

9 WAYS TO MAKE THE MOST OF FACEBOOK ADVERTISING

Facebook continues to grow swiftly, now boasting 1.8 billion monthly active users.¹ And with ad revenues in Q3 2016 reaching an incredible \$6.8 billion, it is no wonder why more and more retailers are finding it difficult to resist the platform's immense advertising potential.²

In this tip sheet, we'll look at ways to make the most of your ad spend on Facebook – whether your goal is to acquire new customers or retarget past visitors and purchasers.

1. INSTALL FACEBOOK PIXEL

Install the Facebook Pixel across your entire website so that you can measure, optimise and build audiences for your Facebook ad campaigns. You'll also be able to see how people are using your website across different devices so you can achieve better targeting, tracking and optimisation. Facebook's pixel helper is a great tool for ensuring your pixel is properly fired up.

2. USE PRODUCT SETS FOR FILTERING

Use Product Sets to filter out the products you want to feature in your ads. Start by selecting Product Sets with broad themes e.g. 'all kitchen appliances'. You can also use custom labels in the feed to introduce more nuanced Product Sets e.g. 'women's shoes' or 'items under £100'. Use Product Sets for high margin, seasonal, or clearance items – or anything relevant to your business.

3. OPTIMISE FOR YOUR CAMPAIGN OBJECTIVES

Optimise for your campaign objectives, whether they are conversions or click-throughs. If you optimise for website conversions, your ad will target users who are most likely to convert on your website. By optimising for clicks, your ad will target the users most likely to click. This applies to every optimisation choice you make. While it seems counter-intuitive, what you optimise for will differ from what you pay for: For example, if you optimise for conversions you will be charged per impression.

4. GET IMAGES RIGHT FOR MOBILE

Over a billion users access the Facebook platform daily from mobile devices, and 84% of Facebook's 2016's Q3 ad revenue came from mobile.³ Capture mobile browsers by ensuring images are large and of a high quality – at least 600 x 600 are required. Large high quality images will not only power up your Facebook dynamic and carousel ads – they'll also work well across other digital advertising channels.

5. USE ALL CHANNEL DATA AT YOUR COMMAND

With 1000s of products or SKUs it's hard to know which items to feature on Facebook. To help you decide, draw on all the data at your disposal, starting with your Google Shopping campaigns. Use this information to populate your inventory product feed and decide which products you should feature (and how you should be talking about these products).

6. TAKE ADVANTAGE OF ALL PLACEMENT OPTIONS

Make use of all the places where Facebook ads can serve. Audience Network lets you extend your ad campaigns to mobile apps, mobile websites and video outside of Facebook. You can also opt to have your ads served on Instagram, with its 600 million+ users⁴ to extend your reach and expand your presence.

¹ <http://time.com/money/4555687/facebook-user-growth-q3-earnings/>

² <https://techcrunch.com/2016/11/02/facebook-earnings-q3-2016/>

³ <https://techcrunch.com/2016/11/02/facebook-earnings-q3-2016/>

⁴ <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>

7. LAYER YOUR AD TYPES.

Don't box yourself into a corner: Use a mixture of ad types instead, to cover all aspects of the sales funnel. Use Carousel Ads to target new customers, then layer on Dynamic Ads to retarget users once they've visited your site, increasing the likelihood that they will convert.

8. USE CAROUSEL ADS FOR CUSTOMER ACQUISITION

Carousel ads are a great option for customer acquisition. It allows you to feature up to 10 images in an ad, creating more opportunities for customers to click and engage with your products. Grab the attention of users by showing them individual products from different collections, or use a series of images to demonstrate how to use your products, or even apply a new look. Carousel ads can be used to tell a captivating story – Just like with all ad placement advertising, the better the story, the better the results.

9. RE-ENGAGE WITH PAST CUSTOMERS USING DYNAMIC ADS

Visually, Facebook Dynamic Product ads look exactly like Carousel ads, however they operate in a very different way. Dynamic ads are feed-based and can retarget at product level, excluding users who have purchased from you within a given look-back period. Once a customer buys an item from you, the product ad won't show to the same person again, saving you precious ad spend. Dynamic ads also enable you to cross-sell and up-sell to past purchasers, increasing average order and lifetime values.

Boosting your advertising efforts on Facebook can have a significant impact on your sales. ChannelAdvisor can help you set up and maximise your advertising campaigns on Facebook. To discuss these options, contact the ausales@channeladvisor.com or subscribe to our newsletter for the very latest ecommerce news delivered direct to your inbox.