

# The Ultimate Facebook Ads Guide for E-Commerce



# Welcome!

Are you ready to skyrocket your sales through Facebook and Instagram ads?

I'm Rokon Haque, Facebook & Instagram Ads Expert and CEO of DevsBrainTeam.

I'm here to help you build an audience of buyers, not just fans, a social media sales machine and a profitable business that supports your lifestyle.

I've worked in marketing for 4 years, with corporate and small business owners, helping them double, triple, quadruple their sales, expand their business and hit their sales goals.

With my Facebook ads system, I've helped clients generate an influx of never-ending, high quality customers and grow their dream business.

In this guide you will discover what you need to do, step-by-step, to attract a floodgate of new customers, recover abandoned cart sales, and grow your business beyond your wild dreams... without overwhelm or burnout.

Ready to dive right in? Let's do it!



“

***If you're thinking about working with Rokon Haque, I'm EXCITED for you! I've been through more ad 'experts' than I'd like to admit, never getting the results I hoped for. That was until I met Rokon Haque. He is incredibly strategic, very effective with budgets and loves her numbers! I've never seen results like this and for the first time ever I can say 'I LOVE FACEBOOK ADS!.'"***

**Sharon Selby, Deliciously Allergy Free**



## Why Facebook and Instagram advertising?

Facebook and Instagram advertising can be highly profitable, if you know what you're doing or have an expert in your corner.

One of the reasons they can be so profitable is because Facebook users continue to rise, with billions of people on the platform daily.

In addition, Facebook also owns Instagram, Whatsapp and partners with other website to display your ads.

Second, they're much cheaper than Google ads, or traditional media.

Last but not least, Facebook offers an array of advertising possibilities, from displaying your ads on the newsfeed, on the right column, on Instagram, on the Audience Network, in Messenger, and it's likely to continue to expand.

So you can truly reach your target market wherever they are.

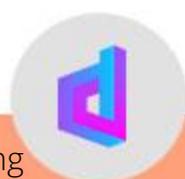
But to me, the beauty of it lies in its targeting capabilities.

You can narrow your target market down to the detail. You can be so specific, that your ideal customers will think you've been following them. Yeah, a bit spooky, I know!

Gone are the days you had to waste thousands of dollars in mass advertising, paying to show your ads to people who didn't matter to your business.

BUT, and there's a big but, you really need to know what to do and how to do it, otherwise you will waste a lot of time and money.

Let's get right into it!



# Step 1



Install your Facebook Pixel

## Step 1 – Install your Facebook Pixel

### What's the Facebook Pixel and What does it do?

The Facebook Pixel is a piece of code that you get on your Facebook Ads Manager and install on your website.

### What does it do?

The pixel tracks your website visitors and what they do on your website for up to 6 months. Yep, 6 months!

Which means, you can then remarket your products to your past website visitors.

### Remarketing is what will give you the biggest Return on Investment.

Let's face it. Most people landing on your website for the first time won't buy. That's a fact.

And on top of that, around 60 - 70% of people who add products to cart, won't complete the purchase.

You can already see how many sales you're losing, right?

But you can increase your sales by tracking your website visitors and following them around the web to remind them about the products they left behind.

Even if you don't want to start advertising today, install your pixels, so you have a warm audience to advertise to when you decide to do so.

To check how to install your [Facebook Pixel click here.](#)



# Step 2



Set up your Facebook  
Product Catalogue

## Step 2 – Set up your Product Catalogue with Facebook

With your Facebook pixel installed on your website, you can set up your product catalogue with Facebook, so you can run dynamic product ads.

Dynamic Product Ads show customers the exact products they viewed on your website, which is super powerful.

We've all experienced this... you've seen a pair of shoes on a website and left the website. Soon after you see ads promoting that exact pair of shoes, not only on Facebook and Instagram, but on other websites too.

It's like they're following you everywhere. Well, they are!

If you have a **Shopify** store, you can use a plugin called Facebook Product Feed by Flexify or Pixel Perfect to integrate your products with Facebook.

If you use **WooCommerce**, you can use PixelyourSite Pro.

If your online store doesn't provide a plugin that you can use to sync your products, you can build a manual feed in an excel document with all the product information that Facebook needs. You then upload it to Facebook Business Manager.

The disadvantage of a manual product feed is that it doesn't get updated automatically. But it is still doable.



# Step 3



Map out your e-commerce  
sales funnel

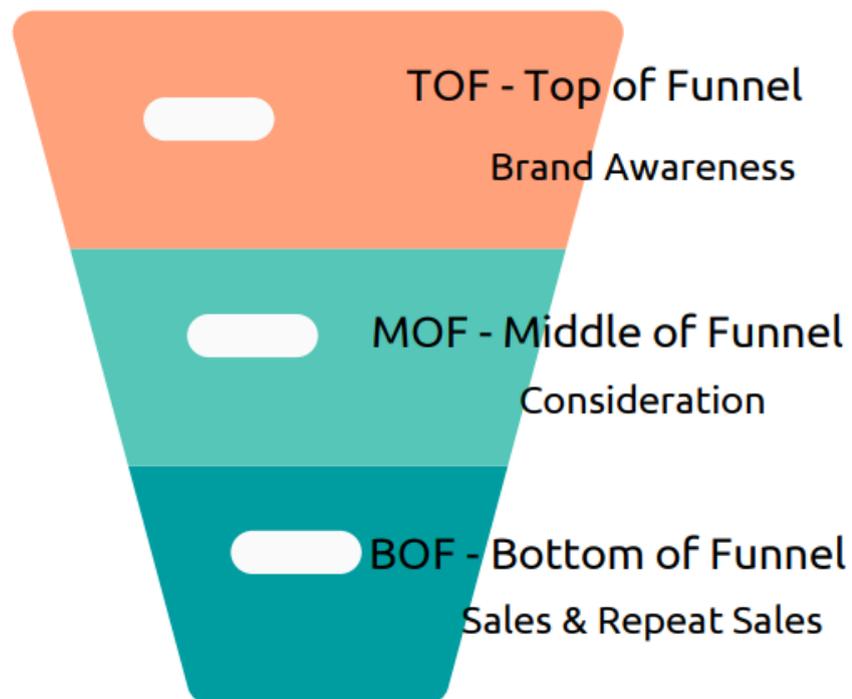
### Step 3 - Map out your e-Commerce sales funnel

A common mistake people make is to promote their products to a "cold audience" and expect them to buy.

People need to know, like and trust your brand before they buy from you. That's why a sales funnel is so important.

It takes the whole customer journey into consideration, and helps create familiarity before the sale can be made.

A basic e-commerce sales funnel has 3 stages:



**Top of funnel** — Target a new and cold audience aiming to create brand awareness and familiarity.

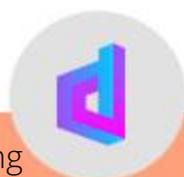
Create content that tells your brand story, or what you stand for, your point of difference, or simply, that engages your audience and picks their interest.

**Middle of funnel** — Remarket to people who engaged with your brand at the top of the funnel. You want to send them to your website to view your products.

**Bottom of funnel** — After people have engaged with your brand and viewed your products on your website, it's time to get them to purchase.

Create ads that remarket specific products to people who have viewed them on your website.

**Here's how your campaign could look like:**



# Step 4



Create Custom Audiences

## Step 4- Create Custom Audiences

Custom audiences are audiences created based on their engagement with your brand online.

You will want to create the following custom audiences:

- 1- Website visitors
- 2- E-mail List
- 3- Facebook Engagement
- 4- Instagram Engagement
- 5 - Customers
- 6 - People who viewed or added products to cart but didn't purchase

Your custom audiences are more likely to purchase from you because they're already familiar with your brand.

You will want to target them with middle of the funnel and bottom of the funnel ads.

Once you create your custom audiences, you can then create your lookalike audiences based on your custom audiences.

**Lookalike audiences** are audiences created based on your custom audiences.

In a nutshell, Facebook will find people who have the same interests and behaviours as your custom audiences.

For example, when you create a lookalike audience based on your customers, Facebook will find more people who are similar to your customers to serve your ads to.

You will want to use lookalike audiences for your top of the funnel ads.

If you don't have a customer list, e-mail list, or large social media following base, you will need to use an interest-based audience instead.

**An interest-based audience** is a cold audience that you create based on demographics and interests.



# Step 5



Use Attention-grabbing Creative

## Step 5- Use Attention-grabbing Creative

For each stage of your funnel you will need to use different creatives.

Remember, one image is worth a thousand words.

The first thing I test when running ads on Facebook is the image.

The image of your ad is what will grab people's attention and make them stop what they're doing to read and click on your ad.

You can test several images per ad set, which means Facebook will show all the images to your audience to see which image gets the best response.

**I can't emphasize this enough: Make sure your images are gorgeous!**



# Step 6



Write Copy

## Step 6- Write Copy

While the image is what stops your audience from scrolling and pay attention to your ad, your copy is equally as important.

I have seen so many ads with poor copy or no copy at all, it's sad. You can't expect your audience to guess what it is you're selling, why they should click, and how your product will benefit them. You need to tell them.

When writing copy for your ads, aim to:

Grab attention with the first line. You only have a second to get your audience's attention. Don't wait to do that at the end. Do it in the first sentence.

Use an attention-grabbing headline that tells what it is you're offering.

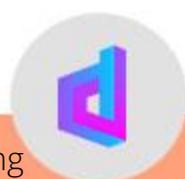
Create interest and desire by touching on your audience pain points and biggest wishes, without being personal. Check the Facebook ad Guidelines.

Don't just talk about the product features, talk about the benefits.

Be clear and don't confuse your audience.

Tell them who your ad is for. The last thing you want is people who are NOT your target audience clicking on your ads. That's just going to waste your money.

Have a clear call to action within the copy. Don't expect your audience to just know what to do. Tell them what to do.



# Step 7



Retarget Your Audience

## Step 7- Retarget Your Audience

As I've already mentioned, retargeting or remarketing means showing different ads to people who have already seen your previous ads, or already know your brand either by visiting your website, following you on social media, or subscribing to your e-mail list.

Retargeting people will help move them through the customer journey (and your sales funnel).

A Facebook ads campaign isn't complete if you're not re-targeting your audience.

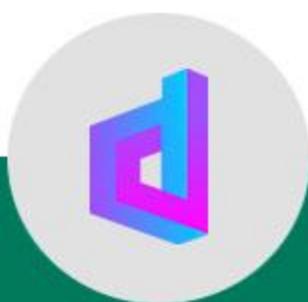
In general, people need several touch points with your brand before they take action. So don't give up after the first ad.

Think about what they need to know, see, feel next to move them closer to buying from you.

### Facebook Ads Abandoned Cart Remarketing Funnel



# Step 8



Show Proof

## Step 8 – Show Proof

*"I will have what he's having."*

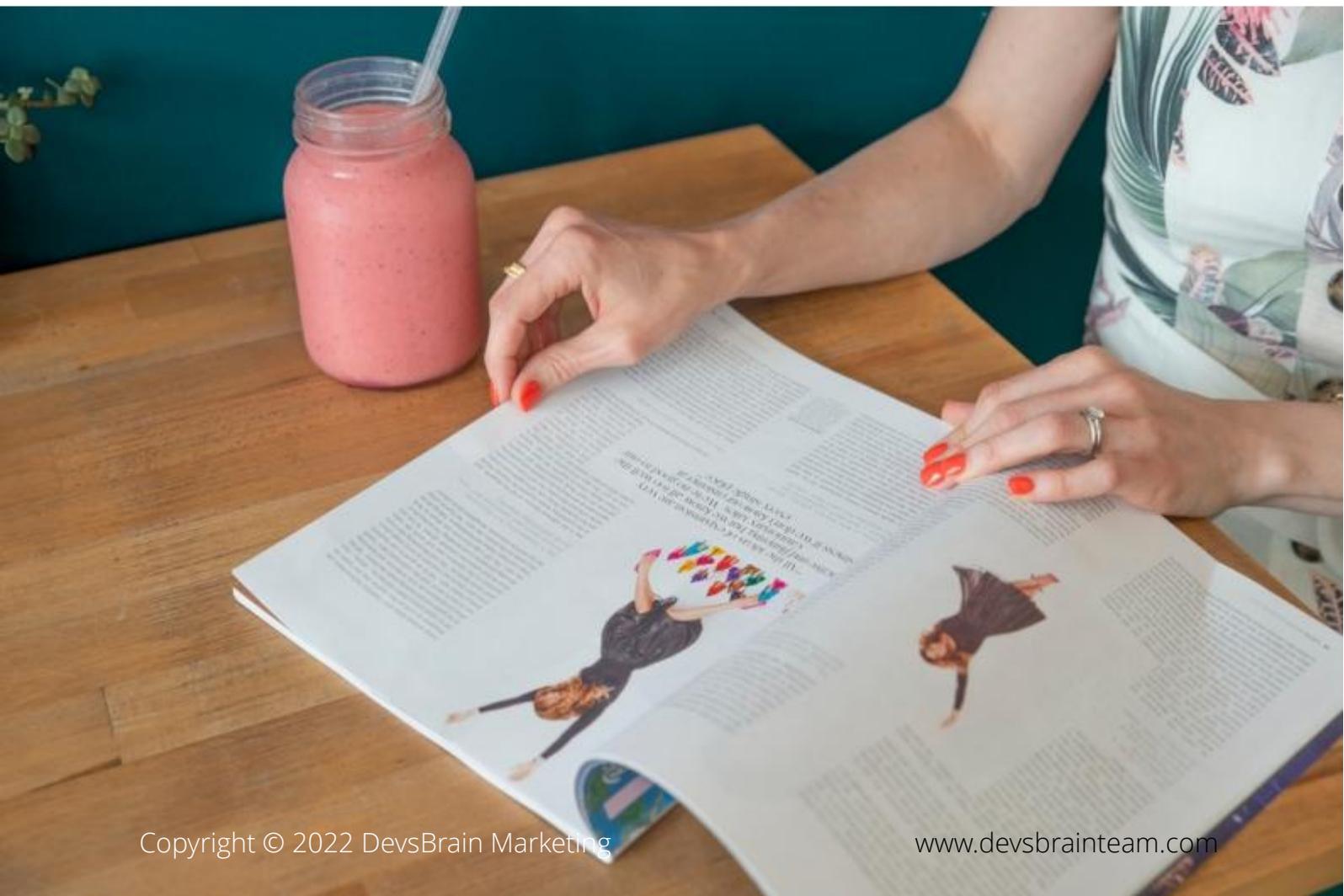
All people want to know is that your product works, it's of high quality and will deliver on its promises (whatever promise that is... soft, comfortable, it works, it's fast, it's beautiful, it's effective, etc).

It can be as simple as showcasing testimonials, reviews, or case studies.

Your biggest task when marketing your products is to remove purchasing objections, and the easiest and most effective way to do it is by showing proof that it works.

Ensure they're real and not fabricated. Consumers are savvy, and you don't want to hurt your reputation.

Do you always need to show proof? No, but it will help a lot.



# Step 9



Work out your numbers

## Step 9- Work out your numbers

You need to calculate how much a customer is worth to you in the long-term, and how much you can spend to acquire a new customer.

Make sure to consider the **lifetime value** of each customer, and not only their initial purchase.

Remember, a customer is 20 times more likely to buy from you again, than a complete stranger, who never heard about you.

You will also need to know, or find out, what's your website conversion rate. Preferably, your website should convert at least at 2% to give you a good return on your investment.

Here's an example:

If you sell clothes, and your average dollar sale is \$150, and your website converts at 2%.

It means that for every 10,000 people landing on your website, you will make 200 sales, each sale is \$150, you will make \$30,000.

How much would you be willing to spend on ads to get this result?

When you run ads for a few months, you will discover how much it will cost you to achieve your desired results. You will spot patterns.

For example, some of my clients make 10x return on their ad spend, some make 15x, some make 8x.

It all depends on their product, market, average dollar sale and website conversion.

When you spot your pattern, your cost and return on investment becomes predictable. You will know that for every \$1 dollar you pay in ads, you get \$xx out.

How many decisions will become easier to make when you know your pattern?

If you want me to calculate how much YOU could be making and what budget you'd need, get in touch and I can calculate it for you. No obligations.



# Step 10



Test, Measure and Improve

## Step 10 – Test, Measure and Improve

There isn't one single formula that works. To be successful using Facebook ads, you need to test, measure and improve your campaign.

Successful businesses have and continue to test several variables to improve their return on investment.

Things you should test on your campaigns include:

Several variations of your target market. Split your audience so you can see who responds to your ads.

Your images

Your copy – test long and short copy, change it if you need to.

Your placements

Your landing pages

Your call to action

Your entire strategy if needed

Everything can be tested to see what works best and produces the best results for your business.

Keep it real. Often people want too much out of one single campaign.

If the campaign objective was to raise brand awareness - you shouldn't expect sales too - that would be a bonus.

If the objective was subscribers, you shouldn't expect inquiries or sales.

Have a strategy and follow through.

When it comes to Facebook ads, strategy is everything.





Hey! I'm Rokon Haque, Facebook and Instagram Ads Expert, Swimmer, blogger and CEO of DevsBrain Marketing.

I help e-commerce businesses double, triple, quadruple their sales with highly effective advertising campaigns that will help you make money and grow your business without burnout.

*Hello more money, time and freedom!!*

Want a free Advertising Strategy designed for YOUR business? No strings attached!

Book a free conversation with me now. Just click the button below. What have you got to lose?

Ditch the Overwhelm. Make Bank!

[Click here to book a free strategy session](#)



*"Rokon Haque has been managing my Facebook ads for a few months now and I couldn't be happier with the results. Working with Rokon helped my business make better sales and gave me the time and money to hire more staff. I wouldn't hesitate to recommend Fernanda's services."*

**Cassy Canterford, Flowers for Jane**





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