

Heat Pump Water Heater Facebook Ads

Why should you use Facebook paid social?

With thousands of people on social media every day, advertisers use these platforms to reach potential customers. Instead of targeting users based on keywords or search phrases, Facebook ads target people in specific areas based on factors such as age, gender and behavior. When choosing parameters, keep in mind: too few inputs will result in an audience that is too broad, while narrower audiences will cost more to reach.

Set a budget

When deciding on your advertising budget, it's OK to start small, around \$10/day, and increase the budget when the campaign settings are dialed in.

Track performance

Monitor performance with Facebook's Ads Manager tool, particularly the cost-per-click, or CPC, which measures the cost effectiveness of your ads. A good goal for your CPC is \$2 or less. Improve performance by adjusting the targeting and budget.

Sample ad creative

Adapt these images, copy and headlines in your ads, or modify them to fit your offer.



YOUR LOGO **XYZ Plumbing** Sponsored Like Page

The best tech in water heating at our lowest price ever. Upgrade to an energy-efficient heat pump water heater now and save \$500 on installation.

This Super-Efficient Water Heater Can Save You Hundreds

XYZPLUMBING.COM Shop Now

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Like Comment Share

Ad 1

Copy

The best tech in water heating at our lowest price ever. Upgrade to an energy-efficient heat pump water heater now and save \$500 on installation.

Headline

This Super-Efficient Water Heater Can Save You Hundreds of Dollars

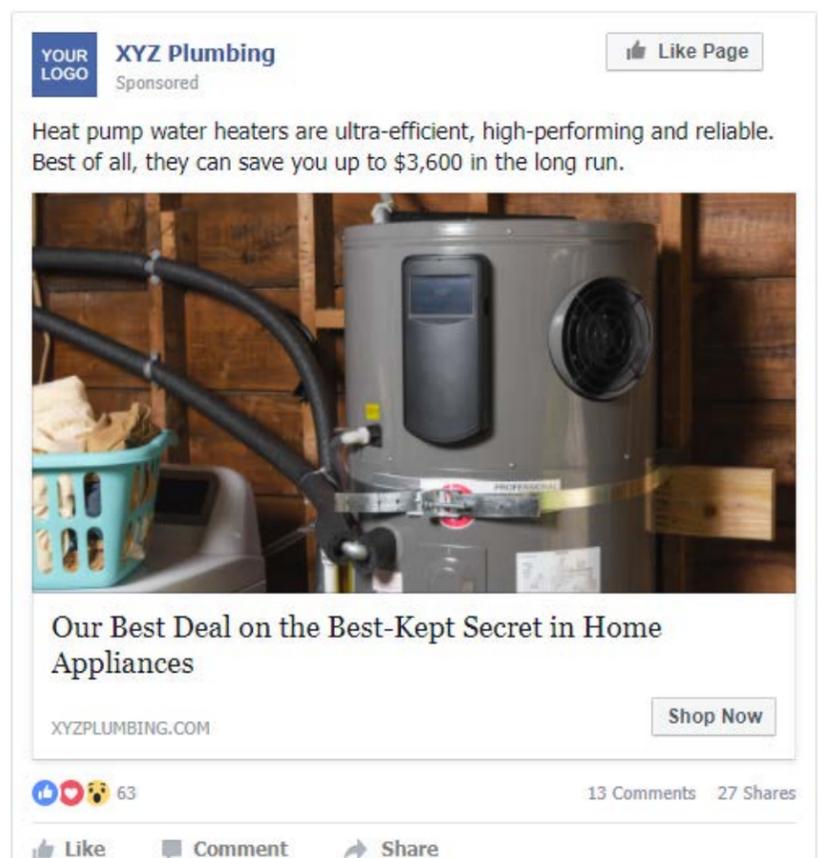
Ad 2

Copy

Heat pump water heaters are ultra-efficient, high-performing and reliable. Best of all, they can save you up to \$3,600 in the long run.

Headline

Our Best Deal on the Best-Kept Secret in Home Appliances



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