

# The Beginner's Guide to Facebook eCommerce Ads

You want to sell more products online, but you don't know how or where to begin. You've heard that Facebook Ads are a great way to increase sales, but you're not sure where to start. It's time for the ultimate guide on Facebook Ads for beginners!

Here is everything you need to know about setting up your first campaign and running it successfully. From targeting your audience with interests and demographics, finding conversion goals and ad types, optimizing audiences and campaigns, we'll cover it all so that you will be ready to run a successful ad campaign on Facebook by the end of this article. Ready? Let's go!

## How Facebook and Instagram Ads Work

Facebook advertising is all about knowing your audience. Facebook uses interest targeting to make sure you show ads to the right people. Interests are defined by Facebook users' interests, activities, behaviors, and demographics (likes, friends in common, etc.).

The same goes for Instagram ads. They use targeting from Facebook to find your right audience and show them relevant ads.

If you know there are interested people in buying your product, then this is the place to advertise. Remember that not everyone who likes a page also buys products from it, so don't be disheartened if sales aren't instant. It could take some time for the sales to come, but eventually, they should start rolling in.

Facebook Ads is the best place to advertise your e-commerce because there are more than 2 billion active users on Facebook. Furthermore, it's the social networking site with the most purchases for internet retailers, with an ROI of around 152 percent.

## 3 Types of Facebook Ad Campaigns

When it comes to Facebook Ads, you will see three types of campaigns:

- Awareness: people who don't know about you yet
- Retargeting: second touchpoint
- Loyalty: upselling and repeat buyers

## Awareness

These are used to attract new customers. Awareness is the most critical campaign in Facebook Ads because it's about getting in front of people who don't know you yet but might be interested. So when you want to reach new users, go with awareness campaigns.

## Retargeting

Retargeting campaigns are used for second touchpoints. For example, you know that people have visited your website or Facebook page, and now you want them to complete a purchase so you can increase your conversion rate. In this case, retargeting is one of the best ways to get in front of them again and remind them about your store.

## Loyalty

These campaigns are about driving upsells and repeat purchases. If you want to promote a specific product, increase the number of customers or sell more high-margin items, these campaigns will help you do that. Another good use for this kind of Facebook ad is cross-selling. For example, you can advertise accessories with the product they are looking to buy.

## The Simplest Way to Profit with Facebook Ads

Product page retargeting is the best way to make a profit with Facebook ads. You've probably seen those ads that follow you around the web, offering to show you products you recently viewed. Well, this is also possible on Facebook, where retargeting campaigns are very effective.

To do it, just create an ad promoting specific products or collections. You can even target people who have viewed a product page but didn't buy it. This should be your primary goal with Facebook Ads for e-commerce: to get the sale by catching their attention just when they are about to leave.

The absolute best way this can happen? When people go to buy something online, you only show them an ad showing that exact product. Of course, it doesn't hurt that it's also very cheap to do.

One thing to keep in mind is that retargeting campaigns are about persuasion, not interruption. You don't make ads for people who already know about you; you want to let them find out. So when running this kind of Facebook ad, users must have some time between the first ad and your remarketing campaigns so you can remind them about the product only at the right moment.

Another thing to keep in mind is that it's best to use video ads for this kind of campaign. Since Facebook considers it three times more expensive to show a text ad than a video ad, it makes sense to go with videos. They are also much more attention-grabbing than static images.

## How to Get Started With Facebook Ads

Once you have a basic knowledge of Facebook Ads, it's time to get started.

### Step 1: Sketch your ad strategy out on paper

First of all, you need to create an ad strategy. Your goal is to find your audience and show them ads that will interest them in buying from you. So before you start, sit down and plan out what your ad will look like.

Remember to think about the main benefits of using your product or service. What are the unique selling points? How can you highlight them in an ad? Also, how are your products better than competitors'? Why should customers choose you? If you need some inspiration, there is plenty of advice and tips out there to help you with that.

### Step 2: Create Your Audiences

Once you know what your goal is, it's time to create audiences. When it comes to Facebook ads, an audience can be anything that helps define the people you want to show your ad to.

For instance, if you sell shoes, one of your audiences could be men aged 18-34 living in New York City—or you can create an audience of people who looked at your product pages in the last week. It's totally up to you, so think about what would work best for your business. If you want help with creating audiences, there are some great Facebook ad tools out there that will come in handy when it comes to this step.

The ad platform lets you automatically export audiences from your website and use them for Facebook ads. It's a handy feature if you want to create an audience of people who recently visited your site or checked out a specific page.

### Step 3: Create Effective Ad Creatives

This is the fun part! You get to choose from various ad formats that will help you connect with your audience and share information about your products.

People always remember pictures, so take full advantage of this fact by using image ads. And don't be afraid to experiment with video or carousel ads because they're great too.

When it comes to writing your ad copy, think about what would be the most engaging and informative for your audience. Talk about your brand, emphasize its value, and show that you're a trustworthy company.

## Step 4: Set Up Your Campaign

To create an ad campaign, you need to decide on three things:

- The goal of your ads (acquisition, traffic, or engagement)
- Location (country or cities where your audience lives)
- Budget (amount of money available for the whole campaign)

For example, let's say you want to show Facebook ads to people in the US and encourage them to visit your website. You can set up a campaign that targets users across the country and doesn't have a specific budget. If you want, you can also choose one of Facebook's pre-defined objectives: page likes, link clicks, or conversions (purchases).

### Goal of Ads

Decide what the goal of your ads is acquisition, traffic, or engagement. Acquisition is excellent for building your email list, driving website traffic, or increasing the number of page likes.

Traffic is good if you want to get more people to check out your website. It's also helpful when it comes to promoting events.

Engagement is a good option if you want to connect with your current audience. Just remember that this kind of ad won't bring you any new leads, so it works best for remarketing campaigns.

### Location

You need to decide where you want your ads to be shown, so choose a country or a city. And you can choose the exact location if you know where your target audience is. If you want to market to people living in the United States, only that option is available. Don't forget you can change these as your business grows or your audience changes.

### Budget

The third thing you need to decide on is the budget for your campaign. You can set up a daily or lifetime budget. If you want, you can change it and find out how much impressions, clicks, or

conversions will cost you. Facebook will suggest a bid amount based on this information (remember, it's only a suggestion).

One of the biggest mistakes that beginners make is not setting a budget for their campaigns regarding Facebook ads. This is important because the wrong budget will negatively affect your results and waste money. And don't let costs stop you; you can always increase your budget after the campaign.

If your budget is small and you want to run a test campaign to see how everything works, you may choose the manual bid option. It lets you set your preferred bid per click, and Facebook will automatically optimize its delivery based on it. This usually results in better performance and lower costs.

## Next Steps

Facebook Ads are a great way to get your business the attention it deserves. They are an excellent investment that will be worth it over time once you see the increase in sales.

The best way to get Facebook Ads working for you is to sign up for Facebook Business Manager and enlist experienced experts to help. [Attributed](#) is here to help make Facebook Ads the best investment you can make in your business. Reach out today and see how they can transform your online presence.