

GET MORE OUT OF YOUR FACEBOOK ADVERTISING AND BUILD YOUR BRAND

honey badger
SMART SOLUTIONS FOR BUSINESS

WE HELP LOCAL BUSINESSES
CONNECT WITH MORE CUSTOMERS
AND SELL MORE STUFF



MILLIONS OF BUSINESSES ADVERTISE WITH FACEBOOK, AND FOR GOOD REASONS. FACEBOOK ADS OFFER SUPER SPECIFIC TARGETING, AND GREAT DATA ON WHO IS INTERACTING WITH YOUR BRAND.

But there's more to Facebook ads than directing traffic to your website or promoting a sale. Facebook can be a powerful brand-building tool, and a stronger brand can benefit your business on every platform.

1. TAKE AIM

Building a brand means:

- Growing your audience's familiarity with your brand
- Ensuring your product or service stands out
- Getting and staying top of mind when your audience need to make a decision
- Building loyalty among your existing audience and customers

Keeping these aims in mind when you set up your campaigns will ensure that you have a longer relationship with your audience than a couple of clicks.

Facebook offers a specific brand awareness campaign type, especially tailored to reach an audience who will be interested in what you have to say. This could mean better value for your money, and potentially better ROI.



Be there for your audience

- 53% of people who make an enquiry on a Facebook page expect a reply to their query within 60 mins
- 71% will recommend a brand if they get a fast response
- Only 19% will recommend a brand if they do not receive a reply

2. KNOW YOUR AUDIENCE

If you haven't fully explored the potential in Facebook's audience targeting features, it's a great place to start when building a brand.

This requires you to know a little about your audience, something that you should already be thinking about if you're aiming to grow your brand.

Facebook offers the straightforward option of targeting ads at people who like your page, and their friends. You may even have tried this already. It's an effective method, but can make for slow going if you want to grow your audience.

 Your options for targeting are almost unlimited.

Using hundreds of specific demographic options in the Facebook ad interface, you can conjure an exact outline of the type of audience you want to introduce to your brand. You can target down to specific postcodes for location and exclude people who already like your page, ensuring you only reach new potential leads.

The ad interface will tell you how your audience rates on a scale from 'broad' to 'specific'. Specific audiences are likely to be more engaged, as you will have targeted them based on a selection of interests, whereas a broader demographic casts a wider net but may also target a less interested audience.

While finding a new audience is important, Facebook also allows you to build a stronger one with an audience that already knows you. You can use Facebook Pixel to retarget website visitors or people who have previously interacted with your ads. You can also create a custom audience of your mailing list subscribers, acting as a reminder of your business's offer to keep you top of mind, and a new way for your audience to engage with you.

People want to connect

- 18% more messages were sent to brands in 2016 than 2015
- 34.5% of people prefer social media for customer service
- 75% of people have made a purchase because they saw the brand on social media



3. INVEST IN QUALITY CONTENT

Using visual content in your ads can have a huge impact on how people engage with your business, and help you in ensuring your brand stands out.

Facebook offers a lot of options on this front. A straightforward image, provided that it's well designed and impactful can be extremely effective. A message is six times more likely to be remembered if it's paired with a relevant visual.

But you don't need to restrict yourself to just a flat image. You can also use the Carousel format to showcase a range of customer testimonials or best selling products – you can even make separate product carousels for different audience types.

Video is not only more engaging than static images, it's also highly effective at building an emotional connection, a key factor in not only engaging with your audience, but winning their loyalty and custom too.

FACEBOOK CAN REALLY HELP YOUR BUSINESS FURTHER ITS BRAND AMBITIONS, BUT IT REQUIRES SOME WORK OFFLINE TOO. ENSURE YOU HAVE A CLEAR IDEA OF YOUR BRAND IDENTITY AND TONE OF VOICE. CONSISTENCY IS IMPORTANT TO ENSURE THAT YOUR FACEBOOK CAMPAIGN IS SUCCESSFUL.

Real ROI

- Brands see 3:1 ROI for social investment
- 28% say a brand's social presence is the best reason to try new products

