

FACEBOOK ADVERTISING OBJECTIVES

THINK BABY STEPS: What are the 'small steps' your customers take before buying from you? E.g. Are your products an 'impulse purchase' or do your customers research products/companies first? Do you have content (e.g. video and/or blog posts) that help your customers decide to do business with you?

MAP OUT THE **BABY STEPS** AND PICK THE RELEVANT AD OBJECTIVE.

WHAT **ONE THING** WOULD YOU LIKE YOUR FACEBOOK AD TO? ACHIEVE?

I WANT TO...
SEND PEOPLE TO MY WEBSITE

CHOOSE **TRAFFIC** OBJECTIVE

Test optimising for "clicks" Vs "Landing page views.". When testing, compare the 'cost per landing page view'.

What now? You've paid Facebook to drive traffic to your website, how are you going to move potential customers to the next step? E.g. Offer a discount, invite them to sign-up for something, etc.

Make sure your Facebook Pixel is installed so you can retarget them with offers/more content.

I WANT TO...
GET PEOPLE TO WATCH MY VIDEO

CHOOSE **VIDEO VIEW** OBJECTIVE

So, they've watched your video... what now?

Make sure you set up Custom Audiences in Facebook so that you can target people who have watched 10 seconds or more of your video (or a percentage, e.g. 25%, 50%, 75%, etc). The longer someone has spent watching your video the hotter the lead!

Retarget people who have watched one of your videos with offers/more content.

I WANT TO...
SELL 'IMPULSE' PRODUCTS

CHOOSE **CONVERSION** OBJECTIVE

Conversions are tricky for Smaller Advertisers as Facebook needs lots of sales data to know who else to show your advert to.

If you're using **Conversions** at the top of your funnel, consider retargeting using **Traffic** or even one of the **Brand Awareness** objectives. Facebook has already found people who are likely to buy. Retarget using a 'cheaper' objective.

I WANT TO...
GET GENERATE LEADS

CHOOSE **LEAD GENERATION**

Facebook Leads Ads allow you to capture potential customers' data (name, email address, phone number, etc) directly within an advertisement on Facebook. Much of the form is pre-populated and it's frictionless. Obviously bear in mind GDPR regulations and be clear what and how you're going to use their data.

For more info on Lead Ads visit - bitememarketing.co.uk/facebook-lead-ads/

BITE ME MARKETING
07946 528399
BITEMEMARKETING.CO.UK

