

Facebook and Google ads can be effective when done with intentionality. Here's how to be intentional.



When creating ads in Facebook, remember that a high contrast photo stops the scroll. Secondly, a clear, concise headline gets the copy read. Don't worry about being clever in your wording. Worry about being clear. The opportunity for distraction is extremely high on Facebook; therefore, get to the point extremely fast. Priorities are as follows: 1. High contrast photo. 2. Clear copy. 3. Landing page.

Make your marketing message clear and irresistible. Be the one in the dark cave with the **flashlight**.

- Fabienne Fredrickson



Google ads are split into two main categories. There are **Search** campaigns where your ad appears after a searcher types in something. These are text-only ads. The other network is called the **Display** network. These are ads showing up on other websites. The display network is a retargeting tool helping remind customers who have expressed interest in your services that you're still here. "Don't forget!" says the display network. Inversely, these ads employ pictures.

When you're creating ads in a search campaign on Google, the more information you provide, the better. Because the Search network has no pictures our brains can make meaning of, it's imperative to create a clear, concise collection of information. In your ads, use the keywords you've chosen to represent your business. Keywords are how Google knows to show your ad to an interested searcher.

For example, if you are an outdoor builder, you want some keywords like +pergola +builder, +deck +company, and +landscape +designer. When someone types in similar phrases and words, Google knows you want to show your ad to this person.

Determine your keywords by doing some research. Go to Google and type in your top five services. See what comes up. Notice what other phrases and words accompany the ads and organic results shown. Gather a good mixture of keywords varying in length from two to three words long. The longer your keyword, the more likely someone will call you from it. However, that keyword won't get as many searches. The shorter keywords will get more clicks but less calls.

