

How to Get a Flood of eCommerce Sales using Facebook Ads



If you want to improve the success of your e-commerce store, you might not know where to begin to find a bigger target audience.

There are so many tactics and strategies that you can implement. At times, it can probably all feel a little bit overwhelming.

The aim of this post is to give you a few simple, proven strategies that will help you grow your e-commerce store.

More specifically, we're going to focus on how you can use Facebook Ads in order to improve your e-commerce store sales.

Even if you think you know all there is to know about Facebook Ads, give this post a read – because we're going to cover some pretty advanced stuff that will increase your conversion rate.

By the end of this post, you'll have a keen sense of how you can use Facebook Ads to drive more sales for your ecommerce store.

Let's begin!

Implement retargeting campaigns

You can use retargeting to drive a potential customer back to your ecommerce store if they did not take the desired action the first time around.

72% of online shoppers tend to abandon their carts and having a retargeting campaign in place can potentially get a lot of these people to complete their purchase.

When you run an ecommerce store, you can use retargeting to achieve the following –

- 'Remind' a potential customer of a product that they were looking at
- Promote **upsells** and **cross-sells**
- Promote *discounts* on products that people were interested in
- Promote related categories of products (different from upsells and cross-sells) – if you run an electronics e-commerce site you might promote a fridge or microwave, depending on what someone has already bought

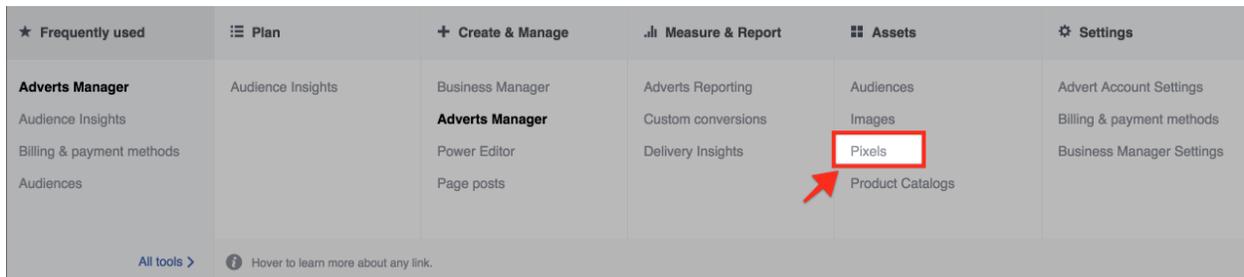
- Promote to people when they're on a mobile device

Let's take a look at how you can set up a retargeting campaign on Facebook.

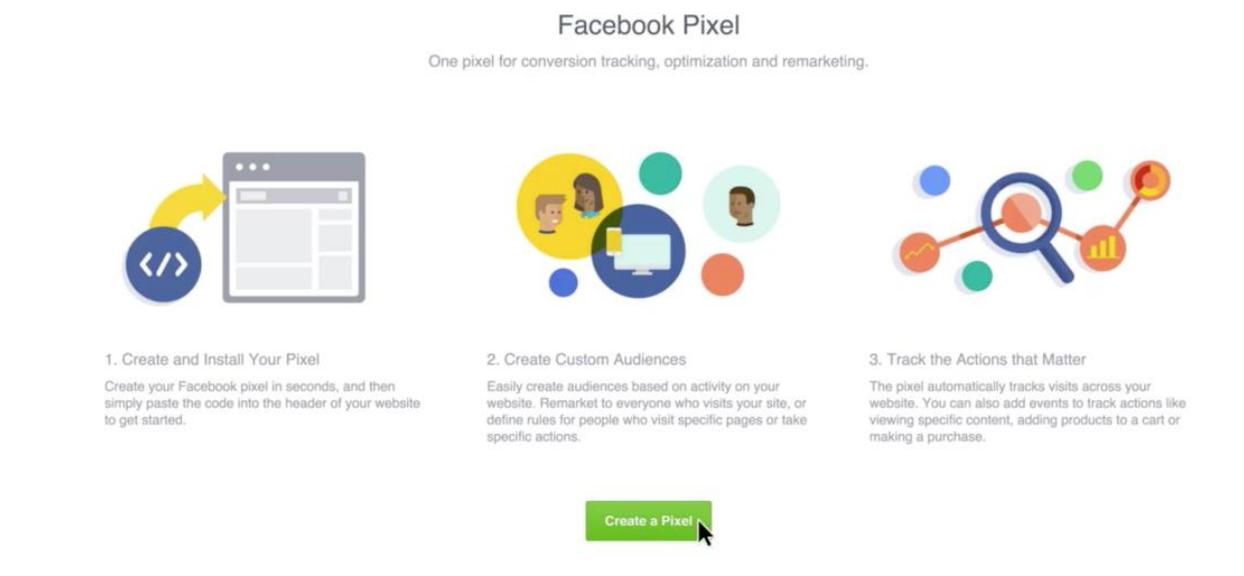
First, you need to install something known as a '**Facebook Pixel**' on your site to determine a click-through rate.

You'll want to make sure that this pixel is installed on every page of your site. This gives you the freedom to run a variety of retargeting campaigns designed for website conversion

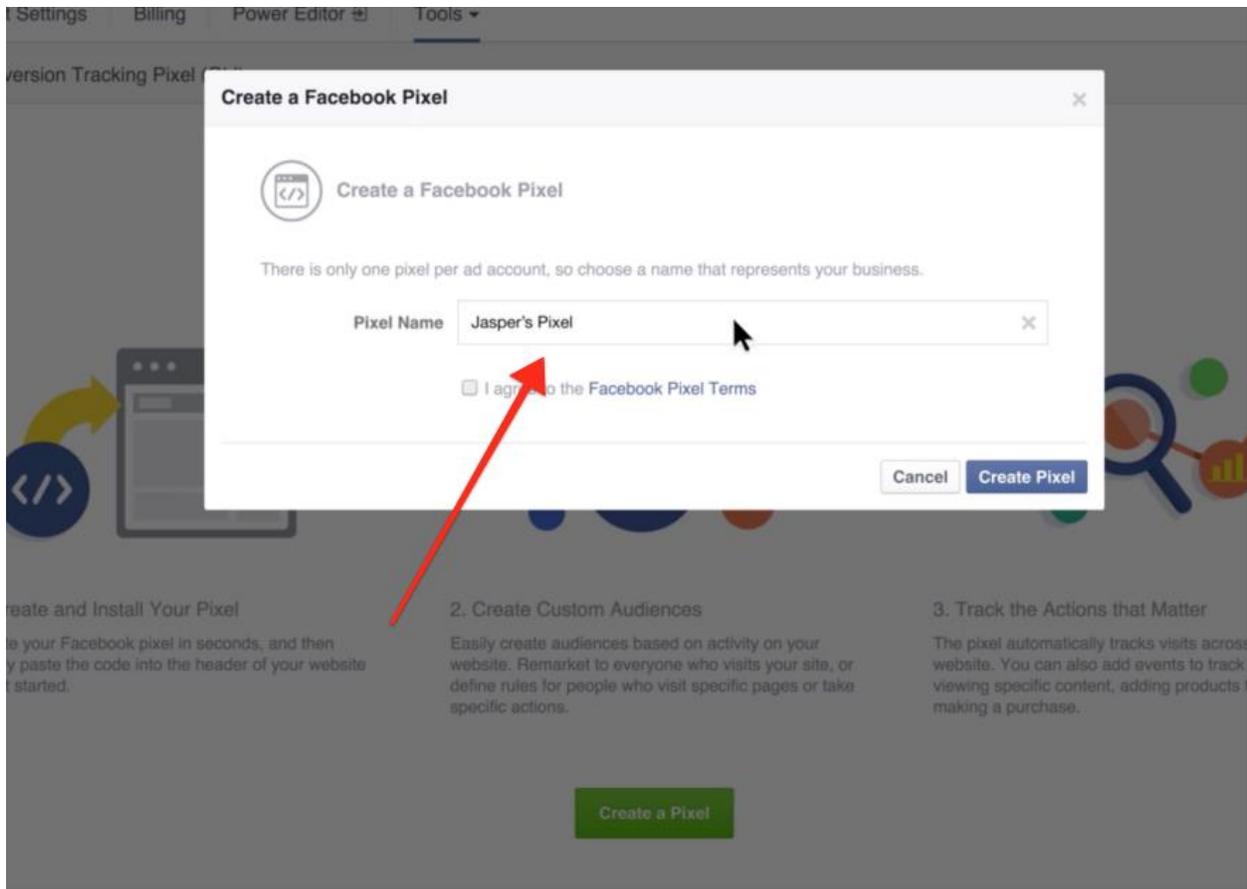
You can set up your Facebook Pixel by logging into Facebook Ad manager and selecting the Pixels option.



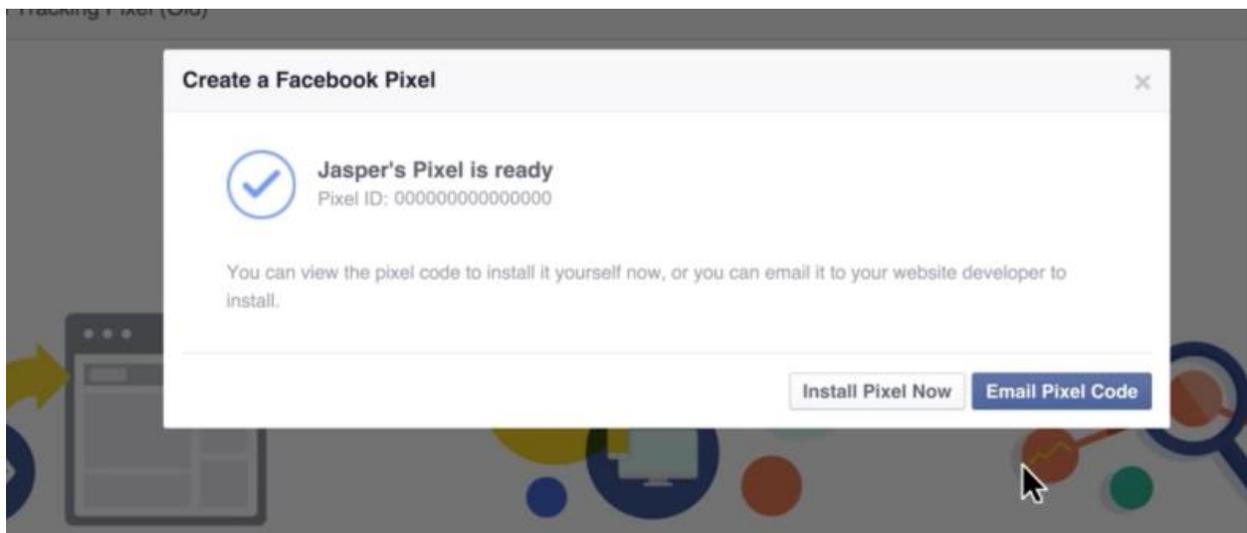
You'll then get the chance to create your Facebook Pixel.



Give your Facebook Pixel a name and give the terms a read.



You'll then be told that the Facebook Pixel is ready. You can install the Pixel on your own, or you can email it to your tech support team.



If you choose to install the pixel on your own, you'll be presented with the code.

View Pixel Code

Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '199295293740483');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Add Conversion Tracking

You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

Name	Description	Event Code
ViewContent	Track key page views (ex: product page, landing page or article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex. product searches)	fbq('track', 'Search');
AddToCart	Track when items are added to a shopping cart (ex. click/landing page on Add to Cart button)	fbq('track', 'AddToCart');

[See More](#)

[Email Pixel Code](#) [Next](#)

Note: You can also track conversions from the social network using this pixel. Tracking conversions will help you to monitor what actions are being taken and by whom.

Here are the standard conversions that you can track –

Website action	Description	Standard event code
View content	Track key page views (ex: product page, landing page, article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex: product searches)	fbq('track', 'Search');
Add to cart	Track when items are added to a shopping cart (ex: click, landing page on Add to Cart button)	fbq('track', 'AddToCart');
Add to wishlist	Track when items are added to a wishlist (ex: click, landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
Initiate checkout	Track when people enter the checkout flow (ex: click, landing page on checkout button)	fbq('track', 'InitiateCheckout');
Add payment info	Track when payment information is added in the checkout flow (ex: click, landing page on billing info)	fbq('track', 'AddPaymentInfo');
Make purchase	Track purchases or checkout flow completions (ex: Landing on "Thank You" or confirmation page)	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	Track when someone expresses interest in your offering (ex: form submission, sign up for trial, landing on pricing page)	fbq('track', 'Lead');
Complete registration	Track when a registration form is completed (ex: complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');

If you want to track conversions, you need to edit the code in relation to the page you're going to place it on. The code adjustments you need to make are shown in the far right-hand column of the chart above – known as 'Standard event code.'

You can add the conversion rate code (and any adjustments) as follows –

```

<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '1234567890');
fbq('track', 'PageView');

[ fbq('track', 'AddToCart'); Standard event ]

</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->

```

Base code

You can also add some of your own, [Custom Conversions](#).
You can check if your Pixel is installed properly, by using the [Pixel Helper plugin for Chrome](#).

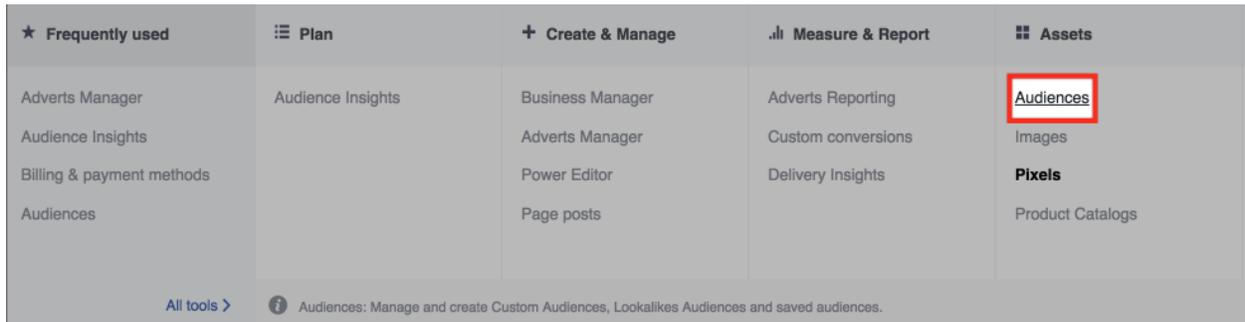
The screenshot shows a Chrome browser window with the URL `jaspersmarket.com/raspberries.html`. The website content includes a navigation bar, a market scene image, a Facebook 'Like' button, and a payment confirmation message. The Pixel Helper plugin is open, displaying the following information:

- 1 pixel found on `jaspersmarket.com`
- Facebook Pixel loaded successfully.
- Event ID: `ViewContent`
- View Event Log
- Pixel ID: `0000000000000000`
- URL Called: `Show`
- Pixel Location: `http://jaspersmarket.com/raspberries.html`
- Frame: `Main Window`
- Pixel Code: `Show`
- Load Time: `10.88 ms`
- Time To Request: `38.26 ms`
- Matched Product Count: `1`
- content_ids: `["12"]`
- content_type: `product`

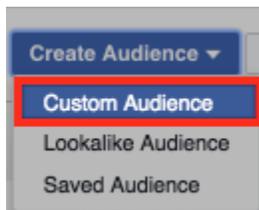
In any case, once you've installed your Pixel you can then go about setting up a retargeting campaign on the social network.

To do that, you need to create a **Custom Audience**. A Custom Audience is a target audience on social media where your ad copy will be focused.

To get started, click the 'Audiences' option or visit <https://www.facebook.com/ads/manager/audiences/>.



Then, select the 'Custom Audience' option.



Pick the 'Website traffic' option.

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

 **Customer file**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

 **Website traffic**
Create a list of people who visit your website or view specific web pages

 **App Activity**
Create a list of people who have taken a specific action in your app or game

This process is secure and the details about your customers will be kept private.

Cancel

You then get to set up your Custom Audience. The information you put in here will determine who sees your ad copy, based on the actions that they have previously taken with your e-commerce site.

Create Audience ✕

Pixel 

Website traffic  Anyone who visits your website ▾

In the Last  days

Include past website traffic

Audience Name
[Add a description](#)

 Cancel Create Audience

So, if I click on the 'Website traffic' option, I can pick from the following.

- ✓ **Anyone who visits your website**
 - People who visit specific web pages
 - People who visit specific web pages but not others
 - People who haven't visited in a certain amount of time
-
- Custom combination

If I want to run a simple retargeting campaign that's designed to remind people about a product they saw on my site, I might pick the 'People who visit specific web pages.'

Then, I can run retargeting ads, based on specific webpage visits.

For example, let's suppose I run a furniture store and I want to retarget people who have looked at 'oak tables.'

I can type in 'tables' and 'oak' to ensure that my retargeting ads are only shown to people who have looked at pages related to oak tables.

Website traffic ⓘ **People who visit specific web pages** ▾

Include people who visit any web page that meets the following rules.

URL contains ▾ **tables** ✕ or **oak** ✕ **Add URL keywords**

In the Last ⓘ **30** days

Include past website traffic

Audience Name **Oak Tables**

[Add a description](#)

If I want to retarget people who have looked at 'Oak tables' and have visited the checkout page, but have yet to purchase, I might set up some 'Custom Combinations.'

Website traffic ⓘ Custom combination ▾

Include ⓘ Traffic that meets the following conditions:

URL ▾

Contains ▾ oak × or tables × Add URL keywords _____ and ×

Or, traffic that meets the following conditions:

URL ▾

Contains ▾ checkout × Add URL keywords _____ and ×

Add New Condition

Exclude ⓘ Traffic that meets the following conditions:

URL ▾

Contains ▾ thankyou × Add URL keywords _____ and ×

Add New Condition

In the Last ⓘ 30 days

Include past website traffic

Audience Name

[Add a description](#)



Here, I've set it up so that ads are shown to people who have looked at oak tables, then looked at the checkout page. I've also added an exclusion for those who visit the 'thank you' page.

Add New Condition

Add exclusions

In the Last ⓘ 30 days

Include past website traffic

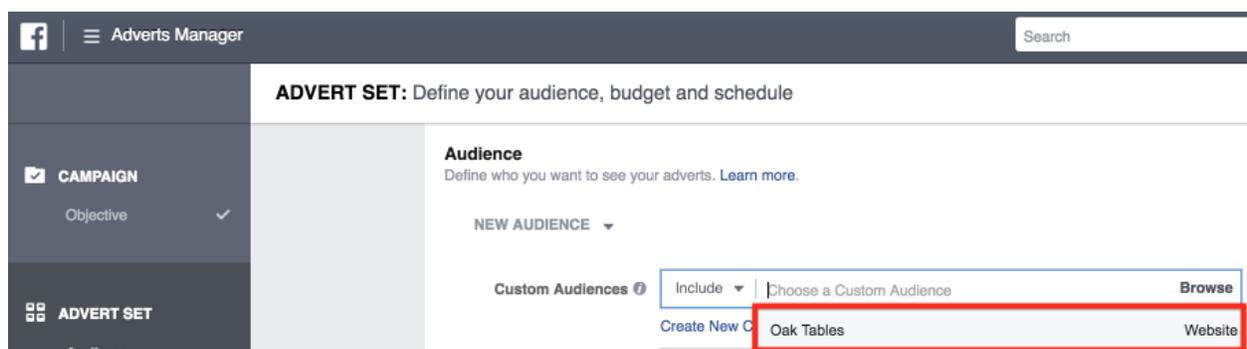
The thank you page represents what people see once they've actually completed their purchase. By excluding them from this audience, I ensure that people won't be shown ads, once they've taken the desired action – completing a purchase.

Ideally, you'll want to add an exclusion for all of your campaigns, to make sure that people aren't shown irrelevant ads. The exclusion should signify that the desired action has been taken. They are no longer a potential customer; they are a customer included in your conversion rate moving into retention.

The amount of time you run a retargeting campaign for will depend on the retargeting campaign in question.

A 'remind' campaign can be run for 30-40 days, but a checkout reminder probably only needs to be run for 10 or so days. If people don't buy from an ecommerce business after that time, they probably won't ever buy.

In any case, once you've created a custom target audience that meets your requirements, simply set up a campaign the way you normally would and select the Custom Audience you created, while adjusting the targeting of the ecommerce business.



Note: When developing your ad creatives, make sure that your ads let people know that they've been retargeted. It helps to provide an incentive to encourage a potential customer to complete their transaction.

If you can generate desire and encourage action, you're retargeting efforts will be better received by those you're showing your ads to.

Retargeting can leave a bad impression, when done incorrectly. But, when done well on social media, it can often be welcome.

In order to achieve that, you'll need to create custom ad copy, for your retargeting campaigns, that are relevant and provide value. The ad below is a good example of how you might want to do that.

Sponsored - [lock icon]

We are not sure why you didn't complete your recent transaction at [blurred URL] but if you do it now we will give you a 20% discount on your current shopping cart!

Click on the image below to keep shopping!

COMPLETE YOUR TRANSACTION AT [blurred URL]

AND GET 20% OFF

COME BACK AND SAVE!
Keep shopping with us and get a 20% off!

Shop Now

If you run a very large e-commerce store, you can also take a look at something known as 'Dynamic product ads.'

This is a feature where Facebook will almost run your retargeting campaigns for you, automatically.

Running Dynamic Product Ads will require you to upload product feeds.

It's quite a complex process that we won't go into here, but you can find out more [here](#), in the meantime.

Make use of Lookalike Audiences

You can also generate more sales for your ecommerce store by targeting your ads towards 'Lookalike Audiences.'

Lookalike Audiences are audiences created by Facebook that share similarities to an existing target audience you have already deal with.

Lookalike Audiences are worth checking out, because they provide you with the ability to target your ads with greater specificity. The use of a Lookalike Audience also takes out some of the guesswork you might have to go through when setting up ad targeting. This helps the click-through rate since the right buyers usually exhibit similar tendencies.

This all has the potential to produce a better ROI for your campaigns, because your ads will be relevant to the people seeing them on the social network.

If you want to set up a 'Lookalike Audience,' head over to the 'Audiences' section again

– <https://www.facebook.com/ads/manager/audiences>.

This time, click on 'Lookalike Audiences,' after clicking on 'Create Audience.'



You then get to input some parameters, so that Facebook can develop a Lookalike Audience that resembles your existing potential customer profile.

Create a Lookalike Audience ✕

Find new people on Facebook who are similar to your most valuable audiences.
[Show advanced options](#)

Source ⓘ

Country ⓘ

Audience size ⓘ Estimated reach

0 1 2 3 4 5 6 7 8 9 10 % of country

Audience size ranges from 1% to 10% of the total population in the country that you choose, with 1% being those who most closely match your source.

When creating your Lookalike Audience, you first need to decide what it is that you want your campaign to achieve.

For example, do you want to sell more of a certain product?

Then, you need to gather an 'Audience' of people who have purchased that product.

Or, do you want to get more people to read an article on your e-commerce site?

Create a Custom Audience of people who've read the desired article and provide it to Facebook, when developing the Lookalike Audience.

It's worth noting that you can also set up a Custom Audience using a list of email addresses and phone numbers.

You might want to upload data if you don't want to wait around for Facebook to build a Custom Audience based on future visitors to your e-commerce site.

Your ability to do that, however, depends on the data that you have already collected.

If you want your Lookalike Audience to be really targeted, you might want to base it on a certain 'Conversion tracking pixel.' This will ensure that Facebook only targets people who are likely to take a certain action on your site or e-commerce business.

When you've selected the base audience that Facebook will work with to develop the Lookalike Audience, you also need to decide how similar you want the Lookalike Audience to be.

To begin with, it is helpful to keep the Audience Size at 1, as this will keep your campaign targeted.

Once you begin to get results, you might want to try an Audience Size of '1,' but within another country. This could deliver cheaper clicks, making your campaign more cost effective while maintaining returns on social network channels.

Tell a brand story before promoting sales

Many marketers are often in a rush to get people to buy from them.

Rushing the sale, however, can often lead to reduced sales figures.

There is another way, though.

It's a way that draws out a sales campaign by telling a story.

Known as a 'sustained call-to-action' campaign, telling a story over the duration of an ad campaign has been known to improve conversions.

There's data to back this up.

Adaptly conducted research that involved running two campaigns side by side.

One campaign focused strictly on generating subscriptions, right from the get go.

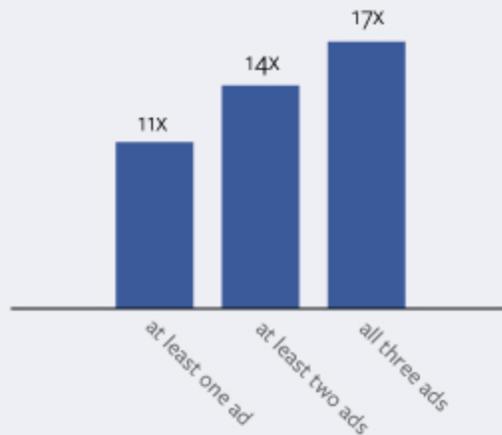
The other campaign told a brand story with the use of 'sequenced ads,' before providing ads that gave people a chance to sign up.

Both ads were targeted, using a Lookalike Audience and were displayed within the Newsfeed.

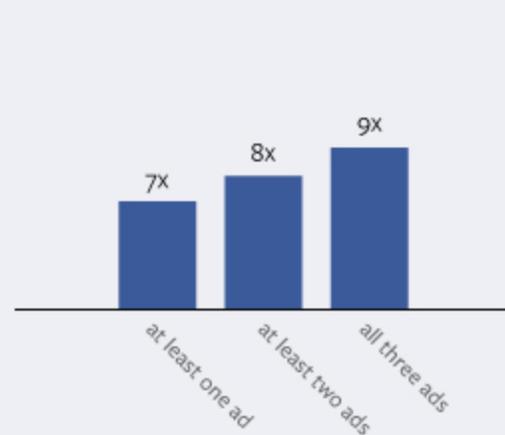
Adaptly found that by showing sequenced story ads, they were able to increase subscription rates by 56%. They also found that by using the sequenced story ads, they were able to boost landing page visits by 87%.

Higher subscription rates among people who were exposed to the sequenced ads

Conversion lift from sequenced call-to-action ads*



Conversion lift from sustained call-to-action ads*



*Conversion rates for people who were exposed to the sequenced and sustained series of ads are indexed against the conversion rates for people who were not exposed to the sequenced or sustained series of ads (control group).

As you can see in the chart above, it is also the case that the more sequenced story ads people saw, the higher the click-through rate.

Therefore, when running a campaign of your own, consider telling your brand story before you ask people to buy something from you.

In doing so, you can build trust and also a reputation. This will help increase the receptiveness of people who are exposed to your ads *that do ask for a sale*.

If you're not sure how to tell the story of your brand, you could consider the following approaches –

- Show how the product is made
- Discuss how the product idea was discovered
- Interview people who make the product
- Show the factory/where the product is being made

Some of the biggest brands take this approach. Take a look at the screenshot below, [that comes from Rolls Royce](#).



When running these types of campaigns, you can use the [Video Ads option, within Facebook](#), to ensure that your campaigns get the kind of social media exposure they need.

Advertise on Instagram

You may also want to take a look at advertising on Instagram. Most ecommerce stores find that their ability to sell certain products is reliant on how good the visuals of the product look.

As a result of this, a lot of effort goes into taking high-quality pictures that make the item look good.

If you have high-quality pictures, there's a good chance that your product will perform well on Instagram – a social network platform that is very image heavy.

You can take advantage of the targeting features that Facebook provides, too, ensuring that your compelling visuals are shown to the right people.

Happily Unmarried managed to boost monthly sales by 12X, advertising on Instagram.



Thanks to visuals that displayed the product clearly and in a manner that would resonate with their target audience of 18-35 year old males, the company developed an Instagram ad campaign that garnered significant engagement.

Here's another example, from a company called T.M Lewin.



The brand is over 100 years old, but that didn't stop them from achieving success with the modern social platform.

Again, thanks to clear visuals that resonated with the target audience, T.M Lewin found success with Instagram.

In fact, thanks to Instagram Ads, they managed to achieve a 9x reduction in their cost per acquisition.

They also made use of a feature, known as **Carousel Ads**, that allowed for them to showcase several images within a single ad.

Conclusion

Facebook ads can grow your ecommerce business quickly – if you know how to use them.

We've touched on a number of advanced tactics that you can use to drive sales for your store. Retargeting, telling a brand story before

asking for a sale and using Lookalike Audiences are examples I mentioned.

The beauty of Facebook Ads is that you don't have to overextend yourself when running a campaign designed for website conversion.

Spend 10 or so bucks a day and you'll definitely begin to see how you can use the platform to benefit your ecommerce store.

Get started now, and see what's possible.

Best of luck!

Do you have any tips you can share when it comes to growing an ecommerce store using Facebook Ads? Please share below!



About Neil Patel

He is the co-founder of [Neil Patel Digital](#). The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. Neil is a New York Times bestselling author and was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.