

How To Choose A Facebook Ad Objective To Maximize Your Money

Facebook ads are hands-down my favorite type of advertising for small businesses.



BOOST YOUR POSTS

☐ Use it when: you want a lot of people to see your post

REACH PEOPLE NEAR YOUR BUSINESS

☐ Use it when: your business is tied to your geographical area

SEND TRAFFIC TO YOUR WEBSITE

☐ Use it when: you want more visits to your website

RAISE ATTENDANCE AT YOUR EVENT

☐ Use it when: you want people nearby to come to your event

COLLECT LEADS FOR YOUR BUSINESS

☐ Use it when: you want to build your email list

INCREASE ENGAGEMENT IN YOUR APP

☐ Use it when: you want existing users to use your app

PROMOTE A PRODUCT CATALOG

☐ Use it when: you have more than one product to showcase

PROMOTE YOUR PAGE

☐ Use it when: you want to grow your number of page followers

INCREASE BRAND AWARENESS

☐ Use it when: you want people to remember your ad

GET INSTALLS OF YOUR APP

☐ Use it when: you want to capture NEW app users

GET VIDEO VIEWS

☐ Use it when: you want as many viewers as possible on your videp.

INCREASE CONVERSIONS ON YOUR WEBSITE

☐ Use it when: you want to make more sales

GET PEOPLE TO CLAIM YOUR OFFER

☐ Use it when: you want people to redeem a coupon code

GET PEOPLE TO VISIT YOUR STORES

☐ Use it when: you want online customers to visit you offline

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checkli.com