

Boost your sales

Consider Facebook ads over local newspapers ads



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of Shop-it

With over 30 million users, Facebook is the most used social media in South Africa. 80% of them visit Facebook daily and 56% say that their purchases are influenced by social media.

Therefore, advertising your store and your specials on Facebook is one of the most efficient ways to grow your customer number and your sales.

Facebook ads are paid posts that can target specific users according to their location, demographics and profile data. They are a perfect alternative to newspaper ads or printed leaflets as they offer more detailed data to measure ad results and they can easily adapt to your budget.

In our previous articles, we explained how to set up your social media accounts, how to create content and how to engage with your community. In this article, we will show you step by step, and using real examples, how to use Facebook ads to acquire new customers and grow the sales of your supermarket or wholesale store.

What is a Facebook ad? How does it work?

Facebook ads are paid posts that appear in the Facebook newsfeeds of specifically targeted users.



Image courtesy
of www.kaspersky.co.za

Users are targeted according to their location, demographics, interests and other profile data. When a Facebook ad is viewed, gets a click, or earns a purchase, the advertiser is charged.

Facebook ads take different forms: photo, video, carousel, etc. They look similar to regular posts but they include a 'sponsored' label and offer more features than normal posts like 'call to action' buttons, links, and product catalogues.

The advertiser can choose precisely the budget they are willing to spend, the users they want to target, and the date when they want to launch their ad.

They can also easily monitor the results of their ad: the number of users that were reached, the number of users who took a specific action, eg: click on a link, buy an item.

Launching your first ad on Facebook is very easy! Following the following few steps will have you started.

Step 1: Choose the objective of your Facebook ad

Facebook will enable you to choose the goal of your ad. There are many goals to choose from and a few that can work really well for stores on Facebook ads. You can, for example ...

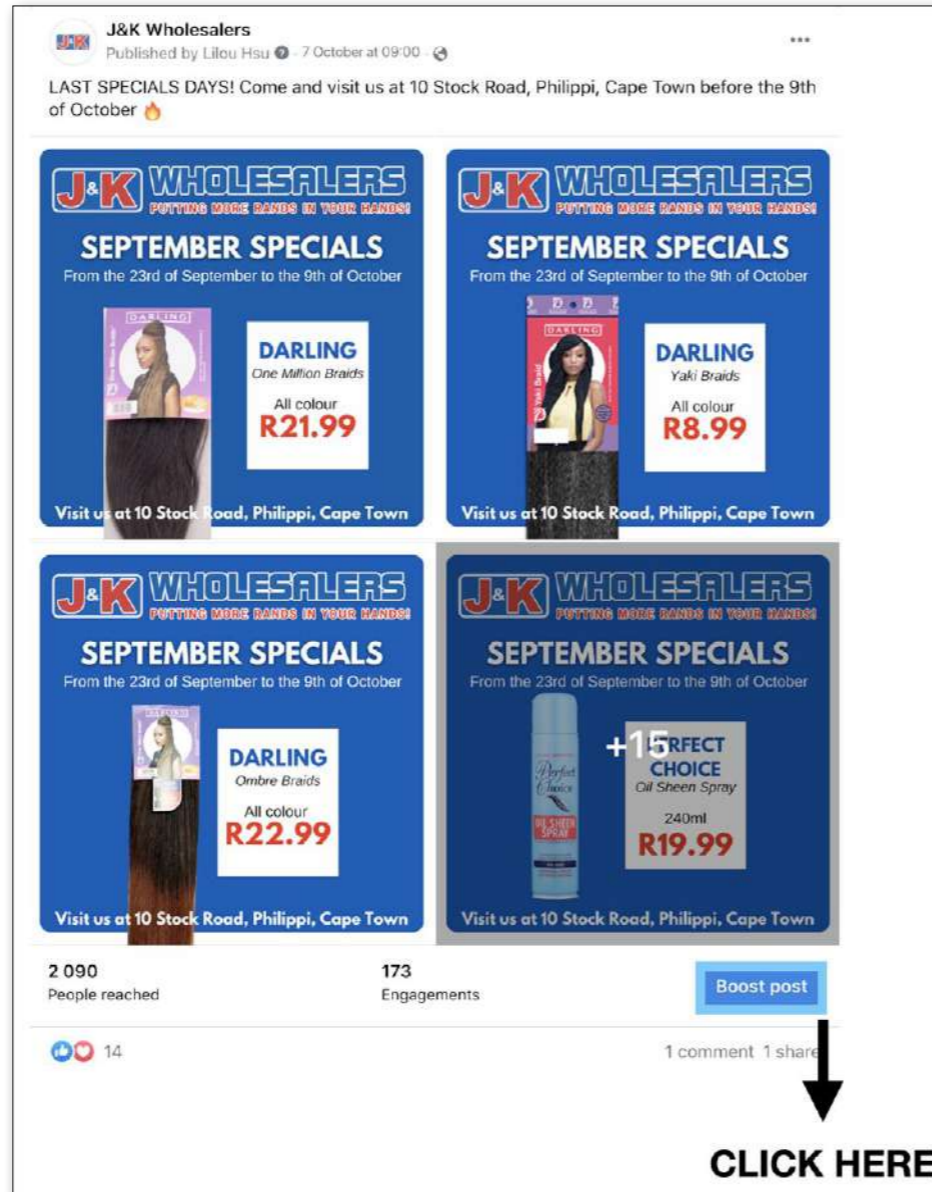
- raise **awareness** (get users that don't know you yet to discover your store)
- boost your **reach** (show your specials or daily deals to as many people in your existing audience)
- drive **engagement** (get users to like your page or to send you a message on Messenger or WhatsApp)
- Grow **store traffic** (drive nearby users to visit your store).



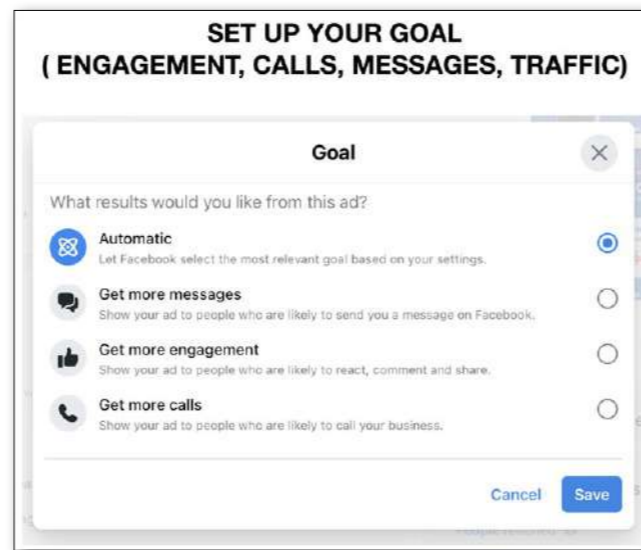
To access all the objectives Facebook has to offer, you will need to use the Facebook Ad Manager – but to post your first ad and test the Facebook ad service, you can more simply choose to boost an existing post you prepared for your Facebook page.

The post that you will use for your first ad must be attractive. We already wrote an article on how to create content that will appeal to your audience, here are the most important points:

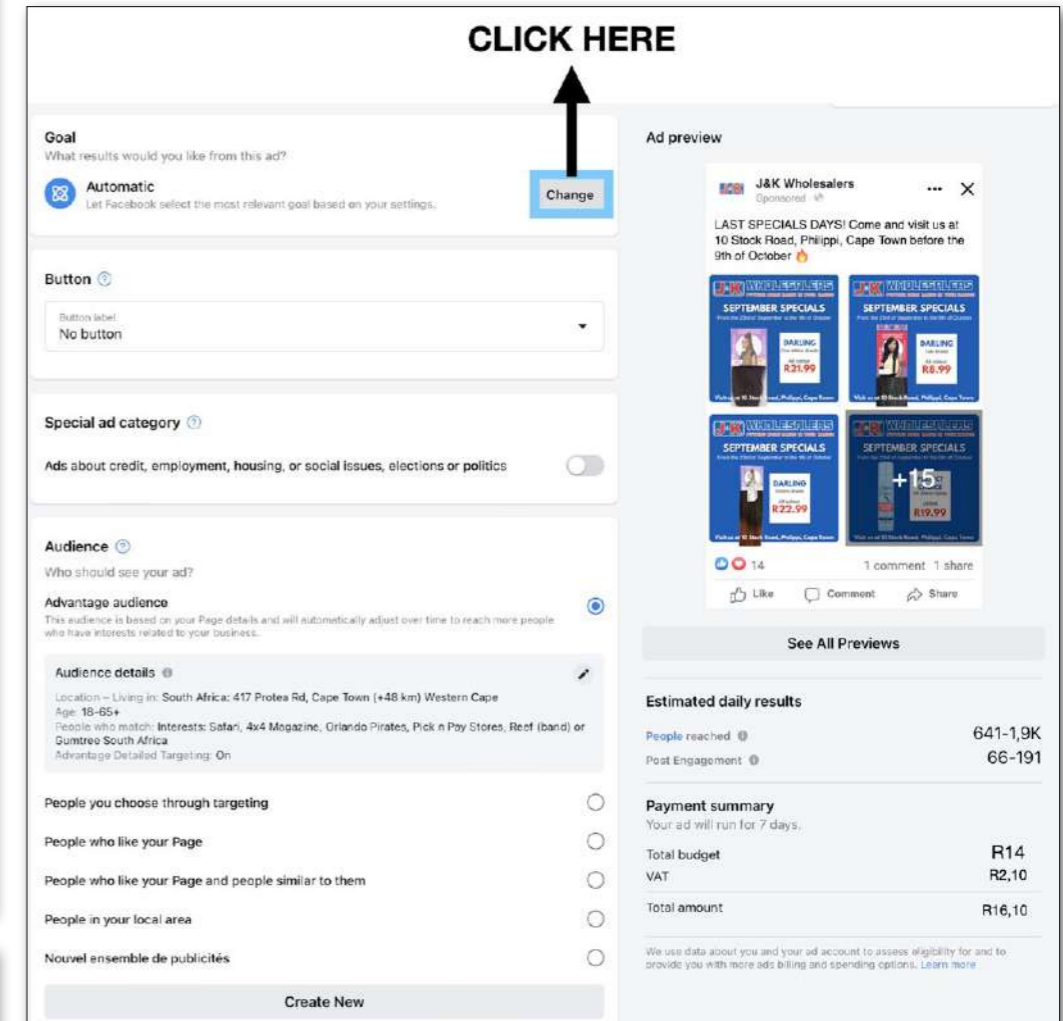
- use good quality images (make sure it is not pixelated) and prefer close-up photos of real people (customers or people behind your business)
- limit the text to the maximum on the visual
- put as much personality as possible in your visual, it should represent you and no other store
- pay attention to the text that accompanies the visual – grab the users' attention, get their interest, create a desire with an attractive offer, end with a call to action.



To change your post in a Facebook ad, click on the 'Boost post' button and choose the goal of your ad as explained on the image above.



To choose the right goal for the app, align it with your objective: if you want to share your specials and want the most people to see them, keep the automatic objective. If you would like to get users to send you a message on WhatsApp so you can build a database of potential customers (and send them your specials on WhatsApp using the broadcast message feature), choose 'get more messages', etc.



Step 2: Select the users you want to target with your ad

As a store manager, you know the importance of knowing your customers in order to offer them what they want. On Facebook, you will be able to specifically target the users that correspond to your target market. For example, to advertise a daily deal on baby diapers, you can choose the users who live within a 10km radius around your store, who 'like' pages linked to babies or young parents, etc.

Take a few minutes to explore all the interest you can choose to define your target audience. This is probably the most important step of creating your Facebook ad.

CLICK HERE

The better you know the customers you are looking for, the better you can target them. Using the Facebook Ad Manager, you will be able to choose precise targets, to create lookalike targets (people similar to the people who like your page, for example) and even to retarget certain users (people who clicked on your last ad for example).

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Step 3: Choose the budget you want to spend on your ad

In addition to being able to select the target you want, another interest of Facebook ads is that you can choose precisely the budget you want to spend on each ad and the date when you want to publish it. You are not tied to minimum printing fees or fixed newspaper ad costs – you can spend just a few hundred rands on your ad and increase this amount if you get a good return on investment.

The cost of Facebook ads depend on several variable factors like:

- the target you selected: – the cost usually increases when you select a very narrow target
- the time and duration of your ad campaign – ads are more expensive over festive seasons (like Black Friday weekend) when other supermarkets and wholesale stores also advertise, increasing the competitiveness. The cost also varies during the day – the cheapest hours are usually between midnight and 6am when there are fewer connected users.

From our experience, advertising for wholesale store and supermarket Facebook pages, we recommend to set your ad to last at least 15 days and to spend a daily budget of at least R20. This should ensure that you reach between 40 000 and 50 000 people.

Duration ⓘ

Days: 7 End date: 28 Oct 2022

Total Budget ⓘ

Country, currency: ZA [Change](#)

Estimated 641-1,9K people reached per day

R50,10 ⓘ

R20 ————— R10000

Placements: Facebook

Meta pixel: No pixel

Payment method

You may receive more than one bill for this ad. [Learn more](#)

VISA Mastercard American Express PayPal

Add Payment Method

CLICK HERE

Step 4: Check the detailed results of your ads to improve them over time

One of the main interest of Facebook ads is that you can monitor their results precisely. That enables you to get the precise return on investment of your ads, but it also enables you to improve your ads over time. You will know exactly how many people saw your ad, how many interacted with it (clicked on it, took a specific action like sending you a message, etc.) and even how many sales you have done thanks to this ad if you have an online store or a catalogue linked to it.

We recommend that you launch two ads at the same time with different visuals and texts. After two days, check the results of the two ads and keep the one that is performing the best and stop the other. Learn from this test what type of ads your users react the most to and prepare another ad and check again two days later which ad is performing the best.

A few examples – share your specials on Facebook and boost your online sales

Manage Pages and profiles

J&K Wholesalers

Home

Ad Centre

All ads

Summary Last 60 days

J&K wholesalers spent R200 on 1 ad in the last 60 days

Reach	12 140	View details
Post engagement	269	View details
Link clicks	258	View details
Page Likes	--	View details

Tools

- Your preferences: Manage the info that you provided to keep recommendations relevant
- Payment settings: Set up a payment method to create ads.
- Domain verification: Confirm domain ownership to manage your pixel settings.

Ads

Completed • Created by J&K... View Results

Link clicks
LAST SPECIALS DAYS! Come and visit us at 10 Stock Road, Phil

5 294	110	R200
Reach	Link Clicks	Spent out of R200

What are the results you can expect with Facebook ads?

In order to give you an idea of what to expect, we share here the examples of two different campaigns we managed for a supermarket and for a wholesale store.

Ad example 1: Get a new type of customers for your wholesale store:

The aim of this ad was to attract hairdressers to a wholesale store that was growing its cosmetics and hair products section.

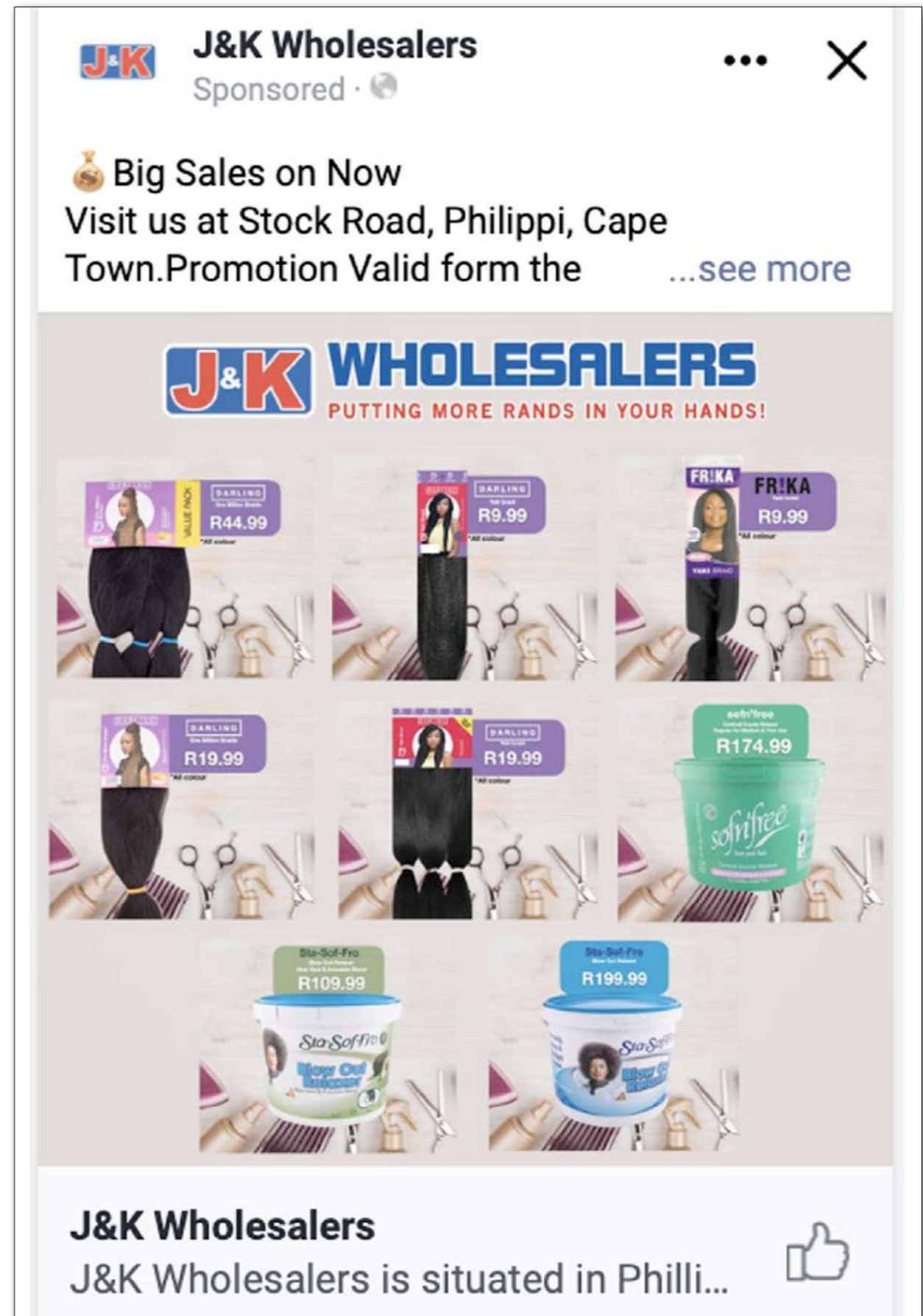
Ad content: we prepared several visuals that present the best seller items that interest hairdressers and that the store was offering at a competitive price.

Ad goal: as it was the first ad targeting hairdressers, we did for this store ... We chose to build trust before trying to sell. The goal of the ad was to get Facebook users to like the store Facebook page so they could discover their next specials and stay updated with the cosmetic and hair product deals they offered.

Ad target: we targeted Facebook users that were located in a 15km radius around the store – women between 20 and 45, who do not like the store Facebook page yet, and who have interest in hair product brands.

Ad budget: we only spent R365 over a week on this ad.

Ad results: it was seen by over 11 000 Facebook users in our target and 514 liked the page (it costed R0,71 per like). We have then done additional ads targeting hairdressers and we successfully managed to bring new customers to the store.



Ad example 2: Generate sales online for a supermarket ...

The aim of this ad was to attract new customers and to generate online sales for a supermarket online store.

Ad content: we prepared several visuals that represented the supermarket customers and we highlighted the benefit of the service in the image and the text.

Ad goal: it was one of the first ads we did to direct customers to the online store, so our objective was to get Facebook users to click on the link and visit the online store. We were not specifically looking for sales at this stage.

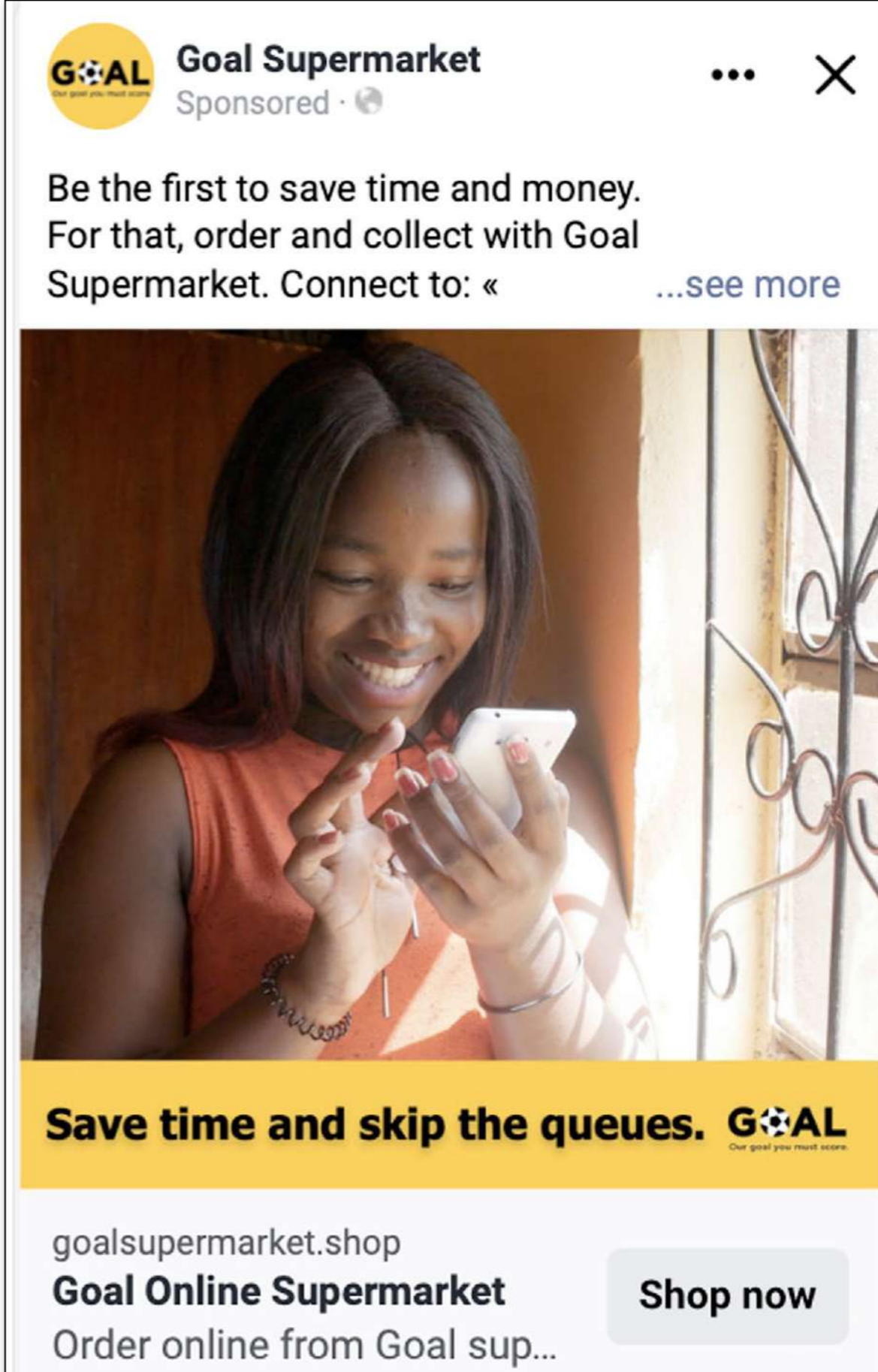
Ad target: we targeted Facebook users that are located in a 10km radius around the store, who like the store Facebook page already, and we added a bit of interest to get a more narrow target.

Ad budget: we spent around R2 000 over a week on this ad.

Ad results: it was seen by over 49 000 Facebook users in our target and led to close to R20 000 of purchases on the online store. It also brought many new visitors to the online store, who did not buy at the time of the ad, but started purchasing later.

Facebook ads are a perfect tool to boost your online presence and your sales. It can be intimidating to start advertising on Facebook, but don't hesitate to take the first step as it is very affordable. If you would like to test it for your store and want to get some additional advice or guidance, our team will assist *Supermarket & Retailer* readers with a free 30-minute meeting to setup your 1st Facebook ad during the month of November.

Next month in *Supermarket & Retailer*, we will explain the interest of getting an online store for your supermarket and wholesale store. Sixty60 and Asap have demonstrated that customers want to buy online and that it can lead to rapid growth for the stores who offer this service. We will explain how any independent store can quickly, without initial investment and without disrupting its activity, offer an online order, online payment, and even delivery service to boost their sales. **SR**



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