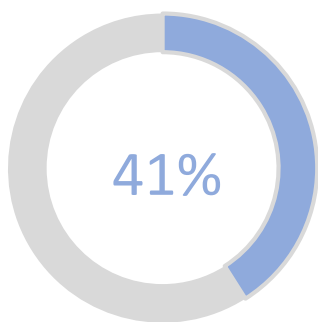


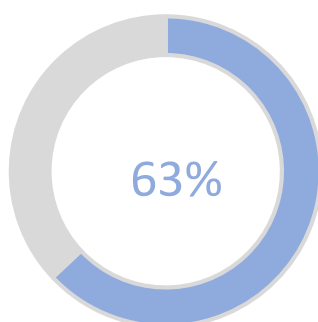


Facebook Advertising for Driving Action

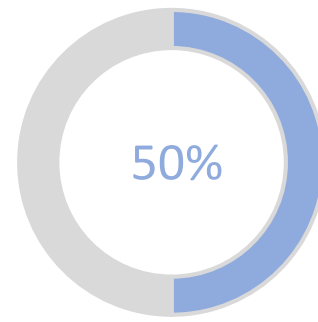
How do retail shoppers engage in shopping related activities?



Shoppers use Facebook for shopping



Most commonly buy products in-store



Say social shares are influential when deciding on purchases

Sources

Retail/eCommerce Consumer Journey Study by Accenture (Facebook-commissioned online study of 344 people), US only data, June-July 2018. Shoppers are people who have purchased consumer electronics, home appliances or furniture in the last 3 months.

What it means for marketers?

- ✓ CREATE IN-STORE SHOPPING EXPERIENCES ONLINE

Allow shoppers to research and evaluate products seamlessly as they do in-store.

Consider promotional offers, showcasing video of products and 360-degree images to capture interest and drive visits.

INTRODUCING



SOCIAL ADVERTISING



Driving Action - Thru

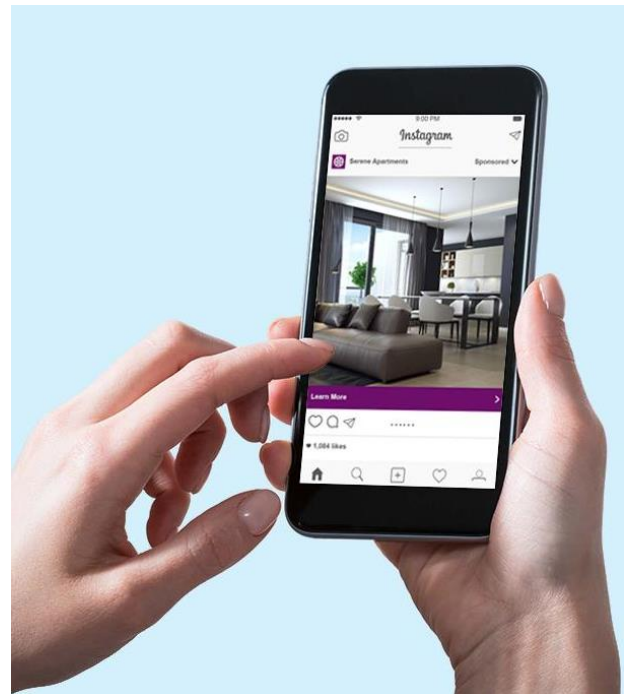
Allow our experts to showcase your products at their best. Static images and video work better together across Facebook. Studies show a mixed format have the highest conversion lift compared to static only.

(1) Audience Insights

We specialize in delivering qualified audiences and make it easy to find your target customers based on location, demographics, interests and behaviors.

(2) Reporting Insights

Feel confident in your social advertising through shareable reporting, actionable insights, best practices guidance, and real-time optimizations.



We will build you a unique media plan based on the marketing criteria necessary to meet your goals & deliver results.

Call or email us to schedule a time to discuss how we can help you reach your marketing goals.

828.412.8199

sales@frontlinedigital.com