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3 Reasons Why Now Is The Time For Small Business Owners To Give Facebook PPC Advertising a Very Serious Look

I bet you're using Facebook. Maybe you've even set up a Facebook Page as a way to market your small business.

But, if you're like most small business owners you probably haven't jumped into the world of paid advertising on Facebook.

Maybe you're familiar with Google's pay per click (PPC) advertising platform, Google AdWords. AdWords is a very powerful way to drive highly targeted, motivated prospects to your business' website.

While still a very popular and effective program, Google AdWords has become much more complex and competitive. This means you really need to know what you're doing with AdWords because it's not as straightforward or inexpensive to run a campaign as it used to be.

Facebook has its own paid advertising program, but it's not nearly as popular as Google's (at least for now). Facebook PPC got a bad reputation due to some problems when the program first got starting. But Facebook has made a lot of progress with the program and many marketers are finding it to be an excellent source of traffic. There are 3 things that really make Facebook's paid advertising program such an attractive option for small business owners. They are...

1. **Impressive Numbers.** With over 400 millions users worldwide and approximately 260 billion page views per month according to a recent estimate, there are a lot of people hanging around on Facebook. And they're spending a lot of time there too. The average Facebook user spends about 7 hours a month using the site. That's an eternity online. Since so many people are spending so much time on the site, you can see why many advertisers see such huge potential there.

2. **Low Levels of Competition.** Facebook's PPC advertising program is not getting a ton of attention right now from advertisers, especially small business owners. So, especially when compared to AdWords, the competition is fairly low which means the costs per click are generally lower than they are on AdWords. What this means is that, for now, there is a window of opportunity for small businesses to get in while the getting's good and take advantage of these low click costs before more advertisers jump on board and drive the costs higher.

3. **Demographics Beyond Compare.** Think about when you signed up for Facebook. You entered a lot of information about yourself - your hometown, your high school, your relationship status, your favorite books, hobbies, etc. And when you filled this information out, you had every reason to be honest because you wanted to share it with friends and, perhaps, connect with others who share your interests. As a marketer, you can use the information that Facebook users have in their profiles to precisely target prospects to a degree that arguably hasn't been possible before.

There are a lot of very powerful demographics you can use to target Facebook users as an advertiser. These include gender, age, relationship status, employer, high school attended, college attending or attended, and more. Add on to that the ability to target by keywords related to people's favorite books or movies, hobbies, political leanings or other areas of interest.

By using and combining this demographic you can get some pretty interesting targeting options. Own a jewelry store? How about running ads for wedding bands to people who have their relationship status set to "engaged?" Have an online store that caters to the environmental crowd? You could target Facebook users who indicate "The Inconvenient Truth" is one of their favorite movies. Own a Japanese restaurant near a large employer in your town? Run ads promoting lunch specials to employees of that company who indicate they like sushi.

The demographic targeting possibilities on Facebook are quite intriguing. Combined with the (currently) low levels of competition and the huge numbers of users on Facebook and Facebook PPC advertising is definitely an option worth checking out for promoting your small business.

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Absolutely, Positively Must Understand Before Marketing Your Small Business Online." You can also check out his blog for more information about [Facebook advertising](#).

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