

HOW TO USE FACEBOOK AND INSTAGRAM ADS TO DRIVE LIKES TO YOUR FACEBOOK PAGE

honey badger
SMART SOLUTIONS FOR BUSINESS

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



NOW THAT YOU'VE TAKEN THE VITAL STEP OF SETTING UP A FACEBOOK PAGE FOR YOUR BUSINESS, YOU'VE JOINED 50 MILLION SMALL BUSINESS PAGES ON THE PLATFORM. JUST CREATING YOUR PAGE GETS YOUR BUSINESS INTO A BUZZING CONVERSATION.

Facebook's data¹ shows that people are more likely to purchase from brands they feel connected to, so it makes more sense than ever to make as many meaningful connections as you can on the world's biggest social network. If your page likes have plateaued, or if you want to get things going with a bang, advertising on Facebook and Instagram should be one of the main weapons in your arsenal.

1. WHICH AD TYPE TO CHOOSE

If your page has already posted to Facebook, you'll be familiar with the "Boost Post" option. This can boost engagement, but that engagement may not be Page Likes.

Fortunately, Facebook offers a "Brand Awareness" campaign, designed specifically for that metric.

This format allows huge flexibility, so your ads can look however you like, but the important difference is that this option includes a prominent "Like Page" call to action, highly clickable and highly effective.

When displayed on Instagram, these ads look about the same, but will drive engagement on Instagram instead of on Facebook. Consider linking your Facebook Page in the Instagram bio for another boost.

Why do people like Facebook pages?

49% of people 'Like' pages to support a brand they like

42% like pages for a coupon or discount

41% want to receive regular updates from brands they like.⁵



Key Facebook ad facts:

1. The number of advertisers on Facebook increased 50% between 2015 and 2016.⁶
2. 40% of Facebook users don't like any brand pages, so paid ads are the only way to reach them.⁷
3. Up to 75% of Facebook views occur on mobile.⁸

2. PRECISION TARGETING

Facebook allows you to target users based on any of the following criteria, or all of them if you like.

- Location
- Age
- Gender
- Interests
- Connections
- Relationship Status
- Languages
- Education
- Workplaces

In many ways, once you've cracked your audience, ad messaging is straightforward. You can create ads for different ages and interests and life events. So for example, you can target people who've recently bought a house, started a new job, ended a relationship or had a baby. Or all four.

It's important to create your audience profiles before you do anything else. You need to tailor your copy, images, offers and ad types depending on who you'd like to speak to.

As well as being better for you, the majority of consumers like targeted ads too:

40.6%

of people prefer targeted ads

26.7%

are happy to see targeted ads alongside randomly generated ads²

3. THE FINISHING TOUCHES

Now that you know the type of campaign you'll run and who you'll speak to, draw them in with super-effective creative.

Visuals make immediate impact and a big difference. In fact Facebook content with a relevant image gets 94% more views than without them.

And when it comes to the copy, you need to know exactly what you want your ad to say, so pay close attention to how you say it.³

The most popular headline length is just 4 words, and the most popular posts use just 17% of the Facebook character limit. For the most effective ads, keep your copy direct and to the point.

Follow these steps, keep a close eye on what works best for your business, and you'll soon see your like-count climbing.⁴

The cost of a Facebook ad depends on your audience and likes

1. Facebook likes can make your ads' reach 3x cheaper.⁹
2. The average cost-per-click on Facebook is \$0.64¹⁰
3. The cheapest age group per-click are 11-24 year olds¹¹

¹ www.facebook.com/business/goals/build-awareness

² www.marketingcharts.com/wp/online/consumers-say-they-prefer-targeted-to-random-online-ads-28825/

³ www.blog.kissmetrics.com/visual-content-you-need-to-use-in-your-marketing-campaign/

⁴ www.offers.hubspot.com/thank-you/successful-facebook-ads

⁵ www.marketingland.com/why-do-consumers-become-facebook-fans-49745

⁶ www.forbes.com/sites/greatspeculations/2016/03/09/a-50-increase-in-active-advertisers-in-a-year-can-facebook-sustain-this-growth/#5cd209e25d57

⁷ www.kentico.com/company/press-center/press-releases/2014/kentico-digital-experience-survey-68-don%E2%80%99t-pay-att

⁸ www.sproutsocial.com/insights/facebook-stats-for-marketers/

⁹ www.kimgarst.com/why-facebook-likes-still-really-matter-and-the-two-best-ways-to-get-more

¹⁰ www.adweek.com/socialtimes/narigans-instagram-facebook-benchmarks-report-december-2015/631104

¹¹ www.invespro.com/blog/facebook-advertising-statistics/