

HOW TO USE FACEBOOK AND INSTAGRAM ADS TO DRIVE SALES



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



WITH MORE THAN 50 MILLION BUSINESSES¹ CURRENTLY USING FACEBOOK TO PROMOTE THEIR PRODUCTS AND SERVICES, IT MAY SEEM IMPOSSIBLE TO STAND OUT ON AN INCREASINGLY BUSY PLATFORM.

But if you target the right audience, with the right message at the right time, you can easily take advantage of Facebook's huge audience to drive sales. Facebook gives the option to share the same ad across Facebook, Instagram and its extended audience network, but we'll refer to "Facebook ads" for ease.

1. PILE ON THE LIKES

Advertising on Facebook is crucial to a good sales strategy, and advertising to people who already like your Page is cheaper than advertising to 'strangers'². Get going with a Brand Awareness campaign, using a strong image, and impactful copy about your products.

When posting on Instagram, be sure to include relevant hashtags, and put a link to your site, or relevant offers, in your bio.

2. DEFINE YOUR AUDIENCE

Whether you have a detailed audience profile already, or you're starting from scratch, Facebook's targeting options will make a big difference to your success.

It's a good idea to have a generic audience in mind for everything on your page, but when you create a Facebook ad, only your chosen audience will see it. It's time to get specific.

Location

You can restrict your audience to particular countries, cities or even postcodes for each campaign. For example, if you have free shipping to the whole UK, but an event happening in Bristol, you can create a separate audience for each message.

Demographics

Target your audience by their age, relationship status, job, financial status, or even political affiliation.

Interests and behaviours

You can target people who like similar products, brands or services on Facebook, and their behaviour on other sites too.



3. USE FACEBOOK PIXEL

To get the most from your campaign, it's important to take advantage of Facebook's measurement offerings too. With Facebook Pixels, your dashboard will show Facebook and web activity from your ads.

This extra data will show you which ads boost sales and help you invest your money more wisely.

Install the Pixel on your website (it's as easy as copy/pasting some code), and add it to your Google Tag Manager, with labels for every action you want to measure. Don't worry, Facebook has handy guides for the beginner.

This level of insight can tell you if a particular campaign leads to more conversions. Or maybe a certain Facebook audience spends more money. Is there an age, location or gender split? This can all improve your campaigns and ensure maximum return on investment.

4. THE END

The perfect landing page will depend on your audience, but there are a couple of essentials:

Mobile optimised: 1.03 billion of Facebook's 1.9 billion active users are active on mobile each day³. If your site doesn't look good on mobile, you could lose the majority of your audience straight away.

Consistency: Make sure your customer has a seamless journey between Facebook and their purchase. Make the products, images and branding consistent.

Keeping an eye on your Facebook data will help you build a solid campaign strategy over time, getting maximum ROI and boosting sales for your business.

Mobile matters

1. 47% of Facebook users only access the platform via mobile⁴
2. Facebook accounted for 19% of worldwide mobile advertising in 2015⁵
3. And mobile ads count for 80% of Facebook's ad revenue⁶

Effective ad options

1. Facebook retargeting can reduce your CPC and CPA by as much as 33%⁷
2. And only 15% of consumers view retargeting negatively⁸

Many small businesses struggle to understand Facebook ROI.

58% of small businesses don't measure ROI of social activity.

40% have a thorough understanding of their digital marketing.⁹

Success!

 'Lost my name' used Facebook ads and audience network to promote personalised childrens books resulting in 25% more conversion rates and 36% greater reach.

¹ www.techcrunch.com/2016/01/27/facebook-grows/
² www.kimgarst.com/why-facebook-likes-still-really-matter-and-the-two-best-ways-to-get-more
³ www.zephonia.com/top-15-valuable-facebook-statistics/

⁴ www.venturebeat.com/2015/11/04/47-of-facebooks-users-never-touch-the-ser-vice-on-desktop/
⁵ www.economist.com/news/briefing/21696507-social-network-has-turned-itself-one-worlds-most-influent-technology-giants
⁶ www.nvestor.fb.com/releasedetail.cfm?ReleaseID=952040

⁷ www.socialmediaexaminer.com/facebook-retargeting-spend-increases-new-research/
⁸ www.adroitdigital.com/files/research/1384280850.pdf
⁹ www.socialmediaexaminer.com/small-businesses-struggle-to-prove-facebook-roi-new-research/