

Page Post Ads launch on Facebook at month end

New formatted ads, Page Post Ads, will replace [Facebook](#) homepage premium ads, converting to the new style by 29 February 2012. Similar to sponsored stories in that they will show a user's social interaction with brands (based on the interaction of a brand status update), the ads will have a bold new design, larger than other formats, with features that are meant to be more social and engaging than standard ads.



Michael Krynauw

Michael Krynauw, Facebook innovation manager at Habari Media, South Africa's official Facebook sales partner, emphasises that the Facebook page is core to any brand's Facebook strategy. "It's where the brand posts news and where it communicates with its fans and it makes sense that Page Post Ads are generated from here," he says.

There will be six Page Post Ad formats available for brands - photos, videos, questions, status, event and link ads.

Performed significantly better

According to internal research, these ads on average, performed significantly better than the older formatted ads. On average, they show 40% higher engagement, are 80% more likely to be remembered, drive a 16% increase in fan rate, and drive a significant increase in purchase intent.

"The principal benefit of the new formatted ads is that brands can now target existing fans as well as friends of fans. When users comment on a Page Post Ad, it will register on the brands page, as well as in the news feed of the user's friends, which helps to ignite the social graph. Furthermore, when friends see that their friends have been engaging with an ad, ad recall can double and engagement increases.



"Facebook is constantly innovating to ensure brands benefit from the platform. These are a step forward in this evolution," concluded Krynauw.

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