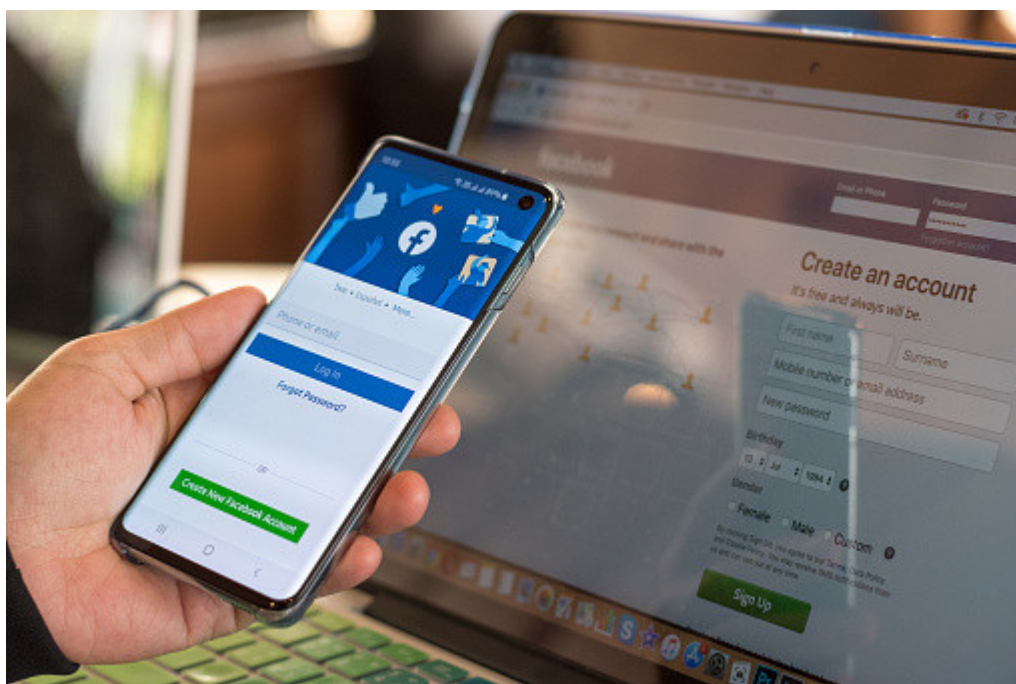




How Much Do Facebook Ads Cost? Are FB Ads Worth It?



Facebook Advertising is a lucrative way to reach a potential audience by showing your ad against other advertisers bidding on the same audience. The platform doesn't provide concrete numbers on costs for industries but it clearly defines how you can calculate the cost. Your ad cost is effectively defined by — the overall amount spent on the campaign and the cost of each result you get.

The cost of Facebook ads is increasing exponentially, and the size of the potential worldwide audience is also increasing, which is why it's still worth it. So if you want to tackle the rising [Facebook ads costs](#), here are some tips to keep in mind while creating or updating an existing campaign -

1. Get up close and personal
2. Start tracking with Facebook pixel
3. Nurture your existing audience
4. Embrace the video future

Since the cost of Facebook ads is increasing year by year. You can expect the average CPC in your industry to increase as more advertisers are joining every day. As long as you follow all of the above tips, your Facebook advertising costs will remain manageable and profitable for your business for as long as you run them.