**How To Use Facebook Ads To Build Your List**

At this point, you understand that email marketing is still a viable method of promoting goods and services. A strong percentage of consumers in the United States alone still say that receiving an email from a trusted company offering a product of interest compelled them to make the purchase. Most of us check our email at least once a day, if not more.

Can these thoughts be combined with the marketing potential of Facebook? Can a strong Facebook ad help you to create an organic, thriving list of potential clients? Absolutely. In terms of how to use Facebook ads to build your list, there are several things one should keep in mind.

Using Facebook Ads To Build The List

The first thing you need to do is learn how to create a Facebook ad. This sounds complicated, but that really isn’t the case. Facebook offers a number of helpful resources that can show you the ins and outs of creating a proper Facebook ad.

What you need to concern yourself with is the content of the ad. Furthermore, you want this ad to generate names that can be added to your list. Identifying your audience is the first step. Who are they? What do they do on Facebook? What are they going to respond to? The better you understand the audience, the easier it is going to be to create ads that they are going to respond to. Your ad essentially needs to establish the concept of a buyer persona. This is going to be the ideal candidate to purchase your goods or services. People should be able to look at this persona, and see themselves as those ideal candidates for your goods or services.

Incentives are certainly important, as well. To that end, you have at least a few options you can knock around. Some choose to give out a free eBook. Others will give away a free course. Some will even extend a free trial period to those who sign up to the mailing list. Each of these options can appeal to you for entirely different reasons. What do you want to give away? What do you think your customers would love to have for free?

Finally, make sure your landing page is strong. You don’t want to overwhelm everyone. All you want to do is give them a basic rundown of your offer in greater detail, and then the opportunity to sign up for the mailing list.