**How to Use Facebook Ads to Grow Your Brand**

Social media marketing means building a social following by providing constant value to your audience. At the same time, it means communicating with your audience, building your network and letting people feel as though they are getting to know you or your brand.

But it can also mean advertising. Social media advertising is a particular form of advertising with a lot of unique advantages. In this case, we’re going to look at Facebook Ads in particular and why this is an incredibly powerful tool when combined with the right social media campaign.

**Facebook Ads: An Introduction**

Facebook Ads is what is known as a PPC marketing platform. That stands for ‘Pay Per Click’, which essentially means that as an advertiser, you only get charged each time someone actually clicks on your ad. If someone sees your ad but doesn’t click, you pay nothing.,

What’s more is that – like other PPC platforms – it allows you to choose how much you are willing to pay per click as well as setting an upper limit for when you have bottomed out. This is great because it allows you to work with any budget but it also allows you to decide how much you are willing to pay for each click. If you know your rough ‘CLV’ (Customer Lifetime Value) then you should know how much each visitor and each customer is worth to you over a long period of time. You can then make sure you are *only* paying that amount!

Better yet, if you use CPA – cost per action – you will only pay when someone likes your page, or perhaps downloads your ap. Now you are only paying for new, engaged audiences.

**Targeting**

What makes this *truly* powerful though, is that PPC also allows you to target your specific audience. This means that you can pick who it is that you want to market to and then ensure that only they see your adverts.

You can choose this based on all the information that they have given Facebook – such as their age, their sex, their location, their hobbies and interests and more. That way, you can ensure that not only do you only pay for new Facebook likes, but that all those people you are paying for are guaranteed to be people who are likely to be interested in reading your posts and buying from you!