

Facebook Marketing for Shopify Stores



Is your Shopify store already up and running? Now is the time to start making sales! If you're one of those business owners who kept asking your [marketing & design](#) teams why your sales on Shopify isn't what you expected, that's actually a very common question for all business owners who run a Shopify store.

Over 2.6 billion active users are using Facebook on a daily basis which makes it a very good platform to advertise your Shopify store. Marketing on Facebook will let you reach a lot of potential customers not only near your area but worldwide. With the help of Facebook Ads Manager, you will have access to Messenger and Instagram, too. Making it a lot easier to create and post your ads.

In addition, doing your ads on Facebook will enable a highly-targeted marketing based on behaviors, user interests and interactions with your business. Adding Facebook ads to your Shopify marketing strategy will surely increase the chance of getting higher sales. The increase of traffic that these ads will bring to your Shopify store allows your products or services to reach your target audiences.

If you have no idea on how to do it and is still trying to learn, talk to the experts who provide [Shopify services](#), they're also referred to as [Facebook ads agency](#). They'll help you create and run your campaigns smoothly saving you from even the simplest Facebook ad mistakes.

Marketing is a very wide and complicated matter that needs a long learning-curve. If you are working with a [Digital Marketing Agency](#), you won't have to worry about learning everything instantly because they will do the job for you.

However, you need to know the basics because after all, it's your business and the agency is just there to help you. Here are a few things to know when you plan to do marketing for your Shopify store on Facebook:

- ✚ Focus on campaigns with a high target audience.
- ✚ Image/video choice is very important when creating you ad/campaign.
- ✚ Always use Facebook Pixel for retargeting.
- ✚ Copy and call-to-action must be persuasive.
- ✚ Have a specific landing page for all your campaigns.
- ✚ Video contents gets more chances of being clicked.
- ✚ Use Facebook's Mobile Ads
- ✚ From time to time, boost your best ad/post.
- ✚ Do not stick to one Facebook ad type, try the other types.
- ✚ Get an expert to help you.

It's a long process and requires a lot of patience because success doesn't happen overnight. It takes a lot of thinking, working and sometimes failing to finally see what's the best for your business.



If you have a team or a [creative marketing agency](#) to do all marketing tasks, meet them up frequently to know what's happening. Transparency is needed when making these marketing strategies. Ask for data, charts and tangible materials that would help you catch up with everything.

Before hiring an agency, always make sure if they meet the criteria that you have been looking. Take into consideration also their affordability and budget for doing the tasks. Do some digging with their previous clients and works or you can ask them for proof of stability and success. Be diligent in doing your research for once you land with the right agency, you will never regret risking and spending some of your budget on them.

Why not start now? Contact [WKND Digital](#), they are the best in providing [Shopify services](#) and [digital marketing services](#), too. This company has a team of experts that would lessen your burden in creating and managing your campaigns but will definitely deliver such amazing and effective results. With them, be prepared to see your sales climbing up non-stop!