

FACEBOOK OFFERS

How To Run Facebook Offers



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Introduction

You are probably familiar with the social network Facebook, and the fact that a lot of people spend time there. Even if you are not on Facebook yourself, and odds are that you are if you are reading this, many people spend a significant amount of time socializing on Mark Zuckerberg's little corner of the World Wide Web. The actual numbers are staggering.

- As of September 2017, there were 1.37 billion active users who visited FB every day.
- There are more than 2 billion Facebook members that log on 1 or more times per month.
- Out of all the dozens of social media websites, Facebook accounts for more than 42% of all monthly social network traffic.

Those statistics tell you why, if you have a business online or off, you should definitely consider growing your brand and increasing your sales and profits by spending some time on Facebook.

One way to do that inexpensively, and even for free, is with an advertising platform called Facebook Offers. While this advertising type has been around for years, it received some upgrades and much-needed changes in 2016. Now business owners small or large, whether doing business in a brick-and-mortar store, online or both, can reach prospects around the world.

Facebook offers are quick and easy to set up, and you can streamline and filter them so you can laser target the exact people that are looking for what you have to offer. Since Internet citizens on social media sites are in a more laid-back and friendly mood, socializing and "hanging out," they are much easier to approach. Studies show that Facebook users either don't care about advertisements they are shown, or they have positive opinions about them.

That's right, either someone likes your Facebook offer or they won't care one way or another about it, but no one is likely to view it and have a bad taste in their mouth afterward.

Another good reason to use Facebook offers to grow your business has to do with online advertising as opposed to traditional advertising. McKinsey

Global Institute points to their research, which shows, "Social media campaigns are 60% more effective than traditional advertising campaigns."

This special report will show you exactly how to set up a Facebook Offer campaign, how to boost its presence, how to advertise it, and some proven techniques and tips that guarantee you have the best chance at success right out of the box, even if you have never advertised online before. Let's get started by defining exactly what a Facebook Offer is.

What Are Facebook Offers, and Why Should I Be Using Them?

If you have a business presence on Facebook already, you may have experimented with Facebook advertising methods. You may have alternately posted information about sales and upcoming product launches and releases on your business page or your personal account. It is free to post any type of update you like on your personal or business accounts, as long as you are the owner or an administrator of a page.

If you announce an upcoming sale as a post on your business page, you may or may not generate interest. There is no problem with this type of advertising. It is free, you can do it as many times as you like, you can split test and tweak your post, but this type of advertising is rather limited.

You simply tell your audience about an offer you have, and then they either do or do not respond. With Facebook offers, if someone on your page is interested in what you have to say, they can like, save, and/or share your offer. If you make an attractive enough discount or enticement, and someone saves your offer to check it out later, something wonderful happens.

Facebook will remind them that they saved your offer.

If that person does not return to your offer and click on whatever links you provide, Facebook will make sure they continually let that person know that an expiration date is approaching. Couple a time limit with an extreme and discount or otherwise excellent value, and Facebook Offers can help you build your email list, sell products and services, and grow your brand.

This is what Facebook has to say about their new Offers platform.

"Offers are discounts you can share with your customers on Facebook if you're an admin or editor of a Facebook page, you can create an offer ad to encourage people to shop on your website, at your physical store, or both."

Notice that Facebook says you can offer discounts to your current customers. This is a little misleading. Even if you have no current customers,

you can reach out to prospects that are looking for what you have to offer, use filtering methods to tailor your offer to just the right people, and receive an attractive return on investment regarding the time and money you spend on Facebook Offers.

The key takeaway here is that you need to provide a substantial discount or give away something free if you want to make your offer generate the most interest.

How are Facebook Offers Different Than Other Facebook Advertisement Methods?

One critical difference between Facebook Offers and other Facebook advertising types is that you don't have to spend a penny to make an offer. However, because of certain tracking methods and reminders, FB Offers can generate more interest and give you more control over the process than simply posting an update telling your followers that you have an upcoming sale or discount to offer.

Also, you may decide to create a Facebook Offer in the FB Ads Manager. This free or paid flexibility is not present with most Facebook advertising methods. Whatever aspect of your business you are trying to build, engagement, traffic, sales, or profits, you can do so for free. And if your offer starts generating some interest, you can pay to boost it or advertise it after you see whether or not it is creating the results you're looking for.

Facebook Offers differ from other Facebook advertising methods because you never have to spend any money if you don't want to. They are also flexible because once you see an offer getting the job done, you can attach an advertising budget to improve your results or continue to spend no money at all.

Are "FB Offers" the Same as "FB Offer Ads"?

Facebook Offers are not the same thing as Facebook Offer Ads. A "Facebook Offer" can be launched in literally a couple of minutes from your page, and these offers require no investment, as previously mentioned. A "Facebook Offer Ad" is created through the advertisement interface. Anytime you go through the Facebook advertising system, which is called the Ads Manager, you are going to have to spend money.

The good news is that you can set a high or low budget, as a fixed amount of money per day or a set amount of money per campaign length. While FB Offers are free, it may make sense to create some FB Offer Ads through the Ads Manager after you get the hang of making offers on Facebook. That is because the tracking features available through the Ads Manager give you a lot more information than you get through free FB Offers.

Starting out though, understand that Facebook Offers are free or paid, quick and easy to make. After you run a few offers and feel confident in what you are doing, you may consider creating paid offers through the Facebook advertising network. You may also create a free offer, and then decide to boost that offer later, which is another paid alternative.

The difference between the free and paid options has to do with the way you build your offer.

(NOTE: You must have a page to create a Facebook Offer, and that page must be at least 3 days old. There are other requirements as well, which are covered in chapter 4. In that chapter we will also show you how to build a page in just a couple of minutes, if you don't already own a page.)

There Are 2 Ways to Create an Offer

When you are through reading this chapter, you will be able to set up a Facebook Offer. However, you are encouraged to read through this entire e-book at least one time first before jumping over to Facebook and attempting to cash in on all that free traffic. Best practices, requirements, and recommendations are mentioned in subsequent chapters that reveal all the proven, veteran moves successful companies use when they make offers on Facebook.

Your Facebook Offer creation begins one of 2 places:

- 1 - On your page
- 2 - Through the Facebook advertising platform

Building an offer through your page is the fastest and simplest way to get started. The first time you do this, you may spend no more than 10 to 30 minutes start to finish. Working through the Facebook advertising platform is more time-intensive, but there are tools available for you to streamline your offer to a very specific and focused audience. This means potentially higher click-through rates and sales, but it also means you will have to spend a little bit of money. Let's look at each of these processes in detail.

1 - Creating an Offer from Your Page

On any page you are a creator or administrator of, you will see the option to "Create an Offer" at the top of your timeline. Depending on the display on your computer or mobile device, you may have to access the "Offers" option on the left sidebar. If you don't see it there, click on the "See More" button, and a drop-down menu will expand. Then move through the following steps.

- Describe your offer. Be short and sweet. Make sure you include a substantial discount or some other reason that would make people want to claim your offer. The default expiration date will be seven days from today, but you can click on the calendar and have your offer run for less or more than a week.
- Add an enticing photo or video. Make sure the photo relates to your offer. In Chapter 4 you will learn Facebook's requirements and recommendations for photo size and other visual specifics.

- Choose whether you want your offer to be redeemed Online, In-Store, or check both boxes if your offer can be redeemed at a brick-and-mortar store as well as online.
- You will have an option to add a Promotional Code, as well as Terms and Conditions.
- You will see an option to Boost your offer. Skip this for now, remembering that this is a way you can attach a budget and filters to get more eyeballs on your offer.
- Click publish, and your offer is live.

That is how easy it is to make a Facebook Offer from your page. It doesn't cost a penny, it takes only a few minutes, and once you have done this a couple of times, it becomes a quick and easy process.

2 - Creating an Offer through the Facebook Advertising System

As opposed to the quicker and free on-page method, you may choose to create an offer through the Ads Manager or Power Editor. If you have done any advertising on Facebook before, this process will be very familiar to you. It is one of the many ways to use the Ads Manager to offer your products and services on Facebook, in this case, in the form of an offer. Here are the steps to follow.

- Open the Ads Manager. On the far right, under the Conversion tab, click on the option that says, "Get People to Claim Your Offer."
- Choose a fan page where you will be making the offer. Fill in the required fields, which include Offer Type (percent off, dollar amount off, buy one get one free), URL if they are redeeming online, description, title, expiration date and other required information.
- Scroll down the page to the Audience section. Here is where you will build your audience, and this is one of the biggest benefits of paying for an offer through the Ads Manager rather than creating a free offer. You can choose the language, location, gender and age of your

audience. These are powerful filtering tools that let you address the best possible prospects.

- If you created a similar offer in the past, you can check the box that says "Prefill with options from your last ad set" to speed things up here.
- Now it is time to choose a budget and a time-frame for your offer. You can have it start today or sometime in the future, and your budget is designated by how many days your offer runs and how much money you want to spend each day.
- Add a name to your offer, and then use either a single image or a carousel option. The carousel feature allows you to add a video or multiple videos and images.
- Under Placements, choose where you want your offer to appear. You can select either Mobile Newsfeed, Desktop Newsfeed, Desktop Right Column or any combination of those. You can also limit which mobile devices can see your ad, for instance, just Android or just iOS.
- In the Creative section you will create your ad. Keep your information short, engaging and to the point. This is the text that will appear with your ad. There is a preview section to the right, so you can see exactly how your ad is going to appear.
- When you have everything as you want it, click the green "Place Order" tab at the bottom right of your screen.

Congratulations, you have just created a Facebook Offer through the Ads Manager.

Requirements and Recommendations You Need to Know Before You Make an Offer

There are certain things you can do to make your offer as attractive as possible to your audience. There are also those things which Facebook requires from your offer. Use the following requirements and recommendations to give your offer the best chance at success.

You Must Have an FB Page to Make an Offer

To make a page, you can either go to facebook.com/pages/create or click the drop-down arrow at the top right of any page when you are logged into Facebook.

Here is what FB says about creating a page:

"Pages are for businesses, brands, organizations and public figures to share their stories and connect with people. Like profiles, Pages can be customized with stories, events and more. People who like or follow a Page can get updates in the News Feed.

- To create a Page:
- Go to facebook.com/pages/create
- Click to choose a Page category
- Select a more specific category from the drop-down menu and fill out the required information
- Click Get Started and follow the on-screen instructions
- Note: Anyone can create a Page, but only official representatives can create a Page for an organization, business, brand or public figure."

If you've just created a Page, the option to create an offer becomes available after three days. Additionally, to create an offer for a Page, you must be an admin or editor on it.

Image Ad Requirements

The following are additional recommendations and requirements which will help your offer appear and perform better.

- Choose tall rather than wide images and videos. Most FB interaction, by a wide margin (no pun intended), takes place on smartphones. On their phones, FB users are much more likely to hold their phones in portrait rather than landscape mode, meaning a vertical, as opposed to horizontal view, works best.
- Published offers can't be edited or deleted. Consider your headline, image, and details carefully before publishing.
- FB Image Recommendations
 - o File type - jpg or png
 - o Image ratio - 9:16 or 16:9
 - o Text - 125 characters or less
 - o Images made up of over 20% text may not be approved.
- Images with Link
 - o Headline - 25 characters
 - o Link Description - 30 characters
- Other Technical Requirements
 - o Minimum Image Width in Pixels - 400
 - o Minimum Image Height in Pixels - 150

How Many “Likes’ Do You Need to run an Offer?

You need at least 50 Facebook users to like your page before you can run an offer.

To promote your offer like you would a typical Facebook ad as opposed to free on your page, you need 400 Likes (May 2017). Facebook is currently talking about easing this restriction, so it may drop significantly in the future. If you want to advertise your offer through the Ads Manager like any other ad, follow the steps outlined in chapter 2. If you don't have enough likes to place the Offer Ad according to the guidelines in place at the time, FB will let you know how many are needed.

A Few Methods Proven to Increase Likes on a Page

If you need to build your audience to make offers, here are some techniques proven to increase the number of Likes you get on an FB page.

- Get your immediate circle of influence involved. Ask your friends, family members, business partners, coworkers and employees to like your Facebook page. Give them an incentive for doing so, and this immediate growth could make your page more attractive to others.
- Make sure you add social plug-ins to your website or blog. Have them go directly to your page, rather than your personal profile.
- Run a contest. Wishpond, ShortStack, AgoraPulse, and Heyo are social network contest applications that do all the work for you.
- Make sure you like other pages and companies like yours. Interact with them. Provide valuable and worthwhile information when you post on their pages because this practice has proven to send traffic back to your page.
- Use Facebook ads to tailor your advertisements to people who would be highly likely to be interested in your page.
- Post to your page regularly, preferably on a schedule your fans can come to rely upon. Keep things light and social, because you are on a social media network after all.

How Does Someone Save or Claim Your Offer?

At this point, you have learned how to make a Facebook Offer, for free from your page, and through the paid option with the Ads Manager. You have also learned how to create a Facebook Page if you do not already have one, and some proven ways to increase the number of Likes you get for that page. The more people you have as fans of your page, the better. When these people claim or click on your offer, it shows up in their news feeds. That means all their friends and followers are exposed to your offer as well.

So far we have predominantly discussed Facebook offers from your perspective, the publisher or advertiser. It is important to know what the process looks like from your fans' point of view.

What Your Fans See

As soon as one of your offers is published, it begins to show up on the Newsfeed and the Sidebar of any of your fans. If someone has liked your page, they will receive a notification that you have made a new post on that page, which includes a special offer. Once they view your offer, your fans have several choices. They can Save the offer, Like it, Comment on it, Share it with their friends, or click on the option to "Get Offer."

When they choose Get Offer, they are given a promo code or barcode they can use at your online or brick-and-mortar store, or they are taken directly to an online order form or sales page. The interface depends on how you set up your offer. When they decide to get your offer, they are asked to provide an email address. They are immediately sent details of your special discount or offer to their email inbox. This is how Facebook offers can help you build a targeted email list.

If a fan saves your offer, they can access it later. They will still receive notifications reminding them of an upcoming expiration date, so they don't miss out. If you want to see where offers are listed, go to the home page on your personal account. Look at the left sidebar. You will see a heading that says "Explore." Under that, you will see "Offers." If it is not visible, click on the "See More" link.

Once the Offers link is clicked on, you will see any offers you have saved. They will be listed under one of two categories, either "Active," or "Expired and Used." Clicking on the Active tab will show you a list of any offers you have saved or claimed, and when you click on those individual offers, you will see the details, such as expiration date, discount, etc.

What Happens When Your Offer is Claimed

We mentioned earlier that it makes so much sense to make a really great offer. You should offer a substantial discount, or possibly even giveaway a report or a product for a limited amount of time. You want as many people to claim your offer as possible. This is because of what happens once your offer is claimed by a fan of your page.

The instant someone claims your offer, that action is reported in that person's newsfeed. Every Facebook friend that person is connected to gets a notification that your offer was claimed. Even if you only have a few Facebook fans of your page, if one fan claims your offer and has thousands of Facebook followers, your offer can go viral and explode in a very positive way.

Now that the offer has been claimed, that fan will begin to receive reminders from Facebook in advance of any expiration date you have chosen.

It is recommended you Save, Like, Share and Claim a few offers yourself. This is a great way to understand exactly what the fans of your page are going to experience when they interact with your offers. Remember that saving or claiming an offer does not mean you have to purchase it. It simply means you have considered purchasing the offer. By claiming a few offers yourself, you get to see the power of the Facebook reminder feature.

Facebook reminds anyone that claims an offer, alerting them that the expiration date is approaching. This is a feature of both free and paid offers. You can imagine how powerful this is since it requires no extra time or money on your part. Facebook does all the reminding for you, which means that whether or not you have a large, medium or small

advertising budget, or simply want to use free offers, you can get the world's largest social network to work on your behalf.

Location Notifications for Brick-and-Mortar Businesses

This is a great advertising tool for owners of off-line businesses. If someone claims the offer you made promoting your off-line business, and they have enabled location sharing, they will be notified whenever they get near your business. This is extremely powerful. While someone is driving around town and taking care of their daily responsibilities, their mind is probably not on the Facebook offer that they claimed last night or last week. However, when they get near your business, they will receive an alert from Facebook reminding them that the offer they claimed is expiring, and also that they are in the general area of your business.

This kind of GPS-based advertising used to be something only the wealthiest advertising budgets could afford. Through the free on-page FB Offer advertising tool, brick-and-mortar businesses now benefit from this location-based reminder service that can boost sales and profits.

Searching for Pages to Check Out the Offers Experience

Have you ever searched for anything on Facebook? When you do, through the Facebook search bar at the top of any page, you receive a ton of results. When your results are published, you will see options above your results to see only those which apply to People, Pages, Posts, or other options.

For instance, let's say you search for the phrase "bass fishing" on Facebook. You love fishing, especially for bass, and are interested in these types of pages. When you click on the Pages tab, you will see only those results where individuals and companies have created pages dedicated to bass fishing.

Scroll through this list and join 5 to 10 pages. Check in frequently. Eventually, at least one of those pages is going to present a Facebook offer of some kind. Save that offer and see what happens. Share that offer with your friends. Like the offer and claim it. You will begin receiving notifications reminding you of the upcoming expiration date on that offer.

This is an easy way to understand how your offers are going to look to your fans and can help you improve the experience for your prospects.

How Do I Track and See Who Has Liked or Claimed My Offer?

A few years ago, Facebook got into a little hot water over sharing user data. Since then, they have become a lot better at protecting you and the other people who spend time on their social network. Because of this, you won't see any personal information of the people who claim your offers. Any ethical businessperson will understand this procedure. You probably don't want all your personal information shared with an advertiser or business just because you are interested in their products. Your page fans feel the same way.

This means that you can only see the number of people who claim your offer, and not individual pieces of information about those Facebook users. Head over to your page. Scroll down until you see your offer on your timeline. One smart practice here is to pin your offer to the top of your page, so it is always the first thing your fans see. If you do this, it is additionally very easy to locate your offer on your timeline.

Alternately, you can log into your page and look at the top. You will see a tab labeled "insights." Clicking on this shows you a lot of information you can use to make your page perform better. You can see the actions on your page that have been taken, how many views your page has received, as well as how many fans you have and other relevant information. This is also where you can look to see how many people have claimed your offer.

What Has Changed (For the Better)

In the past, if someone merely clicked on your ad, you were notified that someone was interested in your offer. If they liked your offer, clicked on it or shared it, you as the publisher were notified. Unfortunately, the engagement that someone had with your offer was not broken down into different components. In other words, someone may have clicked on your offer, look it over, saw that they were not interested and then gone on to do something else on Facebook or elsewhere on the World Wide Web.

That person is obviously not going to help you build your business through the offer you posted. Regardless, that was reported as a click from a fan

who was interested in your offer. As you can see, this didn't really give offer publishers a very realistic picture of how their offer was performing. Also, since that activity is reported on that person's timeline, any of his or her Facebook friends that also clicked on your offer could generate more false analytical information.

Now, only those Facebook fans that save your offer are included as "Offers Saved." In the past, if someone merely clicked on your ad, and any of their friends and followers did, all those clicks were counted as "Ads Claimed." You can see how this would give you a false sense of belief that your offer was performing very well, when in reality it may not have been generating any interest at all.

Tracking Your Offer

When you create an offer through the Power Editor or Ads Manager, there are a wealth of monitoring and tracking tools at your disposal. You can check out such metrics as the number of people you have reached, how many clicks your offer received, and the cost per action. Demographics include breaking down the cost per action by gender or age, as well as the number of people your offer has reached. Log into the Ads Manager for access to these and other tools to track and monitor your offer's performance.

What do you do if you posted your offer through your page, for free, rather than through the Ad Manager? You still have a pretty good number of analytical and tracking options. At the top of your page, you will see an option that says Insights, usually to the left of Notifications. A lot of information is available here to help your page perform better. You can see the actions on your page that have been taken, how many views your page has received, as well as how many fans you have and other relevant information. This is where you can look to see how many people have claimed your offer.

Clicking on that Insights tab gives you access to the following pieces of information regarding your page.

- Actions on Page
- Page Views

- Page Previews
- Page Likes
- Reach
- Recommendations
- Post Engagements
- Videos
- Page Followers

Once someone likes, shares, comments on, claims or saves your offer, you will be able to access analytical data specific to that offer. You don't get quite the in-depth information you receive from the Ads Manager, but considering that this information is available to page owners that created their offers for free, this is a wealth of marketing data.

Getting assistance from the Facebook Help Community

Facebook offers a really neat feature, which they call the Help Community. This is a group of Facebook users and FB helpers that ask and answer questions. If you have a question concerning any aspect of Facebook, whether in regards to advertising or not, you can find your answers there. To answer all your Facebook Offers questions, go to the following URL.

<https://www.facebook.com/help/community/>

In the upper right-hand corner, you will see a button that says, "Ask a Question." Click on this, and you will be taken to a page where you choose a topic and sub-topic for your question. For asking questions about Facebook Offers, click on the topic that says "Ads." You will be automatically taken to the Facebook Advertiser Help Center.

Choose from the list of subtopics, then ask your question. A recent search for "What are Facebook offers" returned the following Advertiser Help Center articles.

- What's Changed About Offer Ads
- Tips for Creating a Successful Facebook Offer Ad
- Offer Claims
- About Offer Ads
- Boost an Offer from Your Page

Below any articles which appear, you will see several posts which relate to the question you asked. In each case, these are posts which have been answered, so in addition to the Facebook articles which may answer your question, there is a lot of good information here.

If you don't feel like this section offers you any help, or FB didn't understand your question, scroll down the page. Below the relevant posts

on the right-hand side, you will see a button that says "My Question Is New." When you click on this link, you can include more information than just your question. When you are done, click Post, and you will be notified when your question is answered by someone in the Advertiser Help Community.

Tips for Creating a Successful Facebook Offer

Congratulations. You have learned how to place a Facebook Offer to help improve every aspect of your business. Now it is time to make sure you do the best possible job, so your time, effort, and any money invested pay off handsomely.

Copywriters, successful salesman and professional marketers will tell you that conversions, sales, and profits all increase when you understand the psychological aspects of marketing. For instance, it has been proven that people generally get positive feelings when they see a smiling person as opposed to an angry, frowning individual.

For this reason, you should consider including a happy, smiling person in the image or video of your Facebook Offer. An exception would be if you are trying to remind your audience of the frustration they received in the past when using a particular product, and then you tell them how you can keep that from happening.

Another marketing tool which has worked well since the beginning of person-to-person transactions is scarcity. The FB Offers marketing process allows you to limit the number of offers which can be claimed. You can also include this information in the text part of your ad. It doesn't make a lot of common sense, but research has shown that people who are not necessarily going to purchase a product or service will often do so if they believe there is a limited number available.

The Facebook Offer format automatically defaults to an expiration date of 7 days after your offer is published. Depending on the type of offer you are making and the audience you have, as well as other seasonal or product-launch factors, you may want to change this time-frame. Whatever period you choose, give your audience time enough to act, but not too much time. If you tell someone you are going to have a sale price available for the next 6 months, you're going to see little to no engagement early on.

Limit your time to 7, 10 or 14 days and combine your rapidly expiring offer with a limited number available, and your offer may start to perform respectably right away. You should also market to a very narrow

group of individuals. Trying to sell a natural fat-burning supplement to all people interested in weight loss is shooting for too broad an audience. If you instead explain how this supplement is perfect for single or divorced men over 50 years of age who can't get rid of their beer belly and want to get back in the dating game, your offer is going to perform much better.

It is also a good idea to use the power of social networking to your advantage because after all, you are on the largest online social network in the world? How do you do this? Tell your page's fans that if they share your offer with their friends and followers, you will extend an extra discount or improved offer. While the friends and followers of your fans are automatically notified when they claim your offer, getting your fans to spread the word as well could help improve your reach.

You should use promo codes whenever possible. Promotional codes make your offer memorable. They also make it easy for your fans to share your offer since they simply have to pass on the promo code to their friends and family members, online or off. If you decide to include a scannable promo code or barcode, this can make in-store use quick and painless for you and your customer.

Smart Facebook advertisers use offers to build their email lists. It was mentioned earlier a couple of times but bears repeating, since an email list can be so powerful for a business owner. When someone claims your offer by clicking a link, take them to your email list-building squeeze page off Facebook. This means that both you and Facebook are going to be marketing to that person at the same time for this offer, and you also have a chance to market to that individual in the future.

Conclusion

You either have a big marketing budget, a small budget or a budget which is somewhere in between. Regardless, Facebook offers deliver access to billions of social networkers for a little to no cost. There are multiple tracking and performance features included, even if you choose the free option, and the process takes only a couple of minutes.

You can use Facebook offers to build your email list, improve brand awareness, make sales, or deliver traffic to a website or blog. No matter the type of business goal you have in mind, Facebook offers can help you reach it.

Get started today.

If you don't currently have a business or marketing page, build one with the step-by-step process listed earlier. Use the tips mentioned above which show you how to increase the number of likes your page gets. Don't forget the tips just mentioned for making your offer stick out from the crowd. For quick reference, refer to the following list of short and sweet reminders that can help you enjoy the best Facebook offers experience for your business.

10 Best Practices for Making Facebook Offers Work

1. Facebook Offers can be launched for free from any FB Page.
2. Don't forget to include a timeframe for your offer that is short, but long enough for your audience to see your message and take action.
3. For your images to look as good as possible on a multitude of devices, your image width should be a minimum of 400 pixels, and your height should be a minimum of 150 pixels.
4. If you don't have a Facebook page, you can use the simple, step-by-step method discussed earlier to build one in minutes or go to facebook.com/pages/create.
5. Keep the text in your Facebook offers to 125 characters or less.
6. Offer headlines work best at around 25 characters.
7. You need a minimum of 50 likes to run a Facebook offer, and your page must be at least 3 days old.
8. Join several Facebook pages that cover a topic or hobby you are interested in. Visit them frequently. When you see an offer, claim one. This can show you exactly what experience your fans have when they claim one of your offers, and you can use this information to make your offers better.
9. Facebook has created a helpful community of FB users and representatives that can answer any questions you have about Facebook Offers. The Facebook Help Community is available at the following link. <https://www.facebook.com/help/community/>
10. Scarcity is a marketing tool that works across industries, and whether you are selling online or off. Limiting the number of offers available to be claimed is a simple way to increase engagement and interest