

# *How to Promote Your Business on Facebook – 2018 Creative Trends*



*Facebook has undoubtedly been one of the biggest creative platforms to advertise and promote your brand or business. There are lot of [creative advertising trends that one can follow](#) having understood the fact that the News Feed Algorithm has changed as compared to before. Here are few trends that you can use.*

## ***Incorporate Video Ads***

*It is true that something that is in motion and attractive catch more attention and become trending in no time. With a video ad for Facebook, it is possible to get millions of view per day and is a big boost to your brand or business.*



## ***Going Live on Facebook***

*This kind of engagement is one of the best ways to connect with followers and people on your friend list. On using the Facebook live option for marketing a product or informing about an event is expected to be more successful and [engage more people](#) by creating awareness.*



## ***Create an event***

*This is basically for advertising an event or program. It is one of the best ways to let people know about an upcoming event. You can also share the same as Facebook stories which have higher tendency to be seen by people in the friend or follower list.*

## ***Use diverse ad pattern***

*Facebook has introduced diverse types of ads and the marketers can use any of the format option to leave a greater impact. The carousal ads allow multiple ads, slideshows ads use lightweight format of video, collection ads and dynamic ads etc. are patterns that can be used as per the requirement.*

## ***Paid ad campaigns***

*A little investment is needed for promoting and marketing all types of business. Using optimized ad campaigns helps in getting a better reach. The paid advertisement platform for the Facebook is still worth the try as it helps in better engagement and more awareness.*

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