

# Best Practices for Facebook Ads

*This is an extra resource to go along with the original article:*

[\*A Beginner's Guide to Winning with Facebook Ads\*](#)

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1. Get specific with your target audience. Aim for 100,000 people or less.
2. Send traffic through to an optimized landing page so that customers don't have to search for what they're after.
3. Use a compelling image in your ad. Find high-quality stock images from [Pexels](#), [Unsplash](#), or [Pixabay](#).
4. Write headlines that instantly engage your audience. [Here's a helpful primer](#).
5. Run multiple ads, not just one, and use this to split test what's working and what's not working, such as designs, images, ad copy, or offer.
6. Be clear with your offer. Don't play on words or offer something that can potentially confuse your target audience. Often, you only have seconds to grab their attention.
7. Take advantage of Lookalike Audiences to reach a wider audience. If you have it, upload a list of at least 100 contacts to find others who are similar to your current audience.