

# Avoid the Top 5 Biggest Facebook Advertising Mistakes with Tips from Carolin Soldo

*Online Coaching Expert, Carolin Soldo, Joins Marketing Maven, Tara Zirker, to Help You Get the Most Out of Social Media Marketing*

BUFFALO, NEW YORK, USA, January 7, 2019 /EINPresswire.com/ -- Advertising your business through social media puts you in the driver's seat for each campaign. Users now have more control than ever before, customizing everything from target audiences to specific marketing objectives. With so many campaign options to choose from, it's easy for beginners to make mistakes using Facebook Ads!

International Coaching Icon, [Carolin Soldo](#), teams up with Marketing Expert, Tara Zirker, to help you avoid 5 common Facebook advertising mistakes. No matter your company's industry, using Facebook Ads correctly can help your business increase revenue and meet conversion goals.



## Boosting A Post Is Not Advertising

Boosting posts can be effective for sharing announcements to your current followers, but Tara Zirker explains that this doesn't actually bring new people to your webinars, workshops, or call pages. To reach loftier goals, launch a sophisticated advertising campaign through Back-End Advertising in Facebook Ads manager.

## 2. Feeling Too "Small" To Advertise

The point of advertising is to make your small business grow. Build on where you are now by starting with a small digital marketing budget. From there you can begin the process of building an email list and increasing traffic.

"I still remember when we were advertising five or ten dollars a day," [says Carolin Soldo](#). "Even if you are feeling small, now is the perfect time for you to really get into advertising, get started, and scale from there."

## 3. Facebook Ads Only Work For Certain Niches

The beauty of Facebook advertising is the ability to target ANY audience in any niche. This can be done properly no matter your lifestyle or location. It's easy to compare your business to others, but having a comparison mindset can be the downfall to your success.

#### 4. Not Having A Testing Strategy

Launching only one Facebook Ad campaign without testing your content is a great way to lose money and time. On [Carolyn Soldo's](#) YouTube channel, Tara Zirker explains the importance of testing copy, imagery, and headlines at a minimum.

"Before I began to work with Tara and her team, I did not have a testing strategy at all and I left a lot of money on the table," says Carolyn Soldo. "I would go out there with one version, hoping for the best. Now we test long, medium, and short copy. We also test headlines, and with that we're able to literally double or triple the effectiveness of our ads."

#### 5. Thinking Facebook Is Too Expensive

It's no secret that advertising through Facebook is getting more expensive, but strategy and retargeting can help you get the most out of your budget. Once people see your ad and show interest by visiting your landing page, you want them to come across it again and again. It may take a little while, but retargeting prospective clients can help you increase the effectiveness of your campaign.

Watch the full video on Facebook Ad mistakes by visiting Carolyn Soldo's YouTube channel found here: [https://www.youtube.com/channel/UCmDfjY\\_9pc2DyGLp8Yk0qWA](https://www.youtube.com/channel/UCmDfjY_9pc2DyGLp8Yk0qWA).

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