



15 Advanced Facebook Advertising Techniques You Probably Didn't Know About

1. Using “Pages to Watch”

- Facebook has a pretty cool feature called “Pages to Watch.”
- [Check out this article](#) from Buffer for more info on the Pages to Watch feature.

2. Post images via Instagram

- Rather than posting images directly on Facebook, post them via Instagram.
- Because Buzzsumo found that “images posted via Instagram get 23% more engagement.”

3. Forget the hashtags

- Hashtags are well and good in certain situations, but do not use hashtags on Facebook.
- The same study from Buzzsumo found that posts with hashtags received less engagement than posts without.

4. Post between 10 p.m. and midnight local time

The ideal time to post is between 10 p.m. and midnight local time. There are two main reasons why.

- **First**, there are fewer people posting content, which means less competition and more visibility.
- **Second**, there are enough people still awake and active on Facebook to make it worth your time.

5. Using “Audience Insights”

- The “Audience Insights” feature is perfect to get a detailed snapshot of your audience so you can cater to them more efficiently and create relevant content based around their interests.
- Get information on these:
 - Age
 - Education level
 - Gender
 - Job title
 - Lifestyle

6. Work video into your core strategy

- Post plenty of high-quality video content to grab the low-hanging fruit that many of your competitors appear to be missing out on.

7. Directly embed videos

- YouTube is so huge, but don't embed YouTube videos into your posts.
- Instead, directly embed Facebook videos to your posts.

8. "Crowdsource" your business decisions

- Use "crowdfunding" concept to Facebook to take key decisions. For examples:
 - ❑ Ask your audience to choose your brand's new logo
 - ❑ Ask which new background to use for your Facebook profile
 - ❑ This is cool because:
- By doing so, it lets your audience know you're genuinely interested in their opinions, and it is a natural catalyst for engagement.

9. Keep posts under 150 characters in length

- Posts with 50 characters or fewer receive the most interactions, and the number of interactions gradually declines as more characters are added. In other words, keep it short and sweet.

10. Add CTA buttons to your Facebook ads

- Adding a CTA button can lift your click-through rate by 2.85 times." Just think of the long-term impact this can have on your campaign.
- Check out [this guide from Facebook](#) to learn exactly how to create a CTA button.

11. Using "Facebook Groups" for community building

- Facebook group is lot like LinkedIn Groups, where you create a specific group based around a key topic of interest (usually your niche).
- You can learn how to use this option by watching this [quick tutorial from Facebook](#).

12. Pin your most epic post

- Pinning a post at the top of your timeline is another advanced Facebook advertising technique.
- By using this option you can allow your Facebook users to see your best content once they land on your page.
- So, look over your timeline and find the highest quality post that received the most engagement and “pinning” it to the top.

13. A/B test your ads with Qwaya

Use Qwaya to A/B test your Facebook Ads. It's a great Facebook ad manager that will help you take things to the next level.

14. Use plenty of “question” posts

- “Question” posts are ideal in terms of generating interactions.
- So, make plenty of question posts to generate interactions.

15. Stick with articles between 1k and 3k words

- According to Buzzsumo's findings, long-form content performs best on Facebook. Specially, posts between 1,000 and 3,000 words are ideal.
- So, keep your posts word counts between 1k to 3k words.