

# If You Want a Happy Life: Give up Facebook.

Happiness is known to be a subjective thing. There is no constant or specified definition of happiness. Everyone has its own domain of happiness connected to some goal or idea, likewise some say, happiness revolves around money. But the thing is, everyone wants to have a happy life which has no worries. Over the years many renowned philosopher and researchers have looked into the idea of happiness and according to most of them happiness is something that can't be weighed. Happiness can be created, just look into yourself and find happiness and if you will be successful, you will surely nurture it to make it grow and share it with the world.

Recently a study in the capital of Denmark, Copenhagen has shown that if you want to live a happier life, then give up Facebook.



This research was executed by Happiness Research institute. This experiment was experienced on 1,095 people in Denmark,

who were divided into two groups, half of them continued using Facebook while other were advised to avoid Facebook for about 10 days.

HRI's chief executive, Meik Wiking told AFP, "We focused on Facebook because it is the social media that most people use across age groups".

So the statistics they extracted from all the research was:

Participants who used Facebook on daily basis:

94% visits Facebook on daily basis

86% browse newsfeed very often

78% use Facebook for about 30 minutes daily

61% prefer to post on Facebook daily

69% prefer to post pictures on Facebook of their great experiences

So after having these statistics research center stated, "Social media is a nonstop great news channel, a constant flow of edited lives which distorts our perception of reality."

HRI stated: In this research we wanted to have a test that how much Facebook effects one's life. So we have two groups one used Facebook as their daily routine while other group did not use Facebook for an entire week.

## **What We Found about Facebook**

After a week we asked both of the groups what you feel and what is your analysis about satisfaction of life. The group which was said not to use Facebook reported significantly high level of satisfaction. People felt happier and feel less sad and lonely without Facebook. They said that they are now social in a physical way rather than having social life just on internet through Facebook which was not so beneficial and

felt that they waste their time less. While other group which was involved in using Facebook feel less satisfaction from their lives.

According to Happiness Research institute people on Facebook are 39% less happy and unsatisfied from their lives as compared to those who are not using Facebook. So if you want to be happy in your life and have a social life in real then **“Give up Facebook”**.

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## **5 Facebook Ads Mistakes to Avoid**

### **Age of Facebook Ad campaigns**

Back in the good old days marketing was considered an art of your social and visual skills, as how to attract more people by clever drama and imagery. But now Facebook and Google have changed the dynamics of marketing and art of it, and it is now merely a game of how much capital you have. Facebook after introducing their ads has dramatically changed the name of the game. to most of the businesses it has given very awesome results, but some people are still trying get the good from their ads and how to use them for maximum gain.

So here today we will discuss some big no nos when it comes to marketing your business through Facebook ads. Here are Top 5 mistakes people do in their Facebook ad campaigns and how to avoid them.



## **1. Choice of Image and Quantity**

Several users of Facebook ad campaigns have pointed out that most of the people use only one image in their single ad campaign spanning more than a week, and it has proven to be a negative towards campaign. What you need to do to have full advantages is that you should have always more images than the number of days that single campaign will run. As it will give your audience a refreshed feeling everyday and showing that you care for user's experience.

## **2. Wrong target Audience**

Well this is the most basic thing for any kind of marketing or ad campaign. You should know who your audience is and all the attributes regarding them. But more than 70% people who run ad campaigns have done the same mistake again and again, and it has gotten them nowhere. If you are having difficulties finding the right target then do some research and find out the right audience for you product you want to market.

## **3. Ad campaign too short**

Thing that stays true in all ads is that no marketing has ever gone wasted. But in case of online ad campaigns it is sure that you are gaining something out of it. So when people start getting sales and driven their businesses well through campaigns, they stop the ads. But in case of Facebook ads it

has been seen that longer the ad campaigns more you are getting out of it. Longer ads have low rate per like, than short ones, and also the number of people reached in a day increases as the days passes. And that can only be possible in longer ad campaigns.

#### **4. Non-Buyers**



That is a tricky part, there is no option in Facebook to exclude the non-buyers from audience, so you have to be really intuitive about, for instance if your product is related to the online social entrepreneurship, then you should include people between age 16 to 28 years as in this age period people are exploring different fields for future. But people who are aged above 35 are well settled and will not respond to your ads.

#### **5. Low rate of Threshold**

This might be a bit controversial to some, but I think it is a very crucial mistake people make running ads. By threshold rate means is the capital you will pay when a certain amount worth of ads have been ran on Facebook. If it is less than \$50 then you are not getting most for you bucks. It sounds silly but it is true as I have been victim of this very thing in my campaigns too. Also if you have a considerable amount of reach then your daily budget should be always equal to or a bit higher than your threshold. Again they do matter whether it makes sense or not.

Facebook ads is a great way to get your business going in a right direction if you know how to mend them in your favor and reap the benefits from it.