

Facebook Marketing

Facebook is an amazing platform to reach new or existing customers, especially for B2C. [Facebook Blueprint](#) is absolutely the best way for you to learn how to create and measure campaigns on Facebook. You have the opportunity to enroll in learning objective based modules which are updated on a frequent basis. In October of 2016, Facebook announced [Blueprint Certification](#), which recognizes individuals who have achieved advanced-level proficiency in Facebook's family of products and services. I'm currently training agencies and other organizations for certification, so please let me know if this is something you'd be interested in.

Once you've had a chance to get the fundamentals down, I strongly suggest checking out Facebook for Business. Here, you'll find information on best practices, as well as industry specific [case studies](#).

You'll definitely want to make sure you've added the Facebook pixel in order to build your custom audience based on people who visited your page. Here's a [step by step guide](#) for how to create and install the pixel. Remember, you'll need to place this code on your page, so a developer may need to get involved. Want to make sure your pixel is working properly? Install the [Facebook Pixel helper](#) in your Chrome browser. You'll then be able to verify the pixel placement, and troubleshoot any challenges you may encounter.

Also, this pixel allows you to retarget website visitors by creating a Website Custom Audience. Here's [another guide](#) which walks through the process in detail. You can now serve additional ads to website visitors, with the goal of them completing an additional action. Lastly this pixel allows you to take advantage of [Lookalike audiences](#). These audiences help you find more people who look like your current customers, visitors to your website or Page fans.

You'll then need to make sure you're measuring conversions. In order to do so, be sure to review the [Defining Conversions](#) section of the Facebook Pixel Implementation Guide. I strongly recommend enrolling in the [Facebook Blueprint training module](#) which covers creating conversions, as well as various use cases.

Once your campaigns are up and running, you'll want to know how to measure their performance. To do this, review the [Guide to Ad Reporting in Ads Manager](#). Be sure to read the section on [Customizing Columns in Ads Manager](#), as this will allow you to view metrics specific to your unique goals and objectives.

As you get a more advanced with Facebook Marketing, you may want to use a few tools to help manager your campaigns. [AdEspresso](#) is one of my favorites, and you can even get a free 14 day trial.

I also encourage you to like [Jon Loomer Digital](#) on Facebook, and follow his [blog](#) as well. This is another great way to keep up on the latest with Facebook Marketing.

As we mentioned, video is a great way to capture the attention of your target audience, but you'll want to provide captions as well. Here's [a guide](#) that walks through how to manually and automatically add these captions.

Additional Reading:

[Social Media Examiner](#)

[Nanigans Blog](#)

[Social Media Today](#)

[Facebook Ads Guide with Dimensions and Text Limits](#)

[Facebook IQ](#)