

Facebook Marketing Agenda

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Businesses, organizations and public figures can connect with their customers or fans on Facebook by creating a Facebook Page. Anyone with a Facebook account can create a Page or help manage one, as long as they have a role on the Page. People who like a Page can get updates about the Page, such as posts, photos or videos, in their News Feed. Facebook has been a useful social media tool for businesses for years. Facebook has implemented changes that have made posts from business pages appear less in Newsfeeds. **Organic reach of Facebook business posts has decreased from over 20% to roughly 2%.** You're trying to build an audience **organically**, and that means making content that is easy for people to find, that answers their questions, that they're willing to share with friends, and that establishes your company as a source of information or entertainment that people want to return to again and again.

Organic content is still valuable on Facebook. Just because the post reach is lower than before does not mean that no one will see your posts. Facebook rewards businesses for content that is liked and shared. What does that mean? The more people who like or share a particular post, the more that post will appear in the Newsfeed of other Facebook users. Post content that will engage your followers!



Examples of shareable content:

- Photographer posts “sneak peak” pictures of a wedding
- Restaurant posts Cinco de Mayo party menu and pictures with #cincodemayo
- Real estate agent congratulates a business on the purchase of their new storefront, and tags that business.

Focus on capturing new customers with a **deal, incentive, or information.**

Campaign Level – This is the highest level. You can have multiple ad sets per campaign. Each ad set can have multiple ads.

Ad Set – Where the MAGIC happens. You can create detailed targeting. Only show ads to people most likely to purchase your product.

Ad – This is what the customer actually sees. You write your ad copy, choose images or videos to show to new potential customers as well as re-target specific customers.

Major Components of Facebook marketing:

- Optimizing your Facebook page for SEO and likes
- Using Facebook groups to engage with your target market
- Encouraging social sharing through the use of Facebook buttons and plugins
- Getting your posts seen by more of your fans
- When and how often to post
- Using paid options to increase likes and reach
- Best practices for Facebook ads

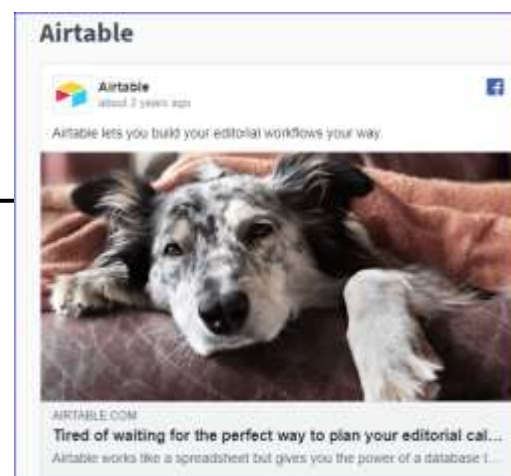
Below are six strategies to help you optimize your Facebook business page for SEO.

1. Choose the right page name

- The title of your Facebook business page is the first thing to consider when optimizing your Facebook page for SEO. You should choose a name that represents your business. This could be the name of your business and the service you offer. Selecting a generic name with terms like Sports or Entertainment will only serve to hurt your efforts of reaching your potential customers. First, because when customers search on Facebook, they find so many pages with similar names which confuse them. Second, lately, Facebook has been disabling updates for pages with generic names which makes it difficult for your business page to reach your customers.
- Also, the name should contain a few keywords that represent your business. You should avoid keyword stuffing your business Facebook page name since the first word in your page title is the most important in the eyes of Google. A page name with too many keywords also appears spammy making users to disable its updates.

2. Create a custom Facebook page URL

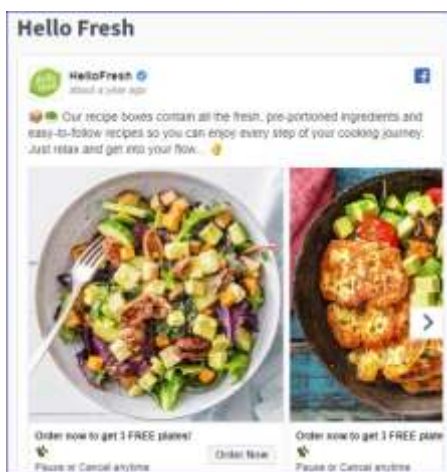
- Facebook allows you to choose your vanity URL. A good URL makes it easy for customers to find your business page on facebook which improves facebook



marketing. You should personalize your URL to include your brand name. This strengthens your brand recognition and makes your URL easy to remember.

3. Use keywords strategically on your facebook page

- Keyword optimization is very critical for social media marketing. You can optimize your Facebook business page for SEO by placing Keywords in strategic areas of your page. This will make your page to appear top in search results hence improving your findability. Some of the essential areas to use keywords include; your Title page, URL, and the 'About Us' section.
- Just like in other SEO practices, your page title will act as your Meta Title Tag and your description on the 'About Us' will be the Meta description tag. Ensure you do not overuse the Keywords and keep your description short and relevant. You can use up to 14 characters in your description.
- You can also attract more relevant users to your page by using keywords in your Facebook content. More social media users are likely to find and engage with your content when the search for these keywords.



4. Optimize your status updates for SEO

- Facebook gives you an option that says "Write something..." when sharing photo updates and images on your Facebook. Whatever you write in this section of your status updates serves as the meta description. Since Facebook remembers the first 18 characters of your status updates, make sure you optimize this description well. You can do this by adding Keywords as well as adding a link to your business website.

5. Backlink to your fan page

- Google view sites that have many quality inbound links as authority sites. Such sites rank better in search results. This applies to Facebook business pages. You should, therefore, ensure you have a number of quality backlinks to your fan page. This links can be from your other Social media sites, blogs or even your business website.

6. Update your business info

- Your business information allows social media users to locate your business. Besides, it enables indexing for local searches which assists in growing your Facebook page followers.

- Your business info should include phone numbers, address, business category, company overview, products, and working hours. You can add links and keywords in your business info as its essential for google searches.



Conclusion

- The primary objective of Facebook pages is to connect your business to prospective customers. It is therefore essential to make your business Facebook personable and customize it to attract the audience that you want. Following the guidelines above will help your business page to be effective and successful in meeting your business goals.

Boost a post - When you create posts on your Facebook Page, sometimes you'll see a blue Boost Post button appear after you publish the post. The Boost Post button allows you to quickly create a Facebook ad using your post. This ad can appear in different places on Facebook, and you can show it

to an audience of people you define. Boosting a post from your Page is a quick and easy way to show your content to people who might be interested and grow your Page audience.

Custom Audiences – These can be from pretty much anything- email lists (most common), customer files or website traffic (people who visit your website).

IE: Create audience of everyone who viewed your sales or order pages but did NOT see the thank you page (only see thank you page if something is purchased)

Lookalike Audiences – Needs at least 100 people from the same country that have visited your site. This will utilize Facebooks' unimaginable store of data on everyone on Earth that has a Facebook account to create NEW audiences who are similar to another audience. (hence, lookalike) IE: If 100 people like your page, Facebook can create a lookalike audience who share attributes (age, education, 2 purchases, visits, etc.) The more people you have, the better the lookalike audience targets. Or you can also create lookalikes from those who purchased.

Facebook Ad Auction - Ad Auction. All ads on Facebook compete against each other in this process, and the ads that their system determines

are most likely to be successful will win the auction. To help your competitive positioning at auction, you may want to consider raising your bid.

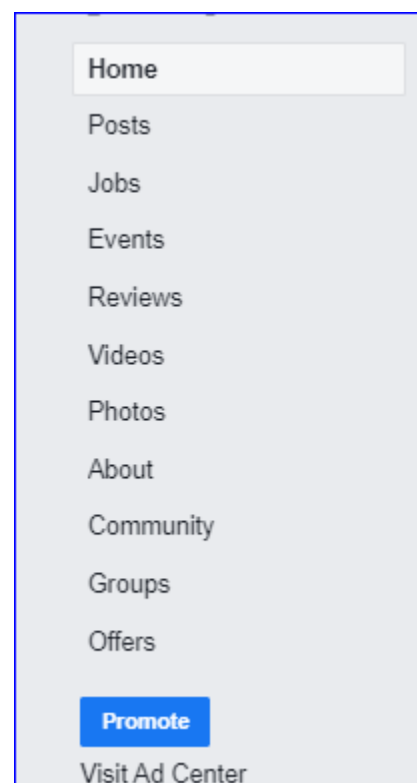
CRM – Customer Relations Manager

Begin by having a **page** on Facebook for your business. Once you have created that page, there are several ways to Boost or Market your page. On the left side of your page you will see different ways of reaching people with your posts.

What is the difference between “**boosting**” a post and “**promoting**” a post on Facebook?

You’ve probably heard the news that Facebook has decreased the organic reach for pages. That means that to be seen in your community’s news feed, you need to spend some money on Facebook ads.

But should you boost or promote your posts? It depends. Base your decision on which posts are helpful to your audience and further your goals on Facebook.



BOOSTING A POST - You don’t need to pay for every post—just choose the best ones. Use the tips below to help you decide which posts will help you the most.

- **Only promote your own content.** Even if you’re sharing a good tip from another website, don’t boost it if it links to someone else. Why pay to send traffic to someone else’s site?
- **Pick content that’s helpful for your audience.** Promoting sales messages from time to time is OK, but primarily choose content that will benefit your audience.
- **Promote content that gets your fans on your email list.** If you’re offering something for free with an opt-in, definitely promote that content so you can transfer as many fans to your email list as possible. This includes giveaways, free webinars, free e-books and any other type of freebie.
- **Remember the 20% text rule on photos.** If your post has a link in it and the link pulls in a photo that has too much text, you won’t be

able to boost or promote it. Use Facebook's Grid Tool to determine if the image has too much text.

Boosting a post is very easy to do and available for any post on your page's timeline. All you need to do is **click Boost Post in the lower right corner of your post**. When you click Boost Post, you have the option to **choose either pushing the post to "People who like your page and their friends" or "People you choose through targeting."** You'll also be able to set your budget. 5

PROMOTING A POST -The other way to push a post into the news feed is to **use the Ads Manager** (or Power Editor) to promote a post. The benefit of promoting a post is that you have more targeting, pricing and bidding options. To get started promoting a post, just go to <http://www.facebook.com/ads/create/> and **select Page Post Engagement. Use the drop-down menus to choose the page and the exact post you want to promote.**

side note Facebook has a habit of shutting ad campaigns down for no reason. So, make several campaigns with different names.

- ❖ Sign up for Business Manager <https://business.facebook.com>
 - ❖ Sign up for Google trends <https://trends.google.com/trends>
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Facebook is **ALL ABOUT TESTING** (which audience or place works best for your product.)

When choosing the parts for your campaign, an audience size in the middle of the range is best. The most effective ads are through Facebook feeds. For your budget, suggestion is to spend between \$10 and \$50 dollars per day. Test for three days at least to start with until you can narrow down your audience.

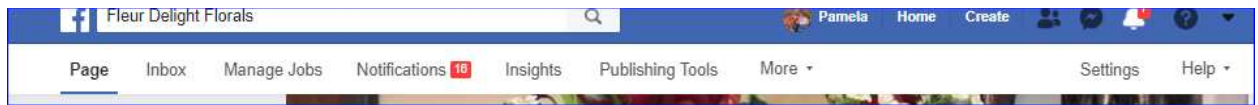
Video is shown to convert the best, better than just pictures.

A cool tool to use and see other ads on Facebook is called AdEspresso

<https://adespresso.com/ads-examples/>

Essentially, there are shown to be about 9 steps you need to take in order to market successfully on Facebook. You need to do these often.

Create Your Business page and Ad Account. Get to know your customers. Learn what keeps them up at night. Then you can create **better** ads for more **targeted** audiences, and you can **nurture** them **effectively!** By ONLY-USING-FACEBOOK! <https://www.facebook.com/business/> Also be sure to have an Instagram account that connects to your Facebook account.



Page – an area where you can create an ad for your Page, see the users who have most recently liked your Page, add featured products, create an event and more.

Inbox – An area where you can view and respond to incoming messages from Facebook users and fans.

Notifications: An area where recent notifications, such as comments, likes, and shares are displayed.

Insights – A Page Summary that shows graphs of Insights data, including Actions on Page, Page Views, Page Previews, Page Likes, Reach, Post Engagements, Videos, and Page Followers by clicking these links.

Publishing Tools – View Published Posts, Scheduled Posts, Drafts, and Expired Posts. You can also manage your videos from this section.

Determine Your Goal

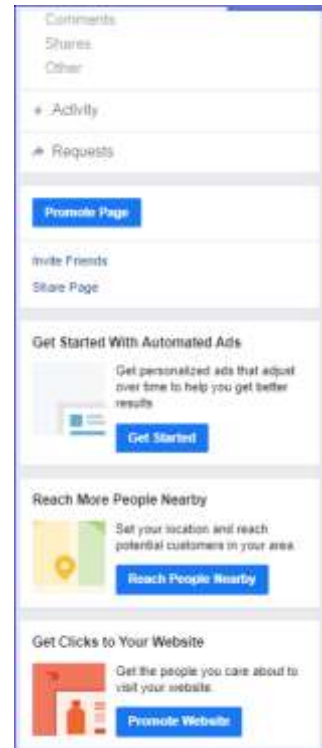
Do you want to get email addresses to put on a mailing list? Do you want to generate buzz through a free giveaway? Do you want to get new customers with a discounted rate? Do you want to sell tickets to an event?

Call to Action - Tells the reader what to do.

- Download E-book Now!
- Visit our website to book an appointment!
- Free samples at 3PM!

Build your Audience – Facebook provides free tools to build a strong Facebook presence. Within the admin panel, when you click the Notifications tab, it offers you the following options:

- **Invite Email Contacts:** A pop-up box appears that allows you to invite your contacts from various email services.
- **Invite Friends** – A pop-up box appears that allows you to search for friends and send them an invite to like your Page.
- **Share Page** – A pop-up box appears that gives you the option to create a post with a link to your business’s Facebook Page on your own timeline, on a friend’s timeline, in a group, in an event, on your Page, or in a private message.
- **Promote Page** – This directs you to a page with options for creating a Facebook ad for your Page.



When showing ads, Facebook tries to balance two things:

- Creating value for advertisers by helping them reach and get results from people in their target audiences
- Providing positive, relevant experiences for people using the Facebook family of apps and services
 - The best way for us to do this is to hold auctions in which both interests are represented. That way, advertisers are reaching people receptive to their ads and users are seeing something they're interested in. Facebook's goal is to match the right ad to the right person at the right time. This is different than



traditional auctions because the winner isn't the ad with the highest monetary bid, but the ad that creates the most total value.

- An auction takes place whenever someone is eligible to see an ad. The "participants" in an auction are ads targeted to an audience the eligible person falls into. Billions of these auctions take place every day.

Make Gorgeous Ads Facebook Ads give you the ability to combine great copy with engaging visuals to produce high-converting ads. The BEST way to maximize Facebook and Instagram ads is to tell a story.

- The creative hub on Facebook will help you.

- <https://www.facebook.com/ads/creativehub/home/?act=107360705>

Eat, Optimize, Sleep, Repeat. Testing different ads is the Facebook equivalent to going to the gym. You have to do it if you want to be the best. Adjust bids, audiences, and creative **OFTEN**.

Target new, more qualified prospects. Spend less time and money digging through disinterested prospects. Lookalike audiences allow you to find new prospects with attributes that mirror those of an existing audience.

Smart Marketing - Share Stories

People communicate through stories and so should your business. Stories can help you build **emotional** connections with your audience and build **empathy** for your organization, business or brand. Share the story of how your business began, struggles you had along the way, or try capturing and sharing stories from your most valued customers about how your business, product, service or organization has influenced or brought value to their lives.

Conclusion

- Organic reach has decreased from 20% to 2%.
- Engage followers with relevant, shareable content

- Tag other businesses and use hashtags in your posts to gain followers on Facebook
- Consider Facebook advertising as an affordable advertising solution targeting people based on age, gender, location, and online interests
- Set a budget and monitor your Facebook Ads and results

[Facebook marketing success stories](#) link.

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