

Facebook Ads Masterclass

- How to make the most of your budget
- Do's and don'ts to save money in future



The Lauras

- Founders of The Hub for social media managers
- Certified Facebook ads strategists
- Have taught over 300 businesses how to advertise on Facebook & Instagram

FIND US ON INSTAGRAM
@THE_LAURADAVIS
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**WHY SHOULD YOU USE
FACEBOOK ADS?**

**71% of adults in UK can be
reached with Facebook
ads.**

**Women click on an
average of 10 ads per
month**

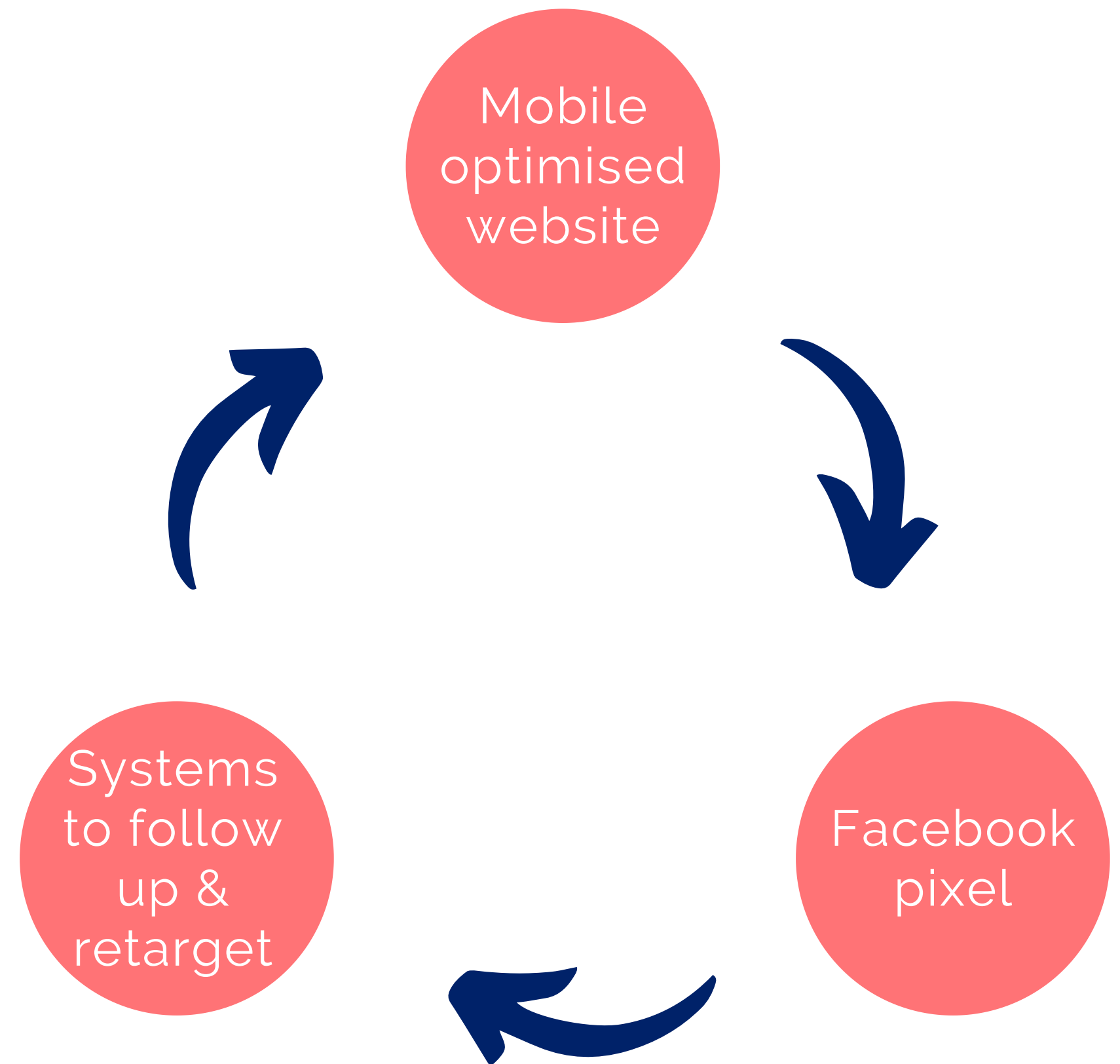
**People scroll on
average 300ft per day!**

**It's better to use ads manager to
create ads, rather than boosting a
post.**

NEWSFLASH!!

**Facebook & Instagram ads
are the same thing!!**

**Get this right before
spending money**



The facebook pixel



Tracks your
campaign



Captures
data from
website
visitors

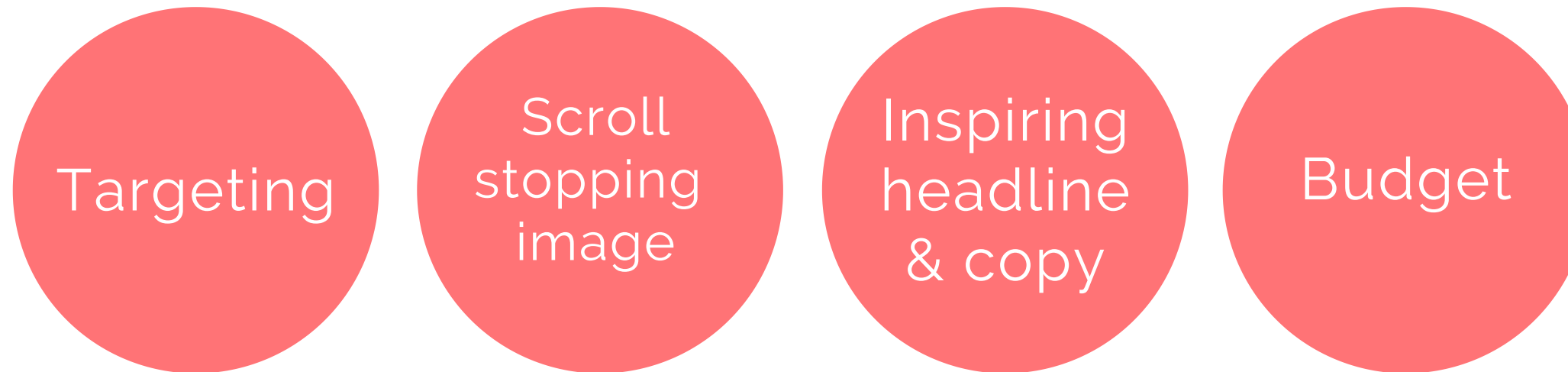


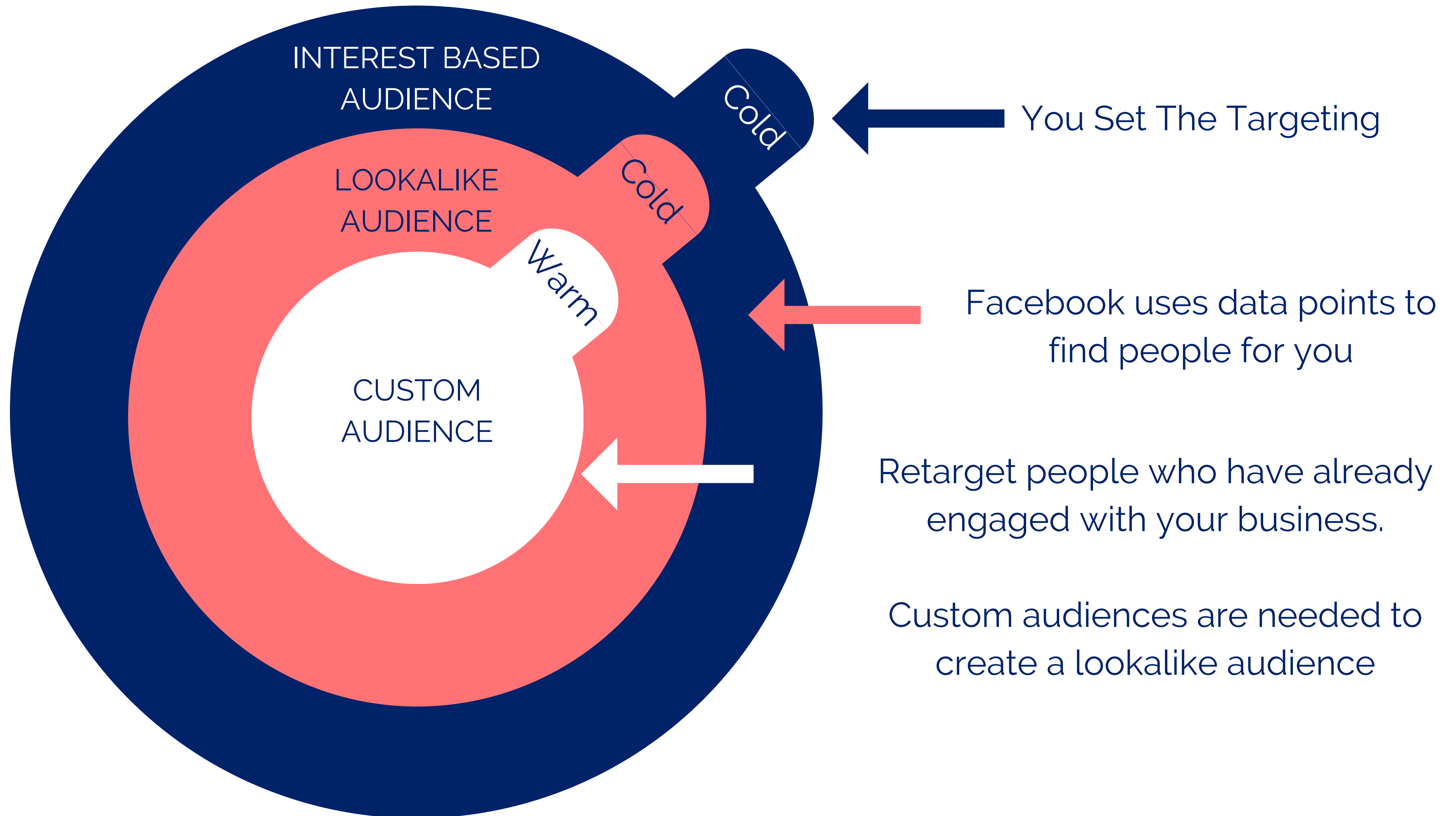
Retarget
your
warmest
leads



Finds more
of your
ideal
clients

What makes an ad work?







**Even the best ad won't
work if it's shown to the
wrong people**

1

Brain registers
image or video,
we stop scrolling

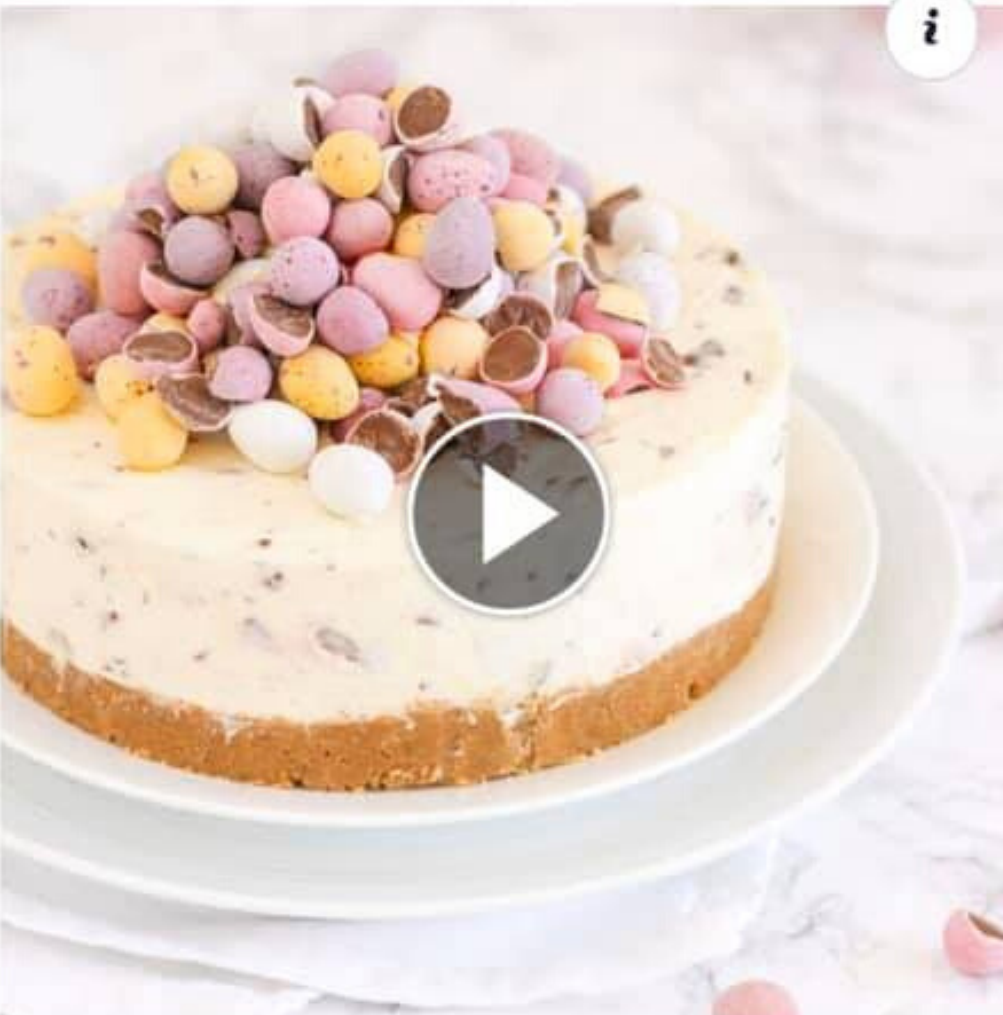
2

Headline grabs
attention &
social proof
gives credibility




 **Taming Twins - Easy Recipes for Busy Families with Waitrose & Partners.** ...
Sponsored · 




Who's going to make this for you next weekend?!

Get the recipe here: [...See More](#)



WWW.TAMINGTWINS.COM
No Bake Mini Egg Cheesecake for Easter! [LEARN MORE](#)

   You, Sarah Barnes and 14K others
41K comments 59K shares

 Love  Comment  Share


3

Read the caption
& click 'see more'

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233



512 comments

47 shares




Disrupt
the feed

**Still
images can
include
movement**



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ITS NOT ABOUT YOU



**Mention
location to
speak to a
local
audience**

**Joules** shared an event.
Sponsored • 


Join us for a flower arranging workshop to celebrate Mother's Day at Joules of Stratford-Upon-Avon.




JOULES.COM
Stratford-Upon-Avon Mother's Day Arranging Workshop

**Eastgate Retail Centre**
Sponsored • 

Keep up with all of the latest news, offers, giveaways, job & events at Eastgate Retail Park, Bristol



Shopping & retail
Eastgate Retail Centre
147 people like this

 Like Page

**WRITE FOR YOUR
LAZIEST READER**

**TALKING TO EVERYONE
MEANS YOU SPEAK TO
NO ONE.**

**BE REALISTIC WITH
YOUR BUDGET.**

PATIENCE IS A VIRTUE

TEST. TEST. TEST.

NEED MORE HELP?



DOWNLOAD OUR FACEBOOK ADS JARGON BUSTER



jointhehub.co.uk/cambridge