

# Attract the Right Customers with Facebook



YES E-Book Vol. 1

# 01

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# Find the **Right** Customers on the **Right** Platform

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If you're an online seller, it's not enough to attract a lot of customers.  
But instead...

You need to attract **the right customers.**

The right customers are those that are most likely to buy your product.

## But how do you find them?

You'll find the right audience on one of the most powerful platforms around... **Facebook!**

*\*This e-book is intended as both a guide and a workbook to help you manage your marketing campaigns on Facebook better.*





03

# Set an Objective

**But first! Ask yourself**

What is your objective?

My objective is:



Once you've set an objective, you'll need to:

- ⦿ Know your end result
- ⦿ Set a measurable target
- ⦿ Set a workable timeline

**The next step** is to strategise.



What do you aim to achieve?

Select one:

- ☐ Increase volume in unit sales?
- ☐ Introduce new product line?
- ☐ Acquire new market segment?
- ☐ Others: \_\_\_\_\_

# Learn the difference between Marketing vs Sales 04

## MARKETING

is the process of telling to people about your brand or to buy a product or service.

## SALES

is the process to exchange a product or service for money.

To attract the right customers, you will need to market your brand and product that you're selling.

But here's the thing. There's a big difference between Marketing vs Sales:



Then comes the big question:

# How big is your budget?

This will often determine the size of your marketing reach.

When you have a bigger budget, you can buy more ads and reach more potential customers. And with that, it will increase your potential of getting more sales.





# 05 Understanding your brand's audience



Ideal  
buyer

Ideal  
mindset

Ideal  
buying  
step

A big part of attracting the right customers is to understand your brand's audience.

# Who are your buyers?

## DEMOGRAPHICS

*Who they are?*

GENDER

AGE

LOCATION

INCOME

MARITAL STATUS

CHILDREN

OTHERS

## PSYCHOGRAPHICS

*What they do?*



Once you have a clearer idea of your buyer personas, you'll need the right type of sales funneling.

It's important for your business to have a sales funnel because it helps to guide your customer from the journey of acquisition to conversion.



# Ask yourself

## How

tech-savvy is your audience?  
efficient is your team?  
good is your tool?

# 06 Tactical Methods to Market Your Product

Next step is to execute your strategies with creative tactics. Here are some ideas:

■ Run a time-based promotion (LTO) - Sales strategy that emphasizes urgency through scarcity of time

■ ■ Run an introduction campaign for new product - Awareness campaign for a specific product

■ ■ ■ Run a new concept campaign for new customer base - Thematic campaign tailor made for a specific type of audience

Among those three ideas, the easiest and most effective is the time-based promotion, or also known as a limited time offer (LTO).

Here are a few examples:

- **"This sale ends in 48 hours!"**
- **"Save up to 50% if you register before Dec 2018"**
- **"Your discount voucher is only valid for 7 days"**





# Designing the right concept for your facebook marketing

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To reach the right audience on Facebook, you'll need to design a concept and look and feel based on your buyer personas.

It depends on:

- What you want to achieve - Are you looking to create more awareness for your brand? Do you want to sell a newly launched product? Your ad design will depend on the purpose of your promotion and the type of buyer you're reaching out to
- What to expect - Whether you're expecting more awareness or conversions, the results that you achieve will depend on the type of ad used

# 08 The Facebook Sales Funnelling Strategy

**Brand Awareness**  
Video Views



**Purchase**  
Remarketing for  
Conversions

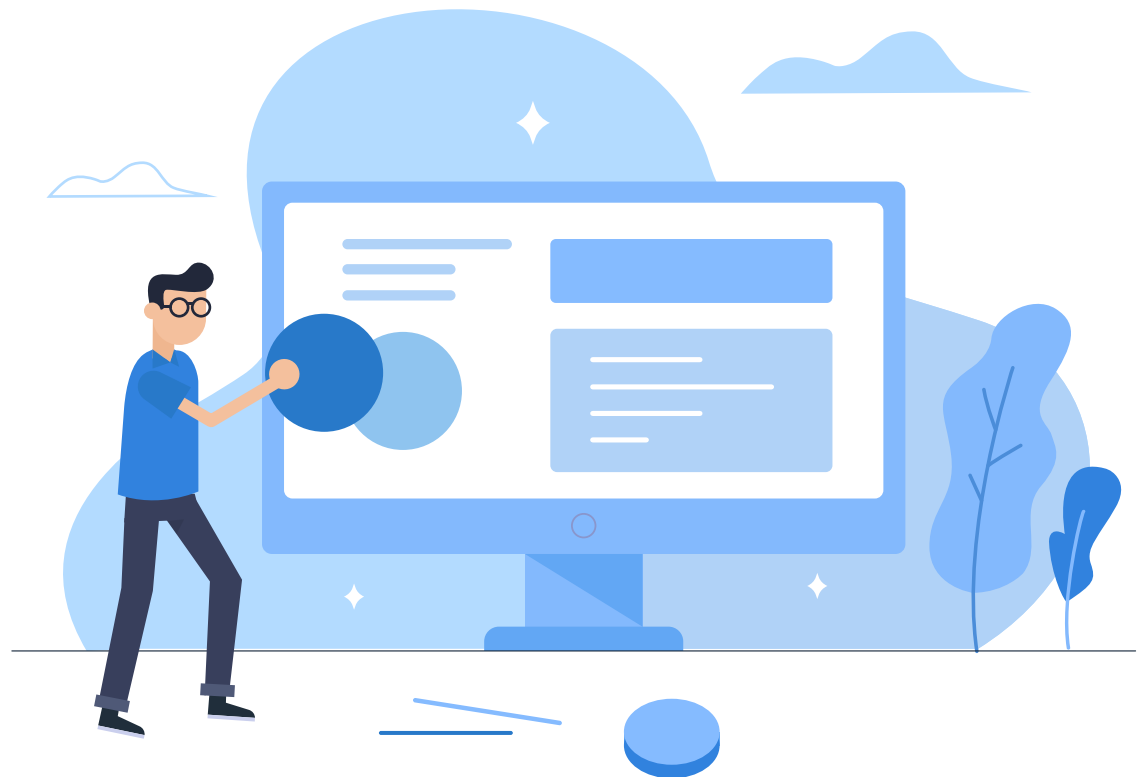


**Consideration**  
Website Clicks

Facebook is a powerful marketing tool. Especially if you want to target to reach a specific type of audience.

Through Facebook ads, you can market your brand and products through the proven e-commerce sales funnel:

Remember to enable your **Facebook shop** and **pixel** from your AVANA dashboard so that you can track visits and run remarketing campaigns!



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# Create the right creative

(with the right objective)



Once you've set an objective, you'll need to create suitable creatives. And finally, with your set budget, you can start advertising your product to a targeted audience.

These ads primarily consists of:

- Awareness Ads
- Consideration & Conversion Ads

# Facebook Ads

## FACEBOOK ADS

- Awareness
- Website Visits
- Sales

## FACEBOOK ADS OBJECTIVES

Note:

# Facebook Ads

## FACEBOOK ADS

- Brand Awareness
- Traffic
- Conversion

## AUDIENCE TYPE

Note:



# Facebook Ads

## AWARENESS CAMPAIGN

- Campaign Objectives
- Placements
- Targeting
- Creative Format

Note:

# Facebook Ads

## CONSIDERATION CAMPAIGN

- Campaign Objectives
- Placements
- Targeting
- Creative Format

Note:

# Facebook Ads

## CONSIDERATION CAMPAIGN

- Campaign Objectives
- Placements
- Targeting
- Creative Format

Note:

# Facebook Ads

## CONVERSION CAMPAIGN

- Campaign Objectives
- Placements
- Targeting
- Creative Format

Note:

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Let's  
GO.

Now that you have a clearer idea of how to attract the right customers with Facebook, you can get started right now!



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