

Web-Marketing-Final-Question-2

How can we do advertisement using Facebook?

Answer. These simple ads are a great way to get started with Facebook advertising. You can create one with just a few clicks by boosting an existing post with an image from your Facebook Page.

Image ads may be simple, but that doesn't mean they have to be boring. For example, you might think socks are a pretty ho-hum product, but Happy Socks puts them in surprising contexts to create fun Facebook photo ads.



BLOG / SOCIAL

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By: [Christina Newberry](#)

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Facebook advertising is an important way to connect with your audience on the world's largest social network.

The [ever-changing Facebook algorithm](#) can make it a challenge to connect organically with fans. But Facebook's micro-targeting features allow you to reach your exact target audience. That means Facebook ads can get your message in front of the people who are most likely to want your products or services.

That's great for your budget, conversion rates, and [return on investment](#). You only pay to reach the most valuable potential customers.

It's important to understand the different Facebook ad [types](#) and targeting options before you dive in if you want to get the best results. In this guide, we'll walk you through everything you need to know, from planning your first ad to developing advanced campaign strategies.

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[Facebook ad specs](#)

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Bonus: [Download a free guide](#) that teaches you how to turn Facebook traffic into sales in four simple steps using Hootsuite.

Types of Facebook ads

Image ads

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Happy Socks
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Bestseller: Rubber Duck Socks 🦆 😎

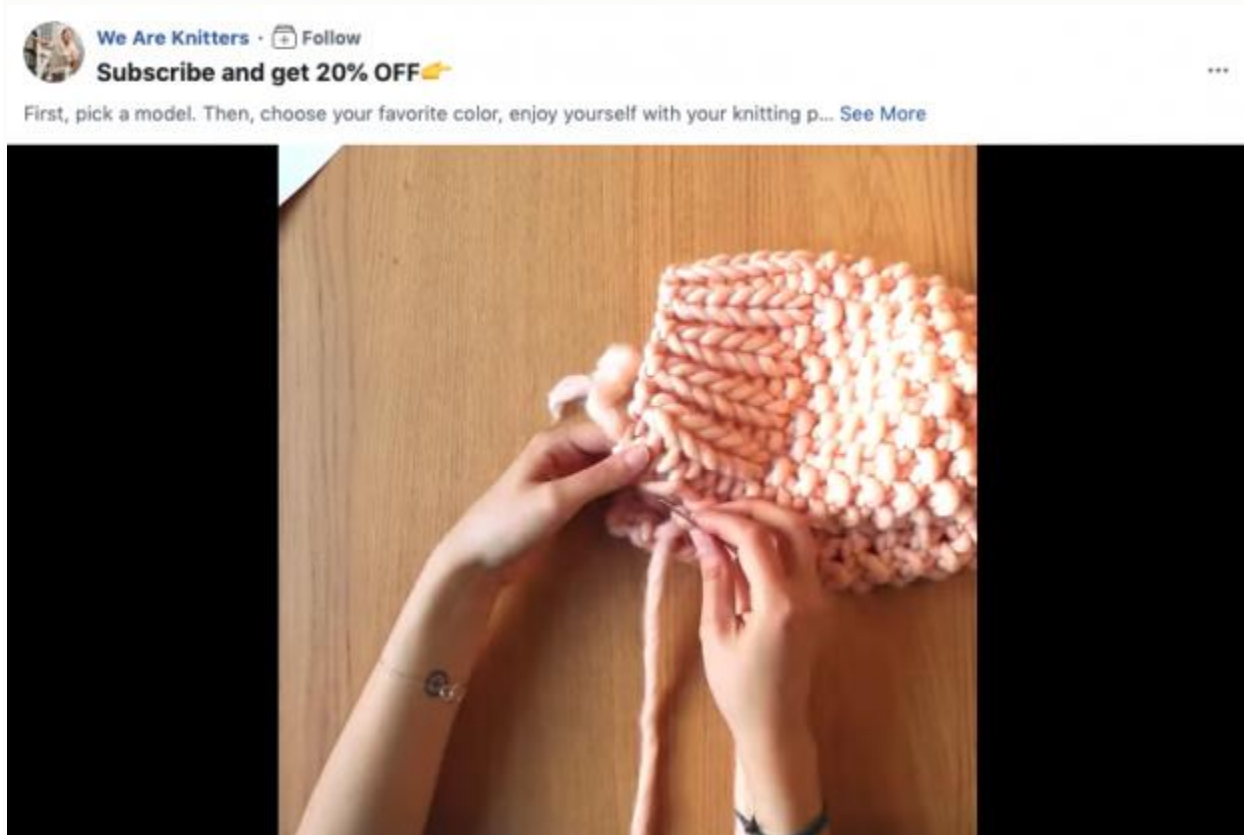
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HAPPY SOCKS.COM

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Video ads

Video ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos. Video ads can show your team or your product in action, like this quick demo video ad from [We Are Knitters](#).



Your video ads don't need to use filmed video footage. You can also create GIF-like graphics or other animations to capture attention or explain your offer, like in [this ad](#) from the New York Times.



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