

Video advertising on Facebook: 5 tips for attracting new customers

Video ads on Facebook are one of the most effective types of an ad campaign that you can use to get conversions. The Facebook audience consists of 1.71 billion users who enjoy watching and interacting with video content. Also, people are more likely to remember the content of the video than of the text.

In this post, we will consider the beneficial strategies for the attraction of the new customers through the video ads.

Content that runs on the sales funnel

There are video ads representing well-known products and there are those that try to impose upon the consumers the goods that no one has ever heard of. Well, guess what? Both options are equally meaningless.

When a person goes to the store where they are a regular customer, the seller who already knows them welcomes them appropriately. The customer can be greeted with something like: "Hey, we brought a new batch of those organic pancakes that you like!". If the customer is new to the store, the seller will welcome them and ask them "how can I help you" and if they have any questions.

If your company is focused on cold traffic, you need to do the same.

Make a video that describes the brand to customers in thirty seconds or less and conduct campaigns to improve the brand awareness or multiply the video views. Afterwards, you can make more detailed videos with a call to action for those viewers who have mostly seen the previous video. To do this, you can create an individual audience in Facebook settings.

Video ads are played without sound

It is important. Video ads should be displayed mute when the user scrolls through them. The user may not even turn on the sound even if they decide to watch the whole video.

When it comes to video ads on Facebook, 85% of them are played without sound.

That does not mean that "85% are played silently and the rest 15% are those that really stand out." Those are just videos that have been viewed for more than three seconds (the period of time for which the "view" on Facebook counts).

You need to use text hints, descriptions or subtitles if there is narration behind the scenes or someone says something in the video. Also, it is crucial to immediately proceed to capture the interest of viewers visually.

A call to action is always necessary

It is necessary to encourage people to act in some way or another. Companies want people to fill out a form or to visit the website to subscribe or buy something. The feedback is always wanted and desired. Therefore, you need to incline the customers to act in the video itself and in its description.

Dynamic narrative

The video is especially good in that it provides an incredible opportunity to tell a story. Employing the music, colors and dynamic expressions, you can enrich your message with emotions and turn your usual ad into an exciting story.

And, since fun stories are remembered much better than anything else, the marketers who know how to use storyboards in video ads are always in favor.

Stories will make the brand memorable, trustworthy.

They can help attract leads and new clients much more efficiently than the enumeration of dry facts. Even if these facts are true, the emotional impact helps to sell more products. And if this story sticks in the brain, it will be much easier to turn the potential customers into the active clients.

The proper understanding of how to create and optimize each ad to maximize lead generation and the number of conversions will pave the way for significant results and help outrun competitors.