



5 ESSENTIALS OF EFFECTIVE FACEBOOK ADVERTISING

for SME Businesses



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Introduction

Facebook is the most influential social media in the world today. It has a total number of almost 2 billion monthly active users worldwide. 40 million members of it comes from the small businesses. And, 95% of them said that Facebook is the best social media platform that gave the best return-on-investments (ROI).

Statistics say that Facebook is the biggest influencer in terms of purchases. It also says that...[\[SproutSocial\]](#)

- 30.8% of the consumers say that Facebook has the highest influence of buying a product
- 4 out of 10 purchase a product after liking a page
- 74% of consumers depend on social media platforms as their decision-making guide
- 71% of people are more likely to purchase based on social media recommendations
- 81% of the consumers are directly influenced by their friends to purchase

This only means that Facebook has able to guide consumers when it comes to purchasing decisions.

So, as a small business owner, you would likely not to spend buckets of money for traditional advertising. Instead, promote your business through social media like Facebook. It has the best marketing tool for businesses called Facebook Ads.

Through this MMC ebook tips and guidelines, you may be able to learn the role of Facebook for your business, top reasons why you can't ignore Facebook advertising and understand why you must opt for Facebook Advertising for SME businesses.

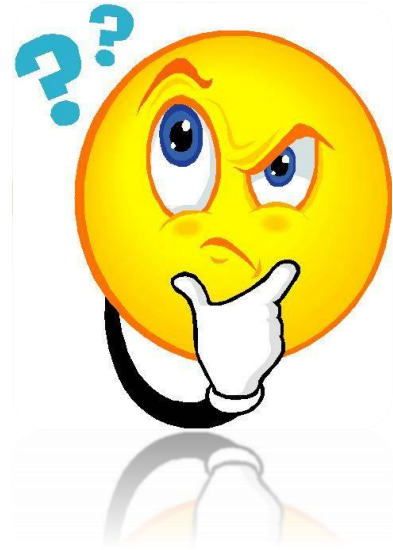
- MarketingMediaCloud -



4 Reasons Why You Can't Ignore Facebook Advertising

What should I get when I use Facebook ads for my business? Or, is it really essential to advertise your business on Facebook?

Questions like this keep badgering your mind. But, here are 4 reasons why you can't ignore Facebook advertising.



I. It Is Laser-Focused

This is the most powerful feature of Facebook advertising. It has a wide array of demographics, behaviours and interests. You can easily target the right audience. Targeting options include location, education, work, generation, financial status, and ethnicity.

How did Facebook do it? Whenever you post a status or like a page, they added it to their pool of data. So, every time you interact with other Facebook's profile, you voluntarily submit a data to Facebook. And, that's how this social media giant able to gather data to determine your audience.

II. You Can Potentially Reach One-Fifth Of The World



As of April 2017, the total world population reaches 7.5 billion. Now, 2 billion of the world's total population are Facebook subscribers. That only means that more than 25% of the world population can be your potential reach.

So, there is no question that there will be people who are interested in your business through Facebook. All you need is to find them.



III. It Has Buying Decision Influence

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IV. It Has Potentials For Remarketing

Typically, you use demographics, behaviours and interests to narrow down your targeted audience. Then, people found your brand through showing your ads to Facebook. But, website visitors and email subscribers may not be able to see you.

So, Facebook launched “Website Custom Audiences” and “Lookalike Audiences”. All you need is copy and paste the snippet HTML code on the specific page of your website. Then, you can now target those people who visit that page with Facebook ads.

Will you use Facebook advertising? If yes, get to know these 5 essentials of Facebook Advertising.



Meet the Biggest Advertisers on Facebook

Facebook has a total estimate of 4 million active advertisers. This also gives Facebook to rake a total revenue of \$27.6 Billion in advertising revenue in 2016. So, what industry spends more investment on Facebook advertising? And, what company is the top Facebook advertising spenders. Guess what, you'd be surprised.

Samsung (Electronics and Appliance)



Samsung is one of the biggest clients of Facebook, although they did not disclose how much did they spend on Facebook advertising. One of the main reasons why they spend more on Facebook ads is due to its competitive market in electronics and appliance. So, whenever they release a new product, expect that Samsung will utilise Facebook ads.

Procter & Gamble

Procter & Gamble is the biggest advertiser in 2015. But, P&G is still the undisputed biggest advertiser around the world. Although they cut their advertising budget in 2016, still, they are one of the biggest Facebook ads spenders. They believe that they need to adapt what's trending on the online community.



Microsoft



Microsoft have been in a good relationship with Facebook. As a matter of fact, Facebook has integrated a lot of Microsoft tools like the Bing search engine.

AT&T

AT&T continues to invest in Facebook advertising because they understand the needs and benefits of Facebook ads.



Amazon



Have you noticed how Amazon is integrated well on Facebook ad space? In fact, they have combined advertising with data collecting tools of Facebook to cater what to showcase on your profile.

Now, why are these companies utilise Facebook advertising? They are already established and stable companies. But, they continue to adapt the latest trend on advertising. Know the top reasons why.



What is Facebook Advertising?



Facebook Advertising, also known as Facebook Ads, is easy to use and straightforward approach. Ads can appear in News Feed both in desktop and mobile platform. It can also appear on the right side column of Facebook.

Now, Facebook advertising enables businesses to promote their own ads or content. It also targets a specific audience where costs vary based on the reach and engagement which the ads receive.

So, when you advertise on Facebook, you also gain insights on your potential customers along with your current clientele. Then, the data you collect on Facebook can be used for specific purposes. This is to improve your ad which basically targets a more efficient and effective advertising experience.

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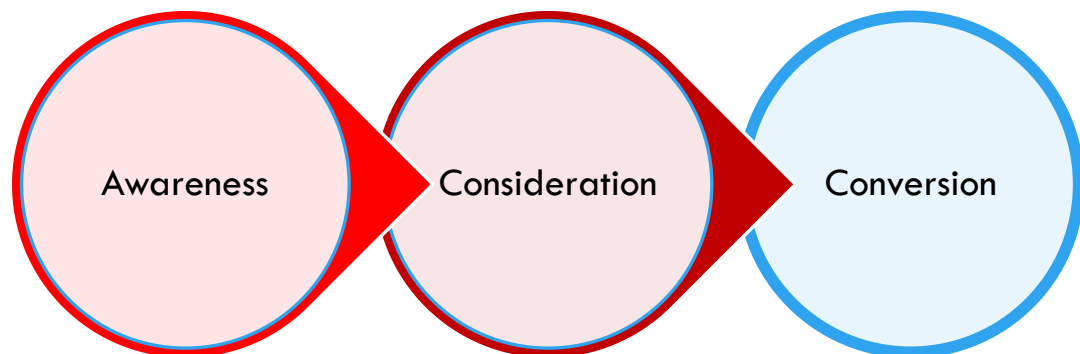
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Essentials of Effective Facebook Advertising

The benefits of Facebook advertising is crystal clear. Now, understand how you can utilise advertising on this site.

Essential 01: Selecting Your Marketing Objective

A marketing objective is about what you want people to do when they see your ads. And, there are actually three (3) types of it – Awareness, Consideration and Conversion.



- ✓ Awareness – is about generating interests in your product or services.
- ✓ Consideration – is about getting people thinking about your business and looking for more info.
- ✓ Conversion – is about encouraging people to purchase your product or services.

So, determine which of these marketing objectives you would like for your campaign ad. But, it is recommended to start from the Awareness stage. This type of marketing objective helps the people understand what your business is all about.

Then, step up to the next level, which is the Consideration stage. This kind of marketing objective helps the people to find solutions about what they are looking for. And lastly, proceed to the Conversion stage. It is a stage where you need to help people decide on why they should buy your product over others.

Essential 02: Defining Your Audience



Finding the right audience for your campaign ad is important. It is also essential to be more specific as possible. So, be realistic and aim for at least 50, 000 audience, especially if you are targeting the US. Then, make it more condense by aiming for location, gender, age, and languages.

Afterward, go deeper into details such as interests and behaviours. Avoid using generic interests like nature or food. It is best to make use of brands, sites or perhaps, Facebook pages if there is any.

Finally, use “Connections” to reach people who have a specific connection to your page, app or even events. Then, you will now have your own audience.

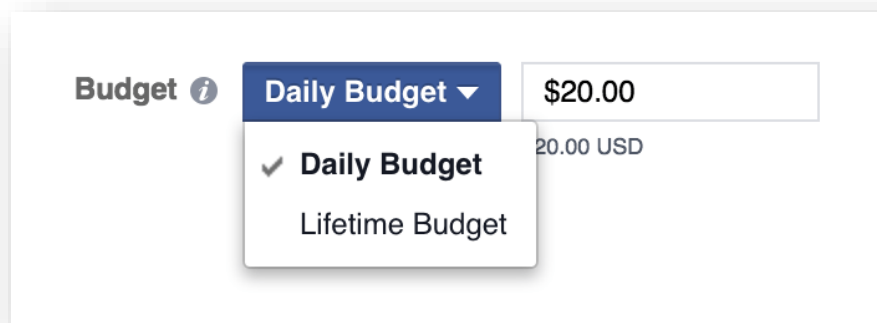
Essential 03: Setting Up Your Budget And Schedule.



How much you can afford to pay for Facebook advertising?
How much time and effort you would like to spend as well?

Keep in mind that campaigning an ad also requires time, effort and money.

In Facebook advertising, you have two (2) options. You can either choose from daily budget or lifetime budget.



A daily budget is about how much you can spend in a day. Of course, there would be days you'll spend less while some days you would likely spend more. So simply, identify your average budget.

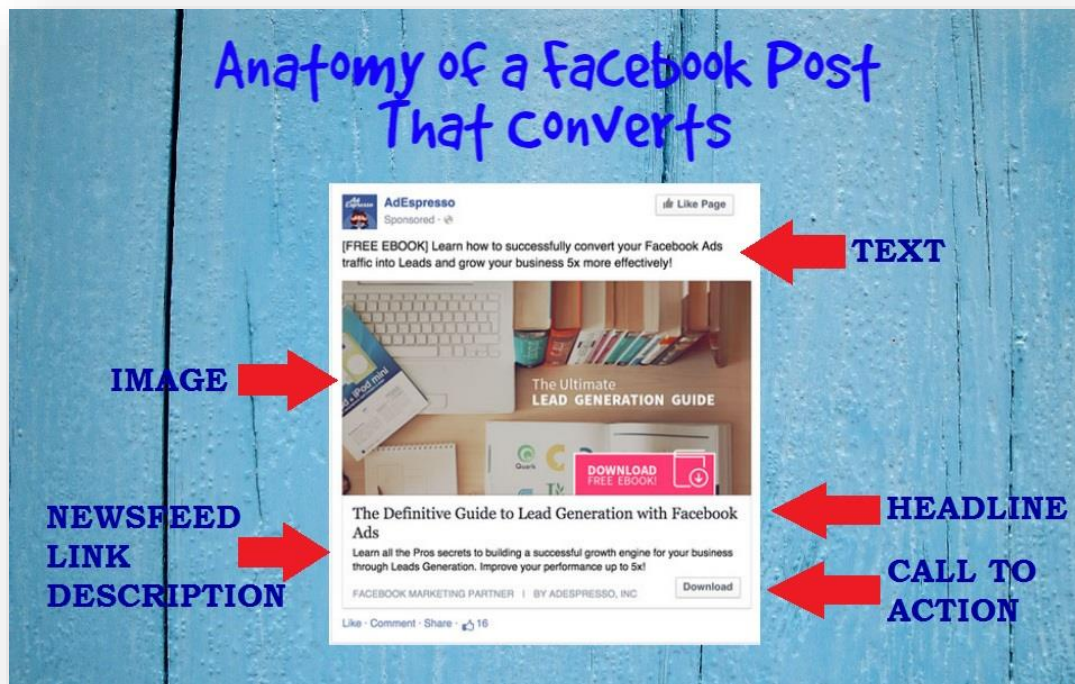
A lifetime budget is about the maximum budget you plan for your campaign ad in a certain period of time. Facebook takes charge in spreading your ad all throughout the campaign period.

What's best about Facebook advertising is that you also have the option to schedule the start and end date of your campaign.

Essential 04: Designing Your Advert

Do you know that you can choose your own image for your campaign ad? Or, you can also use free stock images on Facebook.

There are five (5) important parts to your ad. These are the image, headline, text, call-to-action, and News Feed link description.

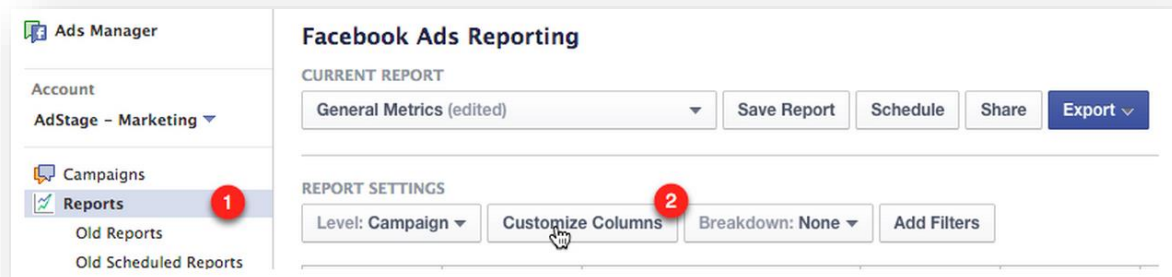


1. *Image*. The recommended image for a campaign ad is 1200 x 628 pixels. This will give a huge impact to your ad as this will be first seen by the people.
2. *Headline*. A headline must at least have 25 characters. This will tell what your ad is all about. This will also grab the people's attention.
3. *Text*. This must have at least 90 characters. This is a post caption about your campaign ad.
4. *Call-to-Action*. This tells what you'd like people to do with your ad.
5. *News Feed link description*. This tells people where they are clicking to.

It is also ideal to include the website URL into your campaign ad.

Essential 05: Understanding Facebook Reports

Once your campaign ad is up, you can now start analysing its performance through Facebook Reports. There will be loads of data that you can filter through to find out which is important for you to measure. These are the columns and the breakdowns.



The Columns show data about engagement, clicks and performance. Meanwhile, the breakdowns indicate results by age, location, day, and others.

REPORT SETTINGS

Level: Ad Set | Customize Columns | Breakdown: Age | Clear Filters | Date Range: Custom | 7/

Actions | Ad Set name | is | + Add Filter

Name	Age	Reach	Frequency	Impressions	Clicks	CPC (Cost Per Click)	CTR (Click-Through Rate)
	--	54,464 People	6.91 Per Person	376,462 Total	4,818 Total	\$0.55 Per Click	1.280% Per Impressions
	35-44	7,729	5.50	42,482	618	\$0.58	1.455%
	18-24	12,329	7.14	88,072	989	\$0.56	1.123%
	25-34	32,775	7.39	242,272	3,092	\$0.55	1.276%
	55-64	128	1.93	247	8	\$0.42	3.239%
	45-54	1,260	2.29	2,880	105	\$0.41	3.646%
	65+	242	2.09	505	6	\$0.39	1.188%



How To Create the Perfect Facebook Ad

Planning and structuring your campaign ad is one of the biggest factors to success. But, once you know the basics of Facebook advertising, it isn't that difficult and daunting anymore. So, follow these helpful tips when creating your own Facebook ad.



Always take note of the recommended size of the image for your campaign ad. Pixelated or non-quality images may not be read by Facebook. Or else, people will never understand what your campaign is all about.

It would also be ideal to choose an image that is relevant to your business as well. Remember, images carries the biggest impact for your business.



Avoid choosing images that does not represent your business. Instead, use images that have connections to your brand. But, it is recommended to create or design your own image for your campaign ad.

**Optimise the CTA
and messaging of the
banners.**



Pay attention to every detail of your ad. Take a look at your CTA and banner's message. Is the content is engaging and interesting?

Perhaps, use a more conversational tone choice of words. If you are targeting a restaurant business, speak of their language. Create CTAs and banner messages using restaurant terms or anything that is related to a restaurant.

Set specific audience related for your business.



Who can benefit my business? Who can afford my product or service?

Sure, there are more than 2 billion Facebook subscribers around the world. But, not all of them can understand your business. And, not all of them can make use of your product or service. So, target a specific audience that are relevant for your business.



Measuring the Facebook Advertising Success

How to know if my Facebook ad campaign is a success? Of course, this question would surely pop-up on your mind since your money is on the line.

Many marketers say that the likes and the reach brings in success to your campaign ad. Sadly, it is not all about that. Remember, you can buy Facebook likes nowadays although Facebook has taken a strict stance against Facebook likes providers.

So, what are the metrics should be considered? Explore these 3 worth-tracking metrics.

Total Number Of Conversion Rates



Identify the journey of your potential clients after they have viewed your ad. Then, determine it through getting traffic to your website, generating sales and lead generation. This usually involves clicking your CTAs by the visitors.

- Getting traffic to your website is the total number link clicks to your website once you have boosted the post.
- Generating sales is the total number of sales you have made.
- Whilst, Lead generation is the total number of people who signed up for your offer. This is usually after they have clicked your landing page from Facebook.

Frequency

How much did you spend for Facebook advertising every day? Or, perhaps, are you using the lifetime budget?

Frequency is the average number of times the person saw your ad. So, if you are showing the same set of ads to a person, they can get bored. Or, they might end up reporting your ad because it is annoying them already.

That is why it is best to have a sales funnel. The ad has a series of campaign stage which is the Awareness, Consideration and Conversion.

You can also utilise the “Daily Unique Reach” button. It is a process to make sure that your ads are showed at least once a day to unique users.

Click Through Rates (CTR) And Cost Per Click (CPC)

CTR is the average of people who have clicked on your website after viewing the ad. CPC is the cost of an average click from your ad to your website.

Check out your CTR if you have high CPC. If you have low CTR, it simply indicates your ad doesn't attract your targeted audience.

A Final Note

Advertising and marketing strategy are changing its pace. It elevated its approach through the use of technology. Now, Facebook is becoming the most prominent advertising platform for many businesses. It is not just a typical social network for the new generation. But, it is also a great portal of success. It offers promising results and lead generation opportunities to promote local businesses.

Good news is, there are advertising agencies who handle such kind of expertise. The Marketing Media Cloud (MMC) Group provides a foolproof and effective Facebook Advertising services for SME businesses.

MMC has a team of professionals offering a variety of expertise. From setting up your Facebook account of your business to measuring its success, MMC is has ultimate end-to-end marketing solutions for SME businesses like yours.

So, get your FREE Facebook Advertising Consultation with Us Today.

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Do you have questions? Need help on your business?
Contact MMC today!