

HOW TO USE FACEBOOK AND INSTAGRAM ADS TO DRIVE WEB TRAFFIC



honey badger
SMART SOLUTIONS FOR BUSINESS

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



MILLIONS OF BUSINESSES USE FACEBOOK TO ENGAGE WITH THEIR CUSTOMERS AND SPREAD THE WORD ABOUT THEIR BUSINESS, BUT IT CAN ALSO BRING A POWERFUL BOOST TO YOUR WEB TRAFFIC.

In fact one study found that Facebook sent more traffic to media sites than Google¹, and as the most popular industry on Facebook², e-commerce stands to benefit from the same boost. Facebook has drastically reduced organic reach for business pages in recent years, so an ad campaign is really your best bet to get the most out of your Facebook page's web-traffic potential.

1. WHICH AD TYPE TO CHOOSE

When it comes to boosting your web traffic, unsurprisingly the Facebook "Link clicks" ad type is the simplest starting point. Link people to your website using images, videos and slideshows to grab their attention.

Choose where to display your ad across Facebook, Instagram and Facebook's extended audience network. Keep in mind that links don't work on Instagram, so you should include a short, simple URL in your copy. Or link in your bio, and direct people to it.

2. TARGETING STRATEGIES

You can use Facebook's targeting strategies to promote personalised, audience specific content, which can increase conversions by up to 20%³.

Having a specific audience in mind can make messaging and content decisions easier, as you know that only that audience will see your ad. Target people by recent life events (babies, relationships or moves) or age, gender and other demographics.

With such impressive effects on conversion, it's clear that most consumers are happy to receive targeted ads.

40.6%

of people prefer targeted ads

26.7%

are happy to see targeted ads alongside randomly generated ads⁴

3. THE CONTENT

With the ability to target super specific audiences, you can put out content that meets their needs, and be reassured that they'll see it. It's just up to you now to get their attention.

Offer content with value, with e-books, whitepapers or blogs, targeted to your audiences interests – and keep it up to date so your audience always has a reason to interact with what you're saying.

4. DOES IT WORK?

Fortunately Facebook makes it easy to see how many people visit your website from their ads, and their behaviour once they get there.

These insights will show you what works for each audience, and make your ads more effective over time.

Install the Facebook Pixel, and add it to your Google Tag Manager. Facebook even has handy guides to help you get it right.

If a certain ad type or content even audience works best for your web traffic, Facebook Pixel will ensure you know about it.

Even a straightforward 'Link click' campaign will provide a foundation of Insights to build from, and maximise web traffic from Facebook.



5. BOOST ENGAGEMENT



Posts with photos get 39% more engagement⁵

Not only that, they account for 93% of the most engaging posts on Facebook⁶



But videos win, getting the highest rate of engagement⁷



A Facebook post at 7pm will result in more clicks on average than posting at 8pm⁸

6. BOOST ENGAGEMENT

1. You/Your, Free, Now and New are the most effective words to include in your copy
2. Link ads are the most popular, making 74.8% of ads

Video ads drive high engagement, but only make up 15.1% of ads⁹

Headlines with less than 5 words are most popular

¹ www.fortune.com/2015/08/18/facebook-google/

² www.socialbakers.com/resources/reports/united-kingdom/2016/october/

³ www.triblio.com/content-personalization-statistics-2015/

⁴ www.marketingcharts.com/wp/online/consumers-say-they-prefer-targeted-to-random-online-ads-28825/

⁵ www.blog.bufferapp.com/the-power-of-twitthers-new-expanded-images-and-how-to-make-the-most-of-it

⁶ www.blog.bufferapp.com/7-facebook-stats-you-should-know-for-a-more-engaging-page

⁷ www.adweek.com/socialtimes/quintly-study-photos-videos-engagement/433582

⁸ www.zephorio.com/top-15-valuable-facebook-statistics/

⁹ www.offers.hubspot.com/successful-facebook-ads