



HOW TO LEVERAGE  
**FACEBOOK**  
TO SUCCESSFULLY GROW YOUR  
**BUSINESS**

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# Introduction

Facebook has evolved from a platform where friends connect into a global advertising network that helps brands to build an online presence, generate leads and drive a significant return for their business.

There's no doubt about it, Facebook is huge, and if you're not using it to advertise your brand then you're missing out on a golden opportunity to grow your business.

In this guide, we'll walk you through the main advantages of Facebook advertising and how you can leverage the platform to reach your business goals.

## BROAD AUDIENCE

Facebook has over 1.28 billion daily active users, 1.15 billion of which access the social network via a mobile device

## ATTENTION

The average user spends 20 minutes on Facebook per session

## TARGETING

Businesses can target specific users by location, age, gender, interests, and behaviour which means you engage solely with your desired market

# TOP REASONS TO ADVERTISE ON FACEBOOK

## COST-EFFECTIVE

Facebook advertising is more cost effective than traditional methods (e.g, television advertising or print)

## AD FORMATS

There are a whole host of ad formats available for your advertising campaigns to get the best results possible

# Facebook Statistics

Facebook has an enormous global user base providing businesses with the largest advertising opportunity since search.

You now have the power to reach your ideal audience in the channel where they are most active, engaged and ready to connect.

The mind-blowing numbers speak for themselves:



**20min.**  
AVERAGE TIME  
SPENT PER A VISIT



**42%**  
MARKETERS REPORT THAT  
FACEBOOK IS CRITICAL OR  
IMPORTANT TO THEIR BUSINESS

**47%**  
OF USERS ARE MALE



**53%**  
OF USERS ARE FEMALE

every **60** seconds

-  **510K** comments are posted
-  **293K** statuses are updated
-  **136K** photos are uploaded

Source: Facebook, Emarketer, Brandwatch, CNBC

# Top 7 Benefits Of Facebook Advertising



## 1 ACCESS TO A HUGE USER BASE

With over 2 billion active monthly users, and over 1.28 billion daily active users you can guarantee that a large percentage of your target audience is on Facebook.



## 2 REACH A MOBILE AUDIENCE

Facebook currently has over 1.15 billion daily users who access the platform via mobile.

With many of us spending our leisure time on our mobile devices to research, browse and shop, the need for businesses to go mobile has never been more important.

Advertising on Facebook provides brand with the opportunity to reach audiences using the platform in their spare time and when they are more likely to be receptive to learning about your products or services.



# 3 PRECISELY TARGET YOUR IDEAL CUSTOMER

Businesses can target users with Facebook Ads by location, demographics, age, gender, interests, behavior, and connections. Where Google Search relies on specific expressions of intent through keywords, Facebook is about targeting users who have implied interest through their behaviour

Facebook advertising allows your brand to get your message in front of specific and motivated, segments of your audience so that you can:

- Tap into recent purchase behavior
- Get creative with life-event targeting
- Use custom audiences to nurture leads and build loyalty
- Create audiences that look like your own targets or customers ('lookalike audiences')

Whether you want to promote your consultancy, sell clothing or promote your local restaurant, Facebook's versatile targeting options allow you to target and retarget until you've achieved your desired business objective.



## 4 MORE BANG FOR YOUR BUCK

Thanks to the large audience on Facebook, your Ads can instantly target thousands of people that meet your criteria and on a budget that works for your brand.

With multiple bid types available, you have the flexibility to choose the most appropriate bidding structure for your brand.



## 5 KEEP TRACK OF PERFORMANCE AND ROI

Facebook advertising allows you to keep a close eye on your spend and campaign results.

You can see how your Ads are performing, view how many people clicked or engaged with your Ad and the number of conversions your brand has made.

Facebook's valuable data provides you with instant feedback on the performance of your campaigns so your brand can claim the best ROI.



## 6 GROW YOUR BRAND

With Facebook users checking their news feed multiple times a day, your business can provide your ideal audience with repeated brand exposure.

Even if users aren't initially clicking on your Ads, the continued visibility of your brand will help your business to build trust and provide a valuable retargeting opportunity in the future.



## 7 PROMOTE BRANDED CONTENT

If your brand is consistently creating content that you want people to know about, relying on organic reach is not enough.

Facebook is fast becoming a "pay-to-play" advertising network. If you want to amplify your content, advertising on Facebook will get you the results needed to stay ahead of your competitors.

Now that we've talked about the benefits of Facebook advertising let's discuss the different Ad formats available for your business

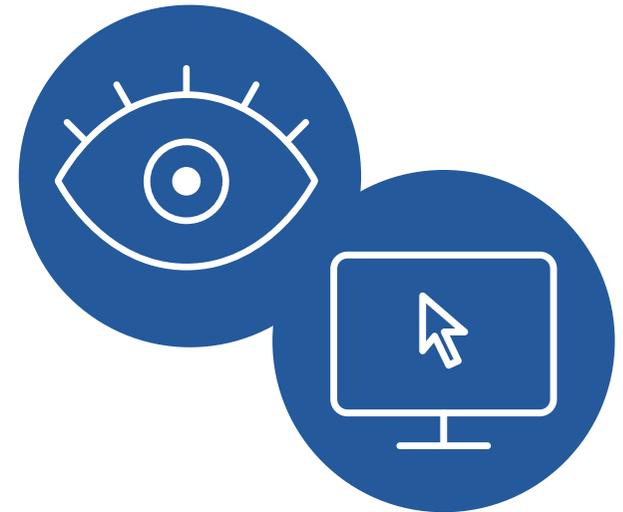
# Types of Facebook Ads

A desk setup featuring a pen holder with markers, a Yashica camera, and a succulent. The pen holder is a light-colored rectangular box containing several white and black markers. To its right is a silver and black Yashica camera. In front of the pen holder is a small green succulent with long, thin leaves. The entire scene is set against a light blue background.

Facebook has an ad format that matches whichever stage of the buyer journey and niche your customers are in. The most popular formats are:

## Ad types for brand awareness & website traffic

If your marketing objective is to promote your brand and drive traffic back to your website, the following ad formats will help you to achieve your goal.



**Jasper's Market**  
Sponsored · ©

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



**Fig Tart with Almonds**  
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

Contact Us

120 reactions 5 Comments 19 Shares

Like Comment Share

### Link Click Ads

Link Click Ads appear on a Facebook user's newsfeed. The ad is attached to an image/or video along with the text. The visuals help grab attention and drive traffic back to their website.

### Video View Ads

Video View Ads can be used for a variety of advertising objectives. Whether you're boosting a post, promoting your page or collecting leads for your business. The ad is attached to a video along with text and a call to action and appears on a Facebook user's newsfeed.

**Jasper's Market**  
Sponsored · ©

Use our app and get delicious recipes for Jasper's Market's latest produce. It's fun, easy, and most of all, free!



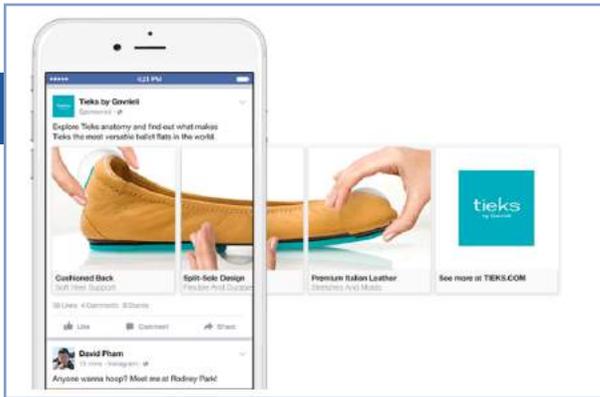
**Jasper's Market**  
Business

3 reactions 1 Comment

Like Comment Share

# Ad types for Direct Response

If you want to get a direct response or generate leads for a specific product or service, the ad formats below provide you with specific calls to action to support these objectives.



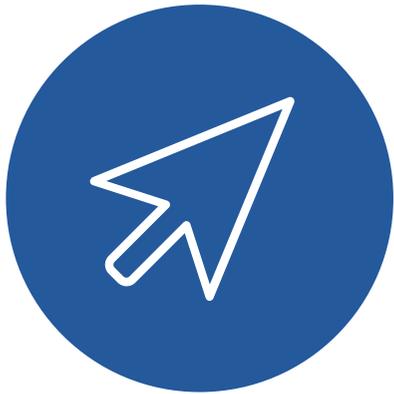
## Carousel Ads

If you have multiple products and services to sell, you can now do so in a single ad. The carousel ad format allows you to showcase up to ten images/or video each with its link and title which can help you to discover which creative is performing best.

## Dynamic Ads

Dynamic Ads retarget users who have taken past actions on your website with perfectly timed ads. For example, If someone has landed on your website and has clicked on a certain product/service and not taken a desired action (e.g purchase), a dynamic ad will retarget that user with the item they were looking at and prompt them to take action.





## Lead Ads

Want your audience to download your content or sign up for an event or demo? Then look no further than lead ads.

Lead ads allow users to sign up to an offer without having to leave Facebook. A user only needs to make a couple of taps on their smartphone and you can quickly capture their details.

**Jasper's Market**  
 Sponsored ·

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

**Fig Tart with Almonds**

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

[WWW.JASPERS-MARKET.COM](http://WWW.JASPERS-MARKET.COM) Subscribe

120 reactions · 5 Comments · 19 Shares

Like
 Comment
 Share

**Jetzt 2.000 € Ausstattungsprämie für den Volvo V40 und den Volvo V40 CROSS COUNTRY sichern.**

Wo Luxus beginnt: Im Volvo V40 und im Volvo V40 CROSS COUNTRY erwarten Dich unverwechselbares Design und intuitive Technologien.

**Volvo macht glücklich.**

Mit unserer Ausstattungsprämie kannst Du Deinen Volvo mit Highlights im Wert von bis zu 4.000 Euro vereinen. Wähle Dein Wunschmodell und stelle Dir jetzt mit unserem Mini-Konfigurator Deinen ganz persönlichen Volvo zusammen.

**JETZT KONFIGURIEREN**

**Jetzt 4.000 € Ausstattungsprämie für den Volvo XC60 sichern.**

Das schwedische SUV: Der Volvo XC60 ist einsatzbereit für jede Situation – ganz gleich, ob es um Deinen Alltag oder ein Abenteuer geht.

**JETZT BIS ZU 4.000 € AUSSTATTUNGSPRÄMIE SICHERN!**

ENTDECKE DIE DETAILS

Volvo macht glücklich.

**DETAILS ENTDECKEN**

Alle Infos auf einen Blick.

Du möchtest mehr zu unseren Modellen und zu den einzelnen Ausstattungs-Upgrades erfahren? Kein Problem: Auf unserer Website findest Du alles Wissenswerte.

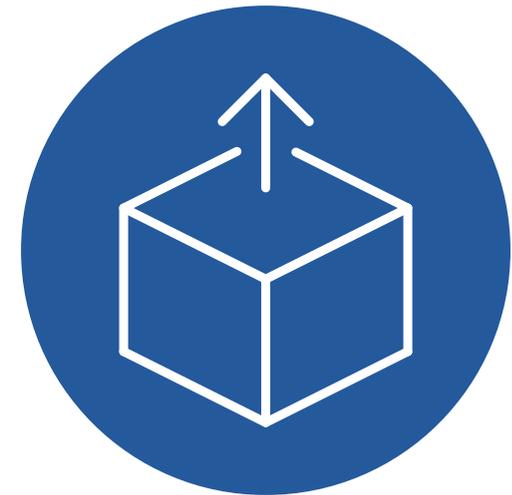
**ZUR WEBSITE**

## Canvas Ads

Canvas Ads are an interactive mobile ad format that allows customers to swipe, tilt and zoom into a carousel of images. The multiple view feature is ideal for products which have various dimensions that a user would like to see.

## Ad type for mobile app installs

If your goal is to generate app installs for your brand's mobile app, the ad format below is specifically designed for that purpose.



 **Paper – stories from Facebook**  
Sponsored · 

Explore stories from friends and the world around you.



**Paper** [Install Now](#)

 19 [1 comment](#)

### Mobile App Ads

The Mobile App Ad format allows users to install an app with a direct link to the App store and are targeted to users based on iOS/Android functionality on both mobile and tablets.

 **Hitwe**   
25 April at 09:48 · 

[Like Page](#)

Thousands of potential matches in Jakarta every day!



**Find local singles near you**

Like, meet, love - start your story right now!

OVER 1 MILLION PEOPLE USE THIS [Install Now](#)

## Ad types for Event and Shop visitors

If your brand wants to promote an event, a special in-store offer or raise awareness for your local business the ad formats below can help you to do so.



 **Jasper's Market** shared their event.  
Sponsored · 

Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!



**DEC**  
**14** **Open House**  
Sun 12:00 PST · 1455 Willow Road, Menlo Park, CA  
7 people interested · 3 people going

2 Likes

 Like  Comment

## Event Ads

If you want to attract more visitors to an event, the Event Ad format helps you to boost your reach and generate bookings.



**Jasper's Market**  
Sponsored · 🌐

Like Page

Jasper's is a unique community destination for fresh, ultra-premium prepared food.



**Jasper's Market**  
Stop by to today to check out our daily specials

Get Directions

3 reactions

Like Comment Share

## Offer Ads

If you want to attract people to your store with an exclusive offer, you can create an Offer Ad. When a user clicks on an Offer Ad, they'll be able to redeem your offer and receive an email outlining terms of use.

**Jasper's Market** shared an offer.  
Sponsored · 🌐

Enjoy fresh produce before the season ends!



**20% Off Fresh Produce**  
Expires on 2 September 2017 · In store only

BE THE FIRST TO GET THIS OFFER

Get Offer

1 Like

Like Comment Share

## Store Visit Ads

If your goal is to raise awareness of your local shop, Store Visit Ads allow you to run location-based targeting that helps your local customers to become aware of your products or services so they can contact you more easily.

*With so many ad formats available, Facebook gives you the flexibility to tailor your campaigns around specific objectives so that your business gets the best results possible for your spend*

# Conclusion

Facebook is a powerful and flexible advertising platform that tailors your marketing to fit your brand, budget, and timeline.

If your business goals are to connect with customers, capture their attention and get results, Facebook advertising makes it easy for any type of business to reach their business objectives.

With new advertising features continually being rolled out, if Facebook advertising isn't a part of your marketing campaign, it should be.

*If you would like to unlock the full potential of Facebook advertising, speak to our expert team*

[www.adglow.com](http://www.adglow.com) | [hello@adglow.com](mailto:hello@adglow.com)

