

## **How to Use Facebook Ads to Drive Sales for Your Business**

Facebook is a fantastic platform for advertising. As arguably the most popular social network of all time, Facebook knows how to reach your audience. Facebook for Business makes it easy and efficient to create ads that will reach the right people and increase your sales.

The first step to creating an effective Facebook ad is to set an objective. Advertising objectives describe how you want people to interact with your ad. Facebook for Business uses your objective to help you create an ad that will meet your business's goals. Here are some objective to direct your Facebook ads.

### **Clicks to Website**

Most people are familiar with this type of ad. You provide an image or video, and when someone clicks on it, they are taken to a specific part of your website. Facebook for Business also gives you the option of including a button with a call to action like Shop Now, Sign Up, or Watch More.

### **Website Conversions**

Conversion ads are similar to click ads, but they focus on getting people to take specific actions once they're on your website. If you want people to register an account or buy a product, you'll want to focus on conversion.

### **Page Post Engagement**

One of the greatest challenges of creating a Facebook page is getting people to like, comment on, and share your posts. To help accomplish this, you can create a Facebook ad that is similar to a regular page post, but that will reach a wider audience in order to increase engagement.

### **Page Likes**

If your objective is to get more people to like your Facebook page, you can create an ad with a photo or video that connects with people who are interested in your business. As people engage with your page, Facebook for Business will help you refine your ads and keep building your audience.

### **App Installs**

Facebook ads are a great way to promote your mobile or desktop app. You can create an ad with a photo or video showcasing your app and an install button to allow people to easily download your app.

### **App Engagement**

For apps that already exist, instead of promoting installs, you may want to focus on increasing activity within the app. You'll want to target your existing users with a Facebook ad that is similar to an app installs ad, but that directs them to a specific place in your app like a store or download page.

### **Local Awareness**

If your business depends on face-to-face interactions, your objective may be to reach people near your business. Facebook for Business provides ads that only reach people who are in your area, either living nearby or passing through. These ads also provide directions to your business.

### **Offer Claims**

Special offers and discounts have always been a common tactic for increasing sales, and Facebook for Business lets you promote your offers with Facebook ads. You choose how long the ad should run and how many people can claim it so that it runs alongside your offer.

### **Event Responses**

If you're holding an event for your customers, you can create an ad that is similar to a Facebook event, but that has a wider reach. Your customers will be able to add the event to their Facebook calendar so that they'll receive reminders for your event, and you can keep track of how many people to expect.

### **Product Catalogue Promotion**

Facebook for Business acknowledges that products are the cornerstone of many businesses. If you want to put your products on display for your audience, you can create a Facebook ad that does just that.

### **Brand Awareness**

If your business relies on creating brand loyalty rather than pushing products, your first objective should be to build brand awareness. You'll want to create an ad that targets people who are the most likely to identify with your brand.

### **Lead Generation**

Facebook for Business makes it easy to collect information from potential customers with lead ads. These ads allow you to create pre-populated contact forms that provide people with a quick and safe way to sign up for whatever you are offering.

### **Video Views**

Videos are wildly popular on Facebook, so video ads are a great way of drawing attention to your business. Create a video that provides value to your audience, then use Facebook for Business to make it available to them.

If you'd like to know more about how objectives work with Facebook ads, or if you're just ready to get started, you should check out [Facebook Business](#).