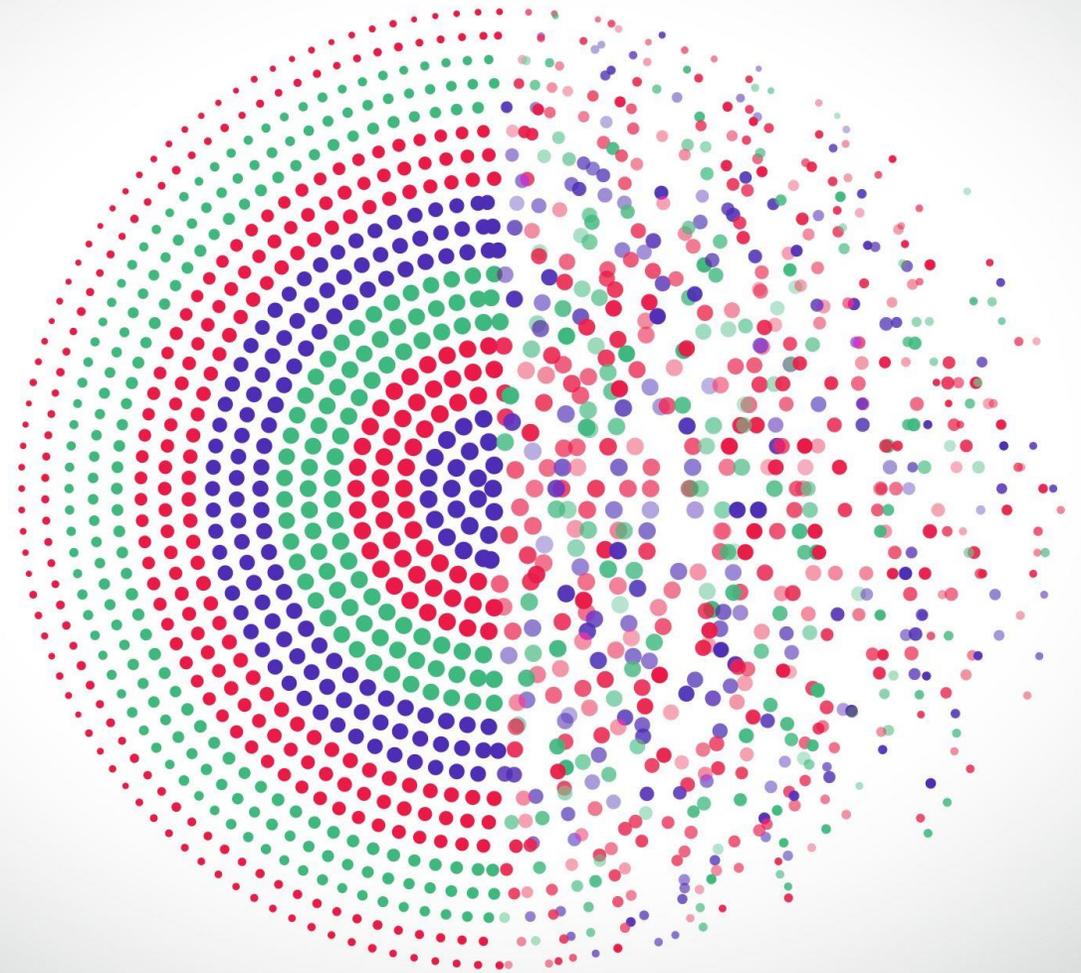

HOW TO DRIVE SALES WITH FACEBOOK OFFER ADS

P3 BUSINESS SOLUTIONS

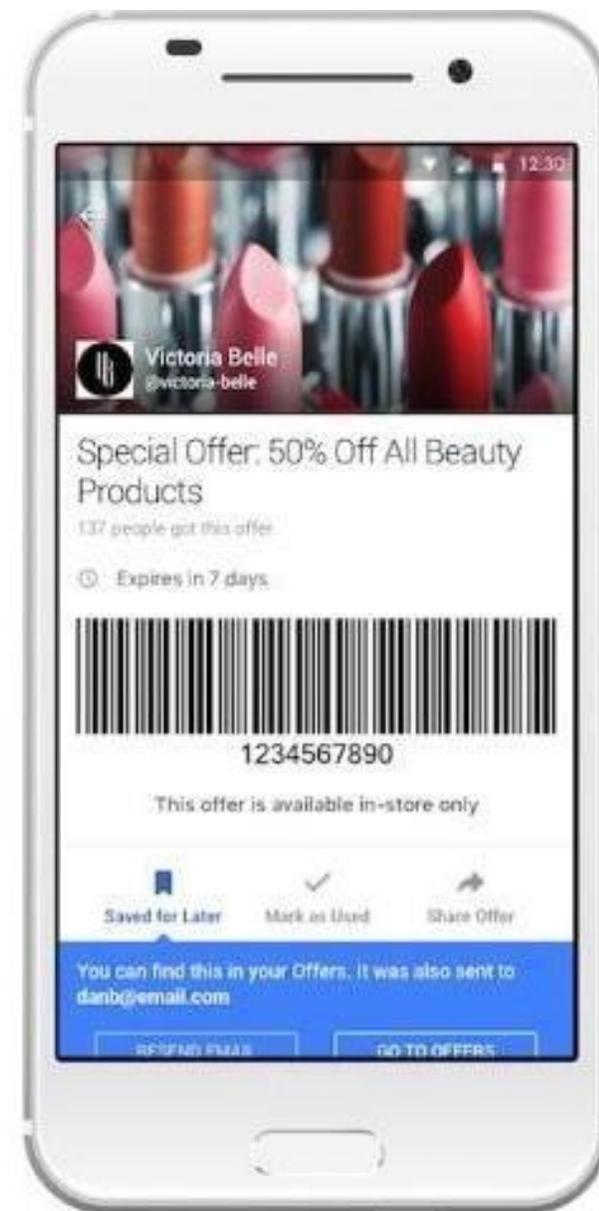
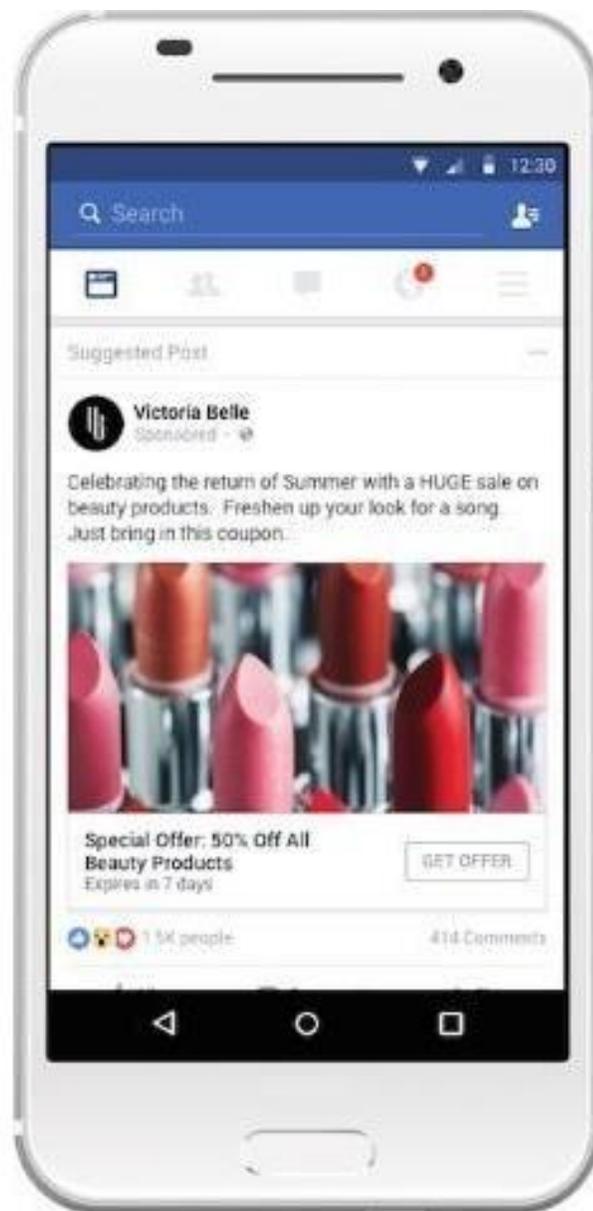


Looking for ways to boost your sales, online *and* offline? Of course, you are! If you haven't tested Facebook offer ads yet, let's get you started, right here, right now.

Facebook offer ads present a deal to entice prospects to make a purchase. These customizable, mobile-only ads are excellent for both brick-and-mortar locations and ecommerce brands, as they provide options to claim offers in-store and online.

In this guide to Facebook offer ads, I'm going to tell you everything you need to get started. You'll learn how to create these offer ads, how to set up your Facebook offer campaign, plus tips on how to optimize your ads for success.

Let's get started!



HOW TO CREATE FACEBOOK OFFER ADS

To create an offer ad, head over to Ads Manager and choose a Traffic, Conversions, or Store Traffic campaign objective. Users that claim an online offer will receive a discount code and will then be sent to your website to shop. If your offer is for in-store shopping, users will receive a barcode or a QR code that can be later used on their mobile device at checkout.

If the intent for your offer is to increase your list of email subscribers, you can set up your ad to offer a discount or some other type of offer if they fill out a form with email address included.

Next up, head to the ad set level to the section labeled “Offer” where you’ll see a toggle button. Switch it to “ON”.

The screenshot shows the Facebook Ads Manager campaign creation interface. The 'Campaign Objective' dropdown menu is open, showing various options. The 'Traffic' option is selected and highlighted with a red box. Other options include 'Awareness' (Brand awareness, Reach), 'Consideration' (App installs, Video views, Lead generation, Post engagement, Page likes, Event responses, Messages), and 'Conversion' (Conversions, Catalog sales, Store traffic). The 'Conversions', 'Store traffic', and 'Traffic' options are also highlighted with red boxes. The interface includes fields for Campaign Name, Buying Type (Auction), Campaign Budget Optimization, Ad Set Name, and Ad Name. A 'Cancel' button is at the bottom left, and a 'Save to Draft' button is at the bottom right.

Campaign Name: Enter a campaign name

Buying Type: Auction

Campaign Objective: Traffic

Split Test ⓘ

Campaign Budget Optimization ⓘ

Create New Ad Set ▾

Ad Set Name

Create New Ad ▾

Ad Name

Creating 1 campaign, 1 ad set and 1 ad

Cancel

Save to Draft

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- App installs
- Video views
- Lead generation
- Post engagement
- Page likes
- Event responses
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic

As a heads up, if you choose Traffic as your campaign objective, this section will be visible but grayed out if you're optimizing for landing page views, which is the automatic selection. To resolve this, head toward the bottom of the window to the Optimization & Delivery portion and click "Link Clicks" as your selection for Optimization for Ad Delivery.

The screenshot displays the Facebook Ads campaign setup interface. The 'Traffic' section is selected, with options for Website, App, Messenger, and WhatsApp. The 'Dynamic Creative' section is grayed out. The 'Offer' section is highlighted with a red box and contains a 'Facebook Page' dropdown, an 'Offer' dropdown, and a 'Create Offer' button. The 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential Reach' of 230,000,000 people. The 'Estimated Daily Results' section shows 'Reach' of 560 - 3,100 and 'Link Clicks' of 100. A red arrow points to the 'Link Clicks' option in the 'Estimated Daily Results' section.

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
- App [?](#)
- Messenger [?](#)
- WhatsApp [?](#)

Dynamic Creative

Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience. [Learn more.](#) OFF

Offer ON

Facebook Page

Offer

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people [?](#)

Estimated Daily Results

Reach: 560 - 3,100 [?](#)

Link Clicks: 100 [?](#)

⚠️ Your results are likely to differ from estimates
We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only...

If you do have a physical store location and select the Store Traffic campaign objective, but receive this error message, you will first need to add your business location(s) from your Facebook Business Page.

Optimization & Delivery

Optimization for Ad Delivery ⓘ **Link Clicks** ▼

Landing Page Views
We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

Other Options >
Link Clicks, Impressions and Daily Unique Reach

Switch to Landing Page Views

[Learn More](#)

Bid Strategy ⓘ **Lowest cost** - Get the most link clicks for your budget ⓘ
 Set a bid cap

When You Get Charged ⓘ Impression
[More Options](#)

Delivery Type ⓘ **Standard** - Get results throughout your selected schedule
[More Options](#)

your audience selection is fairly broad.

Specific Broad

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Link Clicks
We'll deliver your ads to the people most likely to click on them. ⓘ

Impressions
We'll deliver your ads to people as many times as possible. ⓘ

Daily Unique Reach
We'll deliver your ads to people up to once a day.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only

Once you enable Offers and select the correct optimization feature, click “Create Offer” in the ad set level. A new window will appear where you can set up the details, run time, offer redemption type (online, in store, or both), promo code type, and total offers available. This is great, because it means you can set the terms of the offer you want to promote.

Next, select your budget, audience, and ad placements. When you move on to the ad level, both static images and video creatives are available options for Facebook offer ads. If you have video content relevant to your campaign and target audience, we encourage testing that—subtle motion goes a long way in captivating users as they scroll down feeds. Get your prospective customers to stop on mobile and view your ad, then entice them with your ad copy and special offer to click and potentially convert.

Create Offer

Offer Information

Offer Title 0 / 50
20% Off All Books

Details 0 / 250
Tell people about this offer

End Date Mar 17, 2019 End Time 12:00AM

Offer Redemption

Where People Can Redeem
Online In Store Both

Online Offer URL

Type of Promo Code
No Code One Code Unique Codes

Total Offers Available
1000

Details Page Notification Email

20% Off Your Next Purchase
100 people got this offer

Expires on Mar 17, 2019
 Online only

Save for Later Mark as Used Share Offer

Details
This space is where you give more information about your offer.

Terms and Conditions
This space is for the important rules and legal details about your offer.

Cancel Create

FACEBOOK OFFER ADS SPECS

When creating your Facebook offer ad, you'll have the option to present it to your target audience as a single image, a single video, or a carousel of images and videos. Therefore, the specs for Facebook offer ads are a combination of all the specs for those other ad formats. Here's a quick refresher on image ads specs, video ads specs, and carousel ads specs:

Facebook image ads specs (with link)

File type: .jpg or .png

Image ratio: 1.91:1 to 1:1

Maximum file size: 30 MB

Recommended resolution: at least 1080px x 1080px

Facebook video ads specs

Recommended file type: MP4 or MOV

Video ratio: 9:16 to 16:9

Maximum file size: 4 GB

Recommended resolution: highest supported by file type and size

Facebook carousel ads specs

Static image file type: .jpg or .png

Recommended static image ratio: 1:1

Maximum static image file size: 30 MB

Recommended static image resolution: at least 1080px x 1080px

Recommended video file type: MP4 or MOV

Recommended video file size: 1:1

Maximum video file size: 4 GB

Recommended video file resolution: at least 1080px x 1080px

No matter what you choose for your visual assets, you'll always be limited to a **50-character headline** and a **250-character description**.

HOW TO USE PROMO CODES WITH FACEBOOK OFFER ADS

As you're strategizing your offer campaign and moving on to the ad creation, what kind of promo code will you use? Depending on your goals, your target audience, and how you prefer to track promo code use, you should test three types of promo codes:

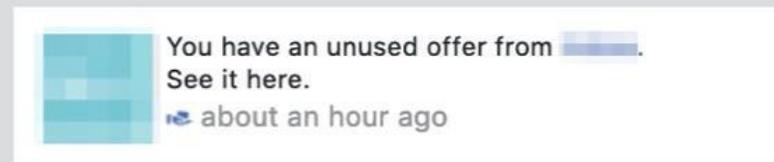
Generic: These codes can be used by anyone. These are effective and also efficient in terms of set up. For example, you can create one specifically for all of your Facebook offers that may look a little something like this: "BOGOFB" for a buy-one-get-one-free deal or "FB25OFF" for a 25% discount. Feel free to get creative with these but make them short and easy to remember.

Unique: Prefer to not have your promo codes shared around the web and potentially impact your tracking of their source? Test our unique promo codes and barcodes with your offer Ads. With these, every user that saves your offer will receive a different code. To set these up using a .csv or .txt file—instructions and specs can be located [here](#).

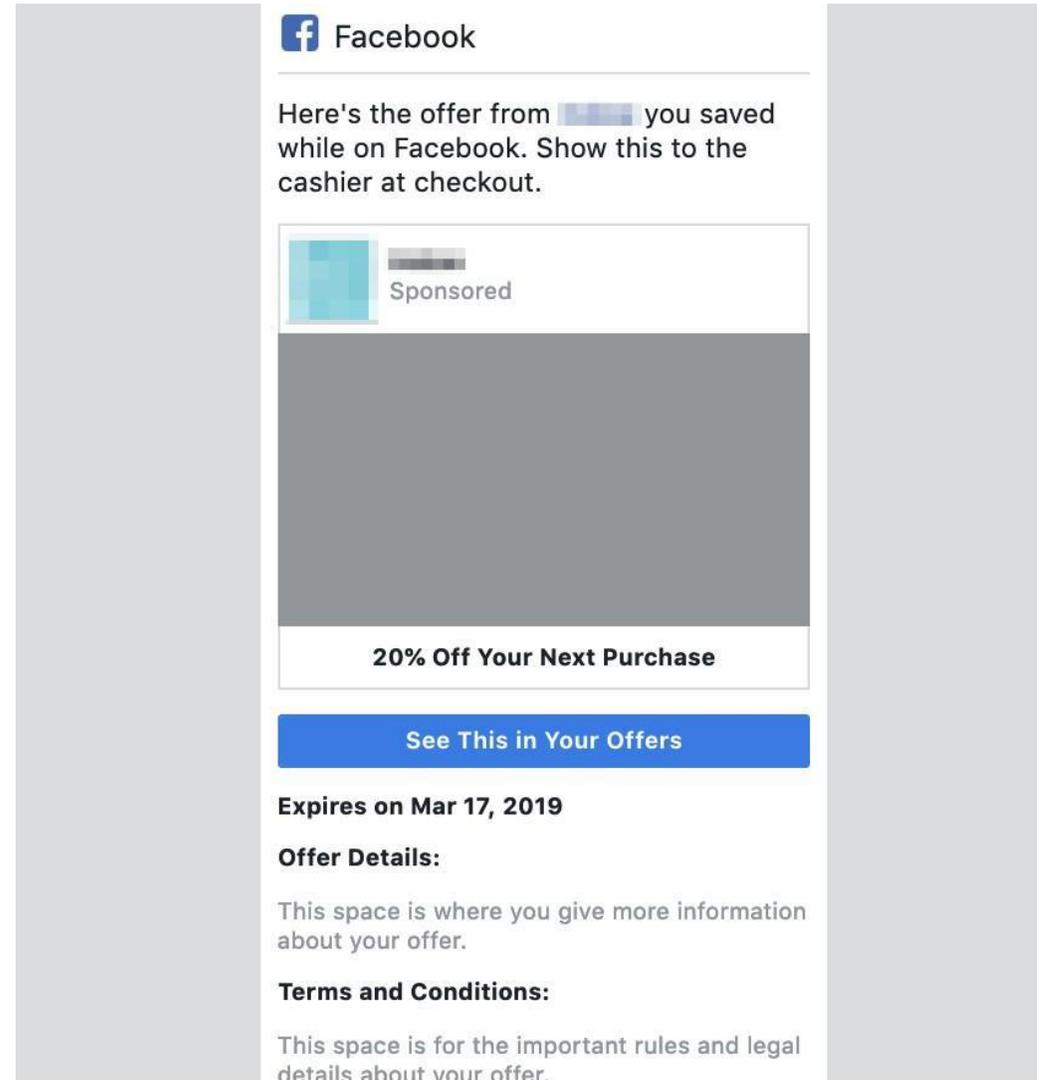
Barcodes and QR codes: If you are using the Store Visits campaign objective, this is an excellent option to test out. Users can save your offer and redeem it at a later time in-store. Please refer to Facebook's Ads Help Center for [offer ads barcode formatting guidelines](#).

SEND REMINDERS, AUTOMATICALLY

Claimed offers sitting stagnant? Worry not. Facebook has a gentle nudging solution for that. As the deal nears its expiration date, Facebook will send automatic reminds to any people who claimed an offer and didn't yet use it. Convenient and will help raise your conversion rates given the urgency and discount factor. A notification similar to this will appear:



Once you set up an offer ad and a user saves it, they will also receive an email that may look like this:



The image shows a simulated email notification from Facebook. At the top, there is a Facebook logo and the word "Facebook". Below this, the text reads: "Here's the offer from [redacted] you saved while on Facebook. Show this to the cashier at checkout." The main content area features a placeholder for a product image, a "Sponsored" label, and a large grey rectangular area representing the offer details. At the bottom of this area, it says "20% Off Your Next Purchase". Below the offer area is a blue button with the text "See This in Your Offers". Underneath the button, it states "Expires on Mar 17, 2019". The email also includes sections for "Offer Details:" and "Terms and Conditions:", each followed by a brief description of the content area.

Facebook

Here's the offer from [redacted] you saved while on Facebook. Show this to the cashier at checkout.

[redacted] Sponsored

20% Off Your Next Purchase

[See This in Your Offers](#)

Expires on Mar 17, 2019

Offer Details:

This space is where you give more information about your offer.

Terms and Conditions:

This space is for the important rules and legal details about your offer.

FACEBOOK OFFER ADS TIPS & BEST PRACTICES

Testing your Facebook offer Ads is the most effective way to determine what works—and what doesn't—with your audience. But there are a few standard best practices that you should be sure to follow.

1. Edit your ads

As always, review your work before publishing, as once you publish an offer ad, you will not be able to edit. If someone does need a revision post-publishing, disable and create a new offer ad.

2. Set limits

I've found one thing very effective for our clients who use Facebook offer ads: set a lower limit on the Total Offers Available. More often than not, these sell out, given the lower quantity enticing higher demand. We're also testing increments to see where our sweet spot is with selling out and not having much left over, unclaimed. Simple economics here, but it works. To set a limit on the number of offers you have available, input a quantity in the Total Offers Available option to set a maximum.

PLEASE NOTE, IF YOU ARE USING UNIQUE PROMO CODES AND SETTING LIMITS, THE TOTAL OFFERS AVAILABLE CANNOT EXCEED THE NUMBER OF UNIQUE CODES THAT YOU UPLOAD.

3. Try geotargeting

If you are running an in-store offer, be mindful of your location targeting. If you have a physical location, you may see more success in targeting people within a particular radius targeting of the city you're based in or by zip code, rather than showcasing your Offer to people further away. It's easy to overlook this, but you'll focus your budget and increase your chances of offer claims and sale-based conversions by narrowing down your targeting.

4. Test ad copy

While the creative possibilities are endless here, if you're experiencing writer's block, one thing we've seen work well for a large number of our ecommerce clients is testing ad copy that mentions something along the lines of "enjoy 10% off on us" or "treat yourself to \$25 off on us."

In honor of SMALL BUSINESS SATURDAY!

FREE COFFEE ON US!

Valid Nov. 25, 2017 From 10a -12pm
Must present coupon at time of purchase
www.perrysjoint.com

#SHOPSMALL WITH US

MAKE YOUR AUDIENCE FEEL SPECIAL AND BE GENUINE ABOUT IT— LIKE YOU'RE TREATING THEM, BECAUSE AFTER ALL, YOU ARE.

5. Target new users

Test out timely Facebook offer ads with cold audiences as a way to get them into your funnel and familiarized to your brand. What could be easier as a first-time incentive to try you out and see how great your products are? Typically, when people are interested in something, unfamiliarity and price are deterrents from them opening up their wallets and converting. If you have a higher priced product or are struggling to get users to convert sooner, test out Offer Ads and see if that helps your sales volume and reducing your conversion window time.

6. Remarket, remarket, remarket

Prefer to not give a discount to cold audiences upon first touch and potentially mismanage expectations between customers and your pricing? Run other campaign types in order to drive conversions at full price. If your warmer audiences are lingering and not converting, Facebook offer ads can then step in to save the day in converting these users.

With remarketing, you can certainly get as creative as you like with your Facebook targeting options. If you're stuck on who to reach, we often recommend targeting custom audiences such as website visitors, specific landing page visitors, newsletter subscribers, leads, or customers that you are looking to upsell or cross-sell other products.

Make it easy for your audiences to overcome any hesitation in opening their wallets by providing a valuable deal. Valuable doesn't necessarily mean a huge discount. Deals aren't about discounting the value of your products worth. Offers are just an extra tool you have to test out, if and when the time is right. Try out various deals to see how little of a discount it will take to convert users so that it's a mutual win for both your business and your customers.



FACEBOOK OFFER ADS CASE STUDY

In case you're still not sold—though, honestly, I'm not totally sure how that could be—we'll wrap up today's guide with a Facebook offer ads case study. Let's take a look at how these bad boys perform when they're put to the test.

With over 700 stores across the US, GoWireless—an official partner of Verizon—sells smartphones, tablets, headphones, and monthly Verizon service plans. As last year's holiday season drew nearer, the retailer settled on an ambitious goal: finish the year strong by driving in-store foot traffic and selling plenty of Verizon-backed smartphones.

With the help of Facebook offer ads, [they did just that](#).

Now you know Facebook offer ads—how to set them up, how to use them effectively, and how to reach audiences throughout your funnel to grow your business. So, go forth, set them up, and get people shopping on and offline by offering them a deal!

The image shows a Facebook offer ad for GoWireless. At the top, it says "GoWireless Verizon Authorized Retailer shared an offer." followed by the date "November 26, 2016". The main text of the offer is "Get our best smartphones for free! Trade in your old device, get a bill credit. It's simple." Below this is a large graphic with the text "Get Verizon's best smartphones for free with trade-in!" in red, "Four days only." in smaller text, and the Verizon logo. The graphic also features four smartphones (two iPhones and two Androids) arranged in a fan shape. At the bottom of the ad, it says "Black Friday weekend only!" and "Expires in 2 days." There is a "Get Offer" button and a counter that says "1,747 PEOPLE GOT THIS OFFER". Below the ad, there are interaction buttons for "Like", "Comment", and "Share", and a notification that says "23".

GoWireless Verizon Authorized Retailer shared an offer.
November 26, 2016 · 🌐

Get our best smartphones for free! Trade in your old device, get a bill credit. It's simple.

Get Verizon's best smartphones for free with trade-in!
Four days only.
verizon

Black Friday weekend only!
Expires in 2 days.

1,747 PEOPLE GOT THIS OFFER

Get Offer

👍 Like 💬 Comment ➦ Share

👍❤️ 23

Susan Serena

As someone who lives for connecting people, making the connection between consumers and brands is what Susan Serena, Owner of [P3 Business Solutions](#), a social media advertising and digital marketing agency, does best.

As a conversion driven marketer, she is passionate about helping businesses expand their online visibility and reach their goals via Facebook, Instagram, Twitter, LinkedIn, and Pinterest Ads.

Need help growing your brand on social media? Schedule a free consult here: [BOOK NOW](#)

