



Advanced Facebook Advertising Techniques To Implement In 2019

It's 2019 now the old school ways of advertising doesn't work at all that used to work 5-6 years. If you want to gain mastery in Facebook ads in 2019 you have to be very creative, out of the box and you need to create campaigns more intelligently with smart targeting methods and criteria if you want to win the battle from your competitors. Using certain tricks and hacks you can derive a big value from the professional [Facebook Marketing Company Delhi](#) and achieve your desired business ROI.

1) Align your goals with your marketing strategy:

This is the first and foremost thing that one must keep in mind while starting a Facebook campaign. If the goal of your brand is brand awareness better opt for brand awareness or a facebook page likes campaign. If your aim is promoting an event you can better opt for an event responses campaign. Well if you want sales and ROI for your business it's very much wise to choose conversion or a lead generation campaign.

2) Use Analytics Wisely:

There are several paid tools to understand the in-depth social media analytics like buffer and Hootsuite through these tools you can understand the behavior of the audience on your page with demographic targeting too. Through these, you can understand when your audiences are more active so you can make your post timings accordingly.

3) Utilize The Power Of Video Ads:

Video 90% of the engagement as compared to image text ads with a higher chance of conversion too.

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