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Top 5 Ways to Optimize Your Facebook Ads to Drive Traffic to Your Website

Driving traffic to the website is an important task for any digital business, but it is especially important for ecommerce stores. Bringing customers in seems easy enough: you have the product they need to solve their problem, and all they have to do is purchase.

Unfortunately, the process is not that simple. You're in competition with similar brands and if you're a relatively new company, you're competing with more established brands.

There are a few ways to optimize your Facebook ads, but we've combed through the noise to present you with the top five most effective methods to drive traffic to your ecommerce website with Facebook ads.

How to drive traffic to your website

Here are 5 ways to optimize your Facebook ads to drive traffic to your website:

1. Ads that target the right audience

If your ad is not bringing traffic to your ecommerce site chances are you aren't targeting the right audience. Showing your consumers ads that fit their interests or habits is a great motivator for them to click and visit your website.

You've only got a few moments to capture your audiences' attention with your ad, so make sure the ad is relevant to them.

A great way to ensure you're targeting your audience is to create an interest based audience. This type of audience gives you the opportunity to target your consumers more granularly by creating an audience based on their interests. This type of audience is also great for introducing your brand to cold audiences.

Another way to ensure you're targeting the right audience is to create a lookalike audience. With using this type of audience you are creating an audience based on past visitors and purchasers. We recommend creating one lookalike audience and one interest based audience starting out.

In the example provided, the ad is targeting people who are interested in vintage designs.
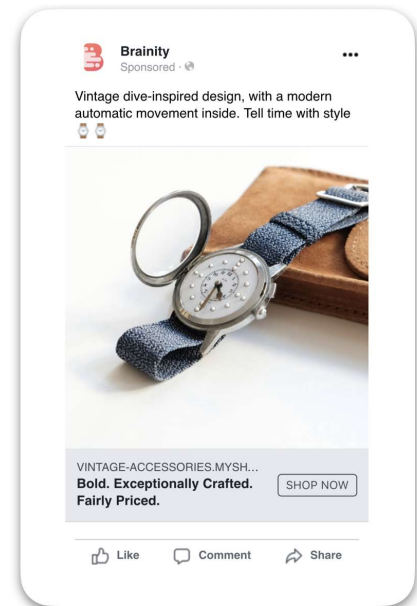
2. Ads that talk about pain points

Your consumers are seeking to solve a problem they have and considering your product as a solution. Using your ads to talk about how you can relieve their pain points will make consumers more likely to click your ad and proceed to your website.

Discussing consumer pain points with your ads is also a great way of saving them time from researching other brands' products. It's a way of building their trust while also showcasing the value and benefits of

points and how your product can help.

In the example provided, the ad describes a typical pain point glasses users might have. Then, it describes how the product can alleviate their problem.

3. Ads that show your product in action

Another way to optimize your Facebook ads is to demonstrate the usefulness of your product or how it may be used in conjunction with your other product. This gives your audience an idea of how your product will work in their daily lives and how they can get the most out of it.

Showing your products in action is another way for consumers to see how your product solves their problem, ultimately leading them to your website.

A tip here is to use video format ads or submitted images of your customers using your product to demonstrate its functions and usefulness.

In the ad example, the ecommerce store used a customer photo showing the use of the boots they are advertising.

4. Ads that use different formats

You can create dynamic ads by creating a template instead of individually creating an ad for each of your products. This template is based on images and details from your data from things you want to advertise. Dynamic ads target potential customers based on their interactions with your store.

Carousel ads allow you to add up to 10 images in one ad. Your audience is able to scroll through the ad and have more chances of finding something they'll like. With this ad type, you can showcase multiple products or tell a story, increasing your chance of website traffic and conversions.

Additionally, each type of ad might help you differently depending on which stage in the advertising funnel your consumers are in. With some testing, you can determine which your audience responds best to and which accomplishes your goal better.

In the ad example, the ecommerce store utilizes a carousel ad displaying different products and headlines for each.

5. Ads that fit the right funnel stage

Your audience needs to see advertisements that are relevant to their position in the advertising funnel. There are three stages, Top, Middle, Bottom which correspond to the customer journey stages of Discovery, Consideration, and Purchase.

It's important to highlight funnel position because your consumers won't click on ads that have nothing to do with them. For example, if someone has just discovered your brand, you don't want to show them an ad encouraging them to purchase again.

In the discovery stage, the top of the funnel, you should be showing your audience ads that introduce your brand's style, goals, and value. You're not quite selling your products here.

At the consideration stage, the middle of the funnel, your goal is to establish trust with your audience and educate them on the benefits of your products. Your ads should highlight the quality of your products and how you will solve your audiences' problem.

retargeting ads to keep your products top of mind for your most interested visitors.

In this ad example, the ecommerce store is using a retargeting ad encouraging the consumer back to the website.

How Brainity drives traffic to your website

Reading about optimizing your ads is the easy part, but actually implementing these tips is where the work really starts. If you need help creating effective ads that will grow your business and increase traffic to your website, Brainity can help.

Our software helps you create unique, strategic ads that are personalized to fit different audience profiles distributed using advanced AI. What's more, your consumers will only see Facebook ads relevant to them at the right time, making them more likely to click and visit your website. Try Brainity risk-free for 14 days and see your website traffic start to increase!

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