

FACEBOOK ADS THAT CALL FOR ACTION

> Here's a scenario I see often. Wanting to reach more people through social media, a retailer boosts a post on Facebook. She sees an increase in engagement and then — she's not sure what to do next. Boost every post? Create an ad? She feels intimidated or overwhelmed. (Advertising on social media, after all, is a tiny part of her overall day.) Ultimately, she gets stuck and stays with her scattershot approach, which doesn't generate any real ROI.

Most retailers I work with do not have a robust Facebook marketing effort. That's a shame: Over the years, Facebook's organic (free) reach has significantly dropped, making it harder for businesses to get their posts seen. With Facebook ads, you're paying to ensure more people see your posts. You still need to provide high-quality, relevant content, but without some paid advertising, you're wasting your time.

Last month, I discussed several ways to engage with brides on social media. This month, I'll focus on how retailers can use the results from Facebook ads to reach more people and close more sales.

Getting Started

You can choose from several types of ads to run on Facebook, and your budget will vary depending on your goals, the audience size and campaign details.

For brick-and-mortar stores, I usually recommend running the following three ads consistently, meaning 365 days a year. You can add in other types of ads (Event or Website) depending on particular sales or promotional needs and what's going on in-store.

One disclaimer: Ad costs listed throughout are based on averages I've seen. Your actual cost and results may vary.

Page Like Ad



What It Is: An ad designed to get more page likes

Average Cost: \$0.10 to \$1 per page like

This type of ad helps you find new people on Facebook and build your base. When people like a business page, they'll receive some posts by the business in their News Feed, as long as Facebook deems them relevant to that Facebook. (To get more of your posts seen, make sure you're posting relevant content and using Page Post Engagement ads; keep reading for more.)

Run a Page Like ad to people who are on your email list or have been to your website. Or target a "look-alike audience" — people who are similar to the people who like you on Facebook today.

Page Post Engagement Ad



What It Is: An ad designed to get more post engagement

Average Cost: \$0.08 to \$0.16 per post engagement

A Page Post Engagement ad is one of the best ways to ensure more of the people who like your page see your post.

There are two ways to promote a specific post: 1. Boost it using the tool found on each post. 2. Use a Facebook Ad tool such as Ads Manager, Power Editor, Business Manager or the Ads Manager App.

Boosting every post is more time-consuming than editing an ad in Ads Manager when you have a new post. Each time you boost, you choose the audience, budget and duration. With Ads Manager, you simply select the newest post to be the live ad.

In addition, since you must set up the budget each time you boost, you have a higher margin of error (e.g., \$200 for two days when you meant to select \$20 for two days; I've seen this happen several times!) With Ads Manager, you set the budget once (typically for the month), and each post gets part of that budget. Finally, if you're scheduling posts, which I recommend doing, changing the ad in Ads Manager daily ensures the post gets advertised. If you're boosting, you may forget a new post has been published and then forget to boost it.

Internally, my team and I refer to this ad as the "Most Recent" ad because I recommend changing this ad out each time you post to your page, so that the most recent post is always being advertised to current fans.

Local Awareness Ad



What It Is: An ad designed to promote your business to people who are nearby

Average Cost: \$2 to \$5 per 1,000 impressions

Use this ad to reach people within a certain radius of your choosing. It's a great tool if you want people to come in your store. Be targeted with this, choosing the demographics of your perfect customer. Target further based on likes and interests, age, gender, marital status and more.

Post-Campaign Action

Once your ads run, access the analytics through the Ads Manager or click on "Ads Reporting" on a specific advertised post. Look at your cost per objective (engagement, likes, etc.). If your costs are too high, experiment. Change the audience, objective, placement, copy, image or video. (Only change one variable at a time to see which one is the important factor.)

Because each ad type has different goals, each requires you to take different follow-up actions. If your campaign generated more likes, your next step is to share relevant, engaging content that customers want to interact with. If your goal is to have users check into your business, offer these people limited-time deals to keep your business top of mind. 🍀

Crystal Vilkaitis is a social media teacher, owner of Crystal Media heycrystalmedia.com, and founder of Social Edge, a membership website for retailers on social media trends and changes, socialedge.co.