

## How Much Does Facebook Advertising Cost?

By [Jeremy Marsan](#) on September 1, 2016 | [Sales & Marketing](#) | [Comments \(56\)](#)

Putting just \$5 into Facebook advertising can get you anywhere from 5 to 30 clicks. If this seems like a wide range, that's because your industry, audience size and the quality of your ad all affect Facebook advertising cost.

This guide will help you estimate Facebook advertising costs and give you some pro tips on setting up a campaign. In particular, we'll cover the following topics:

- [How Much Does Facebook Advertising Cost?](#)
- [How to Set Your Budget and Bid for the Best Results](#)
- [What Is The Cost Per Facebook "Like"?](#)

Want to start advertising on Facebook right away? It's surprisingly easy to put together a Facebook ad in minutes using [this tool from Waymark](#). All you have to do is put in your business' phone number and Waymark will create your ad in less than a minute. [Click here to make your ad.](#)

### How Much Does Facebook Advertising Cost?

The short answer is \$0.65 per click in the US. In other words, every \$65 you put into Facebook gives you around 100 clicks on your ad, according to the *Salesforce Advertising Index Q3 2015*.

The long answer is that Facebook advertising cost can be anywhere from \$0.16 to \$1.00+ per click, depending on your industry, the size of your audience, and the quality of your ad.

### Facebook Advertising Cost by Industry

Industry	CPM	CPC
Automotive	\$4.50	\$0.18
E-Commerce	\$7.84	\$0.51
Education	\$5.61	\$0.44
Entertainment	\$3.90	\$0.16
Food & Beverage	\$3.99	\$0.19
Professional Services	\$13.35	\$1.01
Retail	\$5.21	\$0.25
Technology	\$9.66	\$0.40

*Data from Salesforce Advertising Index 2015 Q3*

- **Cost Per Click (CPC)** - the cost for 1 click to your website
- **Cost Per Mille (CPM)** - the cost for 1,000 impressions, or views of your ad

Entertainment businesses tend to pay the lowest for Facebook ads. This is likely because such ads - which

can include juicy click-bait and music videos – are naturally engaging and appeal to a wide audience. Automotive businesses have a surprising place in second. Although, when you consider that just about every American household has a car, this isn't all that surprising.

On the other end of the spectrum are professional services, like medical doctors and lawyers. These companies have a far more niche market. Thus, they have to compete to get their ad shown by paying higher prices.

## Why Local Businesses Might Pay More

If you're a local business like a restaurant, the audience that you want to reach is much smaller than the entire country. It may be limited to a city or even a neighborhood within a city.

The great news is that Facebook enables you to target right down to the city or even zip codes. Your advertising will not be wasted on people that live 100 miles away from your business, like it might be with television, radio, or a regional paper. The bad news is that a small local audience may have many other local firms bidding for it, in addition to national advertisers that want everyone. In other words, you shouldn't be surprised if your costs are closer to \$1.00 per click.

Also, there is another reason why a local business may have a higher cost per click (CPC) than a national advertiser. Big advertisers spend a tremendous amount of time testing and optimizing their ads. If an ad's not working well, they try another one. This increases their performance and brings their cost per click down over time.

**Turn Your Facebook Page Into A Store – Sell Products Directly From Your Facebook Page with Shopify [Try It Free – 14 Day Trial.](#)**

## Facebook Advertising: How to Set Your Budget and Bid for the Best Results

Next we'll get into the mechanics of Facebook advertising. This will help you determine your budget and setup your own campaign.

Facebook advertising has flexible pricing. You can spend as little as \$1 a day, and as much as thousands (there's theoretically no upward limit).

### Setting Your Budget

There are two different ways to set the price of a Facebook Ad:

1. **Daily Maximum Budget** – Your ad runs until your maximum budget is met each day, for a pre-specified number of days.
2. **Lifetime Budget** – Your ad runs continuously until a maximum amount is reached, or the advertisement end date arrives.

When you create an ad, you can select whether you want to apply a daily or lifetime budget. Facebook marketing experts have [made an interesting case](#) for why you should choose a lifetime budget: You allow Facebook's algorithms to decide the optimal times to deploy your ad, rather than "force" them to show it a certain of times each day (as you would with a daily budget.)

That said, a daily budget gives you the most control, since you know exactly how much you're spending each day. With a lifetime budget, your spend will vary from day to day. That said, both models can be adjusted or terminated at any time, so as long as you're keeping a close eye, you don't have to worry about unexpected charges.

- **Tip 1:** A single Facebook account can have more than 1 advertising campaign associated

with it. You can set-up an account spend cap for your entire Facebook account.

- **Tip 2:** A campaign with a daily budget limit will run forever, and Facebook will keep charging your credit card until the campaign is turned off. A better idea is to figure out how much you want to spend over a month and create a lifetime campaign limit.

## Setting Your Bid

After setting your budget, the next step is to determine your bid. This is the amount you're willing to pay for deployment of your ad.

Facebook will automatically suggest a bid amount based on your industry and audience. This is usually a reliable estimate, so if you don't feel like playing around with bids, you can leave this as is.

If you do want to adjust your bid amount, here are two important things to keep in mind:

### 1. CPC vs. CPM

On Facebook, there are a few different ways to make a bid. You can pay for each action (i.e. somebody clicking your link or "liking" your page), or you can pay for each time somebody views your ad.

If your goal is to encourage a certain action – such as getting people to click on your website – you should always select that option. This is because Facebook will show your ad to people who are more likely to complete that action. When you optimize for impressions, your ad may get shown to more people overall, but not necessarily those who will follow your link or "like" your page.

On Facebook (and in the digital marketing world in general) these two concepts are denoted as follows:

- **Cost Per Click (CPC)** – the cost for 1 click to your website
- **Cost Per Mille (CPM)** – the cost for 1,000 impressions, or views of your ad

### 2. What Happens When you Bid Higher or Lower?

The other important thing to keep in mind is how adjusting the bid amount will affect your ad performance. When you advertise on Facebook, you compete with other advertisers who are trying to reach the same audience. The more competitive the ad, the higher your suggested bid.

**Increasing the bid** improves the odds of your ad getting shown. Consider doing this if your ad isn't getting shown often enough to reach your daily budget.

**Lowering the bid** decreases the odds, though it also means you're paying less per click. Consider lowering the bid if you're easily reaching your daily budget and want to spread your dollars further. Just note that bidding too low may cease views of your ad altogether.

**Want to get the most out of paid search marketing? Try advertising your business using a [Free \\$50 Bing Ad Coupon](#).**

## What Is The Cost Per Facebook "Like"?

Facebook provides the illusion that you can buy likes. When you click on the "Get More Page Likes" option, you are actually being charged for the number of impressions being shown (a CPM rate). However, Facebook is testing and trying to find the best audience to show the ads that will produce the most number of likes for the lowest cost. (Want to learn how to get likes for free? [Go here.](#))

Many people say buying likes or clicks to one's Facebook page is cheaper than buying clicks to a website that is off the Facebook site. The difference in price by some estimates is as much as 30%. There could be two reasons for this price difference: Facebook prefers that its audience to stay on its site and provides a

two reasons for this price difference. Facebook prefers that its audience to stay on its site and provides a financial incentive to advertiser to make that choice. The second reason is audience doesn't want to leave Facebook and may be more likely to click on ads which will keep them there.

*How much will a like end up costing?* Somewhere in the 50 to 80 cent range per like, according to Salesforce's 2013 benchmark report.

## The Bottom Line

Facebook advertising does not have any set cost. Because users get to set their own budget (as low as \$1) the price all depends on how much you're willing to spend.

Now, a better question is probably: *What ROI can I get from Facebook advertising?* Generally speaking, a budget of \$5 should get you anywhere from 5 to 30 clicks. This is a pretty broad range, and some factors that affect it – like audience size and industry – may be out of your control. One thing you CAN control, however, is the ad the itself. To learn how to write a killer Facebook ad and setup an effective campaign, check out our article: [Facebook Advertising: A How to Guide for Small Businesses](#) .

FREE Facebook Advertising Guide! [Click Here](#) to start advertising today in less than 1 hour with these 6 steps

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## About the Author



### Jeremy Marsan

Jeremy Marsan is a business analyst and staff writer for Fit Small Business currently specializing in small business healthcare issues and product reviews. When not helping small business owners he enjoys many artistic projects, including music performance/recording, blogging, creative writing and carpentry.

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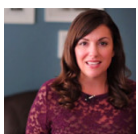
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25 Sep 2013



EAT'S a Small World November 18, 2016 at 10:02 am

Any chances that the estimated number of likes (for Page promotion) will decrease if I compare same adverts published on a regular weekday VS the same advert published on a weekend? All of the choices remain the same (image, text description, demographics, etc) but I get different estimated number of likes on a Thurs vs a Friday.

Reply

Jason Rueger November 23, 2016 at 4:38 pm

Eat's,

That's often how it is. At FSB, our Friday, Saturday, and Sunday traffic are generally quite a bit lower than a regular weekday. So, I wouldn't be too worried about the estimations being too far off!

Jason

Reply



matt November 16, 2016 at 9:24 pm

STUPID Question Alert! Can you use facebook Ads without a FB page. Well you need a FB account to get started but, I don't want my audience to go to my FB page - I need them to go to my website/ecommerce store.

I am a start up and haven't really built my FB presence yet so I don't want users to make a judgment based on FB before they go to the website. Thoughts?

Reply

Jeremy Marsan November 16, 2016 at 10:32 pm

Hi Matt,

You DO need a Business Facebook page to create ads. However, your ads can link to your website/ecommerce store instead of your Facebook page. [This guide](#) on Facebook will explain how.

Best,  
Jeremy

Reply



Mary Zachary October 19, 2016 at 11:29 pm

You p[er]son took \$80 plus out the first time I cancelled my account now you took \$250 out of my checking I cancelled my account and you still stole money from me. and I did not get any bussiness from you There is no way you are cheeats and rip off people.

Reply

Jason Rueger October 24, 2016 at 2:01 pm

Mary,

There must be some miscommunication of some kind. We do not offer Google Advertising services of any kind, and we certainly don't take any money out of people's accounts. In fact, we never receive any money directly from any of our readers for anything and never have any access to personal bank accounts of any kind. When we get paid, we get paid by the companies who we refer customers to, not the customer's themselves. I am very sorry if someone has taken your money, but it certainly was not us!

Jason

Reply



October 5, 2016 at 11:34  
gus pm

what is the difference between a Facebook "like" & "click"?

Reply

Jeremy Marsan October 8, 2016 at 10:58 pm

Hi Gus,

A "click" is if somebody clicks on the link to your website. A "like" is only if they react to your link by clicking the "like" button. Generally speaking, you get more clicks than likes, since not everybody reacts to a link they click on.

Getting a lot of "likes" means more users will see your post organically (i.e. without you having to spend \$ on advertising.) That's because posts with a lot of likes show up more frequently in the news feeds.

"Like" is also the term used to describe when somebody follows your page. "Liking" somebody's business page means you'll follow their updates. That's what we refer to at the bottom of this article under *What Is The Cost Per Facebook "Like"?*

Best,  
Jeremy

Reply



September 29, 2016 at 5:31  
Sammy Blackmore am

Thanks for your comprehensive article Jeremy. I think we should revisit our Facebook ads to make it work for us.

Reply

September 29, 2016 at 8:38  
Jeremy Marsan am  
Sure thing - thanks for dropping in!

Reply



September 20, 2016 at 11:44  
Richard pm

This article sums up everything for me. I think Facebook is better than Google Adwords because it's easy to use and it's targeted. Buying traffic from Facebook and redirecting it to your site costs more, but it's worth it because at least you'll know if the visitors will like your content. I didn't have any success from buying likes on Facebook. Also, you can get free organic Facebook likes if you befriend a bunch of people and then invite them to like your page. But in the end, it's all about testing to see how you can get more clicks on your ads.

Reply

September 21, 2016 at 7:54  
Jeremy Marsan am  
Hi Richard,

Thanks for dropping in. You bring up a good point that Facebook is especially powerful when you combine organic traffic with paid traffic: Create a post that gets some buzz amongst your followers first - THEN promote it to a targeted audience. This should get you much better results than promoting something from scratch.

Best,  
Jeremy

Reply



September 9, 2016 at 10:03 am  
Yash

Is there any calculator for analyz the approx ad cost and profit ?

Reply

September 9, 2016 at 3:09 pm  
Jeremy Marsan  
Hi Yash,

Unfortunately any calculator would have to be vague. One of the biggest factors in profit is how well you write your ad, and that's something a calculator won't be able to quantify.

What you CAN do, however, is look at what other businesses in your industry spend for each click (see the top of this article). If you know how many clicks it takes to produce a sale on your website (i.e. your conversion rate) this will tell you how much you can expect to earn from Facebook advertising.

Best,  
Jeremy

Reply



Guillermo Rodriguez

May 11, 2016 at 3:58 am

This works just like google Ads, create a specific campaign or multiple campaigns and then decide your budget. It looks like 11 dollars everyday may do the trick if you fall on 0.24 (CPC) that is like 45 clicks per day, ofcourse everything change depending on the target or business because the bid price may change. Most definitely, you need to be in top of the campaignS to reach your target/goals.

Guillermo

Reply

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