

Source

<https://www.marion.com/how-much-do-facebook-ads-cost-how-to-run/#:~:text=Typically%2C%20businesses%20should%20allocate%205,growth%20might%20spend%20only%205%25>

Hooks

- How to perfectly budget your Meta-Ads so you end up not wasting a single penny.
- How to budget effective Meta-Ads that actually work.
- 5 easy steps to perfectly budget your Meta-Ads.
- The #1 reason why you have to be careful when budgeting your Meta-Ads.
- 5 simple steps to perfectly budget Meta-Ads for small, local businesses.
- 5 doable steps to calculate the best Facebook ad budget for a small business.
- 5 quick and easy steps to calculate the most cost-effective Facebook ad budget for a small, local business.

Outline

Subject: 5 quick and easy steps to calculate the most cost-effective Facebook ad budget for a small, local business.

Problem: Most businesses have no idea how big of a budget they need to run Facebook ads.

Agitate: Depending on your goals with your ads, there are set percentages of your marketing budget that should go to running facebook ads, and this is how you run affordable ads that doesn't drain your entire budget empty:

Solve: Once you've established a baseline, TEST, TEST, TEST.

Close: Get in touch and we'll help improve your Facebook ads.

1st draft

5 quick and easy steps to calculate the most cost-effective Facebook ad budget for a small, local business.

Most small and local businesses-owners tear their hair when trying to figure out how much to spend on Facebook ads.

But what they don't know is that their budget could be as little as five dollars per week, or as much as \$50,000 - if you really want to.

For most small and local businesses, the smaller the budget the better.

So here are 6 quick and easy steps to calculate the most cost-effective Facebook ad budget so you don't run your bank-account empty.

Run Profitable Facebook Advertising by Establishing your Budget First

Luckily for you, Facebook makes it very easy to decide how much you want to spend on your ads.

There are two types of budgets:

- **Daily Budget** – The average amount you want to spend on an ad each day. For example, if you set your daily budget to \$10 over the course of four days, you will be charged up to \$40 total.
- **Total Budget** – The maximum amount you want to spend on an ad until it stops running. For example, if you set your total budget to \$20, you'll be charged no more than \$20.

To run ads that make you money, consider things like your revenue, how aggressive you want to grow, and how much time you can commit to advertising.

Distribute your Budget Across Different Ad Types

Here are three types of Facebook ads you should be using to get you the best results possible:

1. **Your offer** - 60% of your Facebook advertising budget should focus on directly promoting your product or service. This is what gets you clicks and generates leads.
2. **Your audience** – 20% of your budget should focus on engagement and audience building. Growing your audience will over time give you the chance to target them.
3. **Retargeting** - 20% of your Facebook ad spending should be used for retargeting ads.

Finding the right audience is crucial

A costly mistake you need to avoid is targeting a too wide audience.

Considering billions of people use Facebook everyday, it's understandable to think that you should just throw money everywhere and target everyone.

But not everyone needs what you're offering.

If your audience is too wide, your ads won't convert and you'll just be wasting money.

Figure out who your potential customers are, make the ad-offer as personalized as possible, giving you the chance best to profit from them.

One of the cheapest ways to advertise is by boosting posts

Boosting your Facebook posts is one of the most affordable and effective tools to target relevant audiences.

But there is a catch...

If you're going to boost random posts on your profile just because it's quick and easy, doesn't mean it's guaranteed to bring you results.

Analyze your content and ask yourself:

"How will this post be perceived by a new audience?"

Find a winning formula that works

After running your first few ad campaigns, take a step back and analyze which ads gave you the best results.

Now you have a formula you can use to create even more successful ads, resulting in even more customers.

But don't stop yet.

TEST, TEST, TEST.

Keep testing out stuff in your ads like different ad creatives, ad copy, different budgets.

For some local businesses, maybe just 5% of their marketing budget should go into Facebook ads.

For others, up to 12%.

There's so many variables you could test to find the perfect winning formula for creating the most cost-effective ads that actually gives you results. If you're curious to know how we can help you, contact us [here](#)!

2nd draft

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Norsk versjon

5 raske og enkle steg for å finne det mest kostnadseffektive Facebook-annonse budsjettet for en liten og lokal bedrift.

De fleste som eier små og lokale bedrifter river av seg håret når de prøver å finne ut hvor mye de skal bruke på Facebook-annonser.

Men det de ikke vet er at budsjettet deres kan være så lite som femti kroner i uken, eller så mye som 500 000 kroner - hvis de virkelig vil.

For de fleste små og lokale bedrifter gjelder det at jo mindre budsjett, jo bedre.

Her er derfor 5 raske og enkle steg for å beregne det mest kostnadseffektive Facebook-annonse budsjettet, slik at bankkontoen din ikke går tom.

Tjen penger av Facebook-annonsering ved å fastsette budsjettet ditt først

Heldigvis for deg gjør Facebook det veldig enkelt å bestemme hvor mye du vil bruke på annonsene dine.

Det finnes to typer budsjetter:

Daglig budsjett – Gjennomsnittlig beløp du vil bruke på en annonse hver dag. For eksempel, hvis du setter det daglige budsjettet til 100 kroner over fire dager, vil du bli belastet opptil 400 kroner totalt.

Totalt budsjett – Det høyeste beløpet du vil bruke på en annonse til den stopper. For eksempel, hvis du setter det totale budsjettet til 200 kroner, vil du ikke bli belastet mer enn 200 kroner.

For å kjøre annonser som skaper resultater, bør du vurdere ting som inntektene dine, hvor aggressivt du vil vokse, og hvor mye tid du kan bruke på annonsering.

Fordel budsjettet ditt på forskjellige annonsetyper

Her er tre typer Facebook-annonser du bør bruke for å få best mulig resultat:

Tilbudet ditt - 60% av budsjettet ditt bør fokusere på å direkte promotere produktet eller tjenesten din. Dette er det som gir deg klikk og genererer leads.

Målgruppen din – 20% av budsjettet ditt bør fokusere på engasjement og å bygge publikum.

Retargeting - 20% av Facebook-annonse budsjettet ditt bør brukes til retargeting-annonser.

Å finne riktig målgruppe er avgjørende

En kostbar feil du må unngå er å gå for en stor målgruppe.

Med tanke på at milliarder av mennesker bruker Facebook hver dag, er det forståelig å tro at du bare skal kaste penger overalt og prøve å selge til alle.

Men ikke alle trenger det du tilbyr.

Hvis målgruppen din er for stor, vil ikke annonsene dine konvertere, og du vil bare kaste bort penger.

Finn ut hvem dine potensielle kunder er, gjør annonsetilbudet så personlig som mulig og gi deg selv best mulig sjanse til å tjene på dem.

En av de billigste måtene å annonsere på er ved å booste innlegg

Å booste Facebook-innleggene dine er et av de mest effektive verktøyene for å gå for relevante målgrupper.

Men det er en komplikasjon...

Hvis du skal booste tilfeldige innlegg på profilen din bare fordi det er raskt og enkelt, betyr det ikke at du garantert vil få resultater.

Analyser innholdet ditt og spør deg selv:

"Hvordan vil dette innlegget bli oppfattet av et nytt publikum?"

Finn et “winning formula” som fungerer

Etter å ha kjørt dine første annonsekampanjer, ta et steg tilbake og analyser hvilke annonser som ga deg de beste resultatene.

Nå har du en formel du kan bruke for å lage enda mer vellykkede annonser.

Men ikke stopp enda.

TEST, TEST, TEST.

Fortsett å teste ulike elementer i annonsene dine som forskjellige bilder, videoer, annonsetekster og forskjellige budsjetter.

For noen lokale bedrifter bør kanskje bare 5% av markedsføringsbudsjettet gå til Facebook-annonser.

For andre, opptil 12%.

Det er mange variabler du kan teste for å finne den perfekte “winning formula”, for å lage de mest kostnadseffektive annonsene som faktisk gir deg resultater. Hvis du er nysgjerrig på hvordan vi kan hjelpe deg med dette, kontakt oss her!