

How to turn cold traffic from Facebook into hot sales

Facebook's popularity doesn't seem to lose momentum. It has reached a record 1.86 billion active users per month and 1.23 billion active users per day. Well, in general, not that much of a sensation. But that is not all. The fascinating thing is that Facebook advertising accounts for 97% of the social network's revenues. This platform receives more from advertising than Disney, Comcast, and CBS.

Statistics are quite impressive:

- 4 million companies employ advertising on the platform
- The average CTR for ads on Facebook is 0.98% in the USA and 1% in the world
- Desktop ads on Facebook have a CTR of 8 times higher than web advertising while in mobile applications it's 9 times higher

What you need to remember is: traffic on Facebook is cold. Almost two billion people use the platform, but working with it is not the same as with Google Adwords. The good news is that you can turn a cold Facebook traffic into hot if you employ the advertising correctly.

Step 1 - Start with the warmest cold traffic

The idea sounds like a paradox, but there is still a sense in it.

Coverage of Facebook - 1.23 billion active users. Most of them are not interested in what you are offering. Such is a harsh reality.

But Facebook, being a real marketers' dream, has unmatched opportunities for targeting. Think about it: anyone who starts an account voluntarily provides information about themselves, their interests, preferences, companies they are involved in and groups that interest them, not mentioning a lot of other information.

Start by forming an image of your perfect customer. You need a very detailed portrait, you need to know everything about your audience.

Then, add the parameters of this perfect customer in the settings of your ad on Facebook. You can choose a location, age, gender, language, interests, behavior, and demographics. You have to be specific.

Step 2 - Inform first

Before paying an unknown company hard-earned money, consumers should learn more about the product or service. They need to know what kind of company it is, what it does, why the consumer needs its services and what is its use in general.

To provide the potential buyers with the necessary information, one must think over a series of ads, which will enlighten consumers step by step. One ad is one step. Yes, it takes a lot of time. But the eventual high conversion rate is worth it.

Step 3 - Use retargeting

How often do you see the advertisement for the first time, click on it and buy a product it tries to impose? Most people - and this is especially true for the cold traffic - need to see it several times before the interest is built and they click on it.

Use retargeting

With the help of the Facebook Pixel tool - a piece of code installed on the site - you can set up retargeting for people who visited the blog, landing page or something else. You can also set up retargeting for those who directly interact with your content on Facebook - with such content as pages, ads, videos etc.