THE *Anatomy* OF A FACEBOOK AD

MISSIONAL MARKETING.
EXPANDING THE KINGDOM

"People don't go online today... they live online."

Achieve Facebook Click-Through Rates (CTR) of over 2½ times Industry Average

People don't go online today...they live online. The Unchurched and Churchless generally take their first step toward Christ by clicking on an online ad.

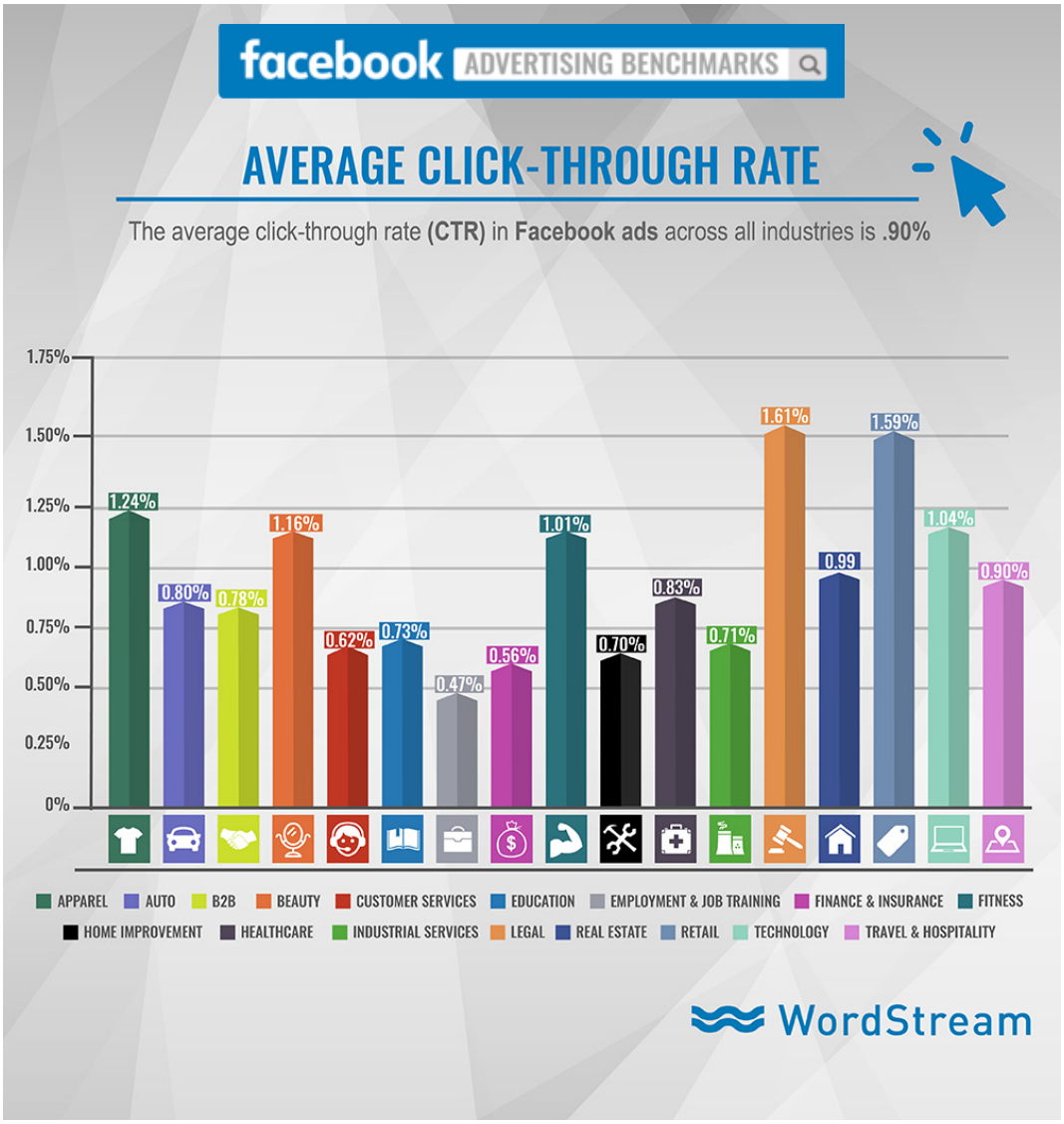
Over the last eighteen months Missional Marketing has placed over 12,500,000 Facebook ads targeting Unchurched and Churchless users for church and ministries in America. On average, our Click-Through Rate (CTR) has been 2.45%, over 2½ times the industry average. Why?

FACEBOOK ADS

Facebook advertising is growing at record rates -- in fact, the number of advertisers using Facebook has more than doubled in the last 18 months. Advertising in Facebook first seems easy but quickly gets overwhelming. The platform is ever-changing and has countless ad targeting options, multiple ad types, different bid strategies, remarketing, conversions, custom and lookalike audiences, countless geo-targeting options plus a whole array of ad components, structures and text options to choose from.

Facebook ad performance also differs across industries. The key performance metric is the Average Click-Through Rate (CTR). This is the rate in which a user clicks on an ad after seeing it (Total Clicks divided by Total Impressions). Wordstream, an industry leader in Digital Advertising, recently commissioned an independent research project on Facebook Ad performance. Here are their results...

"Achieve CTR's over 2.5 times industry"



Missional Marketing has achieved an industry leading CTR averaging 2.45%, over 2½ times all industries.

So how does a church or ministry achieve industry-leading CTRs? At Missional Marketing, we believe you need to establish an effective campaign audience, include well-written text, clear link descriptions, and an effective call-to-action to reach the industry average CTR. However, if you want to exceed industry averages, we believe you need to develop captivating ad imagery along with effective ad headlines with specific intent and goals in mind. It's all about artwork and the headline sound bite.

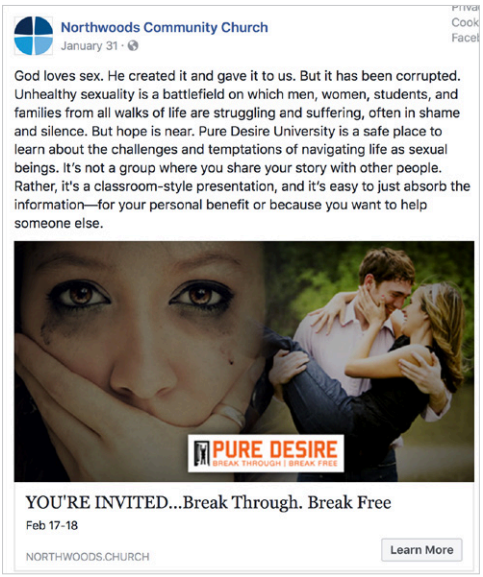
For the purpose of this article, I will only focus on the user behavioral dynamics along with the creation of the Ad Image and Ad Headline.

"Over 95% of ALL Facebook ads are seen in mobile."

AD IMAGE

1. 80/20 Rule. Over 95% of all Facebook ads are seen in mobile, users typically view ads by quickly "scrolling" through their newsfeed scanning images. When they see an image they can relate to, the user generally stops scrolling, and looks more closely at the image then reads the headline. To that, you need images that have high "Pause-Power". A high "Pause-Power" image contains elements, features and aspects of the target audience. The image is 80% about the target audience while 20% of the image is about you or the event.

2. People First. People images outperform non-people photos or images by a factor of 2 to 1. People relate to people. People relate to people doing things they would do. This is especially true when the image is an action photo/ image where the individuals in the photo are doing something that the target audience can relate to or can see themselves doing.



3. 1-Two-1 Triggers. We have **one** second to compel the audience to stop, **two** seconds to trigger an emotional response, for **1** click. Images that cause an emotional reaction or effect, significantly outperform those that do not. This is especially true when the image contains children having fun, people in groups, individuals interrelating or individual(s) expressing feelings. An example of a blended emotional image is below.

"It's all about the Ad Image and the Headline"

AD HEADLINES

1. Benefit. The Ad Headline is a "Benefit Statement". It needs to be simple, personal and provide the benefit(s) to the user. The ad is asking the user to change their normal behaviors and attend your event. You need to provide a compelling benefit(s) or take-a-way in order for the user to change their behavior. If there are multiple benefits to the event, use multiple headlines.

2. Inviting. The ad is an invitation to attend or engage. In most cases, it's to an audience that does not know your church or ministry. In many cases we target individuals that have had a bad experience with church. Use words or phrases like "You're Invited", "Visit Us" or "You are are Welcome", "Open to All". Stay away from words or phrases like join, engage, sign-up or connect as the user often interprets these words as obstacles or tasks they need to do before attending the event.

3. Less is Better. Be succinct, informative, recognizable, and motivating with the Ad Headline. Use phrases like "Free", "The Tonight Show", "Harvest Festival" and the like.

SUMMARY

People don't go online today...they live online. The Unchurched and Churchless generally take their first step toward Christ by clicking on an online ad. Help grow the Kingdom and your church by reaching the Unchurched and Churchless where they live...their Online Neighborhood.

MISSIONAL MARKETING

Missional Marketing is a Christian marketing firm specializing in Church Digital Advertising, Church Communications Consulting and Church Online Presence Consulting. We have placed over 225,000,000-targeted digital ads for Christian churches and organizations throughout America. Missional Marketing is a Top 5% Certified Google Partner.

FOR MORE INFORMATION, CONTACT:
Jason Hamrock, 480-773-9115, jhamrock@gdirect.com
Kevin Peck, 602-481-2991, kpeck@gdirect.com
www.MissionalMarketing.com

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