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CLIENT: Klick Communications
Media title: Smart Company
Date: 21st October 2010

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communications
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Wednesday, 27 October 2010

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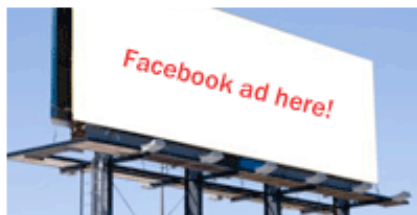
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How to advertise on Facebook

Thursday, 21 October 2010 00:00

Nina Hendy

As usual, the big end of town has been the first to embrace one of the newest advertising strategies – social media advertising.



But while the radical new world of social media is drawing interest from the likes of Coca-Cola and Proctor & Gamble, SMEs are still trying to figure out exactly what the benefits are to being seen in the social media world.

Perhaps one of the biggest benefits is that social media is one of the cheapest and most targeted forms of advertising around.

"Social media advertising is pretty interesting at the moment as brands try and find their feet in this space," Peter Noble, CEO of Melbourne digital agency Citrus says.

"Facebook is growing in significance to everyone. You've got to be in this space to have any chance of remaining relevant to consumers."

It's a sentiment shared by Tiphereth Gloria, social media strategist at legendary advertising agency George Patterson Y&R Sydney. She says social media is practically a requirement for businesses these days.

Facebook, Twitter, LinkedIn, YouTube, blogs and online forums give even the smallest of businesses the opportunity to create a virtual personality and reputation seen by potentially millions of people online.

"There has been a realisation from businesses that their consumers are in this space, and that they really need to be playing more in these areas if they're going to have any chance of remaining relevant," Gloria says.

Kim McKay, director of Sydney specialist online PR firm Klick said small businesses are finally starting to understand digital.

"Facebook has changed a lot in the past 12 months. It's a lot noisier because there are more businesses on there fighting to be heard, so it's harder to cut-through, but with a smart strategy, it can be done."

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Advertising on social media

One way to advertise on social media sites is to place a banner ad, which work much like advertising anywhere else on the internet. On Facebook, these ads appear on the right hand side of the page on a person's wall.

Facebook enables you to target your ad to reach an audience defined by location, gender, likes and interests and even education and work. You can set up your own ad on the Facebook website with a few clicks of the mouse, with the site guiding you through the process step-by-step. People only pay when they choose to view your ad and you can adjust your daily budget at any time.

Kim McKay explains that Facebook gives users 100 characters to write an ad. You can also add a picture.

"With Facebook, you know where people live, if they are engaged, married, have kids and what their specific interests are, because it's all listed on their profile. This means when you target your advertising, you know you won't waste one single eyeball. Nothing has ever been more effective to my experience," McKay says.

Natalie Giddings, founder of Melbourne's Pollen Marketing recommends social media advertising to her clients.

Facebook allows a business to set a daily budget. Depending on the market you're chasing, it can cost a business just .37c each time someone clicks on your ad, she says.

"That means that you can run a campaign with a daily budget as low as \$100 and be reaching more people than you could with any other medium for that kind of money," Giddings says.

"This sort of advertising is still pretty experimental but apart from mailing lists, no other advertising medium can be as targeted," Giddings says.