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3 Tips For Facebook Advertising Profits

Facebook hasn't been around for long; in fact it's only a few years old. 500 million people login to Facebook in a four week period of time - one month. Not long after things started becoming apparent that something big was happening did internet marketers descend on Facebook to do their stuff. In this article we shall be looking into 3 effective Facebook advertising tips that you can use right away.

So where exactly do you send the traffic that you generate with your Facebook advertising? Obviously you should send it to a landing page, but what kind of landing page should you use? The fan page you made on Facebook! It's true: your Facebook fan page can get you great conversion rates. You'd be surprised by how many new advertisers don't know just how great it can be to make a fan page for your traffic. If you send traffic to a basic website instead of your fan page, you will see a drop in your CTR and conversion rate. The simple fact is that Facebook users are familiar with fan pages and think that it is easier to simply press the like button and become a fan. Once they see your fan page you will have a better chance to talk to them directly and make sure that the sale converts. The more people who have "fanned" you, the more successful you will be. You can put this strategy to work and see how great it works.

Facebook wouldn't be able to attract the advertisers they do if it were not possible to target your market audience. If you're experienced with writing classified ads or ppc ads, then you should have no problems with getting decent conversion numbers. Many times you'll see an emotional response coming from these individuals mainly because they are able to connect with you. Make your ads speak in terms of emotional benefits, and you will experience higher results with your campaigns. The more effective you can write your ads, you'll see everything do much better including how long your ads run before saturation hits.

The best part about Facebook is that you don't need to make much of an effort to start up an advertising campaign. Make sure your landing page is highly interactive so that you can easily convert your clicks into profits and get the most out of your advertising campaign.

In conclusion, the above article proves that by taking advantage of simple tips and techniques, you can actually get big returns from advertising on Facebook. All the other activities that you would do for running short ads anywhere else apply at Facebook. If you are a beginning to IM or Facebook advertising and have little experience, then you will do fine as long as you approach this as a serious business activity.

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