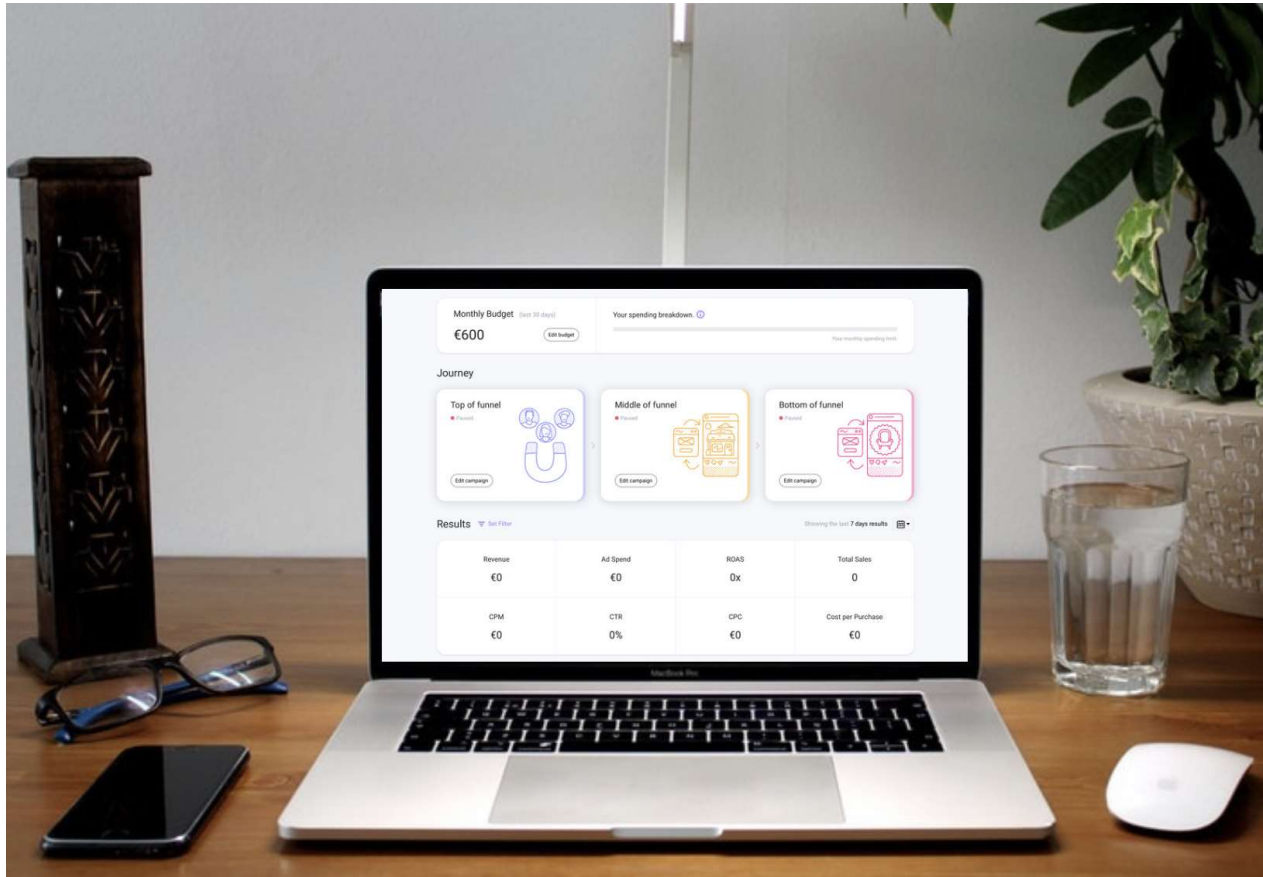


by Lyon Baker

How to Structure Facebook Ad Campaigns to Boost Your Ecommerce Sales



Facebook and Instagram are the perfect platforms to launch ad campaigns that connect with your target audience and ultimately boost your sales. It sounds easy enough, but there is a lot of configuring and structuring that goes on before that can happen.

First, you need to consider the goal of your campaign and which step of the funnel you will be targeting. Next, you'll need to consider the content of your ad and what ad formats you'll be using. These ads will be a part of a group of ads called an ad set.

Your ads should be entertaining and high quality. The ads should also have messages that connect with your audience as they continue through their customer journey. No one wants to click on a boring ad or an ad that is not relevant to them.

A successful Facebook ads campaign for your ecommerce store will catch the audience's attention, keep their interests, and ultimately encourage them towards purchase. Keep reading to find out how to structure your campaigns to boost sales and accomplish your advertising goals.

STRUCTURE MY FUNNEL STRATEGY:

Top Funnel

When you launch your top funnel Facebook ad campaign it's important to start by highlighting your goals.

Here, your goal should be to introduce your ecommerce store to cold audiences with prospecting.

For people who are stuck in this stage of the funnel, the campaign should generate interest in your brand through your products, and start potential customers on their [journey](#).

To begin, plan to use impactful media including videos, gifs, or images and texts that will generate curiosity. Remember, since you are introducing yourself with an ad, you'll want to make a good first impression.

To create an audience you'll want to utilize a lookalike audience. This type of audience is created based on previous consumers who have purchased, added to cart, or viewed your store's content; basically people you know who are interested in your ecommerce store.

Your lookalike audience should be from an automatic source. This source will choose the optimal source to create your lookalike audience from.

Once you create your ads using strong, creative text from an [ad library](#), you'll want to duplicate your ad set, but make it an interest based audience this time.

An [interest based audience](#) is developed based on the common interests of your target audience. With this kind of audience you can target your audience more granularly while discovering new potential audiences.

After you have one lookalike audience and one interest based audience, don't make any large changes to your campaign for a week.

This will restart the ad into the learning phase, in which Facebook is trying to gather more data on how to deliver your ad set, and negatively affect your performance.

Middle Funnel

When you launch your [middle of the funnel](#) campaign, the goal to keep in mind is that you're trying to establish trust with your target audience. For consumers stuck at this stage in the funnel, they need to know more about your brand to continue on their customer journey.

You'll want to use your ad campaign to educate them on the benefits of your products. This is while highlighting the quality, materials, or products of the product.

To begin, define who will see your Facebook ad campaign. This can be Facebook and Instagram engagers, store visitors, or specific page visitors.

These are people who have engaged with your Facebook or Instagram profiles, ecommerce store, or specific pages of your ecommerce store, but haven't seen your products in the last 30 days.

Once you have selected your audience, ad type, and relevant, engaging ad copy that accomplishes your campaign goal, it's time to launch your middle funnel campaign.

Bottom Funnel

The goal of your bottom funnel Facebook ad campaign is to encourage your audience towards making a purchase. The consumers stuck at the last stage of their customer journey are the most interested in your products. Your campaign should give them an extra push towards purchase so that you don't miss out on potential customers.

The ads in this campaign should retarget warm visitors, keep your products top of mind, and offer special deals such as discounts, free shipping, or bundles.

You'll want to start your campaign off by customizing your [retargeting audience](#). This audience can include people who have viewed your products or added to their cart, but have not viewed your products in the last 30 days or have not made a purchase in the last 30 days.

A more advanced audience selection would be to choose the products you want to show in your ads. Then define the audience based on their behaviors.

For example, you can choose to advertise jeans and define your audience by visitors who have purchased shirts in the last 30 days.

Next you'll want to create dynamic texts to ensure your ads look their best. Dynamic texts should be able to potentially work with all the products a visitor may view.

We also recommend trying intro cards with your ads. The purpose of an intro card is to show a specific image, message, or discount to grab your consumer's attention. This will be visible before showing off the dynamic products.

You'll want to make sure your store's images have been optimized to be shown via carousel ads. This will make for a better ad experience for your consumers.

Create product sets for your ads if you have a lot of traffic or different product categories. This helps to segment your retargeting ads. You can also use product sets for cross-selling, upselling your product which can lead to an increase in sales.

How to structure your ad sets for optimization

Ad sets are groups of ads within a campaign that have the same setting for how, when and where to run. When you develop your ad set, the settings will automatically apply to all of the ads in the set.

- Facebook recommends having the smallest number of ad sets as possible and at least 50 conversions per ad set per week. A smaller number of ad sets allows for the results of your campaigns to be more concentrated. Both recommendations are so the ad sets get optimized sooner.
- Avoid audience overlap to get the best performance. Having more than one audience targeting the same people causes the two audiences to compete against each other. Even more, Facebook will charge you for each impression.

How to determine the right use of ads in each ad set

To determine the right use of single, carousel, or dynamic ads in each ad set, you should first determine the goal of your campaign which we will elaborate on later in the blog. Here are the best times to use each ad type in an ad set.

When to use dynamic creative in ad set

Use [dynamic creative](#) in an ad set when you want to quickly test a winning combination of assets such as texts, headlines, images/videos. You can also use dynamic ads when you want to showcase multiple pieces of media such as images and videos.

Dynamic creative is also great for testing which image and text combinations resonate best with your audience. Once you know which ones work best together, you can spend more of your budget on the best-performing blog.

When you use dynamic creative in an ad set it's important to remember that all the texts and images need to be interchangeable. Make sure that your texts make sense with all the images.

When to use single or carousel in ad set

Use single or carousel ad types in an ad set when you want to use static images, videos, and text. These types of ads work well if you want to create several different ads where the texts share paired with a specific image.

You can also use these ad types in your ad set if the goal is to demonstrate a product, if you have one message to convey quickly, or if your product needs more than one image to show its value.

Single and carousel ads are better if you know your audience well enough to know what content combinations work, and which do not. Since these ads are static, you'll know exactly how they look when shown to your consumers.

Additional Tip: Once you've created one ad set with dynamic creative or single/carousel, you can't switch to another different type of ad. If you want to switch, you need to do the following:

1. Duplicate your audience

Brainity helps you to build intelligent ads and boost sales


Now that you've read about how to structure your campaigns and create your audiences, it's time to make your ads. If you're still feeling lost about how to do this or you feel like there's not enough time, Brainity can help.

Brainity empowers you to become your own ad expert with automated Facebook and Instagram ads. These intelligent ads drive traffic to your store, engage your audience, and boost sales over time all with little manual oversight.

Using advanced AI, we help you deliver engaging ads in a sequence, optimally spending your budget on people most likely to become customers.

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