

You can reach 2.17 billion people by advertising on Facebook!

Been Wanting to Try Facebook Ads?

Facebook ads, also called Meta Ads, can help your business reach the right audience-full of potential customers. Read on to see what Facebook Ads is all about!

The first step? Install a Pixel.

What is a Pixel? Why do you need it?

After setting up a Meta Ads account, it's time to install a Pixel. A pixel is a piece of code that can be installed on your website to help you track what people do on your site as well as retarget people who have already visited your site. [Read our blog here to learn more about a Pixel and how to install it!](#)

A Pixel is very important, as it essentially helps Meta create a specific audience for you to continue to have effective and successful ad campaigns.

What Makes a Good Ad?

What makes a good ad? What will get your ad rejected by Facebook? Facebook takes a number of factors into account including:

- **Objective**
- **Targeting**
- **Budget**
- **Duration**
- **Creativity**

To learn more about what makes a good ad, read our blog [here!](#)

Contact Us

In Need of Web Development?

Contact Us Today!

In Case You Missed It!



What Content Marketing Looks Like in 2023

It is no small secret that content marketing can be very advantageous to businesses. From blogs to videos to social media, producing content can help you gain, and keep, a loyal



Everything You Need to Know About Facebook's Name Change to Meta

In October 2021, Facebook made the decision to change their name to Meta. This decision came into effect on

audience.

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Why Is No One Reading My Blog? 10 Tips to Get Your Blog Views

As we have heard many times over the past few years, “Content is King”, meaning that content is key in growing your audience, and helps you play the long game in marketing.

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June 9, 2022. This was brought about due to several reasons, but the biggest reason is that

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Build a Content Strategy with SEO: How to Plan for Content That Will Bring Conversions

If Google’s updates this year have told us anything, it’s that content is key to a good SEO strategy, and SEO is needed for good content. But not just any content will pass the test of Google rankings.

[Read More](#)



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