

HOW TO RUN A PROFITABLE SOCIAL MEDIA ADS THAT CONVERTS



Getting more people to know about your business online through social media advertising is a significant challenge many business owners face.

And this is an important hurdle to overcome as a business owner if you are to generate more sales for your business.

However, most business owners will tell you they don't know how to overcome this hurdle. And in most cases, some business owners will tell you they don't even know what social media ads are all about, let alone know how to run a profitable one that converts.

So moving forward, let's discuss what social media ads are all about.

What are social media ads?



Social media ads are sponsored advertisements from companies that are written in their voice and help them reach their target market.

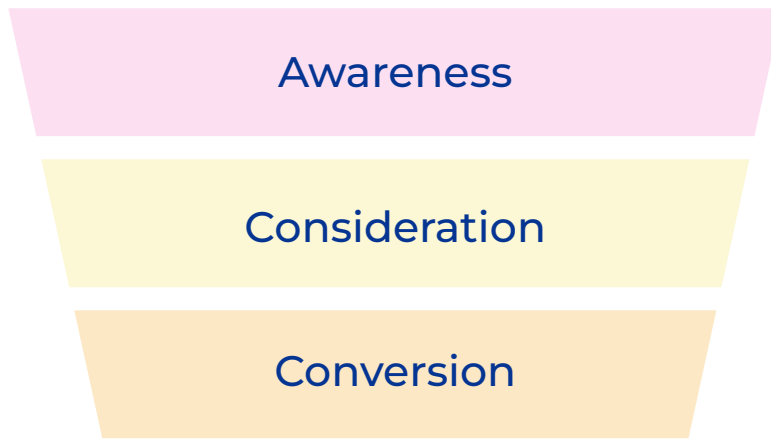
They can also be considered advertising that targets internet users based on their profile, geography, and demographics.

Every person who creates a social media profile has their information recorded and can be used for advertising. Social media platforms help businesses reach their target audience in this way.

Advertisers construct campaigns with specified goals, called advertising objectives, and commercials to help attain them.

Advertising objectives are what you want consumers to do after seeing your commercials. If you want people to buy your product, create ads that inspire them to do so.

Awareness, consideration, and conversion are advertising goals.



We can now go on to discuss how to increase conversion from social media ads now that we have established what social media ads are all about in a step by step guide using Facebook as an area of concentration.

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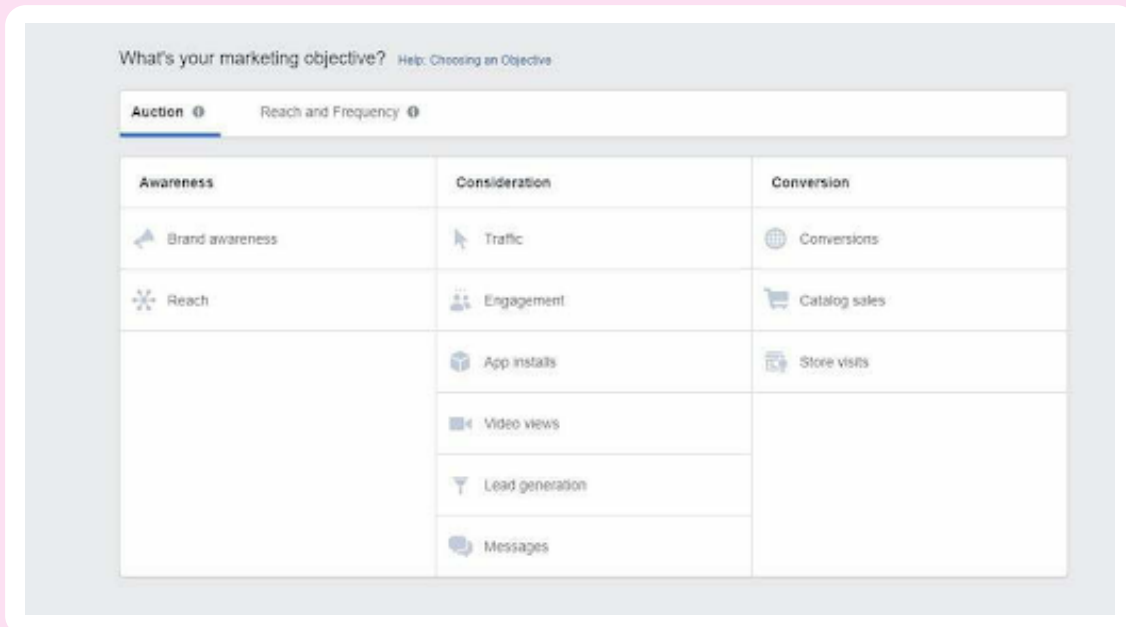
1. Select a Marketing Objective



Goals and objectives that can be measured are very important when trying to run a social media ad. For a platform such as Facebook, its goals are grouped into three main groups:

- **Awareness:** Boost a post, promote your page, reach people near your business, and raise brand awareness.
- **Consideration:** Send people to your website, get them to download your app, get more people to an event, get video reviews, and collect leads.
- **Conversion:** Get more people to buy from your website; get more people to use your app; get people to claim an offer, and promote your product catalog.

Link your objectives to the goal of your campaign. Your options in the next few steps will depend on what you choose here. Choose what you want to do, name the campaign, and click "Continue." You're almost there.



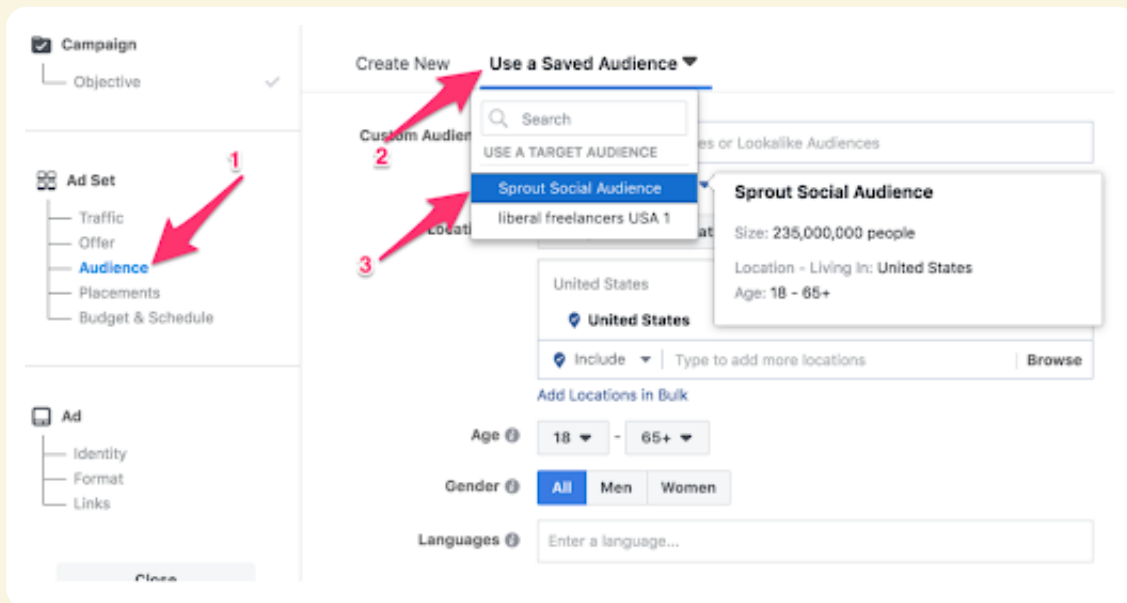
2. Define Your Audience



Here is where Facebook really shows its worth. The platform serves as a never-ending online survey. Participants knowingly and willingly share personal information such as their preferences, demographics, and interests.

Create a target audience using buyer personas; this will help you zero in on the right people to reach.

You'll need to fill in some basic information, such as your location (by nation, state/province, or city), age range, gender, and language.



An important tip for you to note is that when choosing a city, be sure to pick "people who live in this place." Otherwise, the Facebook algorithm will automatically include tourists and recent visitors.

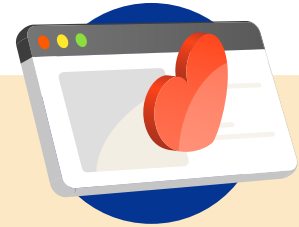
Use the detailed targeting field near the bottom to zero in. You can target particular demographics, interests, or behaviors. Begin typing, and Facebook will provide some options. Make your point. Who is your ideal customer?

You can also exclude people (for example, those who have already liked your page), filter your audience, or specify a connection type (by either your Facebook page, apps, or events).

Custom Audience allows you to upload email addresses, phone numbers, Facebook IDs, or app user IDs from your existing clients.

Lookalike audiences allow you to target people who are similar to your current audience - it's a terrific way to increase brand exposure.

The targeting abilities are just incredible. Any campaign can reach the proper people.



3. Select Your Placement

Ads can be put on platforms like Facebook (in feeds or the right-hand column), Instagram, or the Audience Network. It should be noted that not all solutions are available for every objective.

The default setting is Automatic Placements. If you've done your research and determined that your target demographic does not use Instagram, click "Edit Placements" to exclude that platform.

Creating Ad set: AP Test 1

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device types

All devices (recommended) ▼

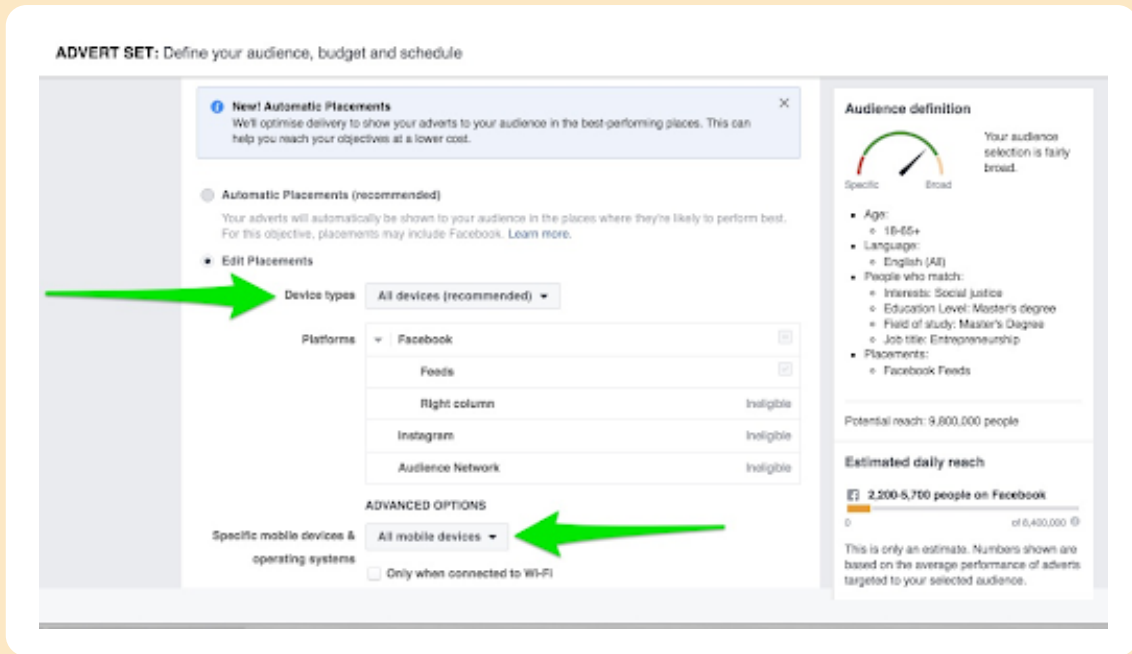
Asset customisation ⓘ
[Select all placements that support asset customisation](#)

Platforms

- Facebook** [-]
 - Feeds
 - Instant Articles
 - In-stream videos
 - Right column
 - Suggested videos
- Instagram** [-]
 - Feed
 - Stories
- Audience Network** [-]
 - Native, banner and interstitial
 - In-stream videos

Facebook
[View media requirement](#)

You can narrow your target even further by selecting "All device types," "Mobile only," or "Desktop only," as well as "All mobile devices," "Only Android," or "Only iOS." If you're pushing an iPhone app, you probably don't need it to reach Android consumers.



In Q2 2016, Facebook had 967 million users who only accessed the site from their mobile devices, and mobile advertising accounted for 84% of the company's total ad revenue. Avoid excluding them

4. How Much and For How Long



You can choose to have the ad campaign continue indefinitely or choose a specific beginning and ending date, and a daily minimum or lifetime budget is all you need to enter to get started. Done.

If you go to the Advanced tab, you can refine your search a little further:

- Facebook always makes a recommendation based on the information you've given it, so it can optimize the delivery of your ads.
- The total amount of the bid, whether it be set automatically or manually. What is the monetary value of your actions?
- You can choose to be charged per click, per like, or per action, or you can pay per thousand impressions (ideal for when you want your ad to reach the widest potential audience) (typically more expensive, but you only pay when someone actually converts).
- Ads can be scheduled to run continuously or at specific times on specific days.

Unless you have access to relevant data, it's probably preferable to let Facebook do the fine-tuning. Many factors, such as your campaign's purpose, target demographic, available funds, and expected duration, will determine the maximum amount you can bid.

How much you spend depends on how well your ads perform (both in terms of relevance and click-through rate). By making some tweaks, you can reduce your cost per click.

You can change Facebook's suggested bid at any time. However, setting your sights too low could mean losing out to competing ads that are after the same people.

5. Ad Format

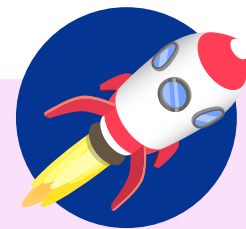


You can choose between a slideshow, a single image, a single video, or a Carousel (an ad with two to ten photos or videos that scroll).

Some research indicates that carousel advertisements attract ten times as much interest as single image advertising, making them an excellent choice for showcasing a variety of products, providing a tutorial, or telling a tale.

Do you think it will help you in that way? Perhaps. However, you should pick the one that works best for you.

6. Get creative



Your actual social media ad should be appealing to your intended audience in terms of both appearance (high-quality pictures) and content (active, persuasive language). Find the words and phrases that strike a chord with them through keyword research.

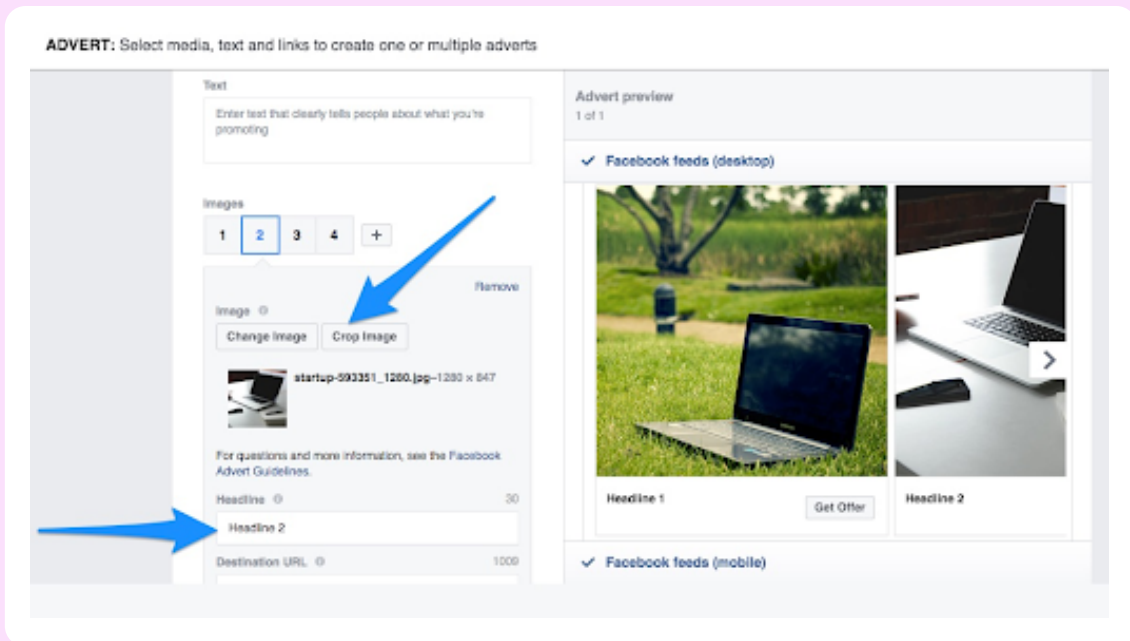
You can more easily reach specific subsets of your audience by dividing them up into several segments.

On the right, you'll discover minimum and recommended requirements for viewing images and videos. Do as they say.

Depending on the format you select, you will be able to either upload your own image, use an existing image from your Facebook account, or use a stock image that Facebook provides at no cost.

Then you can edit them to your liking and give each one a catchy headline and a clickable URL.

Just type in your ad copy, and you can see how it will look on both desktop and mobile devices in the preview panes on the right. Take care that it appears fantastic.



Look over your order details and submit it when you're finished. Well, that settles it.

To prevent ad fatigue, know your end goal, carefully identify your target demographic, and switch up your ad schedule frequently. Keep things interesting and new.

Use Ads Manager to keep an eye on your promotion. From the "Column" option, you can view a variety of metrics, including total impressions, clickthroughs, and conversions, as well as average cost per result.

If you click on the "Breakdown" tab, you will be able to see when, where, and on what device people interacted with your ad.



Conclusion

If you run a social media ad, you need to set up a way to keep track of it and look at how it's doing. Then you can make changes to your campaign that will work well. Find out what works best for you this way.

Socialander is one of Africa's leading digital marketing agencies that focuses on helping businesses on the African continent achieve their growth goals through various digital marketing services. We double your business's digital and social engagement efforts into a revenue-generating channel.



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