

Lesson 8: Lowering The Cost Of Paid Marketing - Facebook, Adwords



Landing pages:

The more relevant your landing pages are to your ad content, images, keywords (adwords) then the higher your quality/relevance score.

Type of ads:

Choosing the right kind of ads is really important. If you pay for Buyer ad types in FB, you pay a premium for these. Knowing what type of ads to use for Browsers, Shoppers & Buyers determines what you pay for each type of visitor. Get this right & pay much less.

Consultation and Webinars:

This is a topic that is very specific to your own unique situation. We take you through this in our consultation & webinar sessions.