



# **7 TIPS FOR CREATING GREAT FACEBOOK ADVERTS**

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# Introduction

## About the white paper

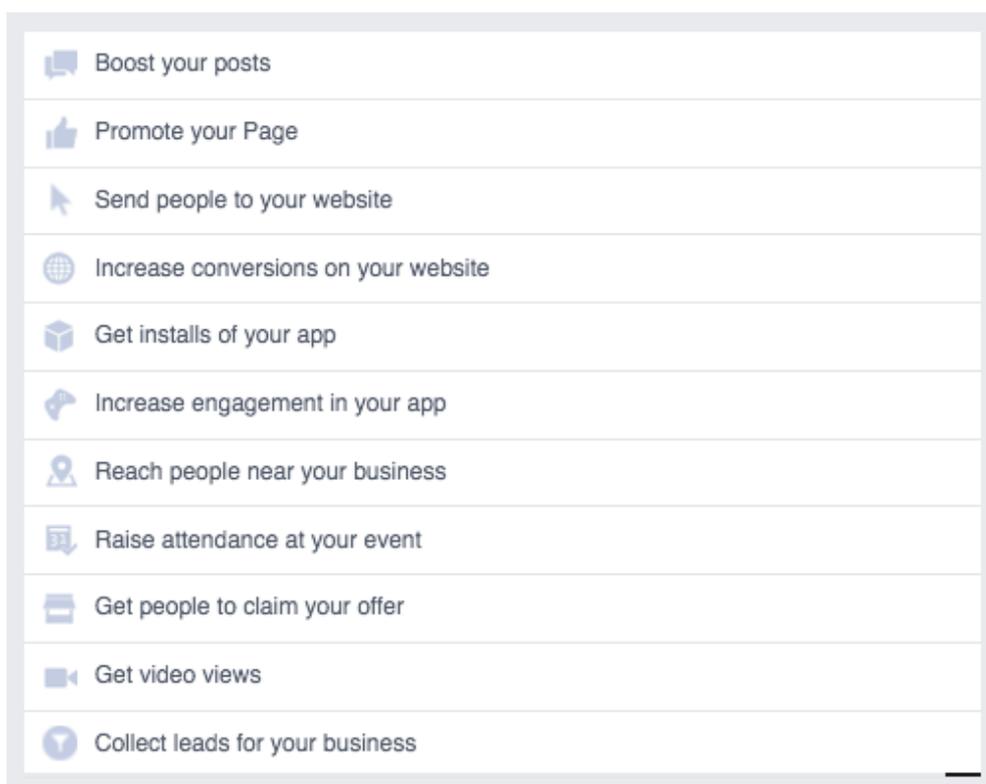
Facebook advertising - it's tricky business. From choosing the correct campaign, targeting the right demographic and setting a budget, there's a lot to deal with. This white paper intends to take you through creating the perfect Facebook advert for your brand.

## Advertising on Facebook

Facebook is the leading global social platform; you're on it, your family are on it, your friends are on it and your friend's aunt's pet dog is on it. <sup>[1]</sup> With 936 million daily active users and 1,440 million monthly active users, advertising correctly on the platform can open the doors to millions of potential customers.

### **Facebook adverts types**

The different types of Facebook adverts are split up by objective. Below are the different type of Facebook advert objectives:



### **Facebook advertising Vs Google AdWords**

Many technology media outlets write about Facebook and Google like they are great rivals, fighting to the bitter end i.e. money leaving your account. However, this is pretty

Source:

[1] <http://www.socialbakers.com/statistics/facebook/>



far from reality. The more savvy marketeers are using both advertising platforms, combining them to achieve maximum visibility online.

Google AdWords is all about search (for the most part) - you are trying to increase visibility to potential customers who are aware that they have a need which you could fulfil. However, Facebook advertising isn't dependent on people searching for you. Advertising on Facebook is about finding the demographics you are targeting (your potential customers). Rather than targeting keywords, you are targeting real people by age, gender, location, interests, hobbies, the list goes on.

Now let's get on to our top seven tips for advertising on Facebook!

## Facebook advertising tips

### Tip one: choose the correct objective

The objectives are pretty self explanatory:

- **Boost your posts** - increase the reach of your post and therefore the amount of likes, comments and shares. This option allows a Call To Action (CTA) button enabling readers to like the page (for those who do not already like it).
- **Promote your page** - gain more likes (followers) on your Facebook page. The CTA for this advert type is a 'like page' button.
- **Reach people near your business** - otherwise known as 'local awareness adverts', it allows you to connect with your local audience. This advert type offers four different CTA buttons: 'send message', 'call now', 'get directions' and 'learn more'.
- **Raise attendance at your event** - promotes an event and increases the amount of event responses. This advert type allows the Facebook user to select 'Interested' or 'Going'.
- **Get people to claim your offer** - promotes an offer which people can claim in store and offers two CTAs: 'claim offer' and 'like page' (for those who do not already like your Facebook page).
- **Get video views** - Similar to promote your page (in regards to the CTA), but allows a video to be used rather than an image.
- **Collect leads for your business** - allows you to collect customer information by including a 'sign up for more info' CTA in the advert.
- **Send people to your website** - Increasing traffic to your website, with no specific desired action for your customers.
- **Increase conversions** - This advert type is about getting people to take specific desired actions on your website and tracking those actions. You will need to create a



conversion pixel, which is a snippet of code that will need to be added to the HTML of the page on your website you're tracking.

- **Get installs on your app** - This is similar to the 'increase conversions' advert type but it tracks the installs that your app will receive from Facebook, rather than actions on your website.
- **Increase engagement in your app** - This advert will be targeted to those who have already downloaded your app and will take them to a customised location within it.

It can be hard deciding what's more important when choosing your campaign objective - should you focus your attention on sending as much traffic to your site as possible for maximum exposure or is it best to focus on conversion only? This all depends on the goals and Key Performing Indicators (KPIs) that you have set for your business. You must ensure your marketing activity is in line with your overall business strategy.

Before deciding on your campaign objective ask yourself what your desired end outcome for the advert is and then pick a campaign objective type that will best help achieve your goals.

## Tip two: mix and match advert types

In our experience mixing and matching the advert types often helps achieve greater results, especially if the adverts compliment one another. It is an integrated marketing approach, for example, you create an advert to promote your page and increase likes. To compliment this advert, you could boost some of your recent, most successful posts for the duration of the advert. Doing this will increase brand awareness, people will start to recognise your brand and will then become more likely to like your page when they see the advert.

## Tip three: choose a specific audience selection

A common misconception when deciding your target audience is the more people that see your advert, the better. This isn't necessarily true.

When advertising on Facebook, you aren't only competing with other businesses that are in the same industry as you, you are competing with every businesses that wants to target that customer. One person will have many interests and needs, now think about how many companies are trying to capitalise on those interests and needs... It's a fierce market place.

The trick to standing out is creating a high quality ad. If you are able to do that you are more likely to stand out from your competitors. You could also pay significantly less than your competitors are paying to advertise to the same Facebook user (Facebook ads work like an auction, you have to bid against your competitors for the advertising space).



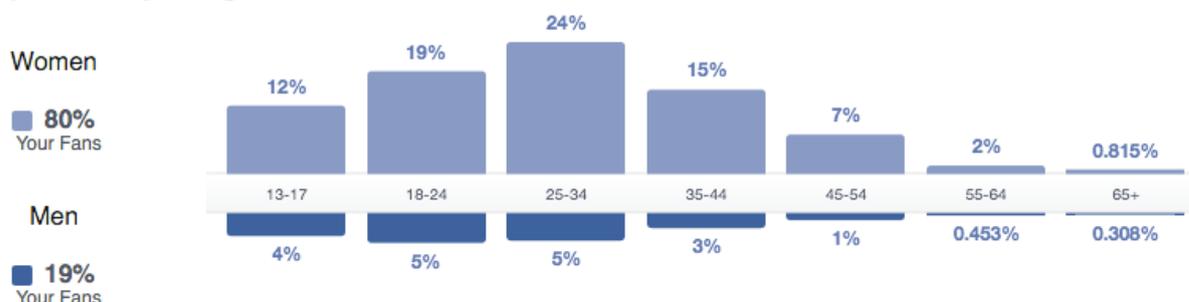
But how do you create a 'high quality ad'? Your audience is key for this. You need to create content for the advert that your audience are likely to engage with (whether that's an event or website conversions advert). Then, when setting the target audience in the advert creator, it needs to be as specific as you can get - choose age, gender, interests, locations... You don't want to be bidding against competitors for people you know aren't going to be as interested in your brand.

## Tip four: Facebook insights are key

So, you need to create a targeted advert for a specific, audience base - what do you do? You turn to Facebook audience insights, as they help you to understand the people who are engaging with your page and content already.

The insights tool gives valuable information about the people who engage with and like your page. For example, gender, age and location.

The people who like your Page



You can also see the type of posts they engage with most. For example, in the 'Posts' section of the Insights tool you can see all posts from your page and the reach and engagement they received. Analyse the popular posts to see why people have engaged with them - maybe your audience react to humorous or factual content.

You can use all of this information to gain an understanding of your audience and create an advert for people like them. This will help gain more interactions on your advert.

## Tip five: it's all in the imagery

The image is a very important part of the advert. **Very important.** I would even argue that it is more important than the text. It's often the first part of the advert that the Facebook user sees so it has to be eye catching. This doesn't necessarily mean fireworks and puppies in dicky bows (although I personally wouldn't complain). You need to think about what will catch your audience's eye in a world of constant Facebook posts and adverts.

Also, be aware of [Facebook's rules](#) in regards to the images you use on your adverts, for example the 20% rule - text isn't allowed to fill more than 20% of your image.



## Tip six: keep the text simple

Although the image is important, you can't forget about the text within the advert! First of all, there is a character limit (you can only use 90 characters) so you don't really have a choice, you have to get to the point!

In our experience, the adverts that receive the best results are ones that are relatable to the audience. The language is one that the audience would expect to see from that brand on Facebook - they don't read like an advert. This doesn't mean that you shouldn't promote your products or services, just do it in a way that would fit in with content you would expect to see on your audiences timeline.

The best adverts also include an enticing value proposition a.k.a. make it clear why the reader should click on the advert. Another tip is including a clear CTA within the text (not just leaving it to the button within the advert), for example 'Buy x, get y free'.

## Tip seven: pick a suitable budget

To be able to get a grasp of what your budget should be, you need to answer the following questions:

- What are your business goals? (Yes, this old chestnut)
- What do you want to gain from Facebook? i.e. brand awareness, new leads, etc.
- What's the average purchase and/or lifetime value for your products/services?
- What's your target market?
- How much are you spending on other advertising channels?
- What are you promoting? What kind of product or service?

We mentioned previously how you have to bid against your competitors - you set your maximum bid and then choose a cost option (Facebook also has automatic options that help you 'get the most page likes at the best price').

There are four cost options to choose from:

- CPC (cost per click).  
This is quite straight forward, you pay for every click your advert receives.
- CPM (cost per 1,000 impressions).  
This option is best for big brands - you pay for every 1,000 impressions.
- oCPM (optimised cost per 1,000 impressions).  
This option is a little bit more complicated. You tell Facebook what the desired action is and what your willing to pay for that action. Then Facebook displays the advert to the people most likely to click it (you are still paying for impressions not clicks, it's just a more strategic way to gain visibility).



- CPA (cost per action)  
You tell Facebook the desired action from that advert and you pay every time that action happens - simple! The only downside to this option is it doesn't include all actions you may desire.

## Conclusion

Advertising on Facebook can be complicated, huh? Hopefully this white paper has given you an insight into how to create the best advert for your brand.

The key points to take away from this document are:

- Know your business goals! Everything you do as part of your marketing strategy needs to compliment the aims for your business, i.e. it probably needs to make your business money somewhere down the line.
- Know. Your. Audience! You can choose a great image, know what budget you want to spend and have a witty one liner but if you haven't done your audience research, what's the point? If you're targeting the wrong people: 1. they're less likely to engage with your advert and 2. they're less likely to end up becoming a customer!

## Get in touch

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