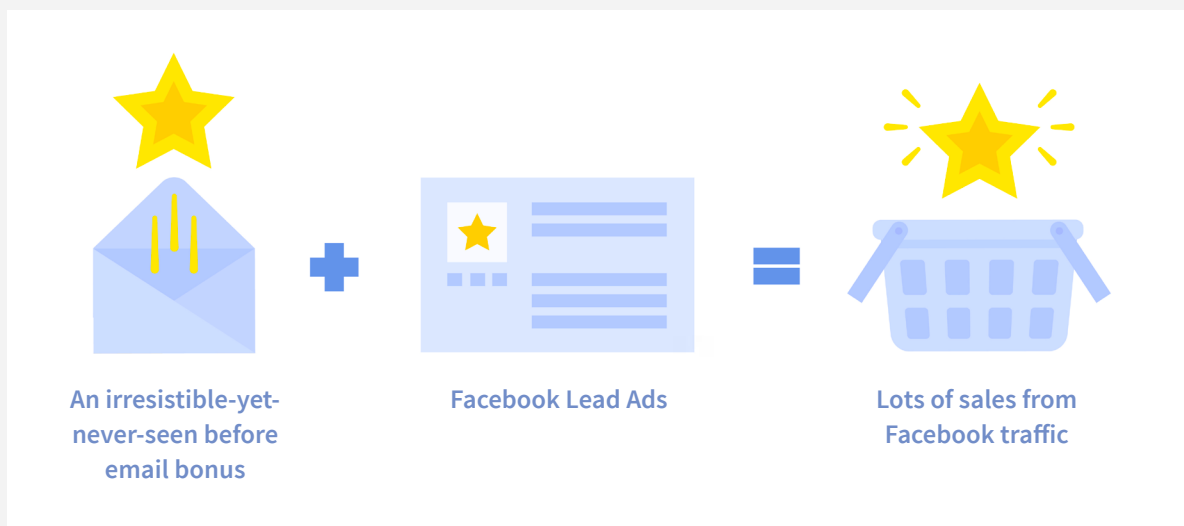# A Simple Formula for
CONVERTING FACEBOOK TRAFFIC INTO SALES

EVERYBODY KNOWS THAT FACEBOOK is really good at driving traffic. But when it comes to converting that traffic, things get more complex. If you've been having a hard time turning Facebook fans into customers, try this formula:

An irresistible-yet-never-seen before email bonus **+** Facebook Lead Ads **=** Lots of sales from Facebook traffic

WHY DOES THIS FORMULA WORK SO WELL?

Facebook traffic already drives email growth. Privy, an email acquisition platform, analyzed 250,000 of their email sign ups to find out which digital channels drove the most new email subscribers.[1] They looked at website traffic, Twitter, organic Facebook posts, and paid Facebook ads. "If your goal is pure email list growth," they found, "Facebook is a great channel to focus on after your website."

Facebook users aren't always in the mindset to buy. Facebook users might be on the bus, quickly messaging a friend, or tired on the couch. By capturing an email address, you'll have more chances in the future to turn their interest into a purchase.

Email can tell a bigger story. If you have a complex product or unknown brand, it can be hard to convince people to buy in a single Facebook ad. For example, Housing.com wanted to reach people who were looking to buy a home.[2] As buying a home is a complex process, Housing.com combined Facebook and email marketing to nurture prospects. This drove a 7X increase in lead quality at a 50% decrease in per-lead-cost.

1 Privy. **Privy Channel Intelligence Data.**
2 Facebook Business. **Housing.com Success Story: Opening Doors with Lead Ads.**

Here's how to put this formula into action

CREATE YOUR IRRESISTIBLE EMAIL BONUS

A lot of marketers know that email bonuses — such as a free checklist, industry report, or guide — are a good way to collect leads. But if you offer the same email bonuses as everyone else, it will be harder to grab attention. Try to make your email bonus different and much more valuable than ones offered by competitors.

An email bonus is a free information product you offer prospects in exchange for their email address. Typically, this is a free industry report, discount for their first purchase, checklist, toolkit of resources, or short email course.

BEST PRACTICES TO REMEMBER:

- Make it so good only a fool would say no. The more valuable your email bonus, the easier it is to convert Facebook traffic. Make it your best work. Invest time, energy, and design resources into the bonus.

- Do the opposite of your competitors. This makes your email bonus unique and will stop people as they scroll down Facebook. There's no magic formula for finding creative ideas. But often looking outside of your industry for examples can help. **Create a search stream** in Hootsuite to monitor your competitors' campaigns and content.

- Make your email bonus related to your product. The goal is to use the bonus as a way to warm up buyers. It needs to be related to the core problem your product solves.
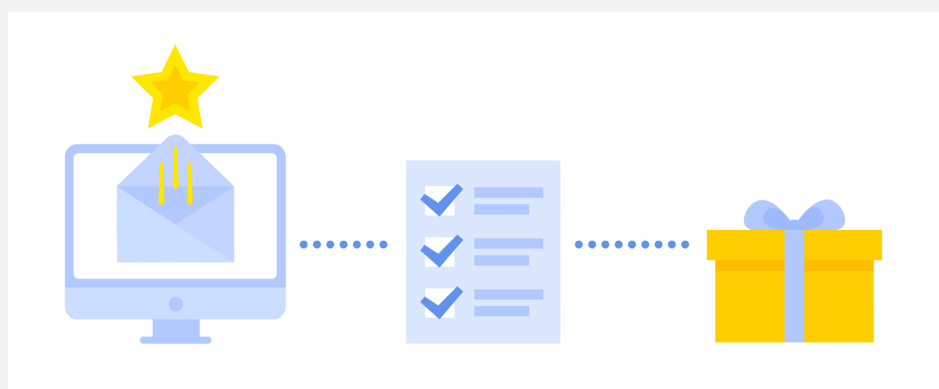
USE FACEBOOK LEAD ADS TO COLLECT EMAILS

Facebook lead ads make it easy for people to join your email list. When they click on your ad, customers will see a form that's already filled with info they've shared with Facebook including their name, phone number, or email. Lead ads are also mobile-first, making it simple and fast for customers to opt-in to your email bonus. If you're looking for a fast way to create Lead Ads, check out **AdEspresso by Hootsuite**. With AdEspresso, it's simple to to create Facebook lead ads, test different images and copy, and find your most profitable segments.

CREATE YOUR FACEBOOK LEAD AD

BEST PRACTICES TO REMEMBER:

- In Facebook's Ad Manager, make sure you select the objective "collect leads for your business." This enables the Lead Ads feature.

- In the "detailed targeting" section, keep on adding categories until your audience size is under a million people.

- In your ad copy, keep your sales language simple and specific. Tell people what to expect from your email bonus (such as "a weekly email with an incredible 12-hour deal on new products in our store.")
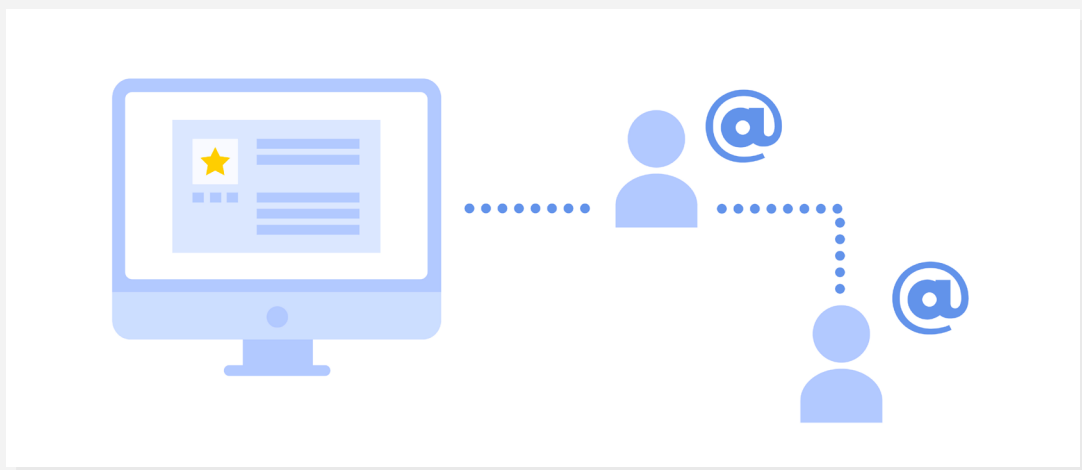
SYNC FACEBOOK LEADS TO YOUR EMAIL SOFTWARE

You've created an incredible email bonus. You've set up a Facebook lead ad campaign to get in front of potential prospects. How do you get these email addresses into your email marketing software? And how do you convert them from a lead into a sale? These last two steps light the way.

SEND EMAIL ADDRESSES FROM FACEBOOK TO MAILCHIMP

Your Facebook lead ads will collect email addresses. You then need to add them to your email service provider, such as MailChimp. You can use **AdEspresso's Data Sync tool** to send leads from Facebook to Mailchimp easily and without the cost of another app subscription.

Watch a 2-minute video on how to use AdEspresso's Data Sync tool

OR

Try AdEspresso for free
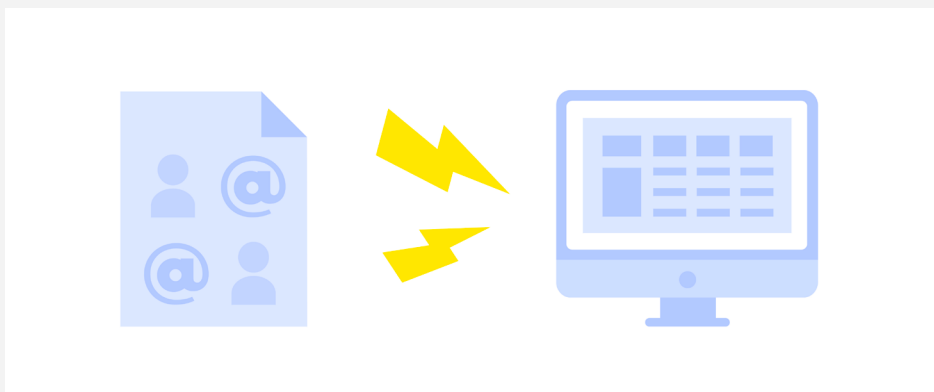
Note: AdEspresso also integrates with other CRM and email marketing and advertising solutions. See the full list **here**. As you're collecting emails, make sure you are complying with your country's spam laws, as you'll be sending people multiple emails after they subscribe.

SEND 5 AUTOMATED EMAILS TO YOUR FACEBOOK SUBSCRIBERS

Now, your email leads are trickling from Facebook into MailChimp (or whatever email software you prefer). It's best to segment these email leads, creating a specific automated email sequence for them. Use the template below to get started.

CREATE A NEW EMAIL SEQUENCE IN MAILCHIMP

The goal is to convert these Facebook leads into customers. So create a new email automation workflow in MailChimp. That way, when a new prospect signs up, they'll get a specific series of emails. New to automation? **This MailChimp article explains what you need to know.**
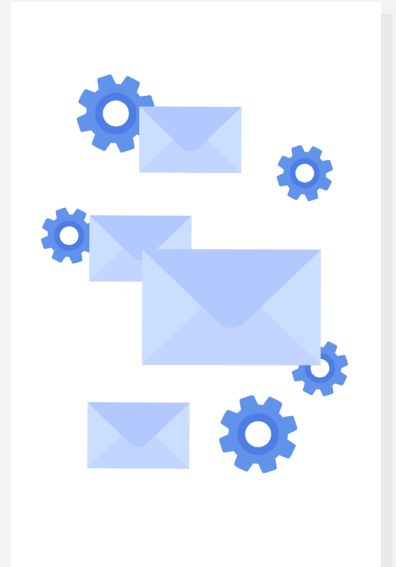
SEND YOUR FACEBOOK LEADS THESE 5 EMAILS

EMAIL 1 (DAY 1)
Send them their email bonus
Your first email will be the email bonus promised in your Facebook ad. Make it short and to the point.

EMAIL 2 (DAY 2)
Send them a funny or interesting story
This email should be all about the customer's pain. What pain does your product solve? Focus the email on them, not you. It should also connect back to the email bonus.

For example, let's you say you're a jetpack rental company. Your email bonus was an "15 little-known sports every adrenaline junkie needs on their bucket list." This email could expand on that theme, sharing a funny or emotional story about a customer who wanted to learn how to fly with a jetpack.

EMAIL 3 (DAY 4)
Send them a quick win

Train people to open your emails. This email should be a truly useful piece of advice related to the problem that your product solves. For example, show them that while most people think jetpacks are hard to use, they only require you mastering two simple movements.

EMAIL 4 (DAY 6)
Prep them for the product pitch

Tomorrow is the big day. It's when you'll send them a chance (finally) to buy your product. But the prospect doesn't know a big old product pitch is heading fast down the email automation train tracks. So we need to warm them up.

Send a funny or interesting story about how your company formed and why you are interested in your products. For example, maybe in our fictional jetpack company, the founder was an average guy who was tired of seeing billionaires have all the fun. He started his company to bring jetpacks to everyone.

EMAIL 5 (DAY 7)
Fire away!

Actually, take it easy. By now, the prospect knows and trusts you a bit. Just do a simple explanation of why your product is trustworthy, include a few customer quotes, and have a limited-time offer (such as 50 percent off if you buy within an hour of opening this email). Keep the sales hype to a minimum.

EMAIL 6 INFINITY

You can repeat the above template as much as you need. Just keep training people to open your emails by balancing funny or interesting stories with customer stories and product pitches. Keep sending them until people buy.

If the email series drives a lot of sales, you can use contact info you've collected to create Custom Audiences and Lookalike Audiences in Facebook. That way, you can remarket to customers or find similar new prospects who share traits and interests with people who have already bought from you.

Quickly launch Facebook lead ads with AdEspresso
AdEspresso by Hootsuite makes it easy to launch, track, and optimize Facebook ad campaigns.
Learn how AdEspresso can help