



**VIRTUAL**  
INGENUITY, LLC

# Facebook Ads: The Science Behind Successful Marketing

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## Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist with Virtual Ingenuity, LLC, and Andy Felice, Owner & Creative Director at Felice Marketing discuss one of the popular advertising tools used to market your business brand across social media platforms. Prior to his entrepreneurship, Andy was the Director of Marketing and Product Development at an industrial commercial laundry business.

Learn if Facebook Ads are right for your business, how geofencing plays a role, why big companies spend so much on ads, and if it is more effective than Instagram ads.

Listen as we discuss:

- What are Facebook Ads?
- Why pay for Facebook ads? What's the benefit?
- What is geofencing?
- Why do big companies spend so much on Facebook Ads?
- What's more effective, Facebook ads or Instagram Ads?

We close by asking Andy if our listeners could have one take-a-way from what we talked about today, what is that one takeaway, and what is the one piece of advice he wished someone had given him when starting his business.

Learn more about Felice Marketing:

- Website: <https://felicemarketing.com/>
- Instagram: <https://www.instagram.com/felicemarketingco/?hl=en>

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Thank you so much for listening!

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