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# Convert Your Customer Journey Map into a Facebook Ad Strategy



When you're planning your customer journey it can be helpful to visualize what your customer interactions will be with your ads so that you can produce better ads. This is where a **customer journey map** can be helpful.

This useful technique focuses on each stage of the marketing journey with details. You can also convert your customer journey map into a useful strategy for Facebook ads.

A strategy is important for advertising on Facebook because showing random ads doesn't work. Let's walk through making a customer journey map, and what you need to know for each stage.

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# Journey map

## Discovery / Top of the Funnel

The discovery stage in the customer journey is where it all starts. Customers here are at the top of the marketing funnel, so they are being introduced to your brand.

Your advertisements at this stage need to generate interest in your brand and connect with your audience on an emotional level. On your map, it's good to list your unique selling points and consumer pain points here.

### How to turn discovery into a strategy for your Facebook ads

One strategy for your discovery stage **Facebook ads** is to target audiences that are similar to people who have already purchased or interacted with your **ecommerce** store. People in this Lookalike audience are more likely to take action with your products, so they may be easier to guide through your customer journey map.

Another audience to target at the top of the funnel is an interest-based audience. With this audience, you can bring in new users and visitors to your online store by targeting the specific interests of your target audience.

When just starting off, it's best to create one Lookalike Audience and one Interest-based Audience. Using this combination of audiences helps you to see which audience is performing the best.

Your ad copy should not be focused on your products, rather, should focus on the goals or style of your brand. Try to make people curious about your product and don't try to overemphasize selling at this point. This is also a great opportunity to show how your brand offers a solution to the problems the audience might have.

## Trust Building / Middle of Funnel

At this point on your customer journey map, the customers from the discovery stage have found your brand. Your ads have grabbed their attention, and they've traveled to the trust-building stage.

Now that your new leads are aware of your brand, they need to learn more about your brand before making a purchase. It's time to establish trust, **demonstrate value**, and educate your audience.

Here, you want to increase engagement with your audience so that your new leads begin to consider your brand as a solution to their problem. You also want to make educational ads that help your audience understand the benefits of your product.

On your customer journey map take note of your customer's actions thus far and other brands they may be considering or researching.

### How to turn trust building into a strategy for your Facebook ads

The strategy for the trust-building phase of your customer journey map is to educate your audience on the benefits of your products. Your **ad copy** should emphasize the quality, materials, or production that went into making your product. You can also showcase your company's values such as sustainability, organic, hand

action or how it can be combined with other products. They need to know they can get the most out of their experience with your brand.

## Purchase Push / Bottom of Funnel

Finally, your customers have reached the final stage of the customer journey map. At this stage, some are ready to make a purchase and some need a little extra push.

Advertisements at this point in the customer journey should keep your products top of mind for your most interested visitors and use personalized retargeting to encourage conversions

On your customer journey map, write down what hesitations your audience might have and take note of what moment before the conversion they are abandoning their product.

### How to turn purchase push into a strategy for Facebook ads

One strategy for the purchase push stage in the customer journey is to use Carousel ads. These types of ads will showcase numerous products your audience might be interested in to improve the likelihood of conversion.

Another strategy is to share sales. Offer free shipping, discounts, and other savings to apply to items they may have [abandoned in their shopping carts](#).

If you have multiple product categories or a lot of **website traffic**, segment your retargeting ads using Product Sets. You should also try Intro Cards to retarget audiences with a specific message.

# Campaigns

Here are the best ad set-level campaign configurations to develop a successful campaign from the tips you learned about your customer journey map:

## Discovery

For your Discovery campaign, the main objective is conversions. Your conversion event should include Purchases, View Content, or Add to Cart (in that order of preference). Make sure you review and update these choices once there is enough conversion data.

As mentioned before, create lookalike audiences from past visitors, product views, or purchase events. Also, include an interest-based audience for new audience opportunities based on your target audience's interests. By showing these audiences the same ads, you can determine which audience is performing best for your campaign.

Exclude all recent visitors from your discovery campaign to make sure your ads reach new audiences and that people who are already aware of your brand don't get top-of-the-funnel ads when they are further along.

## Trust Building Campaign

For your Trust Building Campaign, the main objective is also conversions. The conversion event, like the Discovery campaign, should include Purchases, View Content, or Add to Cart depending on your previous event data. You should review and update this choice as you gain conversion data.

Your audience should be made up of recent visitors. If you want to, you could also include recent **Facebook** and **Instagram** engagers here. This effort will continue to build a relationship and trust with this audience.

This campaign should exclude all people who have viewed your products. By excluding these people, you will ensure people who have not seen your products can be educated about your brand's value and unique selling points.

## Purchase Push Campaign

For your Purchase Push Campaign, the main objective is catalog sales. The conversion event should include Purchases or Add to Cart (in that order of preference). This choice needs to be reviewed and updated when you have enough purchase conversion data.

Your audience should be created from traffic that has viewed products or added to their shopping cart so that your most interested visitors are targeted. This campaign should encourage them to go through with a conversion.

You should exclude people who have made purchases in the past from this campaign. This is to make sure the campaign is not wasting time or budget on showing ads to people who have already converted.

If you've followed along with the steps above, you should have a strong customer journey map to use for your Facebook ad strategy.

Do you want help improving your advertising strategy and building powerful automated Customer Journey ads without the effort? Try Brainity risk free for 14 days (no credit card required!) and start planning a successful Facebook Ad strategy.

## Build your Facebook ad strategy

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