

5 Facebook remarketing rules to make you a winner

Most businesses spend huge money, to build their brand credibility and brand recognition for the people who don't know them. The problem is that they're only seeing half of the picture. Allocating a sizeable portion of that budget to Facebook remarketing would likely drive conversions, sales, and ROI through the roof.

You just have to know the reasons why it works and how you can become a pro at it.

Reasons why you must go for Facebook Remarketing:

- People are already familiar with your brand and product
- Remarketing campaigns allow you to segment your audience based on their behaviors
- Smaller audiences, and every member of those audiences is a potential customer

Facebook remarketing campaigns tend to have a lower cost-per-acquisition than regular campaigns targeted to cold Facebook audiences. Let's go through the 5 rules of successful remarketing with Facebook ads.

Rule #1: Set up an efficient tracking system

Remarketing is incomplete without a remarketing audience which can be created by Facebook Custom Audiences of people who engaged with your website or content. All you need to do is set up a tracking system.

There are 2 ways for doing it:

1. Add the Facebook Pixel to your website
2. Use the Pixel Caffeine WordPress plugin

Once you've set up the tracking system, it's time for creating new audiences and crafting the remarketing messages that speak to these new audiences.

Rule #2: Segment your Facebook remarketing audiences

Segmenting your website audience based on their actions taken on your website will help you adapt your remarketing ad or landing page accordingly.

Make sure that you exclude people who have actually made a purchase. Otherwise you will end up inviting people back to buy the product that they have already purchased.

Rule #3: Create a remarketing funnel

Successful remarketing campaigns take place in stages. A traditional remarketing funnel is the one which helps to deliver the right offer to the right people at the right time. The traditional conversion funnel has five stages:

1. Awareness – people know your product exists
2. Interest – people get curious about your product
3. Desire – people start to want what you're offering
4. Conversion – people buy your product
5. Re-engage – people buy additional products

Every conversion stage demands a different set of ads and offers. Once a prospect gets converted you can exclude them from the other stages of the remarketing funnel.

Rule #4: Match your offers with your audience

Showing people the same ad all the time will just result in people ignoring your ad. This is known as ‘banner blindness’ and is a common phenomenon.

With remarketing, you aim to reactivate your past visitors, so crafting fresh and updated ads is the best option. Be sure to test how often you need to be changing the ad images and craft different offers for that match with your audience preferences.

Rule #5: A/B test different Facebook ad elements

Facebook ad A/B testing is a constant process that you can apply to every single Facebook advertising campaign. This also includes all your remarketing campaigns.

Create different variations of ad images, types, CTA’s and discount offers to see what makes people return to your website and get converted.

Follow the above mentioned Facebook Remarketing rules to earn maximum benefits for your remarketing campaigns.

Top 5 Facebook Advertising campaigns that shook the world

The top factors that truly defines the success of Facebook ad campaigns are Brand awareness, driving traffic, more conversions or sales. Here is the list of 5 top examples by brands that killed it with their Facebook ad campaigns this year.

Facebook Ad Example #1: Overnight Prints

Overnight Prints was receiving less conversions until KlientBoost took them on as a client. Overnight Prints had been running retargeting efforts to sell postcards on the official website, but it seemed like they might be limiting their focus a bit too much.

KlientBoost used the same

creative from previous campaigns, but set out to increase reach with new placements. The agency started utilizing both desktop and mobile news feed ads, expanding placements beyond just the right rail ads.

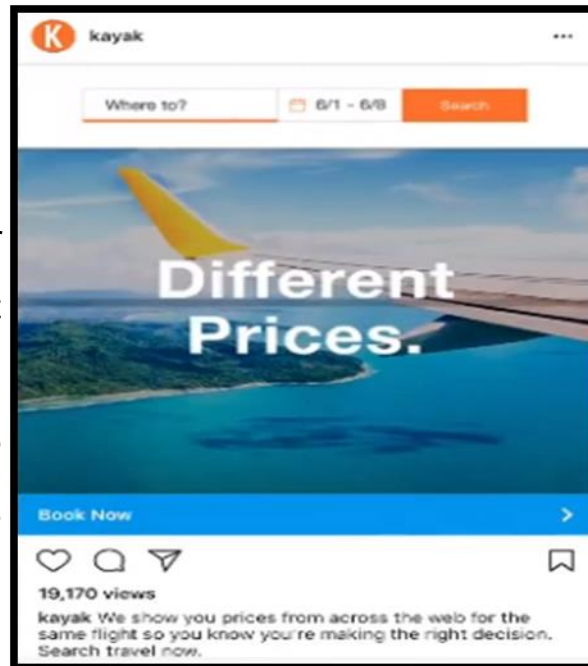
As a result, Overnight Prints saw an increase in the number of conversions from 208 purchases to 641. There's something more for them, their cost per purchase also decreased from 42 cents to 12 cents in less than 1 month.



The image shows a Facebook advertisement for Overnight Prints. At the top left is the Overnight Prints logo and the text "OvernightPrints.com Sponsored". At the top right is a "Like Page" button. The main text reads: "Whether you are promoting a business or announcing your wedding date, Overnight Prints makes it easy to create high-quality, full-color postcards." Below this is a large image of three stacks of postcards: one with a sunset, one with a floral design, and one with a couple. Text overlaying the image says "POSTCARDS 500 OVERNIGHT* Starting at \$19.85". Below the image, it says "500 Postcards For \$19.85 Create High-Quality, Full-Color Postcards." and "OVERNIGHTPRINTS.COM". At the bottom right is a "Learn More" button. At the bottom left, it says "6 Likes 1 Comment".

Facebook Ad Example #2: Kayak

Kayak, a travel search engine, wanted to get ahead of their competitors and improve their customer acquisition rate. The brand ran a customer acquisition campaign featuring short video ads with the basic notion to stand out from the generic landscape images common amongst its competitors.



In order to determine which video elements were most effective in a mobile environment, the team utilized Facebook's Create-to-Convert pilot program to create 4 lightweight videos in less than a day.

The campaign ran March 15-April 15, 2017 and brought the following results:

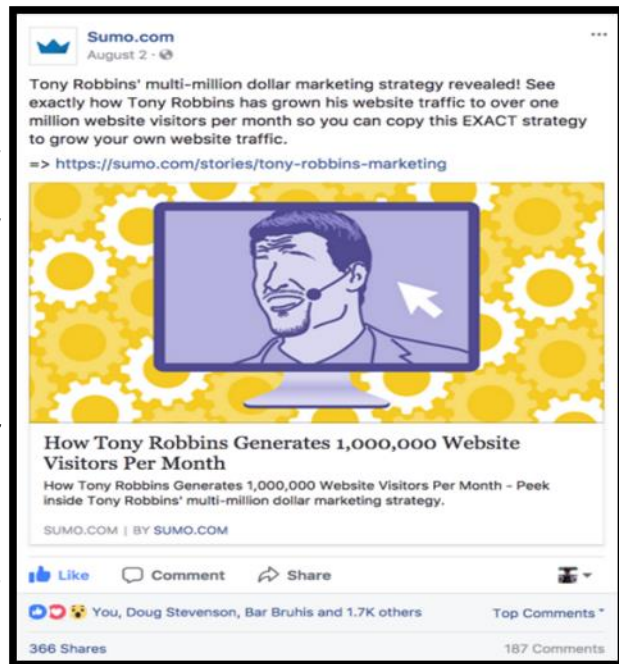
- 2.1 million people reached
- 50% reduction in ad production time
- 39% lower cost per incremental searcher with video than still images

Facebook Ad Example #3: Sumo

Sumo knew that organic competition was tough with the amount of high quality content available, so they sought to get their content seen by focusing their efforts on distribution — an area they thought they could have the most impact on their performance.

Sumo.com used layered targeting and a retargeting pixel for those who

had read blog posts to then get them on board with a more profitable offer. Through Paid advertising efforts, Chris Von Wilpert took Sumo from \$5 million to \$10 million.

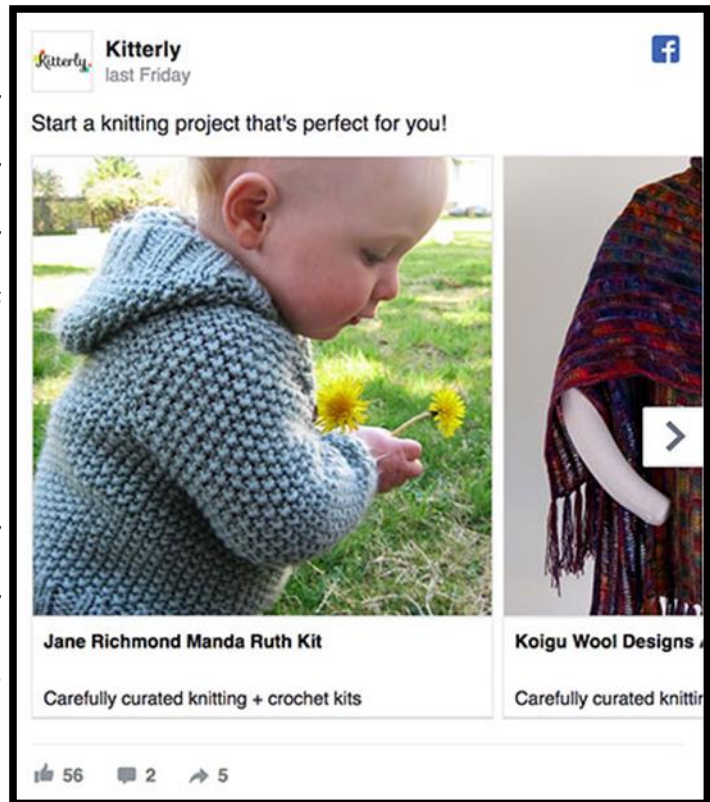


The image shows a Facebook advertisement from Sumo.com, dated August 2. The ad features a video thumbnail with a yellow background of gears and a purple-tinted image of Tony Robbins speaking into a headset. The headline reads "How Tony Robbins Generates 1,000,000 Website Visitors Per Month". Below the headline is a sub-headline: "How Tony Robbins Generates 1,000,000 Website Visitors Per Month - Peek inside Tony Robbins' multi-million dollar marketing strategy." The ad also includes a URL: "=> <https://sumo.com/stories/tony-robbins-marketing>". At the bottom, it shows engagement metrics: "366 Shares" and "187 Comments".

Facebook Ad Example #4: Kitterly

Kitterly, a knitting and crochet ecommerce site, was looking for new ways to retarget their audience in the US to sell their kits while being conscious of budget.

No matter the company goal: brand awareness, traffic, or sales, they optimized all their campaigns for conversions. But they didn't present the same offer to all.



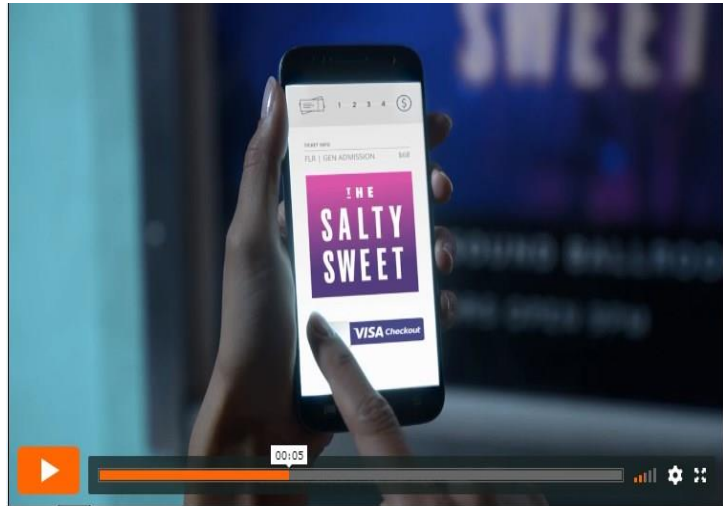
They employed a variety: link, carousel, and video ads. But not only that, they used dynamic ads for their retargeting efforts to really personalize their ads for each individual's experience.

Over the first quarter of 2017, Kitterly achieved 3.4 times return on ad spend, 2.2 times increase in revenue, and 24% more web sessions.

Facebook Ad Example #5: Visa

Visa, a global payment technology company, wanted to portray itself as an innovative brand by promoting online and mobile payment ecosystem.

They implemented placement tests to improve ad view duration and message retention. They did a comparison test running video ads in the Facebook News Feed only, 2) in-stream only, and 3) with both to promote multiple ways of conducting transactions.



When all the efforts combined, Visa saw a 7-point lift in ad recall, 4.7 times video views, 7 times lower cost per video, and 83% on average of videos watched.

Hopefully, these examples of some of the best ads we've seen have given you a few ideas of things you could try in your own campaigns, especially if your Facebook ads aren't working, or at least give you something to look for next time you're sneaking a look at Facebook when you're supposed to be working.

Facebook Remarketing versus Google Remarketing

Remarketing, whether it be through Facebook or Google, is a way of reconnecting with users who previously visited your website. It is done by collecting data of users who visited a website and positioning targeted adverts on platforms like Facebook or Google when they are browsing. Remarketing also encompasses the use of emails to reconnect with previous users.

In order for a remarketing program to be successful, it needs to meet several criteria. It needs to find the right people, at the right times, in the right places, with the right message to successfully convert them. It's your second chance, but you don't necessarily get a third.

With that in mind, obviously two of the biggest ad networks in the world have retargeting programs. Between the juggernauts of Facebook and Google, which is best?

Facebook Remarketing

Facebook remarketing is a way of reconnecting with Facebook users who have visited your website. This is achieved by installing a pixel on your webpages, which relays information back to Facebook.

As soon the user signs in, they become eligible for remarketing campaigns. But before this you need to set up custom audiences to capture the users, and set a goal for them to complete.

You can easily segment within your custom audience, creating simple demographics and target them with relevant content.

What Can Facebook Remarketing Do For You?

Facebook remarketing has a few major points in its favor, to convince you to use their service.

- Facebook have lower Cost per click than remarketing done through a search engine.
- It allows you to drive higher conversions.

- You can create your remarketing advertising based on off-site lists such as mailing lists.
- One thing we love about Facebook is the lookalike audience. You can track the people who actually converted and build an audience out of them.

Google Remarketing:

Much like, Facebook remarketing, Google remarketing uses a small snippet of code on your website, known as a Google remarketing tag. This is then placed on pages which correspond to certain categories, such as the products you sell, or the events you are promoting.

Now whenever a user visits your webpage a tagged cookie is placed on his or her browser. When you create an advertising campaign through Google, you can target all the users having tagged cookies.

What Can Google Remarketing Do For You?

Here are some of the advantages to take note of with Google remarketing:

- Google produces a more targeted ad copy.
- Just like Facebook, it also offer lower CPCs.
- Google's massive display network encompasses over 90% of the internet.
- It enables you to review what websites are performing the best in relation to conversion and click through rates.

Limitations:

- A significant difference is that sessions on Facebook tend to last longer compared to Google, so you don't have a lot of time to get across your message.
- Google's reach is widely through the Display Network, but is considerably smaller than third parties like Facebook's AdRoll.
- The biggest flaw surrounding Google is the fact you can't use any keywords that stray too far from your core product or Google just flat out says no.
- Facebook's demographic detail, activity logs and interest tracking sort of have Google stumped on this one.

All you need to know about the Facebook remarketing Pixel

Facebook retargeting/remarketing was basically designed to provide you with a second chance to get the attention of your potential customers and get them converted. Facebook retargeting pixels help to increase a brand's social reach.

What is a Facebook retargeting pixel?

A pixel is a JavaScript code which is placed on the pages of your website. When it comes to Facebook ad campaigns, pixels allow you to measure, optimize and build audiences. Facebook provides this code to you.

Facebook retargeting pixels, also known as the Facebook pixel, allows you to retarget your website visitors on Facebook by simply sending a browser cookie to your visitors.

Why a Facebook retargeting pixel?

There are three very important uses for the Facebook Pixel:

- **Retargeting** – building audiences of people who have visited your website, retargeting throughout a sales funnel
- **Optimization** – creating higher converting Facebook campaigns focused on a specific action
- **Tracking** – tracking the performance of a campaign

The technical side of Facebook retargeting:

For setting up retargeting pixels, you have to put your hands within the codes. For this, you don't need any technical knowledge though. Setting retargeting pixels is easy. Follow the steps below, and you are all set to retarget your website visitors:

1. The first step is to create audience pixels in the Ad Manager. Within Ads manager, select "Audiences". You can find it within the Tools drop-down situated in the top right corner.
2. In "Audiences", if you have created an audience earlier, click on the "Create Audience" drop-down and select "Custom audience". If you have never created an audience of any kind, click on "create a custom audience".

3. Once you are done with step 2, a pop-over will be seen to select the type of audience you want to create on Facebook. Select "Website Traffic". If you haven't created a "website custom audience" before, you'll be asked to accept Facebook's terms of creating the custom audience.
4. A pop-over will be shown asking for website traffic, number of days it should last and the name of the audience. Once you have completed all the fields, click on "Create Audience".
5. Above the pop-over, you will be given a drop-down, where you can select "View Pixel Code". Copy the whole pixel code. Every ad account receives a single code which can be used on every page of your website.
6. Paste this whole code in the header tag of your website template. That way, it will appear on every page of your website.
7. As soon as anyone visits your website, they will get this pixel and this information will be stored in the audience panel, the availability will change to "Ready" and a number of audiences will be shown in the "Size" column. Now, you can target them through Facebook ads, as marked with a red circle.

By following the above steps, you can easily set up your Facebook Retargeting Pixels.

7 Facebook remarketing tricks for B2B marketers

“The global cart abandonment rate for Q3 2017 is 78.4%, which is up 1.5% on the previous quarter.”

Are you also one of them struggling to get a higher conversion rate and lower abandonment rate???

Then you are not alone. The attention span of the average visitor on sites is shrinking adversely and this is where the concept of remarketing helps you reap benefits and convert your prospects into buyers.

Refreshing a lead’s memory about your brand is a powerful strategy. By reaching out to an audience that already has some familiarity with what you do, you reach out to an audience of warm leads, more likely to respond to your marketing efforts.

Here are some tricks for getting maximum results from Facebook remarketing for B2B marketers:

1. Test, Retest, and Test Again:

According to recent studies,

“Retargeted visitors are 3 times more likely to click on an ad than people who have never interacted before”

Remarketing is good but testing your ads makes it deliver the best. Set up clear metrics to measure results of every single campaign started. Specific goals aligned with accurate metrics is the cherry on the cake.

Test your campaigns to see which brings in the desired results and follow the same.

2. Remarket to Recent Leads:

People forget about brands as time passes that's why you need to remarket quickly. Focus on recent leads which have visited your site within the last month.

Including prospects from past months or years is not going to help you out. Keep a short window between a visitor's interest and your attempt to remarket to him or her. This yields the best results.

3. But Don't Remarket Immediately to Recent Leads:

There's no faster way to turn off your prospects than by seeming desperate. If you target customers immediately after they visit your site, then, you leave no time for slower decision makers to consider their purchases or do a little research. Hence, ending up with a lost lead.

4. Don't Remarket to Everyone:

Segmenting your website audience based on their actions taken on your website will help you adapt your remarketing ad or landing page accordingly.

Make sure that you exclude people who have actually made a purchase. Otherwise you will end up inviting the person back to buy the product that they have already purchased.

5. Diversify Your Strategy:

Many marketers limit themselves to the tools provided by Facebook, and while it is true that the platform is one of the very best for advertising, it is worth noting that there are many tools out there that can give you an additional edge.

Tools and services for retargeting such as perfect audience, for tracking and analytics like “Google analytics”, and services for measuring the success of your competition like social bakers are available.

6. Craft Custom Messages:

It is a bad idea in general to use the same ad copy over and over and not change it with time, let alone serve the same ad copy to everybody. This will simply not work because people respond to ads depending on factors such as demographics and the type of content that they consume online. So do yourself a favor and create different ad copies for different types of people.

7. Be Consistent:

While custom messages are more powerful than generic ones, that doesn't mean your messages shouldn't be consistent. Your message reflects you and who you are, so use it to reinforce your brand. Whatever you're advertising, make sure the way you talk about it is consistent with your brand.

Facebook remarketing is one powerful tool to retarget your prospects by putting your ads in front of them when they scroll their social feeds. It is an effective way to generate higher CTRs and conversion rates among campaigns.

4 Ways Facebook Remarketing Will Boost Your ROI

Having an internet presence is not enough for brands to grab higher conversion rates or ROI. Retargeting your prospects is an important aspect and is a big trend these days.

Facebook remarketing ads get 3X higher response rates than regular Facebook ads.

Why to do Facebook Remarketing????

- Reach people who are genuinely interested in your brand through targeted Facebook Remarketing Ads
- Bring people back to your website to complete an action
- Find new people who have similar characteristics to your website

Ways to Boost ROI through Facebook Remarketing:

Here are the top 4 ways to generate higher ROI through Facebook Remarketing campaigns:

1. Lower Cost per Click:

Remarketing on Facebook usually has a lower cost per click when compared to remarketing on search engines. The reason for the lower cost is that Facebook traffic is supposed to be less targeted than search engine traffic.

On social media, you are exposing users to an ad while they are doing something else, and therefore they might not be as likely to convert.

A hyper-targeted audience guarantees cheaper traffic from the audience you're after—in this case, users who have visited your website, but have not converted yet.

The way to convert the audience you're remarketing to is to have consistent, quality marketing. Customize your message in a way that includes relevant and additional information to what customers already know about your product from visiting your site.

2. Higher Conversion rate:

Converting first-time visitors into buyers takes time. If your industry is competitive, people are more likely to browse multiple sites before completing a purchase.

Remarketing to your website visitors who didn't convert works to remedy those situations. When those visitors see your ad on a Facebook feed, you become more recognizable and that boosts your chances of completing the purchase cycle.

You can exclude users who have completed a sale by simply creating a custom remarketing segment for people who have visited your thank-you page, and then preventing them from seeing your campaign.

3. Capitalize on Social Proof:

Social proof plays a very important role in the digital market today. People like to interact only with businesses who have had a track record of happy customers. As a matter of fact, most online buyers choose to do 61% of their research on a business – including the ratings and reviews it has received, before engaging with it.

The higher the engagement you receive from existing customers, the higher is the conversion rate of potential ones from your audience.

4. Expand Market Reach:

Retargeting campaigns cannot just be used to reach out to existing and potential customers, it can be used to reach out to an audience that has similar demographics and online behavior as them. This helps you tap into Facebook's vast audience, find your target market easily and expand your reach.

This can be done using the 'custom audience' option on Facebook. You can upload the data you have of those people who have visited your website to create a 'lookalike audience'.

Leveraging the Facebook data and tools available, you can easily remarket precisely to the audience you need to reach—potential customers, existing customers and even people who have never heard of you. And since there is no minimum investment, it fits easily within all budgets.

Tips to launch your own profitable Facebook remarketing campaign

Have you ever come across an ad in your Facebook Feed related to the recent searched you made????

Its neither coincidence nor anyone is spying behind you. It's all about remarketing. With 2.07 billion monthly active users, Facebook holds high potential for marketers to target their prospects.

And not just that, but you can find out who they are and exclusively target them with personalized advertising and get them to buy your product.

Get Started with Facebook Remarketing:

- Add a Facebook Pixel to your site
- Set up your custom audience (remember the goal you have in mind of this campaign and the end action you want them to take.)
- Set up your campaign
- Now, Create your ads according to your audience

Here are a few tips that will help you launch a successful and profitable Facebook remarketing campaign.

- **Re-engage website visitors**

The main aim of Facebook remarketing is to re-engage your site visitors who, due to some reason, didn't convert. Sometimes users go back to other websites to search for other options for the products they are looking for, and they might forget your brand if they haven't noted it. Remarketing is the best way to get them to complete the sales cycle.

- **Focus on mobile visitors**

Ignoring / not targeting mobile visitors is a big NO when it comes to Facebook remarketing. Nowadays, most people are doing their shopping with mobile devices. Avoiding them can be a loss for your brand. Craft your campaign according to both desktop and mobile users.

- **Don't forget your existing customers**

Don't forget to capture your existing customers. Re-engage them with some new and special offers. Show them that the offers you are providing are especially for them, and that the offer is valid for a limited period. This will encourage them to make the purchase from your brand.

- **Audience segmentation**

Instead of treating all of your target audiences the same, i.e. using the same ad for retargeting all your prospects, divide them into various segments according to gender, age, demographics, geographical location, etc. You can also go for category targeting to target your prospects according to product category. Audience segmentation helps target your prospects according to similar interests, and it drives higher sales compared to targeting everyone at the same level.

- **Experiment with time slots and images**

Run your ads during different time slots and measure the performance of each time slot. Choose the one which drives the best results and higher conversions. The same is the case with images and your ad content. Test

different images based upon size, color, and attractiveness. The image and content used should grab the viewer's attention immediately and be highly relevant to your product.

Pro tip: measure and rotate your ads periodically by doing A/B testing to figure out which creatives are performing well and which one should be stopped.

Above are the top five must know Facebook remarketing strategies that you should follow to drive in better results for your remarketing campaigns.

5 Facebook Remarketing mistakes every marketer must be aware of

People visit your website or Facebook page for mainly three reasons, they want:

- information about you
- to contact you
- to buy from you

More often than not, buying decisions take time. But, by repeatedly showing them what they are uncertain about, the chances of them changing their mind is higher. Which is why you should aim at running re-targeting ads, regardless of the nature of your business.

In fact, Retargeted visitors are 3 times more likely to click on an ad than people who have never interacted before.

But an important aspect of having a successful retargeting campaign is to avoid crucial mistakes. Here we have outlined some of the common Facebook Retargeting mistakes that you must avoid to start seeing real profits.

1. Not breaking up your audience into segments:

This mistake is often made by many marketers which reduces the relevancy of your remarketing campaigns.

Segmenting your website audience based on their actions taken on your website will help you adapt your remarketing ad or landing page accordingly.

Make sure that you exclude people who have actually made a purchase. Otherwise you will end up inviting the person back to buy the product that they have already purchased.

2. Using the same ad copy for all users:

Showing people the same ad all the time will just result in people ignoring your ad. This is known as ‘banner blindness’ and is a common phenomenon.

With remarketing, you aim to reactivate your past visitors so crafting fresh and updated ads are the best option. Be sure to test how often you need to be changing the ad images as there is no set formula which will work.

3. You haven't set Frequency caps on how often your ad is seen:

Frequency is the average number of times a user sees your ad over a given period of time. Setting it too high or low can go against your remarketing strategy.

You don't want people to ignore your ads or negatively associate your ad with your business. By placing a frequency cap on your ads you'll decrease the chances of making your bounced traffic feel overwhelmed.

There's no set amount of times you should show it or the specific length of time you should continue to run your ad. The frequency you show your ad will be based on the type of company you have.

4. You haven't set up a conversion pixel on your post-conversion page

The conversion pixel was created by Facebook for a reason. The Facebook conversion pixel is a tiny yet powerful tool that will help you to know where your conversions are made and where do they come from, which will help you to further optimize your campaign. Our recommendation is to put the pixel on each page of your site and measure different types of actions.

5. Don't focus on high CTR

High CTR might feel good in the moment, but it doesn't feel so good after you compare it with your conversion rate and find out that it makes up only 5% of your overall CTR, which essentially means that you are running your budget dry and yet you are not seeing a good return on investment.

High CTR without conversions might mean that your ad is attractive but that your product is not appealing enough, or maybe that your product does not fulfill the expectations of your visitors in relation to what they saw in your ad. Anyways, High CTR without conversions should tell you that there is potential, but that there is something that needs to be fixed as well!

Take note of the above mentioned remarketing pitfalls and avoid them. Facebook remarketing is a fantastic way to reengage your website visitors and reap the profits through these campaigns.

Use Facebook retargeting to get laser targeted leads

Is your brand / business looking for leads? Have you ever considered driving leads through Facebook remarketing?

Take a look at this:

Facebook remarketing is a way to build brand awareness, drive in leads and clicks to your website. It provides you with a second chance to re-engage your prospective customers (who visited your site, viewed your product or are in your email list, etc.). Here are a few best practices that will enable you to drive quality leads to your website through Facebook remarketing:

- **Have a great landing page**

Once you have created your retargeting campaign for lead generation, start working on your landing page, where users will be able to fill in

their data and make further buying decisions. Have a great custom landing page to drive leads. It could be a time-consuming task if your offers change frequently.

- **Extend your reach**

Extend your brand reach to bring in more targeted leads. You just need to make use of Objective Flow, and select “Clicks to website” and “Page post linked to your website.” Then, select the post you want to promote to increase your reach with your email list.

- **Target audiences by their precise and broad interest**

Another way to target leads is by segmenting them by their interest and categories they are looking for. This works by segmenting Facebook users based on their stated Interests, Likes, and changes on their timeline or in their profile. Convert your prospects (who are looking for the products and services that your brands offer) into converting leads.

- **Find new leads through lookalike audiences**

Lookalike audiences allow you to replicate a relevant audience to expand your reach to an entirely new set of leads. It is a powerful way to expand your reach and find an untargeted audience.

By layering lookalike audiences on your custom audience, you enable Facebook to find leads that are similar to your audience and likely to be interested in your products or offerings.

- **Increase your fans**

Increasing your fan base can bring in new leads for your brand. To do this, apply other targeting options to your potential customers. Having their contact information means they are already familiar with you and interested in your brand.

You just have to add your email list to create an audience, and exclude your current fans and the fan list that you don't want to target. Then, retarget your list with an ad to invite your prospective audience to convert or like your FB page.

These were a few tips which will be helpful to drive leads to your websites with Facebook remarketing. Target to existing customers, as well as to potential customers to drive better leads to your website.

Top 5 Facebook Ad Strategies for Businesses in 2018

In 2017, More than 5 million businesses were actively advertising on Facebook each month. And to keep pace in the race, you have to draw in customers with your Ad campaigns.

Crafting eye-catching and interesting advertisements is the key, but not all Facebook ads are the same. Each ad type has some component or another which makes it stand out in the league.

If you're Facebook advertising strategy isn't getting you results, here we have top 5 Facebook ad strategies to help you kill your sales goals.

- **Generate interest for your brand:**

People are more likely to buy from you, when they are familiar with your brand. If you are just getting started, launching an off-shoot brand, product or initiative, is one of the best ways to target your prospects who are already following your brand.

Instead of going exclusively for sales number, one should also focus on creating and measuring brand awareness by applying a goal of receiving impressions from your target audience with the least investment.

- **Showcase your best products:**

Top rated products on websites also resonates better when used in an advertising campaign. Look for the products which rank higher in terms of sales or conversion rates and showcase them on your ads.

Product price points between \$10 and \$99 typically work better for Facebook advertising.

- **Inspire Activities:**

No matter the season, be sure that the products you are using to advertise on Facebook inspire action from the audience -- both online and off. Be sure to craft your ads in context of the current seasons and activities with which your audience can relate to.

These type of ads are the perfect option, if you are looking to grow your email list.

- **Celebrate important milestones:**

Who hates offers when it comes from the brand they follow. The year is full of special occasions, life milestones and holidays that are likely relevant to your Facebook target audience.

Increase brand trust, awareness and conversion rates by advertising your ads with these in mind. People like connecting with brands that understand who they are and what they care about. So use these moments to connect with people by speaking to the holiday lifecycle.

- **Provide product incentives:**

Experiencing slower sales than expected???

Retailers often experience slow sales seasons or months based on the business itself. But you can improve results by providing incentives and offers especially around holidays or milestones that fall during these low sales months.

You can add special offer discounts and coupons, or even a trial size of a product, to encourage additional buying or a net new purchase.

When you invest your hard earned money into the advertising platform, then follow the hints on how to use it effectively. Don't forget to A/B test your ad campaign to see which delivers you the better results.

Make sure you know exactly what you are looking to get out of a Facebook advertising campaign, the audience you are targeting and the topic you'll use to make it all come to life.