



Are Facebook and Instagram Ads a good choice for my business?

A simple guide to help you decide



Hi, I'm Helen from Remix Marketing and I love helping businesses learn how to get the most out of their marketing budget.

With so many marketing tools to choose from, it can be hard to know where to invest your time and money. So, I've created this simple guide to help you understand whether or not Facebook Ads are likely to be a good choice for you.

Do Facebook and Instagram Ads work?

Yes and No. They work brilliantly for some businesses. But they aren't a great option for everyone. And lot depends on how you use them.

Things to consider

Can what you're selling / promoting have high visual impact?

For a Facebook Ad to be successful, it needs to grab the user's attention and stop the scroll. It's way easier to do that if your product is visually attractive, you have a great offer or you're promoting something your audience really need. Think twice about using Facebook Ads if you don't think you can create a stand out Ad.

Do you get a lot of returning customers? If most customers only buy from you once, each Ad campaign will need to make a profit. Which may leave you with an unachievable sales goal.

For businesses with a higher proportion of returning customers, you can think about the lifetime value of the customers, not just the first purchase. Investing in Facebook Ads is more likely to make sense for you.

What's your profit margin? The higher your profit margin, the lower the return you need on your Ad campaigns before they become profitable. If your margin is less than 20%, Facebook Ads are unlikely to be suitable for you.

How old is your target audience? 71% of UK adults have a Facebook Account and 40% use their account every day. If you're looking to target the over 65s or teenagers, this may not be the best place to reach your target audience.

Facebook and Instagram Ads for Online Retailers

Many e-commerce businesses use Facebook and Instagram Ads with great success. Others struggle to make any return on their investment. Here are some questions to ask yourself:

How much do you have to spend? Many of the brands that see the best return from Facebook Ads are spending thousands of pounds per month. If your budget is very small you are going to struggle to make much of a return. I wouldn't recommend considering Facebook Ads on a budget of less than £10 a day.

What's the conversion rate on your website? Using Facebook Ads won't increase the proportion of visitors to your website that make a purchase. If your conversion rate is less than 2% (2 purchases per 100 website visitors), Facebook Ads are unlikely to give you a good return.

What's your average purchase value? The more expensive a product is, the more persuading customers need to buy. High priced products need a sequence of Ads to get them over the line. You'll need to spend at least £1000 / month.

At the other end of the scale, it's very hard to make a good return if your average basket value is very low. Average basket value of less than £30? You'll probably end up spending more on Ads than you make in sales.

Facebook and Instagram Ads for Service providers

For your Facebook Ad to be successful, it needs to form a rapid emotional connection. This can be a real challenge for some types of service provider, particularly if they try to appeal to the wrong audience. Be really honest with yourself - can you create an Ad with that kind of appeal? Only go ahead if you can.

Are you selling a high value service? If you are, Facebook Ads can be very effective, especially when you use them together with other marketing tools. For instance, if you are selling a coaching course, Facebook Ads are a great way to introduce your brand to potential new customers and to help push for the final sale. Masterclasses and emails are used build trust in between.

Do you want to sell locally? Facebook has great options for targeting local audiences. So, if you're a local service like a florist, a gym or a wedding photographer, Facebook Ads can be a really great option for you. Without you needing to spend a lot of money.

Do you offer online training? If so, Facebook and Instagram Ads could be good for you too. You can use them to recruit email subscribers, promote your Facebook Group, build your social media following or encourage people to visit your website to buy your course.

Power Hour Training Sessions

Facebook and Instagram Ads can be a highly effective way to build your customer base and drive online sales. As long as you know what you're doing. If you don't, it's easy to spend a lot of money without generating any return.

If you'd like to learn the more about how to get a great return from your Facebook Ads, why not book a Power Hour training session? During the session we'll talk through what you want to achieve and come up with a step-by-step plan for your next Ad campaign.

Contact: helen@remixmarketing.co.uk

What customers say:

Helen completed an audit of my existing Facebook Ads campaigns. Her knowledge and understanding of FB Ads is in-depth and she was able to provide a detailed report on my existing campaigns, how successful they are and how they can be improved.

She provided suggested actions for moving forward and helped me come up with a strategy to make the most of my ad spend and audiences. I will be working with Helen again to review my adverts and to ensure that they are performing as well as they can be. I highly recommend working with Helen to develop your Facebook ad strategy or to review and improve what you already have in place.

Danielle, Under the Rowan Trees

I booked a Power Hour with Helen and it was immensely helpful. I am by no means a novice nor an expert when it comes to Facebook ads, so I wanted to brainstorm with someone who specialises in the subject. Helen looked at my ad accounts, ads, audiences and results and made lots of great suggestions for me to take away and implement. I'd recommend Helen whether you're just starting to use Facebook ads or you're looking to improve on what you're doing.

Alan, A S Design North East.