



HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM



SPOTLIGHT
MEDIA GROUP

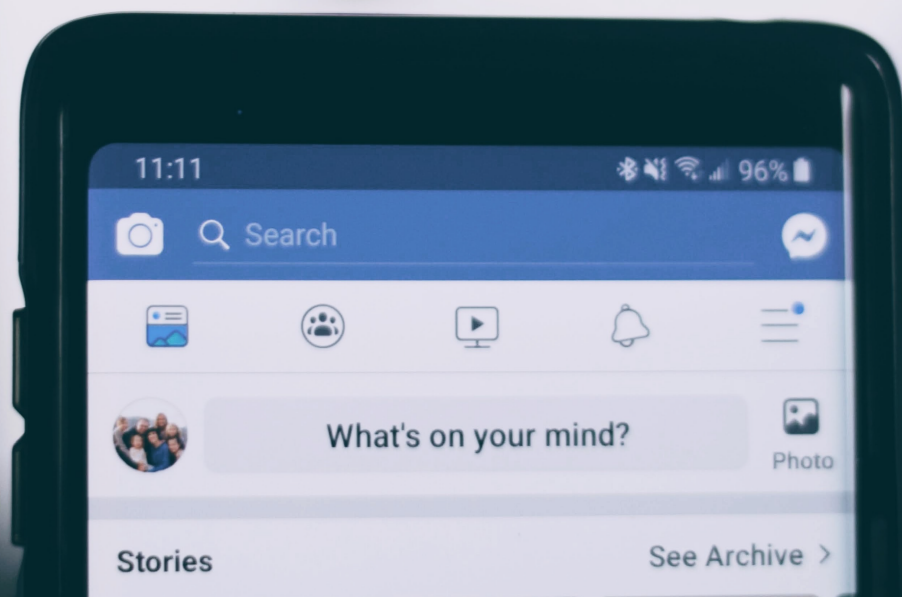
Social advertising is a powerful way to bring in new customers and leads. With the online world constantly growing, this is an avenue that shouldn't be missed out on. Sales channels and e-commerce networks are available to develop, and now more than ever, companies are taking advantage of this shift. Facebook revenue in the US is more than twice the amount spent on newspaper advertising. Around the world, there is a \$58 billion dollar ad spend on social media.

What makes Facebook and Instagram stand out in this market? Both platforms have been proven to be the most profitable for e-commerce businesses. But with so many companies investing in social media advertising, rising to the top of your audience is reliant on having a great game-strategy.



On Facebook alone, 1.45 billion people are active every day. With Facebook buying Instagram in 2012, the social media giant holds a close number two spot at 800 million users. But their popularity alone isn't what makes them a marketers go-to, it's also the type of users the apps attract: consumers that are actively aiming for interests, inspiration, and products.

facebook®

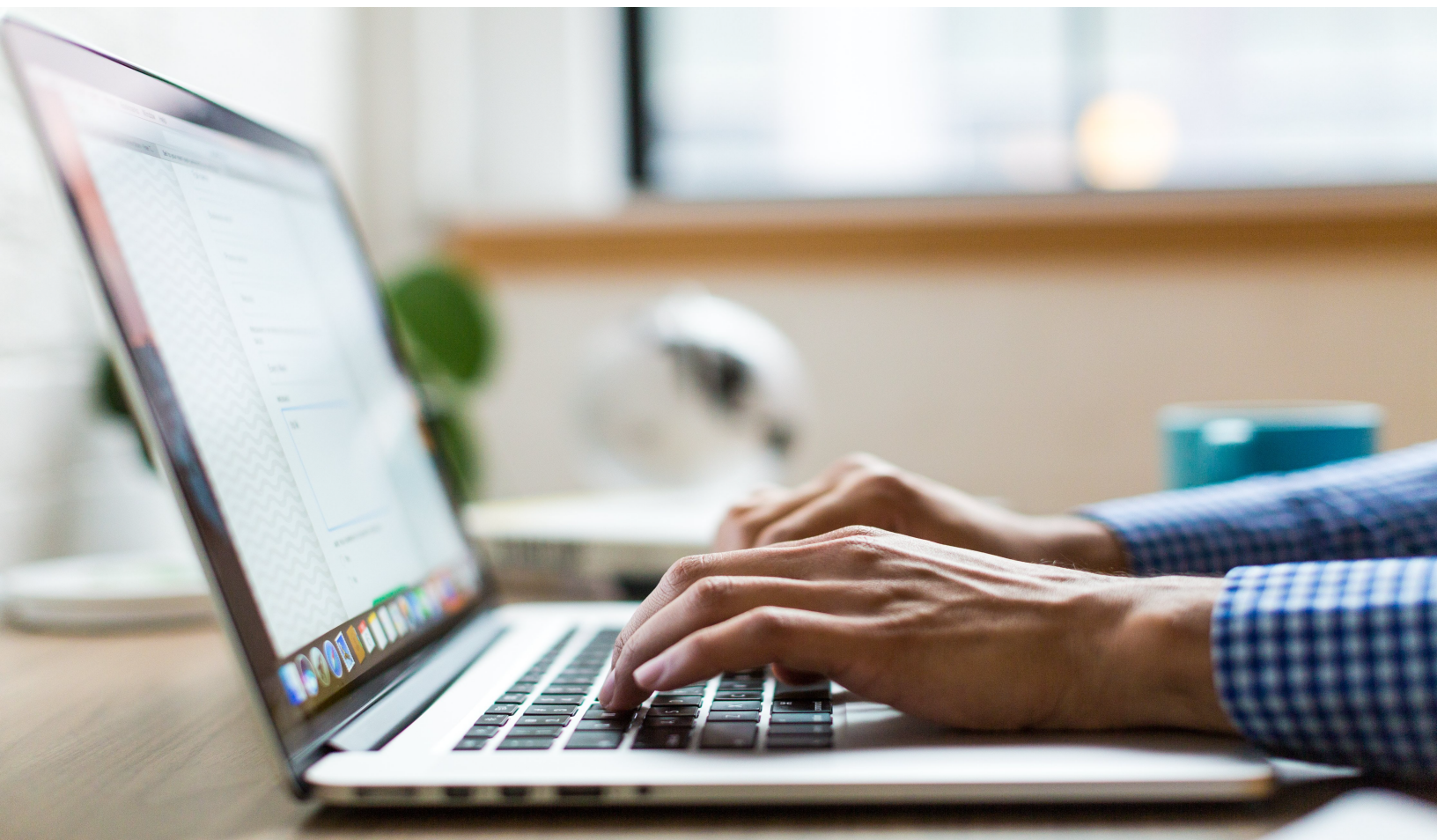


Facebook Ads generate

**100,000
locations**

visits per day

Facebook Ads generate over a million store visits a day in 100,000 locations. On Instagram, 80% of users follow at least one business. And, according to Channel Advisor, “more than 120 million Instagrammers visited a website, got directions, called, emailed or sent a direct message to learn more about a business after discovering it on the platform.” In addition, more than 75% of consumer purchase products they discover on social media.



Right now, a potential customer might not even be searching for your product. But if you are able to show them the right item in the right moment, and make your offering as compelling as possible, then it's likely you can turn their casual scrolling into a successful purchase.



FACEBOOK

Facebook is refining their targeting strategy, and helping marketers use a plethora of advertising features. Check out the list below to find which strategies work best for your brand:

Messenger Ads: 2 billion messages are sent between people and businesses every month on Facebook's Messenger app. Facebook has a study to back up their marketing innovations, saying that 53% of people are more likely to shop with a business they can message directly.

There's two different kinds of ads:

Ads placed directly on the home screen of the Messenger app, and

Sponsored messages that let you send relevant promotions to the people your business is already talking to in Messenger.

Messenger also lets you incorporate buy buttons so consumers can buy your products without having to leave the app.



TRY THESE TIPS!

Use the "Send Message" call to action button in Facebook ads to launch a conversation in Messenger

Integrate Messenger with other Facebook ads to connect with potential customers

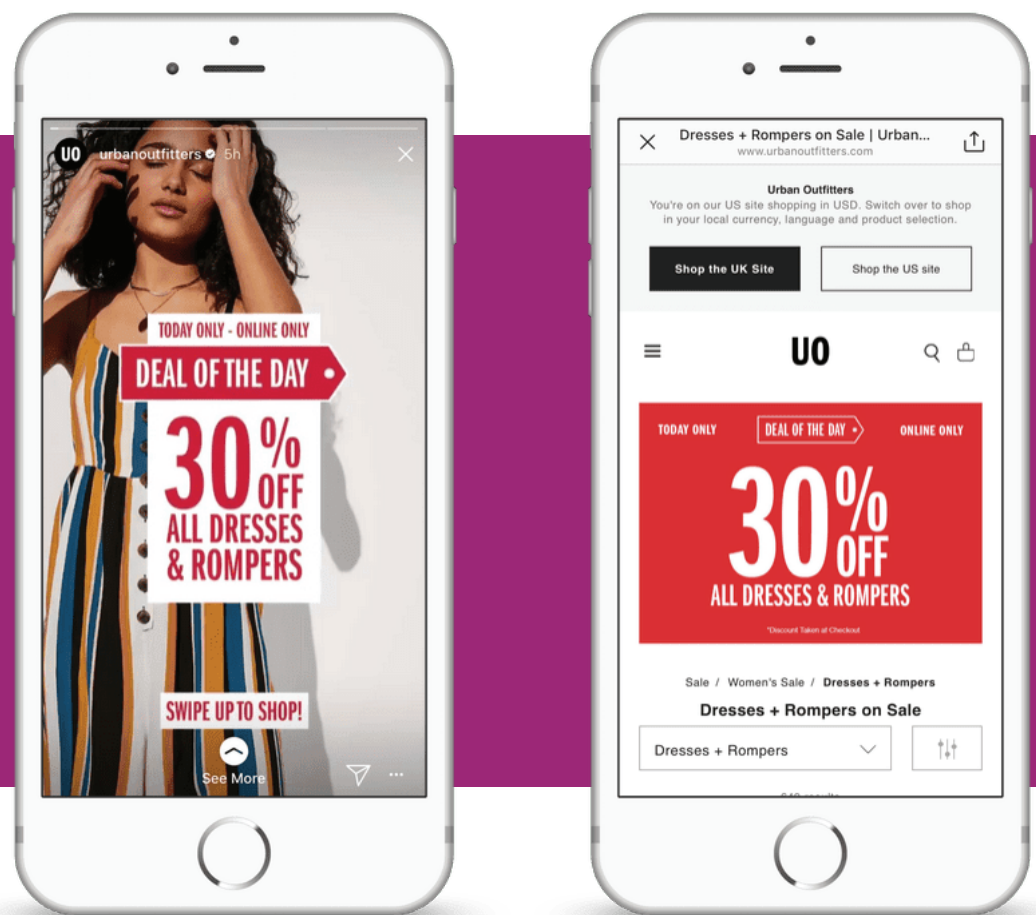
Re-engage existing customers by sending them a promotional message through the app

INSTAGRAM

Creating Instagram campaigns can be done through Facebook. This platform is essential for e-commerce businesses. Shopping through Instagram now has its own tab, making it easy for users to browse and purchase an item by clicking on a product tag, which redirects to the business's website.

Stories Ads are another source of ad spend. Every day there are 300 million people that use Instagram's Story feature. This is a photo, or series of them, that disappear within 24 hours. As people are swiping through stories, ads will pop up in between. This is an immersive tool that allows companies to advertise to their target audience in easy to understand shots.

Ads in Stories use the same targeting features that run on Facebook on Instagram's news feed, so capturing them on the Stories application, and then retargeting them on other ad forms is a marketing strategy that can bring in results.

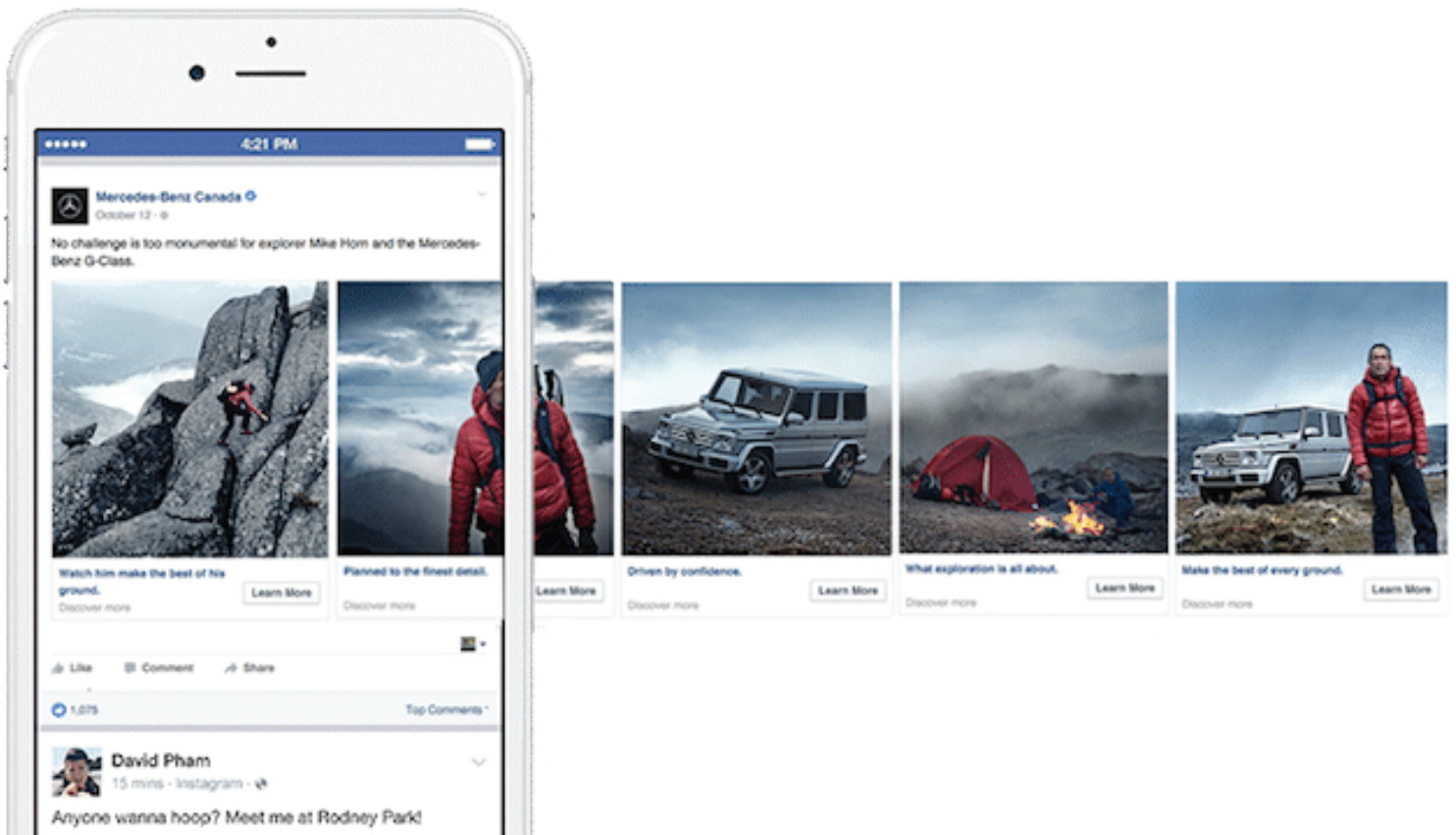


CAROUSEL AND DYNAMIC ADS

With both platforms covered, take a look at two types of ads that have continued profitability, with the ability to remain engaging and relevant.

Dynamic ads allow brands to promote product selections to people who have already expressed interest in their product or company (this usually happens after a website visit, shopping cart addition, or past purchase). A dynamic ad is image-based, but created with a template that populates with images and information from your product feed.

Carousel ads allow businesses to display up to ten images with links in a single ad function. The images act as links to your website, creating a visually compelling display that introduces multiple products, a story line, or suggested content, carousel ads can be a great way to grow your business and investment.





WHY USE SOCIAL MEDIA ADS?

Campaigns - create exciting campaigns that can go across multiple channels, and you can avoid configuring each ad

Connect with a new audience - with one campaign setup, you can reach new audiences with the right product and keep your brand in their mind

Grow your brand - quickly optimize ads for different devices, from smartphones to desktops