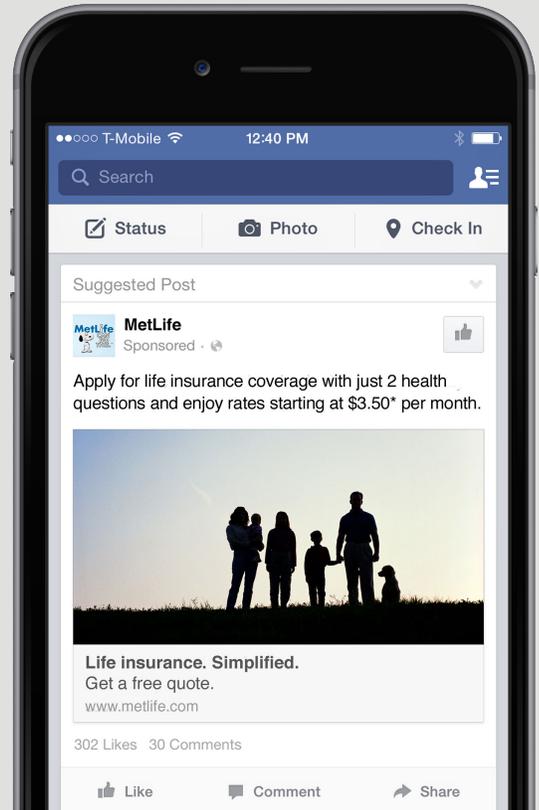




NEW FACEBOOK AD STRATEGIES TO CONVERT MOBILE-FIRST SHOPPERS

Facebook Ads Drive Business in a Mobile-First World

Advertising on Facebook has become an important marketing vehicle for marketers to drive leads and sales. And as Facebook use becomes increasingly (and exclusively) mobile, marketers are using new mobile ad strategies to generate business, increase website traffic, and build brand awareness.



The Customer Journey Is Going Mobile

68%

of consumers use their smartphones to research purchases

86%

use mobile devices to plan their shopping trips

42%

consider mobile the most important resource in the purchase process

87%

of Facebook users visit on mobile devices

21 MIN

average time each day Facebook users spend on the mobile app

And Facebook Is Mobile-First Advertising



Use News Feed Ads to Drive Mobile Purchases and Influence Researchers

Most mobile activity happens at the beginning of the purchase cycle when consumers are open to influence: Only 20% said they knew exactly what they were looking for. However, mobile consumers find what they need and make decisions quickly – 65% complete their purchase within the day.

Marketers should use Facebook news feed ads to raise awareness and influence consumers prior to purchase, as well as convert those ready to buy:

- Offer promotions and deals to convert those looking for an immediate purchase
- Provide an appealing multi-media campaign of images and videos to influence research
- Promote posts from shoppers' friends that like your client's brand to get on researchers' radar in a favorable, peer-endorsed way



Flo, the Progressive Girl
Sponsored

"I read newsfeeds for the ads." – Nobody but Flo. Save an average of over \$497 by switching to Progressive.



Progressive.com [Shop Now](#)

Mobile-First Shoppers Often Feel Overwhelmed With Information

Mobile shoppers often complain of information overload. For example, 70% of mobile-first car shoppers feel overwhelmed by all the information that is available. They are 3X more likely to find it difficult to get the information they need to make their car-purchasing decisions. And 65% of these mobile-first consumers worry that they will make the wrong decision.

Design Facebook Ad Campaigns to Help Mobile-First Customers

To help mobile-first consumers struggling with information overload and anxiety, marketers can provide information in bite-sized, easy-to-digest, highly visual, and highly relevant formats.

Personalized videos can be extremely effective. Lexus recently launched a massive Facebook ad campaign with over 1,000 individualized videos for different audiences based on their location, gender, like, and car brand ownership. The campaign reached more than 11.2 million Facebook users and drew upwards of 10.8 million video views.



THE 2015 NX:
BEYOND UTILITY



Introducing the all-new 2015 Lexus NX.

Local Matters to Mobile-First Shoppers

Over 52% of smartphone shoppers want a store or agent to be within 5 miles. Use location targeting to run Facebook ads promoting your local stores or agents to raise awareness. Use a call to action to call now to schedule an appointment.



Heidi Blondin Financial
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Peace of Mind Is Easier Than You Think

Little feet
BIG responsibility

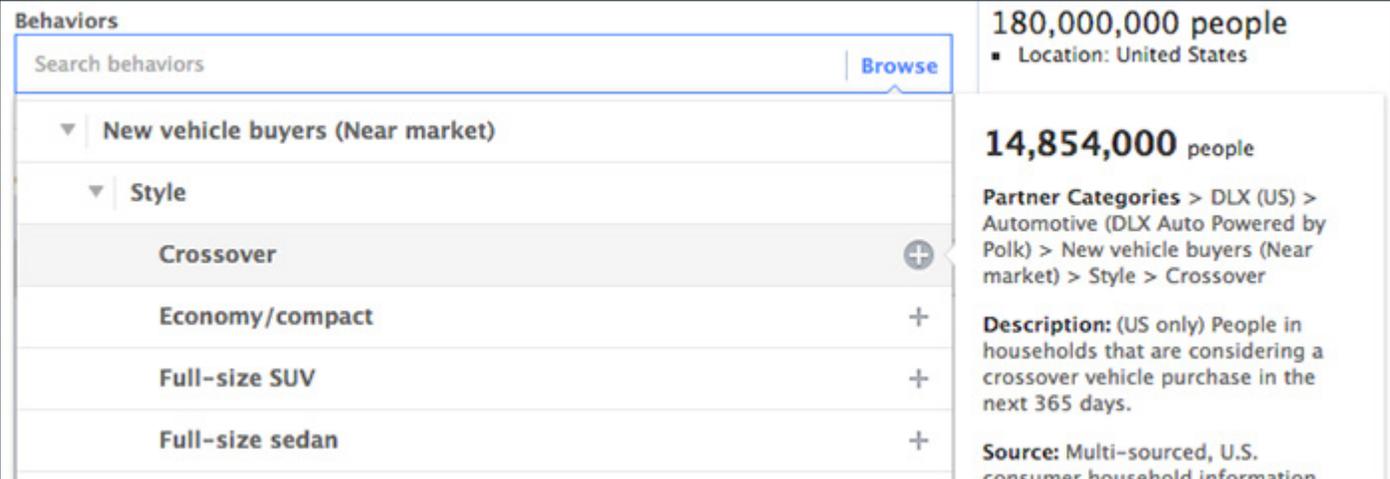
Life Insurance Solutions for Parents

As a parent, you've got a \$243,660 financial responsibility to raise your child until they're 18. That doesn't even include their education. We'll help you create peace of mind to ensure they're taken care of in case you cannot. Monthly premiums are as...

SET-UP AN ONLINE MEETING WITH HEIDI TODAY. [Learn More](#)

The Better the Targeting, the Better the Results

Facebook enables marketers to do powerful and specific ad targeting. The Interests and Behaviors audience segmentation enables you to target consumers based on their buying preferences and histories for a wide and very detailed group of categories. Get specific and personalized with your targeting and advertising messages to drive meaningful results.



Behaviors

Search behaviors [Browse](#)

▼ New vehicle buyers (Near market)

▼ Style

- Crossover +
- Economy/compact +
- Full-size SUV +
- Full-size sedan +

180,000,000 people
▪ Location: United States

14,854,000 people

Partner Categories > DLX (US) > Automotive (DLX Auto Powered by Polk) > New vehicle buyers (Near market) > Style > Crossover

Description: (US only) People in households that are considering a crossover vehicle purchase in the next 365 days.

Source: Multi-sourced, U.S. consumer household information



MetLife
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Apply for life insurance coverage with just 2 health questions and enjoy rates starting at \$3.50* per month. Get a free quote. --

Life insurance, without the hassle of a medical exam.

© 2014 PNTS

Simplified Issue Term life Insurance

For those who want affordable coverage, MetLife offers simplified issue term life insurance, with just 2 health questions and same-day approval available. Click for full disclosure.

WWW.METLIFE.COM

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Target Consumers Based on Life Events

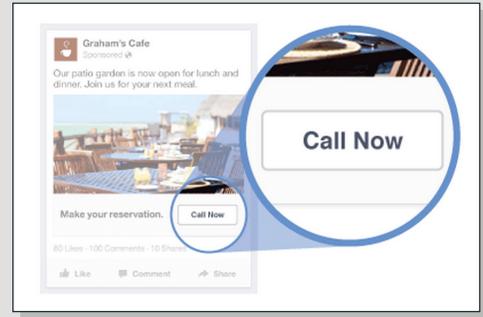
Marketers can run ad campaigns that target mobile Facebook users who add "Life Events" to their profiles. For example, run specific ads with relevant products and promotions for users who just had a baby, graduated college, got a new job or got married, or recently moved. Understanding those triggers and using Facebook ads to promote your brands in a highly personalized manner can be a cost-effective way to drive new business.

Test These Two New Facebook Ad Formats



Facebook Carousel Ads

Display multiple images and links in one ad. Facebook claims this format drives 30%-50% lower cost-per-conversion and 20%-30% lower cost-per-click than single-image link ads. Test carousel ads with multiple images and calls to action to see what resonates.



Call Now Button

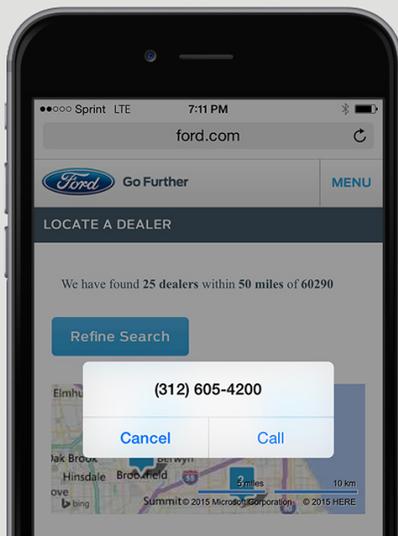
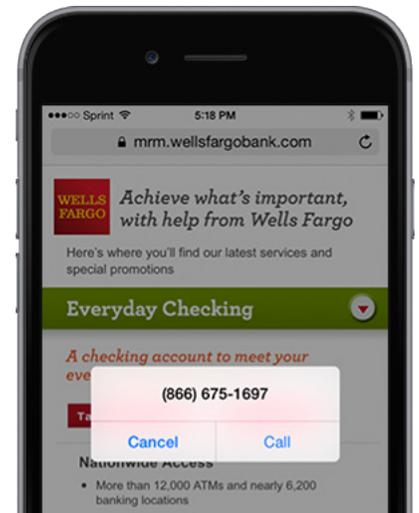
By adding a "Call Now" button, customers can call you right from your ad in their news feed. It's a great way to drive calls to the shopper's closest local store or agent. Consider adding a special offer to incentive calls.

Calls from Mobile Shoppers Drive Sales

When shoppers are ready to convert, many want to call and speak to a human being. And for mobile shoppers, it's often easier for them to use a click-to-call phone link in a mobile ad or website than fill out web forms.



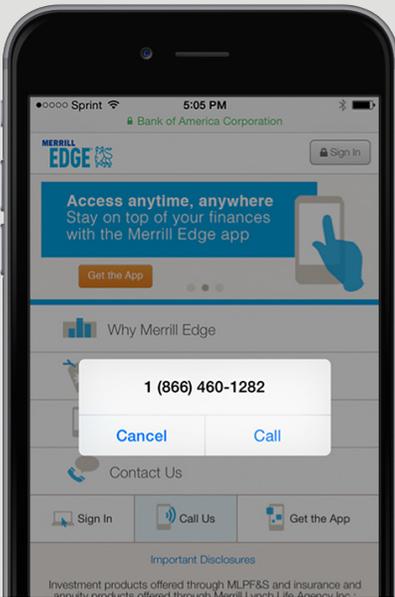
Up to **53%** of mobile shoppers called a business during the customer journey



Call Attribution Is Critical for Facebook Ads

Thanks to smartphones, Facebook and social advertising will generate 12 billion calls next year. And since those calls convert to purchases, you can't measure the return on your Facebook ad spend without measuring call conversions.

Call attribution software such as DialogTech tracks every caller from your Facebook, search, and other advertising. It works whether the caller clicks on your ad and visits your site before calling, or calls from a "Call Now" button in your ad. You get closed-loop attribution for every conversion, so you can prove the value of your ads and optimize spend for what's really driving results.



Control the Call Experience from Facebook Ads

Call attribution software can also help you control the call experience from Facebook, search, and other ads. It has marketing tools to route phone leads to the right person to convert them:

- Automatically route callers to their closest store or agent
- Route callers to the right agent based on the Facebook ad they saw, the search terms they used in Google and Bing, and more
- Capture how many callers your marketing sends to each location and agent
- Record and monitor every conversation to measure call quality and agent performance
- Use Conversation Insight technology to understand the nature of each of call (sales vs. support), the products they call about, and more

Test, Test, and Refresh

Mobile-first users seeing the same ads over and over get fatigue. Facebook makes it easy to target very specific segments with specific messages and calls to action – so if something isn't driving online and call conversions, switch it out with something new.

RBC Mobile
Sponsored

You're busy - that's why the RBC Mobile app gives you great banking on the go!

Too busy to bank?
★★★★☆
41,702 people use this
24 likes 4 comments

Install Now

A Checklist of Mobile-First Facebook Strategies: What Are You Missing?

- Run campaigns with incentives to drive immediate purchases
- Run campaigns to influence researchers
- Run campaigns that promote local stores or agents within 5 miles of audience
- Target shoppers by Interests, Behaviors, and Life Events
- Test new carousel and Call Now ad formats
- Attribute calls from Facebook ads and website visitors to measure ROI
- Route callers optimally based on location or ad they viewed
- Monitor and analyze what happens on calls for insights to improve marketing

Next Steps

Visit the DialogTech website at www.dialogtech.com or call us at **866.925-3819** to learn how marketers are driving more calls and sales from mobile, digital, and offline advertising.

Sources: NinthDecimal, comScore, xAd, Facebook, eMarketer, BIA/Kelsey, DialogTech.