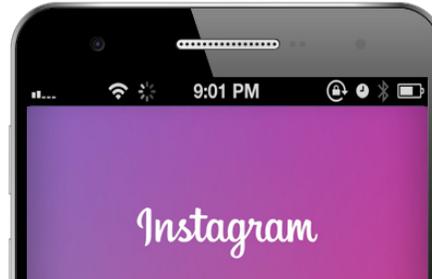


## IMPORTANT STATS:

**1.56 billion** daily active users on average for March 2019

**2.38 billion** monthly active users as of March 2019



**500+ million** daily active users

**1 billion** monthly active users

### WHAT'S SOCIAL MEDIA ADVERTISING?

Social media advertising includes creating, monitoring and optimizing social media advertising campaigns that target potential buyers to 1) connect with your brand 2) go to your website 3) drive sales. Social media advertising is the cheapest form of advertising. It's our mission to help you reach the most people for the lowest cost possible.

### WHAT ARE FACEBOOK ADS?

Facebook ads are digital ads displayed to extremely targeted users on the platform. The end goal is to get more likes on your Facebook page, send more traffic to your website or any other action you want users to take when they see your ads.

### WHY IS FACEBOOK ADVERTISING IMPORTANT?

Facebook advertising is one of the most effective ways to grow your business online. The leading social media site boasts over 2 billion active users, with users spending several hours per week on the platform.

Facebook advertising presents the opportunity for businesses of all sizes to reach their desired audience and sell directly to them. Businesses that leverage Facebook ads successfully can significantly grow their business in a predictable, measurable fashion. Because of this, Facebook advertising is fundamental to the success of business owners who wish to grow quickly.

### WHAT ARE THE BENEFITS OF FACEBOOK ADS?

Getting attention for your business on Facebook can be extremely difficult due to the enormous amount of activities and distractions on this popular platform. Creating Facebook ads will help your business show up in front of people who may be interested in what you have to offer. Ultimately, Facebook ads:

- Put eyes on your offers and announcements
- Increase likes on your page
- Boost brand awareness
- Allow quick lead generation and solid customer retention
- Increase website traffic, phone calls and foot traffic
- Provide flexibility to improve effectiveness at any time
- Drive more sales in a cost-effective way



## WHERE DO MY ADS SHOW UP?

Based on the user's device, Facebook ads will appear in the "News Feed on desktop," "News Feed on mobile" and in the right column of "Facebook on desktop" locations. Additionally, if you have an Instagram account for your business, you can connect it to your ad and it will display in targeted users' Instagram feeds.

## DO FACEBOOK ADS REALLY WORK?

When properly set up and targeted, Facebook ads are extremely effective in getting more leads and customers. As long as you target appropriately, Facebook advertising will increase sales and revenue.

## ARE FACEBOOK ADS A GOOD FIT FOR MY BUSINESS?

If your target audience is spending time on Facebook, the answer is "yes." It's a great way to connect with your true target audience.

## DO I NEED TO HAVE A FACEBOOK PAGE TO ADVERTISE ON FACEBOOK?

Technically, you no longer need to have a Facebook page to run Facebook ads. The type of ad that you need in this scenario is a "Clicks to Website" ad. "Clicks to Website" ads that are run by a brand that also has a Facebook page result in new likes on the Facebook page too. So in most cases, it's encouraged to have a Facebook page in place first to get the most benefits from Facebook advertising.

## CAN I TARGET PEOPLE WHO LIKE ASI'S FACEBOOK PAGE ALREADY?

No, you cannot target people who like ASI's Facebook page. As ASI is a well-known organization in the industry, you can target those who may have indicated an interest in ASI, but not specifically followers of our page.

## DO FACEBOOK ADS SHOW UP FOR MOBILE USERS?

Yes, you can set up mobile-specific ads. Just make sure your website is mobile-friendly if your ad is directing traffic there. If not, users will be met with a slow-loading, scrambled website once they click on your ad. Since millions of Facebook users log on daily from their mobile devices, we recommend that you market to this massive audience.

## HOW LONG DOES IT TAKE TO SEE RESULTS FROM MY FACEBOOK ADVERTISING?

This depends on a lot of different factors and could take weeks of monitoring and tracking to fine-tune. However, working with a professional will cut down on the time it takes for you to get results.

## CAN I RUN MY OWN FACEBOOK AD CAMPAIGNS?

Yes, of course you can. However, just like many other online marketing services, Facebook advertising takes a lot of skill, time and experience to perfect. In fact, making just one simple mistake in your campaigns can cost you a lot of money with nothing to show for it. This is why most businesses choose to hire an experienced marketer to handle it — it's worth the investment and is most likely to help you get results.

## WHY SHOULD ASI RUN MY FACEBOOK ADVERTISING CAMPAIGN?

- We have the audience
- We know social
- We can drive immediate traffic
- We can influence leads and sales
- We can help you optimize your Facebook ads for conversions

