

HOW TO BUILD BRAND LOYALTY WITH FACEBOOK ADS



FACEBOOK IS THE WORLD'S BIGGEST SOCIAL NETWORK, WITH AROUND 1.28 BILLION DAILY USERS AND ALMOST 2 BILLION PEOPLE WHO ARE ACTIVE AT LEAST ONCE A MONTH.

Businesses have leapt on this opportunity to build a relationship with their audience, and rightly so. You may want to join their ranks, or maybe you're already on Facebook but not seeing the benefits you'd hoped.

Facebook ads are the likely solution for your problem. Organic reach (i.e. reach you gain without paying for advertising) has been declining on Facebook for years, and it's unlikely to improve any time soon. It could be as low as 2.6%. Even a small investment in a Facebook ad campaign can gather big results if you do it right.

1. BUILDING A RELATIONSHIP

Your existing Facebook fans are a great asset. They've liked your page and maybe even used your products or services before, but Facebook's algorithm may mean that they don't see the posts you're currently sharing.

A quick campaign to remind them of your products or services, and reward them for their previous custom, is a great way to get started and test out Facebook ads for yourself.

1. Head to ads.facebook.com and choose "create a campaign" from the options.
2. Facebook offers several campaign objectives to choose from, and "brand awareness" or "engagement" objectives are a good start. Brand awareness will get an interested audience, and engagement aims to get people interacting with your content.
3. Use messaging and content that will remind existing customers of your business and incentivize a repeat purchase.
 - Consider a discount, giveaway, download or event exclusive to your target audience.
 - 67% of people expect exclusive offers when they like a page on Facebook.
4. Choose the option to target people who like your page and their friends, and see how Facebook can help you get the most out of your existing audience.

2. CONTENT INSPIRATION

If you post content that your audience find engaging, they are more likely to see your content in future, organically and with amplification. Facebook's algorithm pays careful attention to how people interact with content and serves them more of the same.

Exclusive offers are expected by many Facebook users, and provide an extra incentive for people to convert from Facebook fans to customers, but they're not the only way to engage.

Visual content like images and video are much more likely to make an impression. Research shows they receive as much as 2.3 times more engagement, so it's worth investing to get it right.

A study by BuzzSumo also showed that in addition to images and video content, questions were among the posts with highest engagement. Start a conversation!

Whatever you share, ensure you're curating and amplifying relevant, useful content to give your audience a reason to engage with you beyond your product or service.

Optimize for maximum engagement



The most popular ad headlines have 5 words or less

"You" is the most popular word in copy¹

Content connections



22% of US internet time is spent on Facebook

Users generate 4 million likes a minute²

Your business peers



More than 50 million businesses have a Facebook page³

Only 2.5 million business pages pay to advertise⁴

**85% OF FACEBOOK'S AD
REVENUE IS MOBILE⁵**

honey badger
SMART SOLUTIONS FOR BUSINESS

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



1 www.adespresso.com/academy/blog/we-analyzed-37259-facebook-ads-and-heres-what-we-learned/ 2 www.economist.com/news/briefing/21696507-social-network-has-turned-itself-one-worlds-most-influential-technology-giants 3 www.techcrunch.com/2016/01/27/facebook-grows/ 4 www.venturebeat.com/2015/09/27/now-with-2-5m-advertisers-facebook-targets-tv-budgets-with-new-ad-buying-offering/ 5 www.s21.q4cdn.com/399680738/files/doc_financials/2017/Facebook-Reports-First-Quarter-2017-Results.pdf