

Facebook Ads

How to Create Facebook Ads that Actually Convert

For ecommerce businesses, pay-per-click campaigns are a great way to reach a new audience and drive sales of your product.

The benefit of pay-per-click advertising is that you only pay for the results you achieve. That means that as long as you set up your campaigns correctly, you'll only be charged for the traffic or conversions your adverts generate.

The ultimate question is, of course, **how do you create ppc ads that actually convert?**

There's no single correct answer to this question, but we're going to share a simple strategy and structure that we've used with a number of our clients to drive revenue from Facebook Ads.

The Funnel Strategy

This Facebook Advertising campaign is based on a simple marketing funnel - outlining the buying process a typical user takes when considering a purchase.

In our funnel, we have the **top of the funnel, middle of the funnel and bottom of the funnel**. Each of these stages in the funnel match a typical user's intent. The idea is to move users through your funnel.

So, if a user doesn't know your brand or product, they're going to start at the top of the funnel. Your goal here is to educate them and build awareness of your brand or product.

Once they have a general knowledge of your brand or product, you want to show them the benefits of your products and it's unique selling point (USP) via middle of the funnel ads.

Finally, the user should be ready to make a purchase. They know your brand or product and they know the benefits of purchasing it. The goal here is to push them over the line and complete a purchase via bottom of the funnel ads.

How To Use This Cheat Sheet

Our Facebook Advertising cheat sheet for ecommerce businesses maps out the funnel process in an easy to follow way. All you need to do is work your way through the funnel, completing the setup for each stage.

Top of funnel

A cold audience. You need to educate them about your brand

Middle of funnel

A warm audience. They may know your brand, but they need education about it's benefits.

Bottom of funnel

A hot audience. They know your brand and the benefits of your products. They are ready to make a purchase.

Targeting: Who Your Ad Should Target

In your top of funnel campaign, you want to cast your net wide in your targeting. Remember, the goal is to get users into your funnel so try not to be too specific. We would recommend using a category interest here, as well as your target location.

Example: For our skateboarding brand, we would probably set the targeting as people with an interest in skateboarding or skate culture in the UK, as we ship our products throughout the UK.

Objective: Video Views

What Your Video Should Include

Your top of funnel video ads should be short, informative, and snappy. You want to grab attention. A good formula is to present a common problem. You want to remind them why this particular type of challenge is a very personal one to them. You want your ad to be relatable.

Example: Let's say we're a skateboarding brand. We sell premium skating hardware. Our top of funnel videos may present the problem of expensive hardware or the challenge of finding hardware that is durable.

Objective: Traffic

What Your Ad Should Include

Your top of funnel traffic ads will seek to drive traffic to your website's blog pages. The idea here is to create educational content about the subject area or challenge your business or product addresses.

Example: Let's take our skateboarding brand. We would create educational blog posts such as '9 Things To Look For When Buying Skateboard Trucks' or 'How To Find The Right Skateboard For You'

Targeting: Who Your Ad Should Target

The middle of the funnel represents an audience that may be aware of your brand but have not made a purchase (recently or at all). Often, this audience will need convincing to buy and ads need to represent that.

Retargeting is important in this stage and we'd recommend retargeting users that have engaged with your top of funnel advert. We'll also create a lookalike audience of previous purchasers and retarget people that have engaged with your Facebook page or Instagram account.

You'll want to create five custom audiences:

1. Users that have watched 25% of your video ads
2. Users that have visited your blog pages in the last 30 days
3. Users that have engaged with your Facebook Page in the last 365 days
4. Users that have engaged with our Instagram account in the last 365 days
5. A lookalike audience of users that have made a website purchase in the last 30 days

Objective: Traffic

What Your Ad Should Include

Your middle of funnel traffic ads are seeking to showcase your product and push it's benefits. This audience knows your brand, so you do not require any brand building work here. However, they may not be ready to buy from you, so we need to convince them and show them why they should buy from you.

The idea here is to create educational content about the subject area or challenge your business or product addresses.

Short looping videos are great to capture attention and provide quick insight into why users should buy your product. You can also use images and carousel ads to showcase your product range and varying uses.

Another great tactic for the middle of the funnel campaign is to use user generated content (UGC) or user reviews. Social proof is a really powerful way to showcase the benefits of your product or service.

Example: Let's take our skateboarding brand. We would create image ads showcasing use cases and benefits, while also running some video ads featuring customer testimonials.

Targeting: Who Your Ad Should Target

The bottom of the funnel audiences are already engaged with your brand and have either made a purchase recently or have come close to making one. These are the users most likely to buy directly from a Facebook ad and as a result will lead to the highest return on ad spend (ROAS).

Like the middle of funnel ads, retargeting is important in this stage and we'll be showing ads to people that have engaged with your brand on your website and via other ads in the process.

You'll want to create four custom audiences:

1. Users that have previously completed a purchase
2. Users have abandoned a cart
3. Users that have visited a product page on the website
4. Users that have viewed a video from middle of funnel

Objective: Conversions

What Your Ad Should Include

Your bottom of the funnel ads should focus on your products and putting them in front of your audience. There are two types of ads that we would primarily recommend for the bottom of the funnel.

Dynamic Product Ads – by integrating your store catalogue with Facebook, you can automate the ads shown when retargeting. This reminds users of the product they have viewed or interacted with, hopefully nudging them back to complete the purchase.

Carousel Ads – this is a great way to showcase the product range to draw a customer back in. These act as visual cues for the user.

Example: Returning once again to our skateboard brand, we've integrated our WooCommerce store with Facebook to create a catalogue. We're going to run dynamic product ads from this to remind users of the products they've viewed. We're also going to run carousel ads featuring our best sellers, product categories and/or any products on offer.