



-- 7 Tips for Your Paid Traffic Strategy --

Running paid traffic campaigns can help to boost the growth of your company. Please be sure to work through all of the fantastic training in Level 2 of the [Members Hub](#) for eCommerce Next Level. This training has been created specially for you by some of the best experts in South Africa. Below is an addition list of tips for you to work into your strategy to help accelerate the growth of your business.

1. Create your ideal customer avatar

Before you start spending money on advertising, it's important to have a good understanding of who your ideal customer is and where they are spending their time online. Are they on Snapchat, hanging out in forums or discussing their hobbies inside a Facebook group? The more you know about your ideal customer, the more you can target your ad spend effectively to drive up sales.

2. Ensure your Facebook Pixel is set up

This may seem obvious but we wouldn't want you to miss out on this. Even if you're still only considering running paid advertising it is still worth setting up your FB pixel as soon as possible so that it can start to gather data on who visits your site and how these people are acting on your site.

You might think you've identified your ideal customer but maybe those people aren't converting on your site. The FB Pixel will start to track users so that when you start advertising on FB you can accurately target people who are more likely to convert for your products.

3. Understand your customers pain points

Knowing the challenges which your customers are trying to overcome helps you to create better ad copy to address these issues. The best way to find out what your customers want it to just ask them but if you want them what they want you'll get very few answers so rather ask them what their biggest challenge is and you'll get a flood of valuable answers. If you can address these pain points in your communications then your customers will love it.

4. Retarget previous customers

In October we learnt inside Next Level how customers who bought from you before are 7x cheaper to acquire for the 2nd purchase when compared to the cost of acquiring a new customer. You should segment these customers and target them online with soft offers via retargeting so that they come back to make their 2nd and 3rd purchases from you.

5. Create lookalike audiences on FB

As soon as your email database is bigger than 1,000 you can import this list into FB Ads Manager and use the FB algorithm to create a lookalike audience. FB will assess hundreds of factors about your database and will then start to find more and more people who are the most similar to them. You can then target these new people aggressively knowing that they are very similar to your current list.

6. Use FB Ads A/B split testing

When you create an ad you can do simple A/B testing to see which version of the ad works best. You should only change one element (for example the image) at a time and run it for more than 10 days before making a decision. The campaign manager view will then show you easily which version of the ad is converting higher and you can then refocus all of your ad spend into this advert. It's important to pay attention to what is working and not working so that you can continually learn and improve.

7. Adwords!

Let's not forget about Google Adwords as this is a key element to your customer acquisition strategy. The main advantage of Adwords is that users are actively searching for your product so they are in more of a buying or decision making mental process. Each business needs to see what works best for them but you may want to allocate as much as 60% of your ad spend to Google Adwords. (Check out the Next Level training within Level 2)