



# Advertising

## Facebook has 1.59+ Billion Users Worldwide!

Facebook ads generate leads, customers, app downloads, and sales. We recommend it because:

- ❖ It offer advanced user controls that can target down to a single user
- ❖ It offers detailed selection criteria – advertisers have thousands of options to reach their exact audience
- ❖ It is a great for mobile
- ❖ Ads are placed in the news feeds making placement very relevant

## Use Facebook to Grow your Brand

**Drive In-store Sales** - Increase foot traffic and make it easier for people to find and share information about your business.

**Increase Online Sales** - Find new customers and deepen relationships with people who will click through and buy.

**Launch a New Product** - Generate excitement and maintain momentum around a new product or service.

**Generate Leads** - Find your ideal prospects and present them with compelling offers or info about your business.

**Promote Your Mobile App** - Get your app into the hands of the right people and keep them engaged.

**Promote your Videos** - Make sure your videos or commercials are seen by your target audience.

## Facebook Targeting Options

- ❖ **Demographics** - Target an audience based on demographics including age, gender, education and more
- ❖ **Geography** - Target people in cities, countries and communities where you want to do business
- ❖ **Interests** - Target people based on their interests, hobbies and the pages they like. *Target fans of your direct competitors*
- ❖ **Purchase Behaviors** – Target based on purchase behaviors and device usage
- ❖ **Connections** – Target people connected to your Page, event or app, as well as their friends.
- ❖ **Custom Audiences** – Upload emails and postal addresses to connect with people you know

## Get Started

[info@lscdigital.com](mailto:info@lscdigital.com) • [lscdigital.com](http://lscdigital.com)  
203.743.2600