

C H A

N G E

Stage 4

Facebook Marketing
(Part 1)

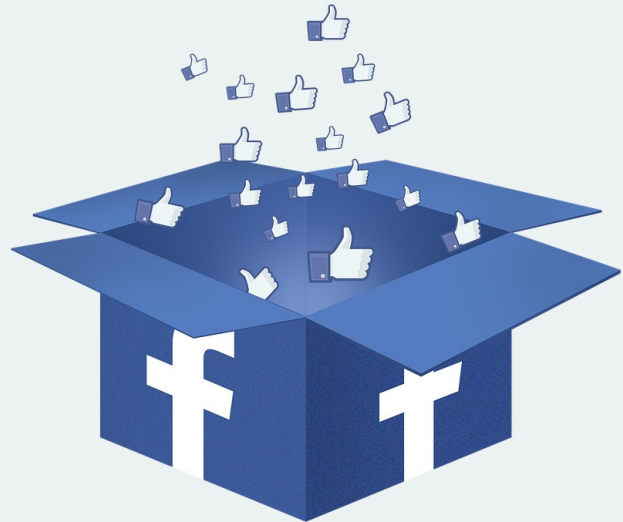
Why use Facebook Advertising?

Facebook Advertising is the best platform to run an auto-pilot business marketing campaign. It runs Ads 24/7, driving traffic and potential customers to your stores and runs for as long as your budget will last. It allows you to leverage your time and effectively target potential customers. The manual labour behind the system is minimal, with creatives, copies, custom audiences and detailed targeting making up the bulk of the work. Facebook has nearly 2 billion monthly users. It also owns WhatsApp, Instagram and Messenger, with 3.5 billion using at least one of its services in 2021. Facebook Advertising uses information collected from user accounts, including location, demographic, and profile information. It allows you to target your desired audience very accurately. It is also continually being developed with new tools and functions being added.



There are Some Cons

When setting up a Facebook Ad Manager account, it is normal to encounter bumps in the road. Facebook has a series of checkpoints to filter out scams and prevent fraudulent companies. You will need to verify several details to pass these checkpoints and prove your legitimacy. Furthermore, using Facebook Ads is an investment. Results won't come overnight. This is the same for all forms of paid advertising. It involves multiple testing phases to fine-tune your ad campaigns. Consistency over the long term and scaling up your ads can lead to lucrative results.



How Do I Get Started?

The first step to creating a Facebook Advertising Campaign is attaching a Facebook Business Page for your store or service. Change recommends uploading some content to show the page is active to reduce the chance of being flagged by bots. The next step is to verify your website store domain and install Facebook Pixel into your business. Once this has been done, you can set up your cold testing Ads. Including both ABO and CBO Ads. Facebook may restrict you along this process, and you will need to upload an ID. This is normal and is just a verification process. Extensive extended training is available in Change's system to help you set up and scale up your Facebook Ads in the Digital Curriculum area. Change also offers a service to set them up for you, aimed at those looking to leverage their time.



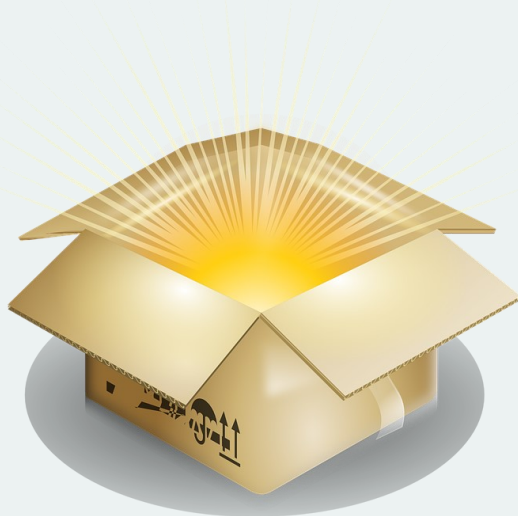
Conversions for Ecommerce

The best Facebook Ad campaign for those in Ecommerce is conversions. The Conversion Ad objective is designed to drive traffic to encourage the audience to go to your website and execute a call to action. In the case of Ecommerce stores, this means making a purchase. Facebook's Conversion Ads are proven to boost sales and help grow businesses, with billions being spent annually by Ecommerce businesses on the site. There are other Ad types, such as lead generation, which is excellent at collecting emails for email marketing or creating lookalike audiences on Facebook for other Ad campaigns.



Sell the Product

When setting up an Ad Campaign, you will need to establish Creatives. The image or video content will be displayed as an advertisement to potential customers. The most successful Creatives feature products or services from a store, not the store itself. Change recommends you design multiple Creatives and test which ones see the most success. You can then replicate this content for other products or focus your budget on the most successful Creatives. It is imperative that your Creatives feature branding but the product or service on offer should be the main focus of your advertising campaigns. It is recommended you spend time and effort developing compelling Creatives. Several professional services can help you create images and videos to sell your product or service and promote your brand.



Affiliate Marketing and Engagement Ads

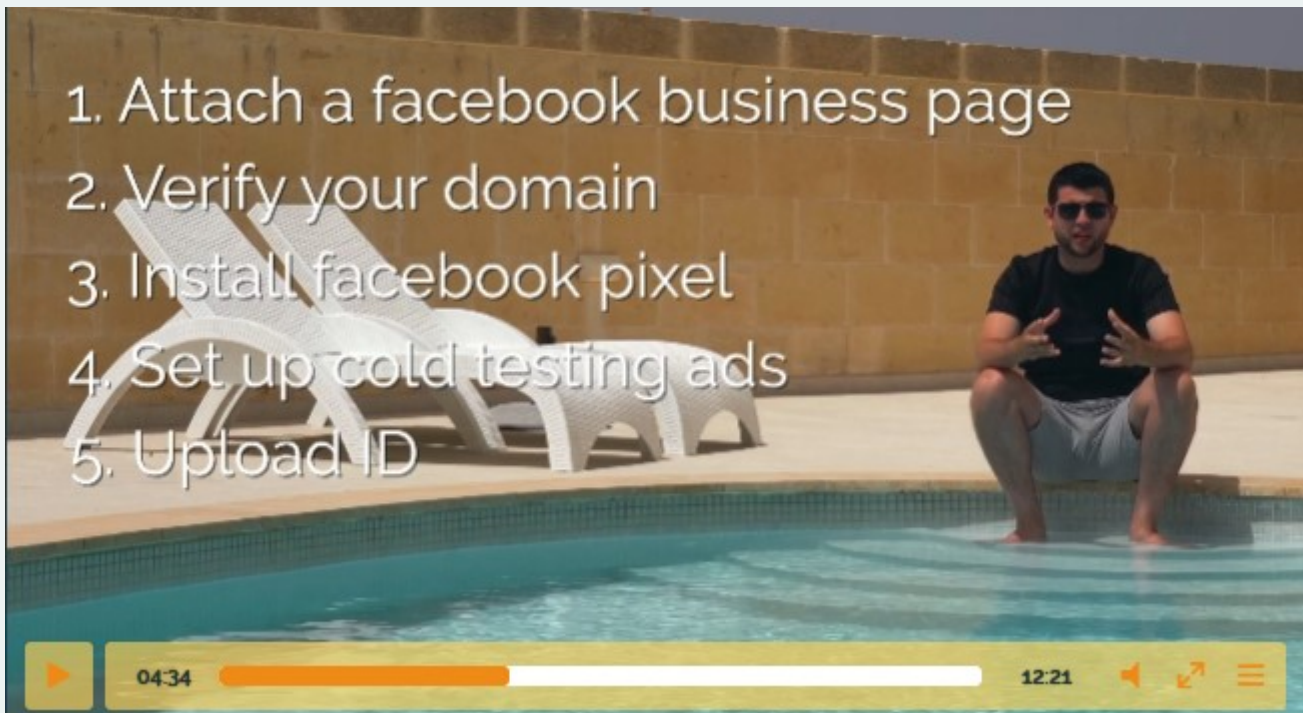
Facebook Advertising is also helpful for those active in the Affiliate Marketing space. Facebook owns Instagram, Change's top-rated app for those running Affiliate Marketing businesses. Using Engagement Campaigns, you drive traffic directly to your Instagram page. It can lead to increased levels of engagement, including more likes and comments, whilst exposing you to a broader audience. You can also use the Facebook Messenger Platform alongside these Engagement Campaigns to offer a direct message link to potential customers. This can help you close more sales and boosts your social media presence.



Facebook Marketing (Part 1)

Facebook is the highest-rated advertising platform for those active in Ecommerce. This E-book and accompanying video provide vital information before setting up your campaigns. It prepares you ahead of time to pass through several verification checkpoints.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

