



11 STEPS TO

EXPLOSIVE SALES

— USING FACEBOOK ADS —

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As a business, you want to be in front of as many prospects as possible. Every business does. This is why traffic, online or in your store, is so valuable.

You probably know that social media is a key place for getting in front of customers, and you have probably thought about how you can take advantage of the attention social media is garnering from your prospects.

It's easy, but it isn't. Social channels have given us the tools to target your prospects with a laser-like precision that never existed before. It's a combination of art and science that most businesses do not have the resources to tackle.

We're here to help you get in front of your prospects on multiple social channels and begin tapping the traffic that is most interested in what you have to offer.

Below is a quick overview of what it takes to put together a solid Facebook ad campaign. We know this can be hard to do as an individual or small team, so if you have questions, reach out to us. We're here to help.

- 1 Facebook Ad Discovery
- 2 Facebook Pixel Implementation
- 3 Build the Entire Funnel — Not Just One Piece
- 4 Manage Your Facebook Ads Budget for ROI
- 5 Think Bigger than the Internet
- 6 Experiment with Audience Targeting
- 7 Use Only High-Quality Photos and Video
- 8 Use Carousel Ads So Customers Can See More than One Product
- 9 A/B Test Facebook Ads
- 10 Use Facebook's Free Conversion Tracking Tool
- 11 Monitor & Iterate



Step 1

FACEBOOK AD DISCOVERY

Take the time to learn about your business and your goals, and then align your marketing campaigns to that which makes your business unique.



Step 2

FACEBOOK PIXEL IMPLEMENTATION

Make sure your base pixel is correctly installed on every page of your website, and configure key events to track conversions and build your remarketing audience.



Step 3

BUILD THE ENTIRE FUNNEL — NOT JUST ONE PIECE

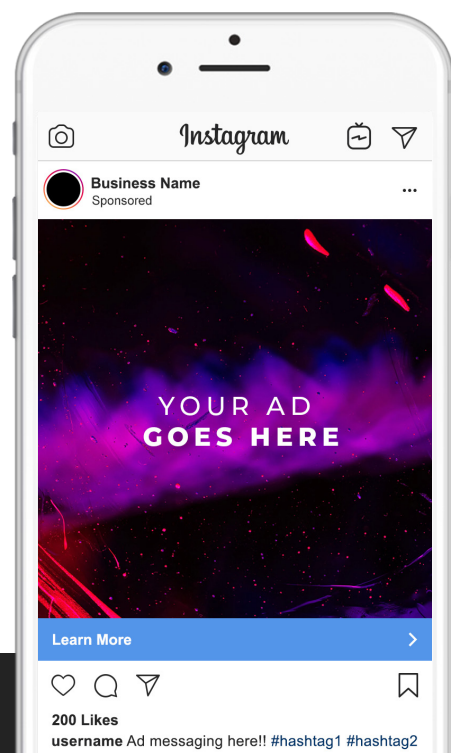
Target your audience at every step of the buyer's journey. Combine cold audience targeting with remarketing to serve different audiences ads and content that align with where they are in their buyer's journey and drive the best results.



Step 4

MANAGE YOUR FACEBOOK ADS BUDGET FOR ROI

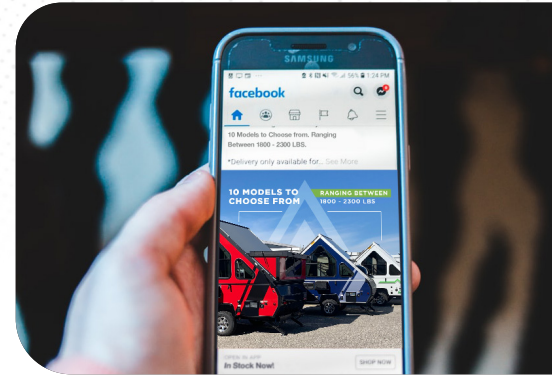
Don't just spend on Facebook or Instagram ads, spend for conversions. Optimize your campaigns for leads or sales for your business.



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Step 5**THINK BIGGER THAN THE INTERNET**

Your Facebook advertising strategy shouldn't focus only on online sales. Including a store traffic objective will allow you to promote offline purchases as well.



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Step 6**EXPERIMENT WITH AUDIENCE TARGETING**

Start small and then gradually widen your audience pool. You can also target different groups with different ads, or target to a specific zip code to increase local sales.

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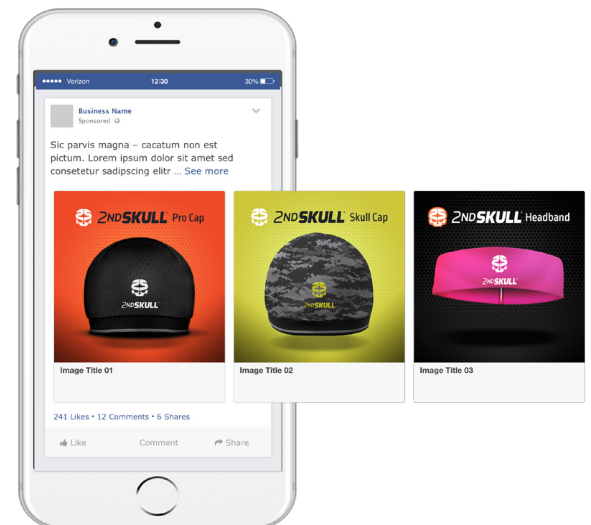
Step 7**USE ONLY HIGH-QUALITY PHOTOS AND VIDEO**

Mediocre photo and video content has no place in a marketing plan. With so many images and videos bombarding them every day, customers will only make time for high-quality, unique and engaging content.

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Step 8**USE CAROUSEL ADS SO CUSTOMERS CAN SEE MORE THAN ONE PRODUCT**

With carousel ads, you have the ability to show off up to ten products at one time. Pick your bestsellers or new products you want to highlight — compelled customers will be able to swipe through and see them all at once.





Step 9

A/B TEST FACEBOOK ADS

Different headlines, body copy or images can make a difference on whether your ads convert — or don't. Test every key element to find the combination that performs the best.



Step 10

USE FACEBOOK'S FREE CONVERSION TRACKING TOOL

This tool helps you track visitor's actions once they're converted from Facebook to your website, optimize your budget and ad delivery, and find customers during the holidays that are similar to those who have already converted.



Step 11

MONITOR & ITERATE

Just because your ads are working well today, doesn't mean your audience will respond the same tomorrow. Keep agile with your campaigns to make sure you're always working toward the goals that impact your business.



RedShift Digital Marketing is a full-service digital marketing agency located in downtown Pittsburgh. We pride ourselves on clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical marketing and advertising agency. We specialize in enhancing our clients' digital presence through a proprietary process known as Digital Marketing Essentialism™, dramatically increasing their site traffic and driving revenue for their business.

In 2020, Mirage MarCom, an award-winning agency with core capabilities in video, web, and print, became Mirage MarCom, a Division of RedShift. Between our two divisions, RedShift Digital Marketing continues to provide the same values that we have always lived by, collectively serving our growing client base.

Contact RedShift Digital Marketing today to learn more about how our team of experts can help your business.



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