

# How to Use Facebook to Attract Traffic

Be the most “likeable” business in town.



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## Using Your Facebook Page as a Platform for Your Brand

Your Facebook page should be the focal point for your brand. This is your chance to show the world what you're all about. Many times, prospects will come to your Facebook page well before they visit your website, so it's important to make a good impression.

**Be sure to include content that will further your brand strategy. This includes:**

- Regularly posting helpful links and notifications
- Choosing a profile image that accurately reflects your brand and is easily recognizable
- Posting photos that represent your personality (remember, people buy from people)
- Encouraging interaction and sharing
- Responding to feedback in a timely and professional way

These best practices will help attract leads to your Facebook page, where you'll be able to build your brand and the trust of your prospects.

### Choose Your URL

For a little added help in your SEO efforts, choose a Facebook username extension (i.e., facebook.com/your\_name\_here) that will help drive traffic and brand recognition. To select your username extension, go to [facebook.com/username](https://facebook.com/username).



## Start Your Facebook Ad Campaign

Facebook Ads aren't free, but they can bring huge ROI to your lead-generation efforts. Facebook has the power to reach 500 million users—but more importantly, it has the power to reach the exact types of prospects who will be willing to learn more about your business. It's time you started a Facebook Ad campaign. Here's how:

### 1. Determine Your Objective

Begin with the end in mind. There are basically two outcomes you can have with your ads: direct response or brand awareness.

**Direct Response** – The results of a direct response campaign could include visiting a website or landing page, “liking” your Facebook page, downloading a report, registering for an event or any other type of action your prospects might take. Typically, these types of ads will include a cost-per-click (CPC) payment method, meaning you would pay only when someone clicks on your link. These ads can be ultra-targeted, so their ROI will be much higher than standard PPC ads (more on targeting later).

**Brand Awareness** – A campaign designed to build brand awareness may not have a lot of clicks, but it still might be doing the job brilliantly. Brand awareness campaigns can take advantage of Facebook’s cost-per-metric (or 1,000 impressions) payment method, which means you will pay a less expensive rate just for getting your ad in front of prospects. Google and Levi’s recently conducted a joint study that showed consumer awareness of the Levi’s brand increased by 23% with paid ads, even though the ads weren’t always clicked. Simply getting your brand in front of consumers to increase awareness will eventually lead to more traffic.

## 2. Create Your Ads

Now it’s time to get creative. The design of your ad has a lot to do with how successful it will be. If it is designed poorly, your potential leads won’t even get to the content. **Here are the elements of a Facebook Ad that you will need to design:**

- **Title** – Be clear, be simple, be different. This would be a good place to simply write the category of interest or ask a provocative question.
- **Text** – You don’t have a lot of room to play with, so get right to the point. But don’t forget the call to action (CTA). Start with a benefit and end with a CTA.
- **Destination** – Send your clickers to the right spot. If it doesn’t match up, or if it’s tricky or misleading advertising, Facebook won’t approve your ad.
- **Image** – By all means, please use an image. Just make sure it’s relevant and attractive. And if it’s not performing, change it. Keeping things fresh is a good idea anyway.

## 3. Choose Your Audience

Facebook allows you to reach a very targeted audience. You can choose exactly whom you want to see your ad. For example, you can target various groups by selecting demographics, interests, connections, relationship status, language, education and even friend selection.

One of the major benefits of this kind of segmentation and targeting is that this data is based on real interests and affinities. While other targeted ad campaigns (i.e., Google AdWords) are based on search behavior, Facebook’s targeted campaigns are based on real data supplied by the user.

