Reach More Marketing

(2017/052346/07)|

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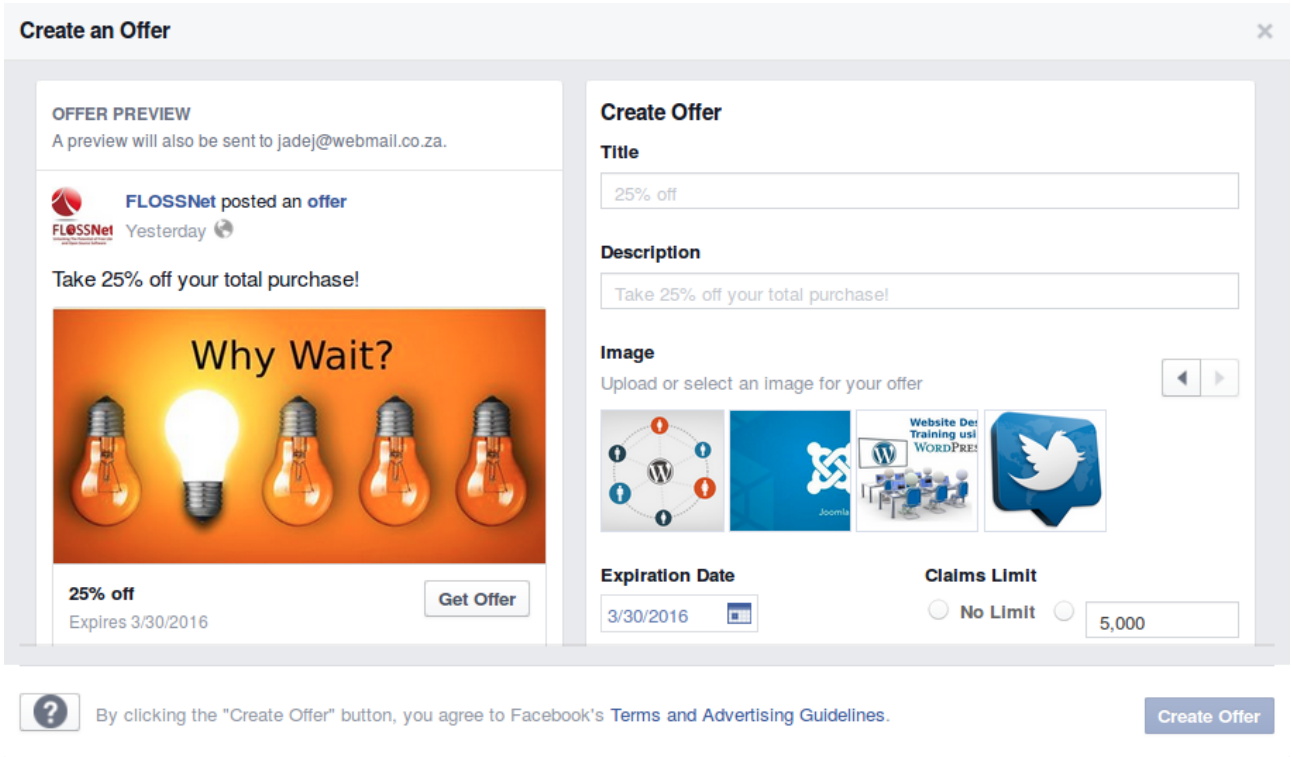
Facebook Marketing

"Facebook Offer" Guide

Facebook offer

A Facebook offer is simply a Facebook post that offers a coupon



Title text : 25 characters. (So it has to be short and engaging)

eg. 50% OFF Your Course FEE

Description: 90 characters

Terms and conditions text: 900 characters (more information on the offer)

Expiration Date: Choose an expiration date by clicking today's date and then clicking a future date.

Claims limit: Enter a maximum amount of offer claims or choose **No Limit**.

The Image

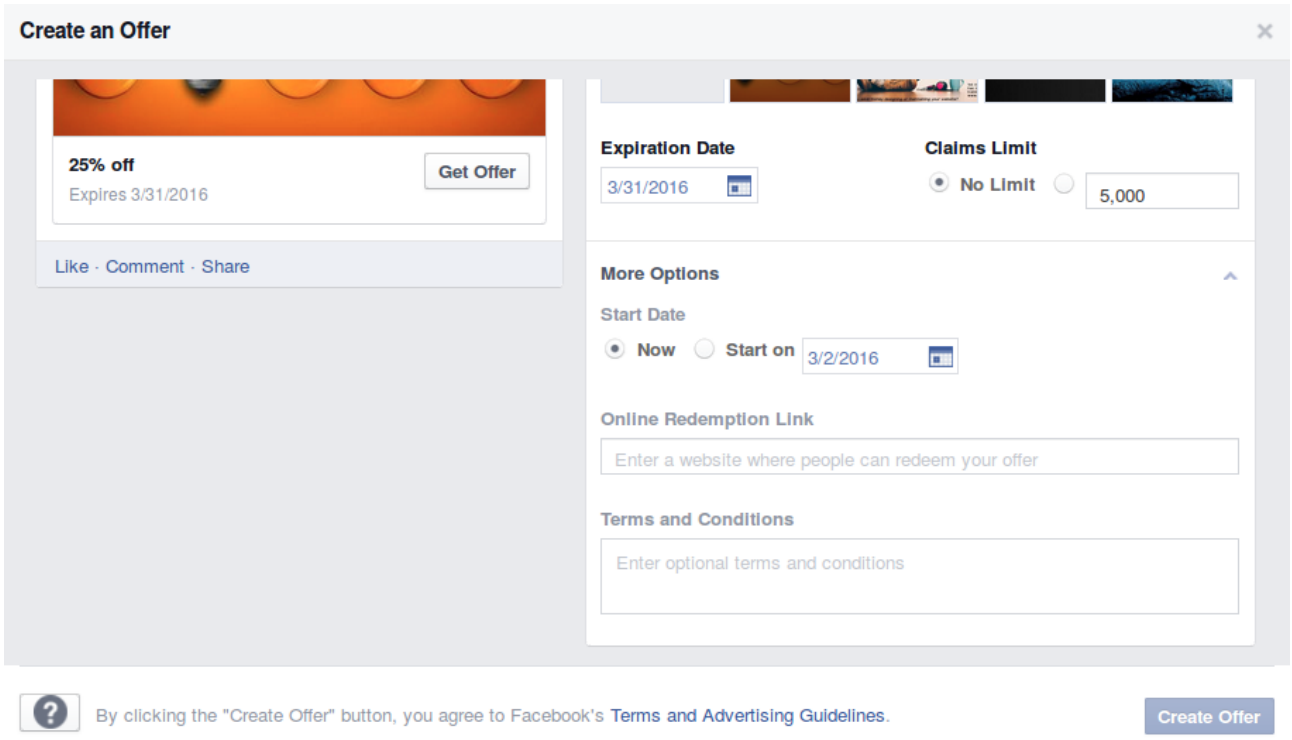
1. Use an engaging image (logo may be included but no stand alone)
2. Recommended image size: 1,200 x 628 pixels

3. Ads that have more than 20% of text in their image won't be approved to run on Facebook or Instagram. Too much text can look like spam and make people think that your ad is low quality. Make sure to use the headline and body of your ad to tell people more about why you're advertising and what you want them to do.

   You may check your text per image here: https://www.facebook.com/ads/tools/text_overlay

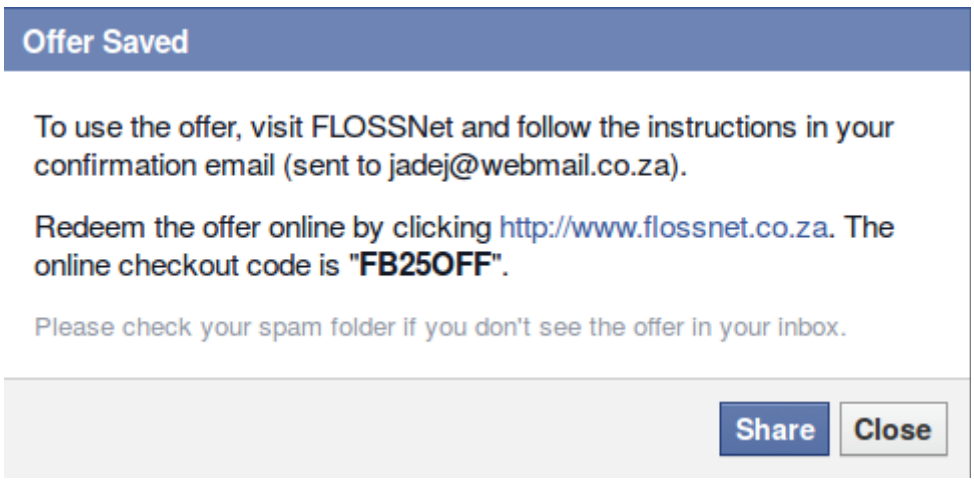
Click **More Options** for the below

- Add a start date
- online redemption link
- Terms and Conditions (will show in the e-mail that gets sent to the claimer)
- Change your payment account. (Not available in SA)



Receiving Offer

When a user clicks on your Offer in the news feed

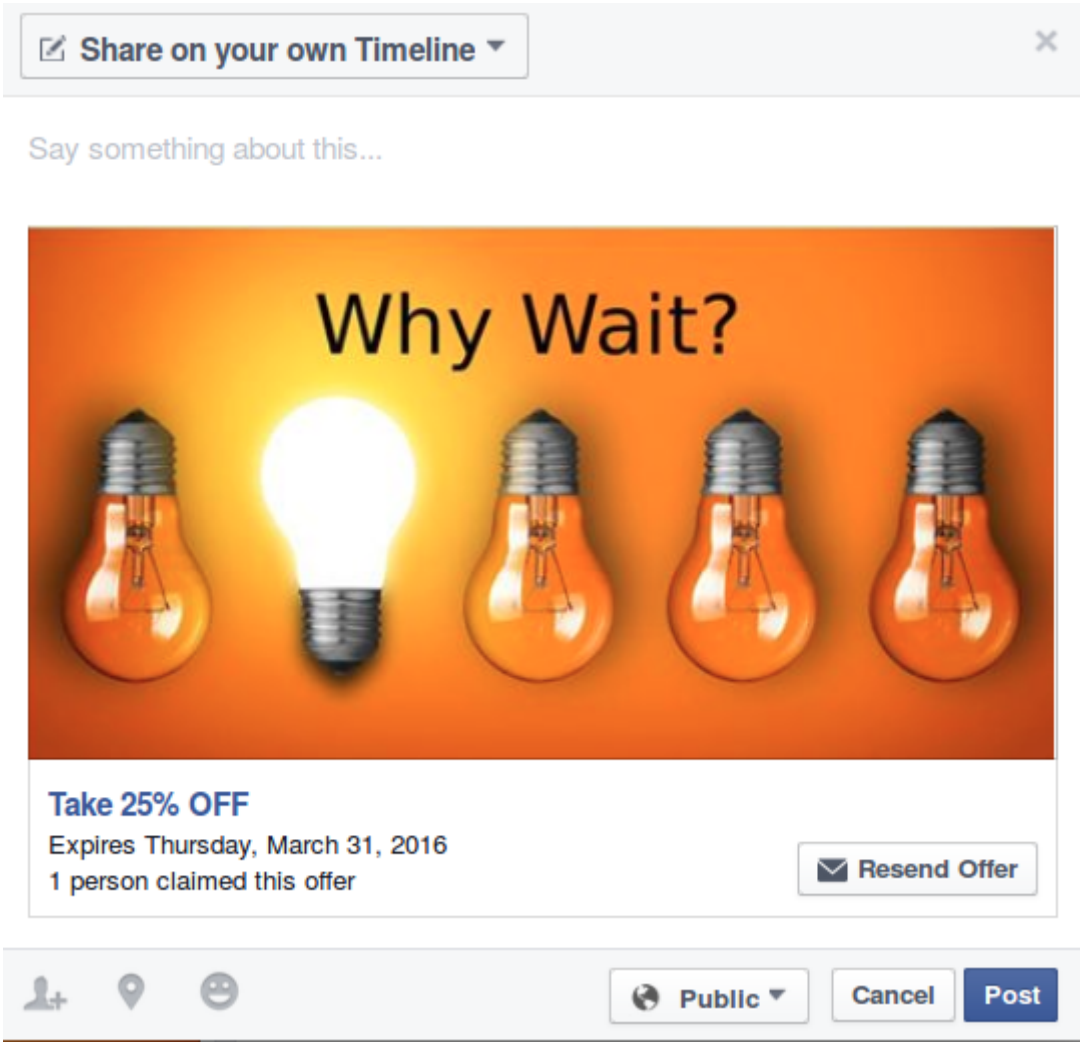


To use the offer, visit FLOSSNet and follow the instructions in your confirmation email (sent to jadej@webmail.co.za).

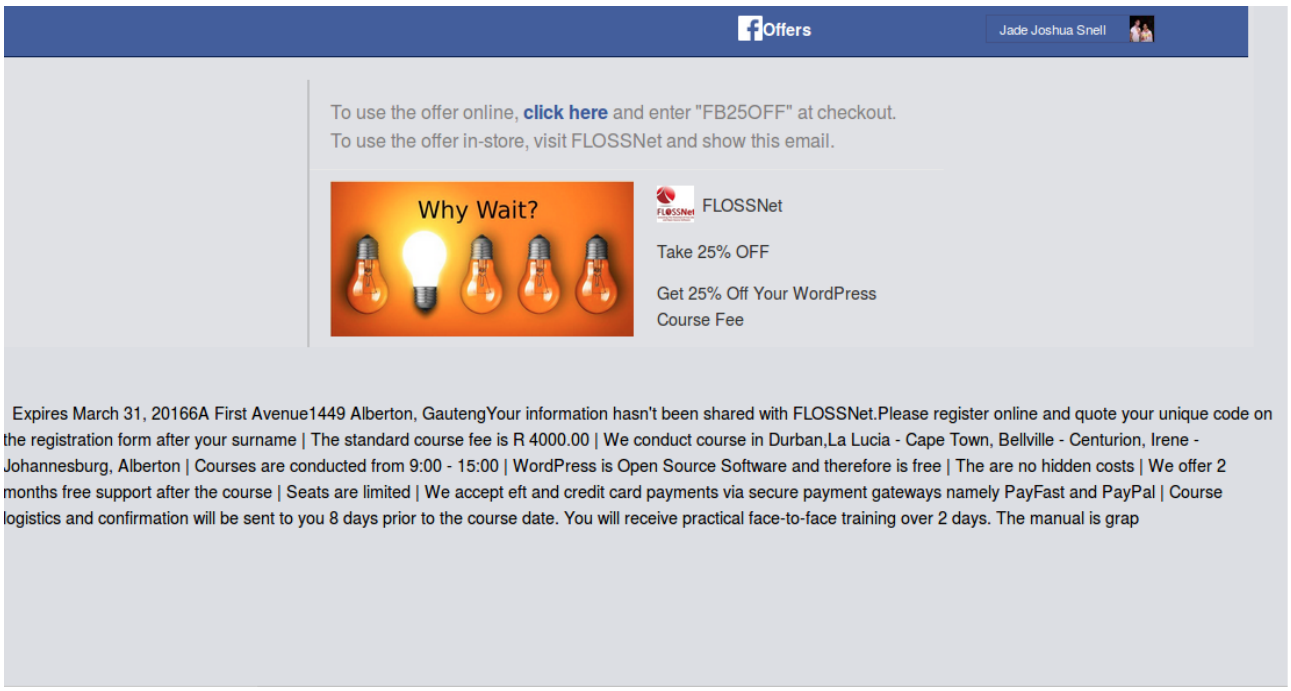
Redeem the offer online by clicking http://www.flossnet.co.za. The online checkout code is "FBF25OFF".Please check your spam folder if you don't see the offer in your inbox.

OPTS are “share” or “close”

The below is a screenshot of what pops up when a claimer clicks “share”



- Facebook sends that user an email to their personal email account outside of Facebook. That means that your Offer is not only seen on Facebook, but now you are getting into the email boxes of interested prospects.
- When prospects open their email, they will see a link to your website or an opt-in page (wherever you choose to send people to claim your offer)
- When someone claims your offer, they'll receive an email with details about how to redeem it at your business. The email also includes your offer's terms and conditions and the expiration date.



The Offer will look like the above in the claimers e-mail inbox.

Facebook puts the info or "**Terms and conditions" in this order:**

1. The offers' expiry date
2. Your companies info submitted to Facebook eg. Location and Contact details
3. Compulsory sentence that states that the claimers e-mail or any personal information was not shared by the company offering the offer.
4. All Terms and conditions that you have listed
5. Is it advised to use punctuation marks to define sentences/statements as Facebook doesn't do a great job of laying out your text in a easy readable manner.

General

- Offers of 20% or more typically reaches more people
- Offer should be posted either at 8:15 or 1:15 as these are the times where engagement peak.
- Facebook Offers are free but can be promoted
- Offers that are promoted are shown in the news feed (as opposed to being placed in the right-hand column
- You can't edit an offer after you create it, so consider the headline, image and details of your offer carefully. Once someone claims your offer, they'll receive an email with instructions about how to redeem it. Be prepared to honor offers you post. on Facebook where you usually see marketplace ads).
- Ads in the news feed can get up to six times more engagement than ads in the right-hand column on Facebook.
- The offer can be stopped at any time
- Use location targeting to attract customers who are near your business

How do I control who can see my offer?

You can choose a specific audience for your offer in two ways:

- Gate the offer so only certain people will be able to see it
- Add News Feed targeting to optimize your offer's reach

To gate or target your offer, make sure your Page has post privacy gating turned on:

1. Click **Settings** at the top of your Page
2. Click **Post Targeting and Privacy**
3. Click to check the box next to **Turn on privacy and News Feed targeting so I can control the privacy of new Page posts.**
4. Click **Save Changes**

How do I Track offer claims and redemptions?

To see offer claims, go to the offer on your Page's Timeline or in the **Posts** section of your Page Insights. The number of people who claimed your offer will be listed in the bottom of the offer. **To protect the privacy of the individuals who claimed your offer, you will not be able to see any of their personal information.**

Offer should be pinned to top of page or sponsored to increase reach