

Types of Facebook Ads You Can Create Directly from Your Page

Facebook offers a variety of options and tools that fit each person or business' individual advertising needs to launch a successful ad campaign. Conveniently, it can all be done within your Facebook business Page.

When starting the process of generating an ad on Facebook, you'll be asked to choose from a set of business goals. These goals are:

- Promote Your Page
- Boost a Post
- Promote Your Business Locally
- Get More Website Visitors
- Promote Your App
- Get More Leads
- Promote Your Send Message Button
- Get More Website Purchases

It's a good idea to have a business goal in mind to help you select the right goal for your ad. Determining the goal or objective of your campaign is the first step in creating your ad. The goal you select will also determine options you can choose as you build your ad and how you measure the success of your ad.

For example, if you're looking to increase awareness of your business and/or your Facebook business Page views, you will want to select 'Promote Your Page'.

Below, you'll find a survey of the different types of ads you can create to best fit your business goal.

Promote Your Page

Business Goal: To increase people's awareness of your business and get more Page likes.

Promoting your business Page is a great way to reach people who may be interested in your brand based on similar content and pages they've interacted with.

Your business profile picture and a short description should appear in your ad, along with a call-to-action for people to 'like' your page. Just like other Page goals, you can follow Facebook's recommendations on crafting your ad or alter details to fit your desired audience.

Once people interested in your business "like" it through the ad, they will be able to see your posts in their news feed, increasing their awareness.

Success Metric: Look at the number of people who engage with your ad. Also, keep an eye on your follower count to determine if the ad is driving numbers up.

Boost A Post

Business Goal: To show your ad to as many people as possible within your target audience.

Boosting a post can create more awareness around your business and increase online visibility for your business. If looking to extend your reach on Facebook, boosting a post can also help get more people to react, share and comment on your content, as well as help expand your audience to friends of followers and new audiences altogether.

Select a pre-existing post that has performed well among your target audience, or one that best represents your business.

Success Metric: Look at the post engagement number, which is the total number of actions that people have taken involving your ad.

Promote Your Business Locally

A local promotion ad may target the population around your brick-and-mortar business, or you may just want to target a specific area of your city or town to increase local awareness if your business is solely online. Regardless, local promotion is possible through geo-targeting a specific area and reaching your ideal audience.

You'll be able to set the range of your ad from your current location, anywhere from a 1-mile radius to a 50-mile radius. You will also have the option to narrow your audience by gender, interests, education, age, and other parameters.

Success Metric: Look at how many people you reached in your audience.

Get More Website Visitors

Business Goal: Send people from Facebook to your business's website

With this goal, Facebook will help you create an ad to push a specific URL to your desired audience. The ad will not only increase awareness of your specific web page (whether that be your landing page or a section of your site), but should drive link clicks by reaching people who are most likely to engage.

Promote content on a blog to draw in visitors, or promote specific product pages and direct customers where to buy them on your site.

Success Metric: Look at the number of link clicks on your ad, as well as traffic stats on your website platform.

Promote Your App

Business Goal: To get more people to download your business's app

Promoting your app through your Facebook page can be a simple way to draw people into downloading your app. Promoting your App should illustrate to users what the app is used for and how it relates to your business, utilizing photos and videos when necessary. You can even create a call-to-action button ("Download Today" or "Play Now") to send visitors into your app.

Success Metric: Look at your number of app downloads from your ad.

Get More Leads

Business Goal: Collect information from people interested in your business

If you're looking to collect information from followers or other target audiences, create a lead generation ad. It won't necessarily drive traffic to your site through the ad, but it will allow you to capture data like names, email addresses, and phone numbers using a 'Sign Up' call to action.

Lead ads also allow you to identify potential customers, encourage downloads, understand the interests and behaviors of clients, or get more subscribers to programs or newsletters. Conveniently, Facebook sometimes helps by auto-populating this information into lead forms for users, making it easier for your business to collect information.

Success Metric: If your goal is to get more leads to acquire customer contacts, look for the number of leads your ad gets, rather than the number of people reached.

Promote Your Send Message Button

Business Goal: Communicate with potential or existing customers and encourage interest in your business

Making your Call-to-Action (CTA) on your business Page a 'Send Message' button lets visitors instantly take action to contact you via your ad and helps you form relationships with potential customers.

1.3 billion Facebook users use Messenger each month, which means your message button has the potential to draw in serious customers and move visitors from consideration to action. By moving visitors into a message conversation, you can more easily answer questions, offer support, drive sales, and provide further information about your business. The CTA button can be tailored to fit a variety of different business goals, however, and can be changed any time. Generate leads with a 'Sign Up' CTA, or draw in sales with an 'Order Now' button.

Success Metric: Look at the number of clicks on your send message button.

Get More Website Purchases

Business Goal: Encourage people to take a specific action on your business's site

Increase online purchases for your business by turning potential buyers into returning customers. You'll have the option to send audiences directly to a product check-out page, or to a page on your online shop.

The Website Purchases ad will optimize your ad by using data to identify audiences most likely to buy your product or service. It will help determine the best path to generate a sale based on your website traffic and other factors. If Facebook is unable to determine who is making purchases yet due to a lack of data, it will show your ad to people who have looked at your products or have placed items in their cart. Once there is enough data collected for your business, Facebook will be able to optimize your ad for purchases.

Success Metric: Look to see the number of website purchases brought in through the ad.