of visiting a website or looking at a certain product on amazon or somewhere else then to all of the sudden be bombarded with ads for that same item or things extremely similar items all over your Facebook page.

[Read More](#)



### New Facebook Features and The Ones We Miss

Facebook seems to be almost a necessity for businesses today. It opens up a wide gate to audiences you might not reach as well as options for simple and straightforward advertising. Because Facebook is so widely used in the world today by both normal everyday users as well as businesses, it seems to always be updating, changing, improving, and adding new features – not to mention taking away old features as well.

[Read More](#)



