

Well-Planned Facebook Ads: The Most Cost-Effective Way To Create New Vegans, Vegetarians and Meat Reducers?

Well-executed and effectively targeted Facebook ads seem to be, in my opinion and with the data that I've seen, the most cost-effective way of helping animals (through getting people to go vegetarian or reduce their meat consumption). It may also be the most cost-effective way of generating other positive behavior changes made as well. If I was donating money towards promoting vegan eating, this is what I would donate my money towards.

After running about \$50,000 in advertising and conducting follow-up surveys, data collected by [The Humane League](#) suggests (even after factoring in a heavy response bias, which was mitigated through offering incentives for filling out the survey) that **it costs only a few dollars for each new vegetarian created and even less for each new meat-reducer created.** And all of this is accomplished with very little time-cost. You can see the landing page for their Facebook ads [here](#), and the results from the surveys [here](#). (The results shown here are pre-accounting for possible response bias; survey methodology is described and raw data provided.) [The Humane League](#) and [Mercy For Animals](#) are examples of groups currently running these sorts of Facebook ads.

If you want to be even more effective, it appears at this point that taking the cause of vegetarian eating global could lead to even better results. While a good CPC (cost per click of the ads) in the United States is in the range of 20 cents, in many countries around the world (including developed or developing countries like Brazil, Argentina, India, China, Italy, etc.) the CPC is a fraction of that – as low as 2 cents in some countries. Follow-up surveys have yet to be done on such ads to track behavior change relative to ads in the U.S., but because the price is dramatically lower, **ads targeted at foreign countries are likely even more effective than U.S.-targeted ads.**

As a full-time animal advocate with over a decade of experience in promoting veg eating, **I simply do not see anything else that gives us as much bang for our buck right now in creating new vegetarians and meat-reducers as well-executed Facebook ads.**

Why are these ads so effective? A couple reasons. First, you can target your audience very narrowly so you can target the ads to those demographics (in terms of age, gender, hobbies, etc.) most receptive to the veg message. Second, there are no material costs and very little time costs. Third, because you only pay when someone clicks on your ad, your audience is self-selecting as people who are at least interested enough to hear what you have to say. Fourth, because this is web-based outreach you can quickly use Google analytics and Facebook's ad tracking data to refine your efforts and stick with only the most effective ads. Fifth, because you can integrate Facebook you can instantly have a point of contact with anyone who "likes" your website – to follow up with them directly, or to post status updates they will see on their home page. And lastly, with Facebook integration your website can spread virally – meaning lots of free visitors and word (and the URL link) spreading through social networks.

Note that several factors play a key role in how effective Facebook veg ads are – data and makes clear that **the following steps will make your ads at least 2-3 times more effective**, and in some cases as much as 10 times more effective.

- 1) *Have a simple, clean site with automatically playing video and a small number of links to key resources*
- 2) *Put a Facebook Social Plug-in on the site and a prominent “Like” button.* This gets you 30% more traffic absolutely free, and gives you a way to keep in touch with and keep providing resources to everyone who liked your page, via FB status updates.
- 3) *Target most of your ads towards teens (13+) and young adults.* Ads to teenagers are notably cheaper, in the U.S. at least, and teens are more likely to go veg.
- 4) *Target based on interest, and have an ad unique to that interest.* For example, pick a vegetarian musician popular among teenagers and set up your ad so it is only seen by fans of that musician. The text of the ad should read, in essence, “find out why John Smith leaves meat off his plate” and the ad’s picture should be a picture of him/her. Targeting based on interest makes your ad more appealing, and can give your message more credibility. For example, a person will be more open to your message if they learn their favorite musician cares a lot about it.
- 5) *Set up a specific URL for each ad, and use Google Analytics to track the results, compare ads, and ditch all but the best-performing ads.* For example, find out what the cost-per-vegetarian-starter-kit order is for each ad; please note, you don’t need to set up lots of separate websites; just create www.HomePage.com/1.htm, www.HomePage.com/2.htm, etc. for each ad.

If anyone is interested in running these sort of ads on their own, or donating to a non-profit that does (or could) run such ads, you can reach me at ncooney@farmsanctuary.org or (484) 904-6004.

Running such ads is one of the key programs being promoted by **Farm Sanctuary’s forthcoming Compassionate Communities Campaign**, and as CCC Manager I’m here to help individuals and groups far and wide get these ads running to promote vegan eating. I am such a strong believer in the efficacy and cost-effectiveness of these ads that **I am happy to walk anyone interested through the process of setting these ads up the most effective way possible, or donating to the group of your choice to have them run as effectively as possible.**

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