



**WHAT IS
ADVERTISING?**

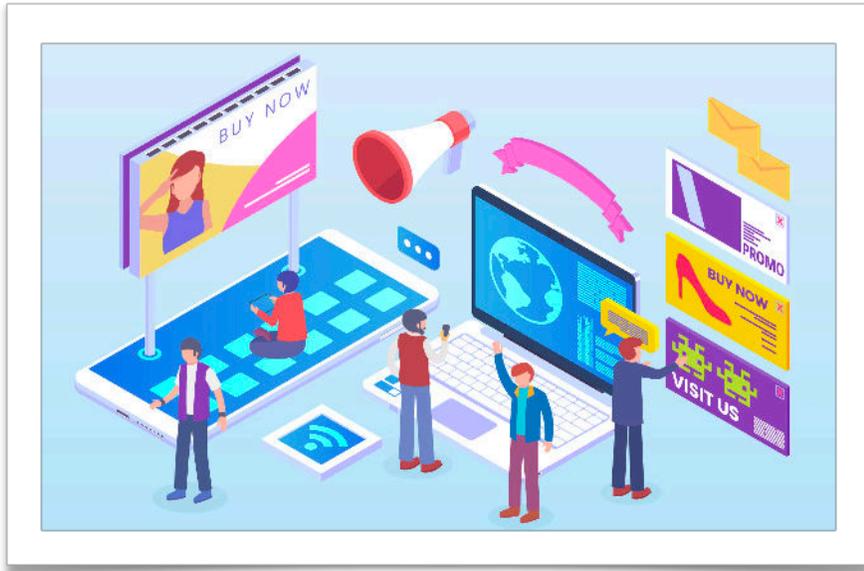
**WHY DOES
FACEBOOK WORK?**

**WHAT SHOULD
YOU MEASURE?**

• **CREATIVELY** •
Disruptive



WHAT IS ADVERTISING?



The **GOAL OF ADVERTISING** is to reach people most likely to pay for a company's **products or services** and entice them to buy.



WHY FACEBOOK & INSTAGRAM ADVERTISING?

Facebook and Instagram advertising works because your customers, new and existing, use Facebook and Instagram every day. With its ability to target people by age, interests, behavior, and location, it is currently the most targeted form of advertising you can do in your business and a fantastic way to generate new interest & inquiries for your business.



OUR FOUR PILLARS OF ADVERTISING.

1: INCREASE BRAND AWARENESS

Make sure people know who you are, where you are, and what you do.

2: TARGET CUSTOMERS IN YOUR COMMUNITY

Reach & engage with new potential customers.

3: GENERATE INTEREST & INQUIRIES

Get more traffic to your website, emails, phone calls, walk-ins, and customers.

4: GROW YOUR BUSINESS & MAKE MORE MONEY

As you get more customers, start scaling your business and reach your financial goals.

WHAT HAPPENS WHEN YOU START ADVERTISING ON FACEBOOK ?

- ✓ Increased reach & brand recognition and making people aware of what you have to offer.
- ✓ Increased website traffic of people interested in learning more about your business.
- ✓ Increased inquiries from Facebook and your website.
- ✓ Increased phone calls of people who want to find out more & prefer to talk over the phone.
- ✓ Increased number of walk-ins after being made aware of your business.
- ✓ Increased word-of-mouth and referrals from people sharing your business to friends.
- ✓ Increased SEO rankings, with social signals from your social media content.
- ✓ Increased repeat business from past customers who are reminded about your business.



WHAT ARE YOUR GOALS, WHY ARE YOU ADVERTISING?

Before you start advertising, you need to KNOW YOUR GOALS and why you are advertising. If you have nothing to measure success or failure of your advertising, then you will not know whether you are successful in it or not.



SOME GOALS TO GET YOU STARTED!

Reach as many potential customers as possible for the best possible cost.

Become known in your industry as a reputable brand.

Generate more phone calls, emails and walk-ins to your business.

Increase traffic to your website.

Build your Facebook and Instagram Following and Engagement.

Sell products in your online store.

Build your email list.

Tip: You will likely have multiple goals i.e. brand awareness, new inquiries and increase website traffic. i.e. An ad to new customers will create awareness of your brand, generate inquiries and website visits so it is important to not lose sight of these multiple metric points by focusing on the wrong thing.



5 REASONS WHY FACEBOOK ADVERTISING WORKS & WHAT CAN BE MEASURED



5 REASONS WHY FACEBOOK ADVERTISING WORKS!

- 1 REACH YOUR CUSTOMERS FOR LESS
- 2 BE THE ONLY BUSINESS CUSTOMERS THINK OF
- 3 GET MORE VISITORS TO YOUR WEBSITE
- 4 GENERATE MORE INQUIRIES
- 5 FACEBOOK ADVERTISING IS MEASURABLE

5 REASONS WHY FACEBOOK ADVERTISING WORKS!

1

REACH YOUR CUSTOMERS FOR LESS

You can literally spend a few dollars and reach 1,000 people which can make traditional advertising seem quite redundant based on the higher cost of reaching the same audience.



5 REASONS WHY FACEBOOK ADVERTISING WORKS!

2

BE THE ONLY BUSINESS CUSTOMERS THINK OF

People typically do not buy from a business on their first exposure to it. Advertising on Facebook will build significant awareness of your business, we call this 'brand awareness'.

It is one of the most effective ways to continually make people aware of what you have to offer.

The more familiar people are with your business, the more likely they are to become a customer when it is time to make a decision.

5 REASONS WHY FACEBOOK ADVERTISING WORKS!

3

GET MORE VISITORS TO YOUR WEBSITE

One of the most effective aspects of reaching new customers is when they visit your website as that shows an interest in your business.

If they don't take action straight away the only way you will likely get them back later is to continually be seen by them with your advertising so that when it is time to make a decision they will consider your business first.

We utilize retargeting campaigns to continue to nurture these prospects.

5 REASONS WHY FACEBOOK ADVERTISING WORKS!

4

GENERATE MORE INQUIRIES

One of the many benefits of advertising with Facebook, is the ability for people to easily inquire about your business.

There are a variety of tools that Facebook offers that can capture these interested individuals from sending them to your website or landing page, utilizing Facebook Messenger, lead forms and even driving phone calls.

All of these tools and more is what makes Facebook the easiest, and most versatile platform to generate more inquiries for your business.

5 REASONS WHY FACEBOOK ADVERTISING WORKS!

5

FACEBOOK ADVERTISING IS MEASURABLE

While it can be difficult to see the power of Facebook because it is continually reaching so many people everyday there are a lot of metrics you can measure with 100% accuracy.

Many businesses tell us that these measurable metrics, while crucial, never tell the full story.

These metrics are just a part of the success that Facebook Advertising delivers for their business due to all the people who originally saw them on Facebook or Instagram that eventually became customers.

WHAT CAN BE MEASURED ON FACEBOOK ?

1

DELIVERY METRICS WHO SAW YOUR ADS?

How often your ads were on screen for your target audience, the average cost to reach 1,000 people & the number of people who saw your ads at least once.

2

ENGAGEMENT METRICS HOW DID PEOPLE ENGAGE WITH YOUR ADS?

The number of likes of your Facebook Page & the total number of actions people took on your Facebook Page and its posts or ads. These include clicks, likes, comments, and shares.

3

TRAFFIC, CLICKS & ACTIONS WHAT WERE THE ACTIONS RESULTING FROM YOUR CAMPAIGNS

The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook, including website traffic and messenger conversations as well as when someone takes an action after seeing your ad, for example, contacting you via an inquiry form.



**DON'T STOP
ADVERTISING... EVER**

DON'T STOP ADVERTISING... EVER !

The BIGGEST MISTAKE WE SEE BUSINESS OWNERS MAKE with Facebook advertising is to make decisions based solely on single metrics like tracked inquiries or purchases from campaigns. Turn your campaigns off and you will likely find that your business stops getting as many phone calls, emails, walk-ins and messages and that there was a lot more activity happening when you were advertising on Facebook and Instagram.

TIP: Advertising is the lifeblood of new business and turning it off when cash flow is tight is the worst thing you could ever do. When you stop generating inquiries, you prevent your business from growing and that is the time you need to grow the most.



• CREATIVELY •
Disruptive

Facebook is a highly targeted, cost effective way to build **significant awareness** about your business and what you have to offer.

creativelydisruptive.com - (619) 535 8840 - info@creativelydisruptive.com