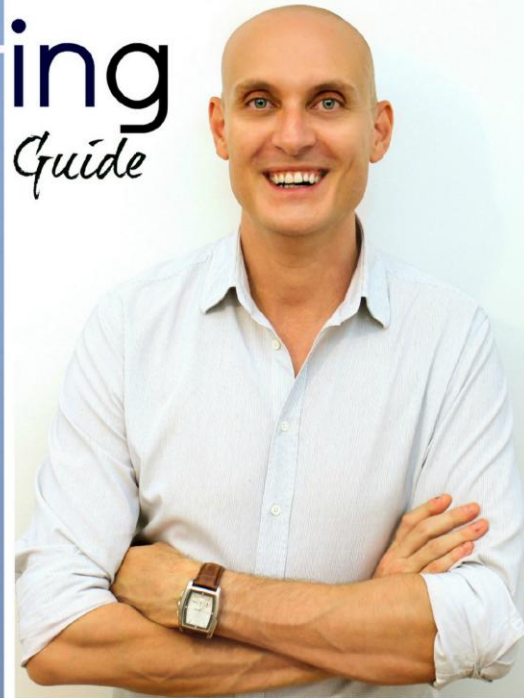




# facebook<sup>®</sup> Marketing

*The Ultimate Guide*

With Andrew Spence



## Your Ultimate Guide to Facebook Marketing

By Andrew Spence

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## Introduction

Welcome to the wonderful world of Facebook where you can connect with long lost friends with relative ease and promote your own business with only 10-20 minutes a day as your investment.

Facebook has come a long way from being a simple online student directory for Harvard college students. It now boasts 1.11 billion users from all over the world – a vast market of potential customers and clients that businesses of all sizes can pander to.

As a business owner, have you considered adding Facebook marketing to your overall marketing strategy? If you have, then you're on the right track.

After all, according to a study by [Syncapse](#), "85% of fans of brands on Facebook recommend brands to others". Imagine all that free promotion to a wider audience!

Convinced yet? The next big question you should be asking right now is "how do I get started?" I have the answer for you.

## How to Use Your Ultimate Guide to Facebook Marketing

We've already established that Facebook marketing is (very) good for your business, no matter its size. Now before continuing with the rest of this guide, keep these points in mind to maximize your Facebook marketing success:

- ✓ You don't need to know every Facebook feature to create and implement a successful Facebook marketing strategy. Everything that you'll need to know about using Facebook for marketing purposes is provided in this book. So if you're worried about not knowing enough of Facebook's features, you'll learn all that you'll need to know in later chapters.
- ✓ While knowing how to use Facebook for your business is valuable knowledge, you also need to know your customers and the market that you wish to reach. Facebook is notorious for making changes to its layout and regulations but so long as you know whose attention you want to attract, you'll find it easier to adjust to these changes and to ensure that the bulk of your followers still see your updates on their newsfeeds.
- ✓ The strategies that you'll see in this guide are the same strategies that I use to great success. I have eliminated the guesswork for you so you can guarantee that the techniques you'll learn have been tried, tested and proven to be effective.

This e-book is divided into four main parts.

Part 1 focuses on the basics of how to use Facebook as a lead generation tool.

We'll look at the three important ways that a business page can attract new leads using Landing Tabs, Promoted Posts and Facebook Ads.

We'll also look at Facebook advertising tools that you can use for your outbound marketing campaigns.

The techniques that you'll learn in this part will get your Facebook marketing started on the right track. Gaining followers and fans is an important aspect of your overall social marketing strategy.

You'll learn everything you need to know about Facebook lead generation in this chapter.

Part 2 is all about the long-term, bigger picture – relationship marketing. In this chapter, you'll learn about how to convert those leads you generated using the strategies that you learned in Part 1 into loyal customers who'll keep coming back for more.

Part 3 focuses on your personal profile and how you can use it to promote your business page.

Part 4 discusses community building in Facebook and how you can take advantage of Facebook Groups in strengthening your relationship with your customers and followers.

Parts 2 to 4 will help you build up your reputation on Facebook and establish yourself as a reputable source of high-quality and relevant content and an approachable representative of your brand.

Facebook marketing is not a difficult thing to master and this guide has everything you need to know to make your first Facebook marketing campaign a success!

To better understand what makes Facebook marketing effective, we have to first look at the general state of social media marketing in its entirety.

## Marketing in the (Near) Future

It's no secret that marketing is one of the most dynamic industries in business. In just a few years, businesses have shied away from traditional forms of marketing – like flyers and newspaper ads, to more interactive and virtual forms online.

Even in online marketing, selling and promoting products, services and brands can take on many shapes and forms – some of which have been proven to be more effective than others. To illustrate this point, let's use an example:

Sasha and Monica are two friends who love to go shopping. However, in order to fund their hobby, they need to sell their older clothes to buy new ones.

So they both set up their own online boutique for second-hand, pre-loved clothes, shoes and accessories. While their objectives are the same, the girls took very different approaches to selling their stuff online.

Sasha wanted her products to sell fast so she made sure to design her online shop with bright and eye-catching colors and the words “Sale!”, “Big Discounts!” and “Half-Priced Today Only!” prominently featured throughout her site.

She also made sure to post the sale items on her Facebook page several times a day.

Monica used the same web design and template but instead of promoting her products using the same in-your-face “Sale!” method, she chose to flaunt her clothes by detailing its materials, the best way to wear them and on some, she likened her clothes to what celebrities were wearing that season.

Monica also invited her customers to take photos of themselves wearing her clothes and post them on her online store’s Facebook page.

While people loved the prices of Sasha’s clothes, they weren’t sure of its quality and because of its low prices, some people thought that what she was offering were too good to be true.

On the other hand, Monica offered her products at competitive prices and she encouraged discussion and conversations on her Facebook page – effectively gaining the trust of her customers.

This anecdote basically tells us one thing: marketing is no longer about making a sale, it’s now all about bridging the gap between the brand and the customers and creating relationships that will endure.

How exactly can you build a relationship with your market? The simple answer is to **provide something valuable to your customers first and foremost.**

In the case of Sasha and Monica, Sasha simply put her products out there and expected the money to come rolling in. Monica on the other hand made sure to let her customers know exactly what they will get for their money.

You might be asking now...what does Sasha and Monica’s story have to do with your own business?

## You, Your Customers and Facebook

Notice how Sasha and Monica use Facebook differently. Sasha used it to “announce” her bargains while Monica used it to “feature” her products AND customers.

Consumers are more reluctant to follow brands that do nothing but force-feed them generic information in bulk. Market trends are now leaning towards more meaningful

interactions between consumers and brands where they can voice their opinions in a communal setting.

Facebook is the most powerful tool at your disposal to cater to what your market needs.

Facebook makes it possible (and easy) for you to touch base with your target market without appearing intrusive or “spammy”. The best part about it is that it can be used as an inbound and outbound marketing tool too.

Before moving forward, it’s important for you to know the definitions and differences between inbound marketing and outbound marketing because chances are, you will be using both types in your Facebook marketing campaigns.

Inbound marketing is essentially the practice of attracting your target market through **targeted, relevant, shareable** and **valuable** content and then converting them into customers and prospects that will come back again and again.

Outbound marketing on the other hand is any type of marketing that you pay for – Facebook Ads, Google Ads, pay-per-click (PPC) ads, etc.

The most effective way to combine the two methods is to use outbound marketing to bring traffic to your inbound content that they can share with their own networks.

For example, instead of using a Google Ad to bring visitors to your products page, use it to drive traffic to articles on the benefits of using your products.

So how exactly does Facebook help you achieve inbound and outbound marketing efficiency?

Facebook’s platform is so flexible that you can easily use Facebook ads to direct your target market to your Facebook page where they can read, share and repost your content on their own Facebook walls and newsfeed for their network to see.

*“People share, read and generally engage more with any type of content when it’s surfaced through friends and people they know and trust.”*

**Malorie Lucich, Facebook Spokesperson**

Facebook has evolved in such a way that everything that you’ll need to market your brand is already built into the platform.

You can post a wide variety of content on Facebook. Everything from external links to customer testimonials can be featured on your business page. On top of that, your followers can easily share your content with just a click of the button.

Such is the beauty and potential of Facebook and you have the power to use it to achieve your marketing goals!



With millions of users within your reach, all that's left for you to do is to jump in and join the Facebook marketing revolution.

## The Universality of Content Marketing and Social Integration

*"These days, people want to learn before they buy, be educated instead of pitched."*

**Brian Clark, CopyBlogger**

Content marketing is probably the most defining difference of today's online marketing from its older versions.

Your content can be about a wide range of topics and can take on many forms.

On Facebook alone, you can post videos, articles, polls, questions, quick updates, photos and links. You can also share content from other Facebook pages to show on yours.

In turn, your content can also be shared by your hundreds or even thousands of followers at no extra cost to you, giving you the absolute bang for your marketing buck.

The rise of social integration in the past years has defined what online marketing has become and the direction it will continue to follow.

Put yourself in the shoes of your target customer.

Would you be more inclined to seek out a brand if it was recommended by your friends or if you just saw it on an advertising banner?

This is where the power of social integration comes in. With the ability to share content with just one click, wouldn't you want to be the brand that gets that one click?

Though regular posting of high-quality, educational or entertaining content is a big part of gaining new customers and maintaining relationships with your existing ones, a powerful copy or a memorable ad can also bring customers to your doorsteps.

Now if you effectively combine social proof with relevant copy, you now have a fool-proof recipe for success.

If you are able to create and publish high-quality and valuable content that your target market can relate to or use, jumpstart conversations, get recommendations, build up a good reputation PLUS give great offers and use clever sales copies and advertising, then there's no way that you can fail.

The sooner that you recognize that social integration is here to stay, the better you'll be able to create Facebook marketing strategies that takes this into account.

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## Using Facebook for Your Business

There are six types of pages that you can create on Facebook:

- > Business/Services/Products page
- > Local Business/Place page
- > Community/Opinion page
- > Celebrity/Public Figure page
- > Entertainment page
- > Company/Organization page
- > A Facebook group

Don't make the mistake of choosing a page type for your brand without knowing what each type is meant for.

Here's a quick rundown of the different Facebook pages with short descriptions of their uses:

- > **Business/Services/Products.** This type is perfect for promoting your brand, services you offer or products you sell. This is typically used when the physical address of the business is not important.



[Source](#)

- > **Local Business/Places.** This type is typically used by businesses whose operations are in a specific location.



[Source](#)

- > **Community/Opinion.** Best used for promoting causes, movements and organizations.

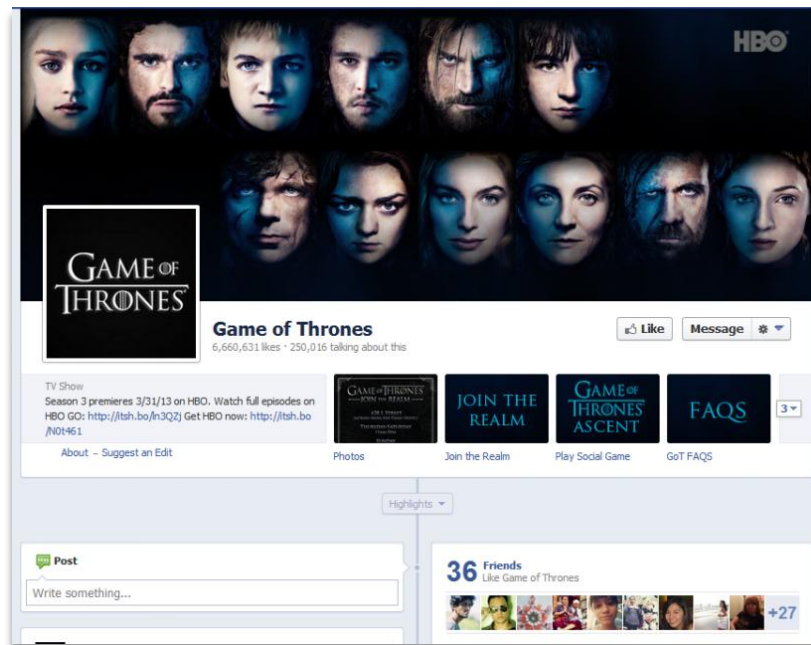


- > **Celebrity/Public Figure.** This type is perfect for individuals or entities that promote themselves as their own brands.

The main difference between this type and a personal profile is that in this one, there is no limit to the number of people who can follow you. Personal profiles have a cap of 5,000 friends and can't be used for commercial purposes as outlined in Facebook's Terms of Use.



- > **Entertainment.** As the name implies, pages of this type are primarily categorized in the entertainment industry like TV and radio shows, movies and books.



- > **Company/Organization.** This type is meant for corporate organizations and acts as a medium to relay messages and content directly from the corporate head office.



It's not uncommon for the larger brands or organizations to have several types of Facebook pages.

A good example is Coca-Cola. It has several company pages for different countries and regions, product pages for individual beverage types (like Coke Zero or Coke Light) and also hundreds of communities where people all over the world can share their favorite Coke experience.

Of course, each page type has its own advantages, especially when it comes to providing the right type of information on the landing page itself.

Generally speaking though, opting for any of these types of pages is better than using a personal profile for business.

Here are some of the reasons why:

- ✓ Branding is easier and more effective
- ✓ You can create targeted ads based on your page
- ✓ You can easily promote your posts to make it more prominent on newsfeeds
- ✓ Create personalized and targeted landing tabs
- ✓ Measure and analyze your Facebook marketing performance

On top of that, pages also allow you to...

- ✓ Build a following of prospective and existing customers
- ✓ Directly communicate with customers
- ✓ Announce exclusive offers, sales and discounts
- ✓ Add an e-commerce functionality

Once you have established your brand and have gained a decent amount of followers, you can link your business page with your personal profile if you want your fans to be able to connect with you directly.

Reiterating what we mentioned in the previous section, both inbound and outbound marketing are the two essential strategies that you need to use in Facebook marketing.

Remember, you need to invest in paid advertising and promotion to deliver visitors to your page's content and attractions.

In the next section, you'll learn the most effective ways to use outbound marketing techniques to drive traffic to your inbound marketing efforts.

The strategies that you'll learn in this Facebook marketing guide will not only help you in successfully increasing sales, they will also help create a community of loyal followers for your brand.



# Part I: The Absolute Basics of Facebook Lead Generation

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## The Big Three: Landing Tabs, Promoted Posts and Facebook Ads

Before diving into the Big Three, let's first look at the reason why many businesses have failed to make their Facebook pages work for their bottom line.

Whilst having thousands of fans, followers or likes can be useful, the reality is that simply having a quantity of followers doesn't automatically translate to sales conversions.

Unfortunately, too many business owners believe that Facebook marketing is all about popularity and likes.

The (not so) secret technique in successfully using Facebook for business is this:

*To get more people interested in your brand, you need to generate leads. You need to have a constant influx of prospects that are already interested in what you have to offer. Once you have established that stream, it will be easier for you to connect with them and engage them to the point that they will be asking you how and where they can purchase your products.*

Using the simple strategy above, you probably know by now that we won't be using any outbound marketing techniques to simply generate likes. What we want is for customers to "Like" our page, read our content, comment on our posts and share it with their friends.

Keep in mind that people don't go to Facebook to shop. There are plenty of other sites they can go to for that. For socializing and getting updated on what friends and family are

saying, Facebook is the place to be. saying, Facebook is the place to be.

With that said, let's now look at the one of the most important features that can get your Facebook page rolling in the right direction.

Landing Tabs is the most powerful tool that you can use for your Facebook marketing campaign.

To better understand what a Landing Tab is, let's look at its alternate name: the Squeeze Page.

This page tries to "squeeze" important information about your customers, like their names or e-mail addresses, for example. Why do you need those details?

Simply because you want to be able to apply your e-mail marketing techniques to these prospects and to get into their inbox where they will be more likely to see your message.

Now you may be asking, "doesn't this defeat the purpose of using Facebook for marketing purposes?" Not exactly.

Unfortunately, your posts and updates will not be visible on 100% of your followers' newsfeeds because of the changes Facebook made to its format. This has been the case for a while and the numbers of fans who get updates on their newsfeeds continue to decline.

Another point to remember is that people are not on Facebook to buy from you or anyone else. Even if you reach 90% of your fans' newsfeeds, your conversion rates will remain low.

This is where the Landing Tab can work its magic.

By arranging and organizing the Tabs strategically, you will be able to use Facebook as an effective targeted lead generation tool. First, attract them to your page and your tabs then encourage them to provide their names and contact information so that you can do your marketing pitches through other avenues.

This method has two important advantages: first, the customers who are giving you their e-mail addresses are already interested in what you have to offer so it will be much easier for you to convert these leads into sales.

*To get more customers for your business, you should put a lot of effort into lead generation. To do this, you need to have a constant influx of customers and prospects who show an interest to what you're offering and creative ways for you to engage with and interact with them.*



Second, it gives you the opportunity to take these customers outside of Facebook (where you have little control) and into a more comfortable platform where you can operate more freely.

The second point is more important than it seems. Why? Because Facebook is a third-party networking site which can limit you in what you can do as a business.

It can change its algorithms and formats and rules without prior warning and even if you have invested a considerable amount of money to get your page set up right and for ads and promotions, it won't stop Facebook from making the changes that it wants to do.

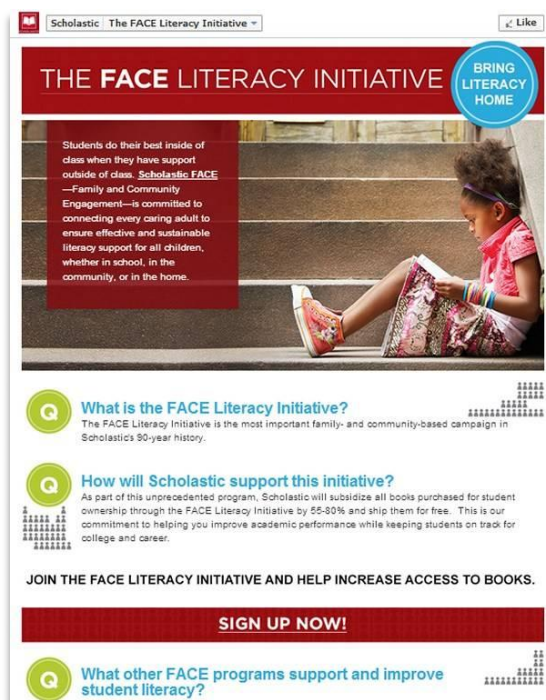
You can create hundreds, or even thousands of different kinds of Landing Tabs – you are only limited by your imagination.

The important thing to remember when creating a Landing Tab is that you should always offer an incentive for prospects to “Like” your page.

There are three popular types of incentives or “opt-in” offers used in Facebook marketing:

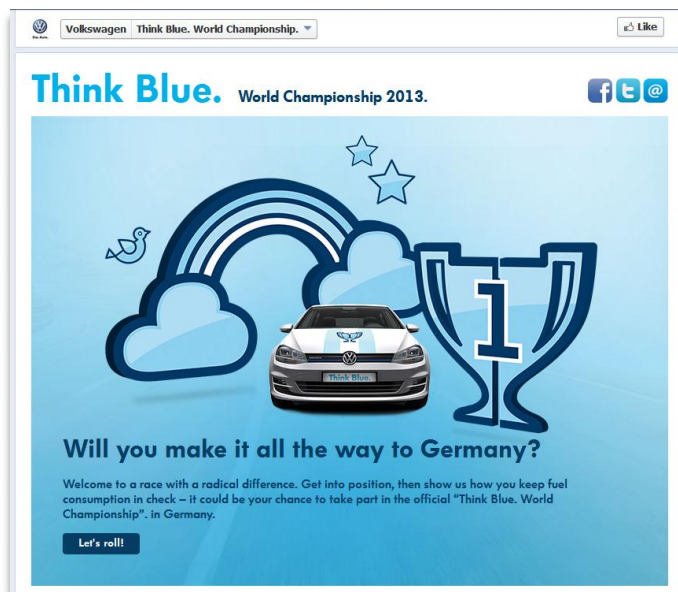
## 1. Single Opt-In Landing Tab

“Leave your name and e-mail address to receive a free...”



## 2. Contest

“Enter your name and e-mail address for a chance to win...”



## 3. Webinar

“Enter your name and e-mail address to receive an invite to this webinar...”



It is completely up to you what you offer your prospects. Offer something that they won't be able to get anywhere else. And also, be sure that what you're offering is related to your business or industry.

If you need information other than their names and e-mails, the Landing Tab is the perfect place to ask for it. Just try to keep it as short as possible. The fewer steps your visitors will have to make, the quicker they can "Like" your page.

Avoid making the mistake of putting in too much branding on your Landing Tab. Remember, you just want to get their information, not make a sales pitch. They already know who you are, now it's your time to know who THEY are.

In Part 2 of this e-book, you'll learn how to create and customize your Squeeze Page and how to add an opt-in feature.

Now we're going into the second of the Big Three: Promoted Posts.

Did you know that because of recent changes to Facebook's algorithm, only 10% to 15% of your fans or followers will see your posts on their newsfeeds?

This means that if you have spent most of your time trying to generate "Likes" and "Follows" so that your posts will appear on more newsfeeds, then you may need to overhaul your strategy.

If you want to guarantee that your posts will appear on newsfeeds, you'll have to use Promoted Posts.

Now if you are able to communicate with your customers outside of Facebook through e-mail without having to pay to get your posts promoted, imagine the amount of savings that you can get! And the best part is that you didn't have to sacrifice effectiveness for your savings.

Without getting into the technical side of Facebook algorithms, let's talk about why some posts get into newsfeeds easily and why others just get lost among other lost content.

EdgeRank is basically Facebook's curator. It is the algorithm that decides which photos, posts, videos and other content get displayed on the newsfeed and how high it will feature.

What it essentially does is it *rank*s "edges" and an "edge" is anything and everything that happens on Facebook like status updates, comments, shares, likes... everything!

So how does EdgeRank rank edges?

By taking into account three important variables in its equation:

- > **Affinity** is the relationship between a user and an "edge". In relation to business pages, the affinity between a brand and a user depends on how often a user (your customer) interacts with a brand's edges (your posts).

Simple actions like clicking on a photo, liking a post or sharing your page will directly affect the affinity that that particular user has with your edges.

- > The second variable is **weight**. This is the way Facebook measures the value of a specific action within the platform. For example, commenting has more weight than liking.

Facebook hasn't really expounded on its weighing system but it's safe to assume that the longer the time a user has to take to complete the action, the more weight it has.

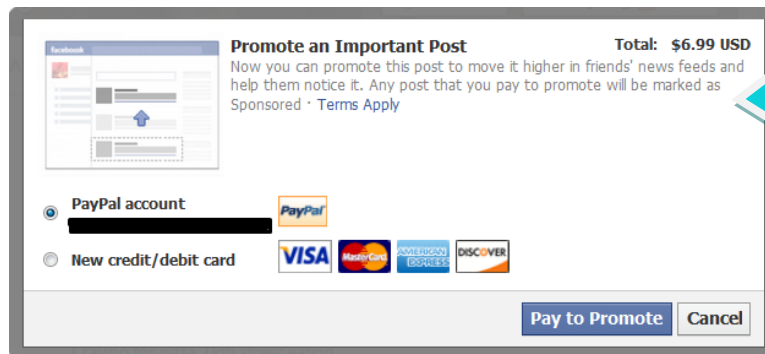
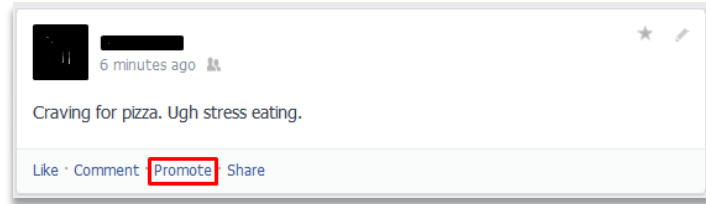
- > Lastly, let's look at **time decay**, the third variable. This essentially tells us the time the edge has been in circulation. Generally, the older the edge is, the less valuable it is.

Taking all of those variables into account, what does it tell us about newsfeed visibility?

Basically, if you want your posts to be more visible to newsfeeds, you need to post media-rich content (like photos or videos) and engage your followers by encouraging them to comment or share your post.

Understandably, not all businesses are able to post media-rich content for one reason or another. To circumvent EdgeRank's boundaries, consider using the "Promoted Post" feature of Facebook.

What makes Promoted Posts different from Facebook Ads or Sponsored Stories is that you can easily pay for the promotion right from the post itself using the "Promote" link.



Let's now look at the benefits and disadvantages of using Promoted Posts for your business page:

Pros	Cons
Economical	The farther you want your reach to be, the more you have to pay
Post will be visible to your followers and fans	If you have a smaller base of followers, impact won't be big
Simple to use	Only your fans and followers will be able to see the post
Increase engagement and interaction with your followers	
Ideal for increasing brand awareness	
Very identifiable in newsfeeds	

Promoted Posts are perfect for getting your posts in the newsfeeds of people who are already interested in your brand. If you have contests, giveaways or bargains to offer, Promoted Posts can effectively help in raising awareness for your events.

What's more, you can also review the activities that your post has generated. This information can be valuable in your future posts. This will help you know which type of posts generated the most activity and what type of content gets the most attention.



### Source

On the other hand, if you want to reach a wider audience beyond those who already follow you, Facebook Ads can be a useful tool.

Facebook Ads are those little boxes on the right side of a Facebook page.

**Peapod By Giant Food**  
 peapod.com  

 Shop Hundreds of Weekly Sale Items from Your Local Giant Store! Save \$15 on first order!

**Store Brand Meds**  

 LIKE if you're a savvy shopper who wants to save money by buying store brand meds!

**Northern VA Realtors**  
 nesbittrealty.com  

 A family-run real estate brokerage serving Northern VA. Find out why our clients love us. 703 765 0300

**Shopaholic In Lipstick**  

 For beauty junkies and fashion fanatics.

Generally, Ads that appear on a user's Newsfeed are more expensive than other types.

Facebook Ads are very easy to set up and can be 100% effective in driving targeted traffic to your page.

The only danger of using Facebook Ads is the fact that a lot of people are generally annoyed by any type of advertising. The best way to get on their good side is to post creative and entertaining ads that can make them smile.



If you're not sure on how to even begin using Facebook Ads, these 10 tips will help you:

**Tip #1: Have an ad objective.**

It will be A LOT easier for you to be creative on an ad, and to prepare the copy, images and other materials, if you know what you want your ad to accomplish.

**Tip #2: Know who the ad is targeted to.**

Knowing who you want the ad to sell to will give you a better chance of creating something that will appeal to your target. Be as specific as possible in determining your demographic to increase the effectiveness of your ad.

**Tip #3: Grab your audience with just 25 characters.**

This 25 character phrase is your "hook" and it should grab the attention of your audience to make them want to read more about what you have to offer.

**Tip #4: Write a compelling 90-character copy.**

If you noticed, Facebook ads are tiny. This means that you don't have a whole lot of space to work with. Copies can only be 90 characters long so you really need to get your creative juices flowing to write a compelling copy that can grab people's attention.

**Tip #5: Use an eye-catching image.**

Facebook only allows 100px x 72px images on its ads. Again, you only have a small real estate to work with so make it count!

**Tip #6: Be as precise as possible!**

This ties in to Tip #2. When creating a Facebook ad, you have the option to choose which categories of interests your ad falls into. Be as specific as possible so that your ad will be visible to the people most likely to be intrigued with what you have to offer.

**Tip #7: Micro-manage.**

You'll be able to determine the interest that your ad is generating within the first 15 to 30 minutes. Stay glued to the analytics. If the click-through-rate (CTR) of your ad is on a rapid decline, best to cancel the ad and cut your losses.

**Tip #8: Create multiple ads at a time.**

Having just one ad active at a time won't help you reach your objective efficiently. Create tens, or even hundreds, of ads at a time (subject to budget) to multiply

your reach and visibility. Experiment with different copies and images on each campaign to add variety to your ads.

**Tip #9: Track, measure and analyze.**

One of the biggest mistakes you can make with using Facebook ads is to forego monitoring its performance. There are plenty of tracking tools that you can use that will help you know which ads are performing well and who are clicking on your ads. This data will help you in your future Facebook ad campaigns.

**Tip #10: Don't be afraid to experiment.**

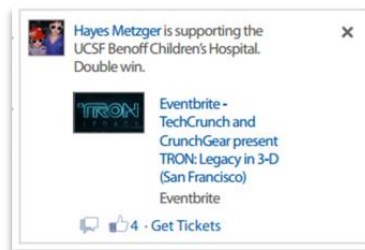
There is no single formula for success when it comes to Facebook ads. You'll have to experiment with different combinations of copy, images, demographics and other variables to know which ones are the best for whom.

Don't be put off if your first few ads underperform. Always look at each campaign as learning experiences to make your future ones the best they can possibly be.

## Sponsored Stories

Moving on from the Big Three, we'll now look at another useful Facebook business feature: Sponsored Stories.

In a nutshell, Sponsored Stories are featured actions that a user has done on a page and will be shown to that user's friends, either through the newsfeed or the sidebar.



Sponsored Stories can be used as a supplement to other Facebook marketing campaigns like ads or Promoted Posts, for example, or as a standalone advertising campaign.

Like in the example above, Sponsored Stories highlight user activities such as Liking or Joining an event.

It is not limited to just actions on Facebook. For example, adding an item to a wish list on Amazon can also be featured as a Sponsored Story.





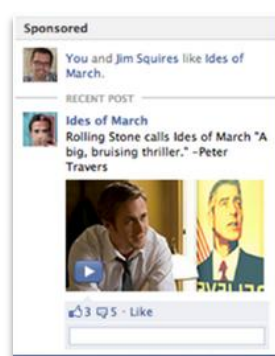
[Source](#)

Other actions can include sharing an article from your website or using an app on Facebook or joining a contest. You have plenty of options of what to feature!

Just like a Promoted Post, Sponsored Stories are organic user actions that are advertised on Facebook. And just like Promoted Posts, Sponsored Stories will only be visible to your followers or fans.

## Page Post Ads

Another type of Facebook advertising tools that you can use is the Page Post Ads. It shares some similarities with Promoted Posts and Sponsored Stories but the main difference is that its visibility is not only limited to your followers, it can be seen all over Facebook.



[Source](#)

It can get confusing as to what is what between Promoted Posts, Sponsored Stories and Page Post Ads so let's look at this table to compare and differentiate the three:

	Promoted Posts	Sponsored Stories	Page Post Ads
Where to Start	From the post itself	Facebook Ads Platform	Facebook Ads Platform
Reach and Visibility	Fans and followers only	Fans and followers only but you can be more specific with your targeting	Fans, followers and anyone on Facebook
What is Advertised	Your own posts on your page	Users' actions on your page and select external pages	Your own posts on your page
Type of Content	Posts on your page including the likes, shares and comments it generated	Actions done on your page, app, events and external URLs	Posts on your page including the likes, shares and comments it generated
Visible on Mobile?	Yes	Yes	Yes

The great thing about Post Page Ads is that you can access the full targeting features of Facebook ads. Think of it as a cross between a Facebook Ad and a Promoted Post. You get the wide reach of a Facebook Ad and you get to feature the stuff that you post on your page. This can be the perfect combination for targeted features!

Now that you know the different types of Facebook ads that you can use, let's look at the *actions* that these ads can trigger.

> **Send users to an external page.**

Your Facebook ad can bring users to your website or pages within your website. Any external URL can work here. Just be sure that the landing page that the visitors will see is active and relevant to the ad.

> **Send users to an internal Facebook page.**

You can send users to your Facebook page or any page on Facebook. The main advantage of using this type is that it lets you choose your headline for the ad.

> **Make users do a specific action within Facebook.**

The users will be directed to a specific page on Facebook where they can complete actions such as Liking, Sharing or Commenting on a post. You can also use this to get people to Like your page or to opt-in on your Landing Page.

There are three destinations that you can use:

- Page – so that users can Like, Share or Comment
- App – acquire users, get users to install or use the app
- Events – have people RSVP to your event

Before moving on to Part 2 of this e-book, let's first look at another Facebook advertising technique that you can use: Facebook Offers.

## Facebook Offers

The reason that this was saved for last is because it is a fairly new feature that Facebook rolled out.

Facebook Offers essentially lets business offer discounts, bargains, deals and other gifts to its customers from their Facebook page.



[Source](#)

When Facebook Offers was first rolled out, businesses were able to post offers for free. Nowadays Facebook requires a fee to post offers for Facebook users and it requires that you have at least 100 followers before you can create an offer.

Share this Document

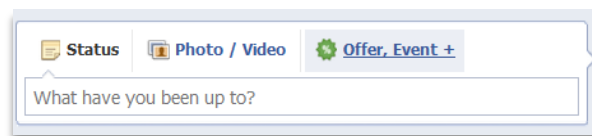


There are three types of offers that you can post on your page:

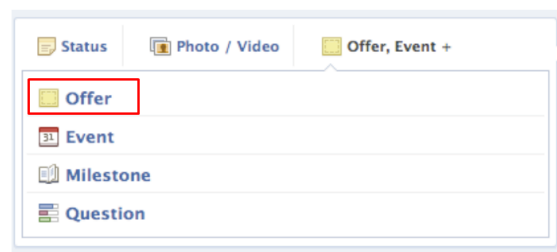
- > **In-Store only.** These offers have to be redeemed in a physical store and the users have to print out the offer that they claimed or show it on their smartphones.
- > **Online only.** These offers can only be redeemed online through an online store or website.
- > **In-Store and Online.** These offers can be redeemed online and in-store.

Follow these steps to create an offer for your followers:

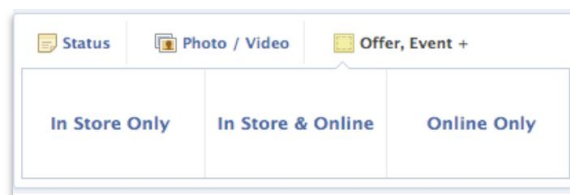
1. First, click on the “Offer, Event +” tab on your timeline or page.



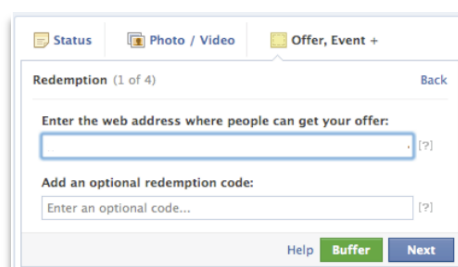
Then choose the “Offer” option.



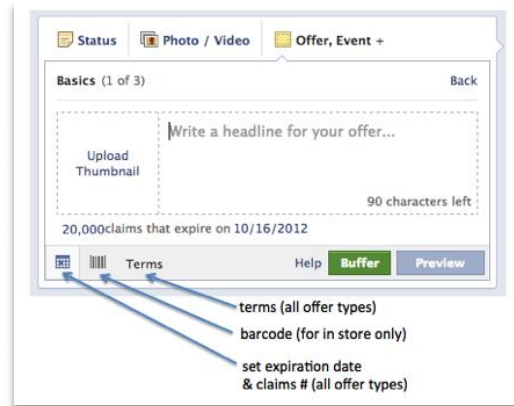
2. Choose the type of offer redemption you prefer.



If you chose the In Store & Online or Online Only option, you will be asked for the URL where the offer can be redeemed.



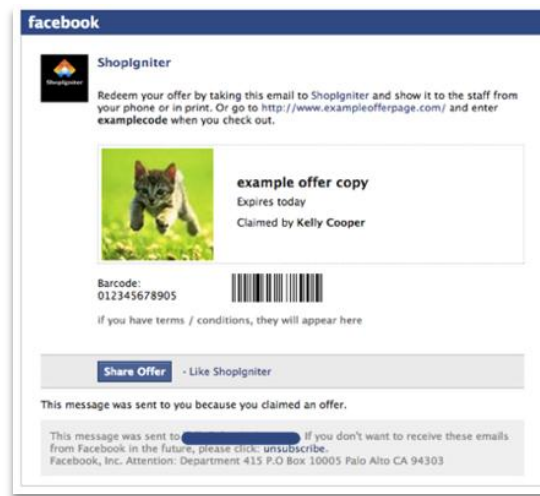
3. Add an attractive, creative and attention-grabbing photo and a compelling headline to get people interested in your offer.



[Source](#)

This is also the place where you can define the terms of your offer like how many people can redeem it and when the offer will expire.

4. Preview your offer to know how it would appear on your page and elsewhere on Facebook.



[Source](#)

You will also receive a preview of your offer via e-mail. Once you're happy with the offer and no further proofreading or editing is required, you can move on to the next step.

5. Set your budget. Other than what you will be investing in the offer itself, you'll also have to invest in the advertising of the offer.

Keep in mind that the bigger the budget, the wider your reach.

6. Define and target your audience. As in regular Facebook Ads, you'll be able to specify the demographic that you want your offer to appear to.

That's it! That's how easy it is to post Facebook offers!

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## Part 1 Summary

The first part of your journey to effective Facebook marketing ends here.

By now, you've learned about the different types of Facebook advertising you can use to promote your Facebook page and your brand.

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The advantage of using the techniques and methods that you just learned is that it can be used at any stage of your business. Whether you're just starting out with Facebook marketing or have been in the game for some time now, these techniques are flexible enough to work for a wide variety of marketing objectives.

Forget about the days when advertising and selling relied on aggressive sales pitches. The future of marketing is all about getting the attention of your market through creative, useful and educational content that they can easily relate to and share with their networks.

With that said, you now know how to reel your audience in. The next thing you'll have to do is to foster these new relationships and to convert them to something financially measurable.

## Part 2.Relationship Marketing on Facebook

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### Creating Your Marketing Strategy

A marketing strategy is your blueprint of what needs to be done in order for you to reach your objectives.

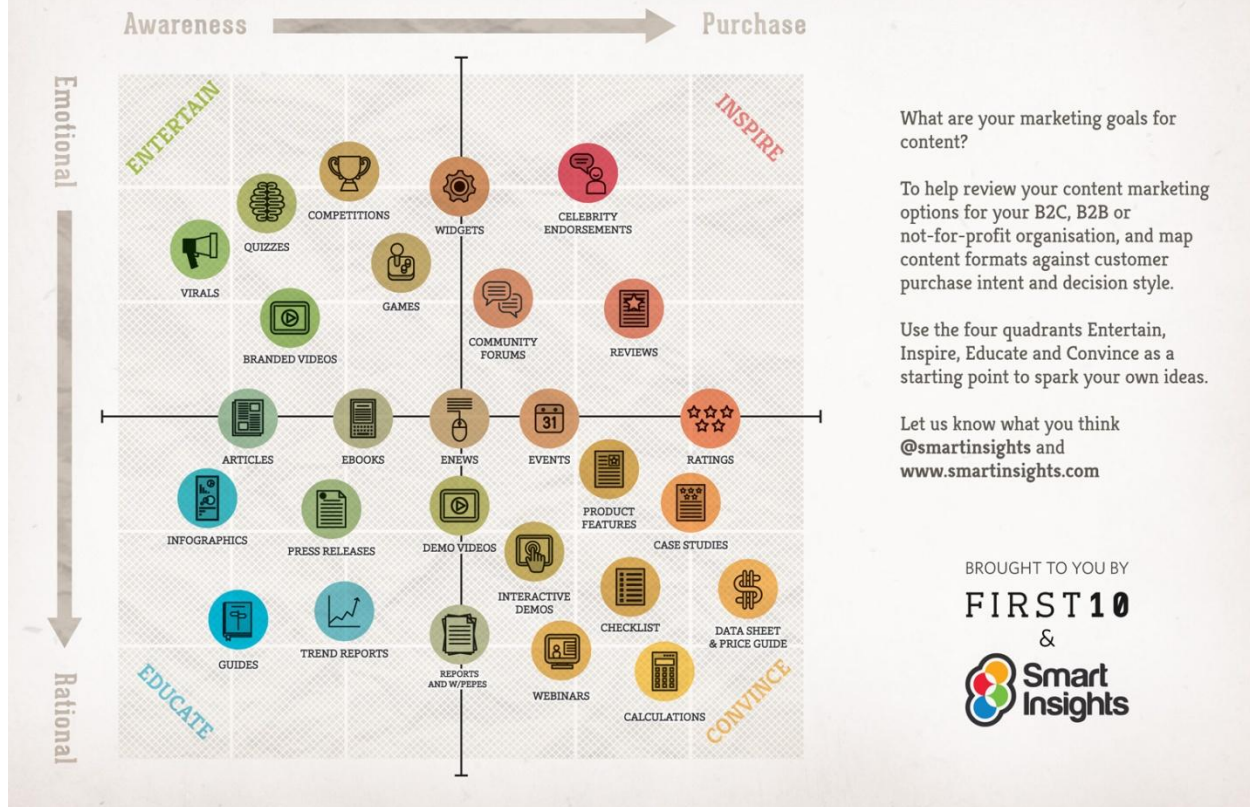
Creating a marketing strategy can be intimidating but it is an absolute necessity. Any online marketing guru will tell you that without a marketing strategy, you'll waste an opportunity to acquire new leads and to retain customers.

Content marketing is the best strategy to use for Facebook. Through compelling content, you'll be able to meet different kinds of marketing objectives while fostering a dynamic relationship with your existing customers.

Here's a great infographic from First 10 and Smart Insights on the types of content that you can use to elicit four major emotions from your audience:



# The Content Marketing Matrix



Source

Now combine the infographic above with the different types of Facebook ads outlined in Part 1 and you have yourself a fool-proof marketing strategy!

There are three ways to conduct your Facebook relationship marketing strategy:

1. Business Pages
2. Personal Pages/Profiles
3. Facebook Groups

Once you are able to create dynamic, interactive and robust pages and groups, it will be easier for you to maintain a community of loyal customers who love your brand.

## Business Pages

There's a lot of controversy surrounding the effectiveness and general usefulness of Facebook business pages.

After all, personal profiles now have Timelines and Promoted Post features, and less than 20% of posts from business pages get to people's newsfeeds. On top of that, only a small number of visitors actually see your Landing Tabs.

So is having a business page really worth it?

The short answer is yes, it definitely is worth it.

First of all, business pages benefit you because it's a platform for you to talk about your business, promote your products and services and have conversations and interactions related to your business with your customers.

Secondly, business pages are organically optimized for business. This means that there are certain features (like Sponsored Stories and Offers) that are only available in these types of specialized pages.

Unlike with personal profiles, you can post events, games, contests and other exciting promotional activities that you can easily advertise without having to work with a limited set of tools.

Lastly, personal profiles are NOT allowed to be used for commercial gain. This limitation is outlined in Facebook's Terms of Use and Facebook can take down your page at any moment if you are found violating this regulation. Not good!

#### 4. Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining the security of your account:

1. You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.
2. You will not create more than one personal account.
3. If we disable your account, you will not create another one without our permission.
4. You will not use your personal timeline primarily for your own commercial gain, and will use a Facebook Page for such purposes.
5. You will not use Facebook if you are under 13.
6. You will not use Facebook if you are a convicted sex offender.
7. You will keep your contact information accurate and up-to-date.
8. You will not share your password (or in the case of developers, your secret key), let anyone else access your account, or do anything else that might jeopardize the security of your account.
9. You will not transfer your account (including any Page or application you administer) to anyone without first getting our written permission.
10. If you select a username or similar identifier for your account or Page, we reserve the right to remove or reclaim it if we believe it is appropriate (such as when a trademark owner complains about a username that does not closely relate to a user's actual name).

Business pages also provide its users with “Insights”, a built-in analytics tool that can give you the data and statistics that you can use to understand your audience better and the type of content that they respond to the most.

\*\*\*\*\*

## The Goal of Your Business Page

Simply put, the main goal of your Facebook business page is to **acquire** new customers and to **keep** your existing ones.

How exactly can you do this? By collecting contact information (name, e-mail addresses), interacting with your audience through your posts, engage your prospects and build trust with your target market.

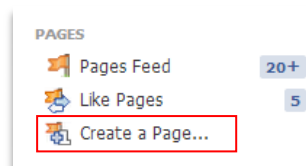
\*\*\*\*\*

## Building Your Facebook Business Page

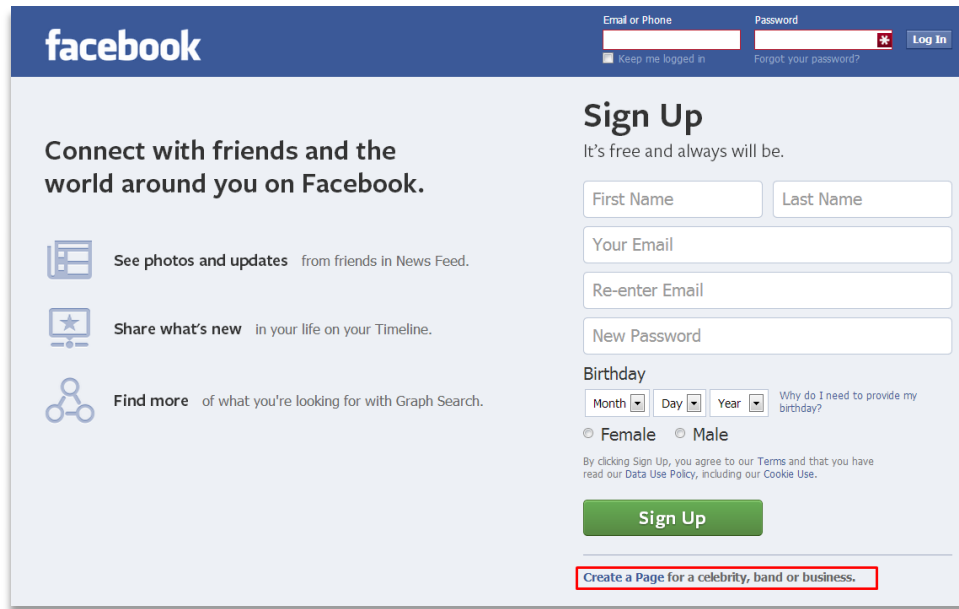
The best place to start learning about optimizing business pages is learning *how* to create a Facebook business page.

Follow these easy steps to get started:

1. There are two ways to create a business page. First is by logging in to your own personal Facebook account and clicking on the ‘Create a Page’ icon on the left panel of your newsfeed.

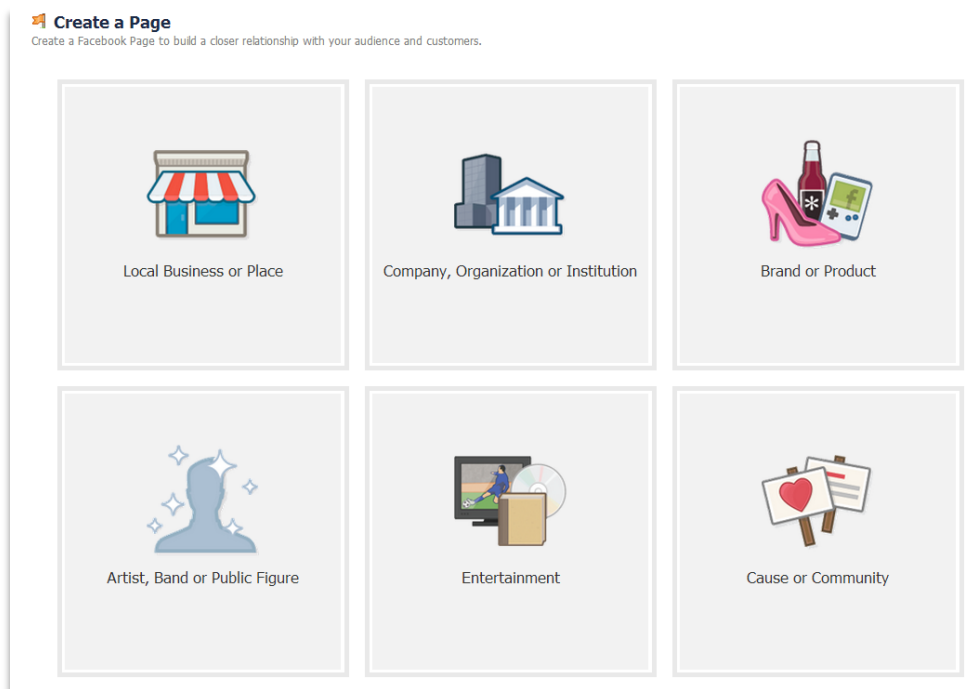


The second way is to go to the Facebook homepage while you're logged off then click on the “Create a Page” link at the bottom of the screen.



The image shows the Facebook Sign Up page. At the top, there's a blue header with the Facebook logo on the left and login fields on the right. The login fields include 'Email or Phone' and 'Password' with a 'Log In' button. Below the header, the main content area is split into two columns. The left column has the heading 'Connect with friends and the world around you on Facebook.' followed by three icons and text: a photo icon for 'See photos and updates from friends in News Feed.', a star icon for 'Share what's new in your life on your Timeline.', and a search icon for 'Find more of what you're looking for with Graph Search.'. The right column is titled 'Sign Up' with the subtext 'It's free and always will be.' Below this are input fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. There's a 'Birthday' section with dropdowns for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. A small note asks 'Why do I need to provide my birthday?'. Below the birthday section is a green 'Sign Up' button. At the bottom of the right column, there's a red-bordered box containing the text 'Create a Page for a celebrity, band or business.'

2. Choose the type of page that you want to create. For reference, review the first part of this e-book to see the description of each type.



The image shows the 'Create a Page' screen. At the top, there's a header with the text 'Create a Page' and a subtext 'Create a Facebook Page to build a closer relationship with your audience and customers.' Below the header, there are six large, light gray boxes arranged in a 2x3 grid. Each box contains an icon and a label: 
 

- Top-left: A storefront icon labeled 'Local Business or Place'.
- Top-middle: A classical building icon labeled 'Company, Organization or Institution'.
- Top-right: A high-heeled shoe and a bottle icon labeled 'Brand or Product'.
- Bottom-left: A person silhouette with stars icon labeled 'Artist, Band or Public Figure'.
- Bottom-middle: A person at a podium icon labeled 'Entertainment'.
- Bottom-right: A heart and a document icon labeled 'Cause or Community'.

After clicking on a page type, you'll be asked for more specific details about the page that you want to create.

### Company, Organization or Institution

Join your supporters on Facebook.

Choose a category

Company Name

☐ I agree to Facebook Pages Terms

Get Started

### Brand or Product

Pet Supplies

Moxie's Pet Boutique

☒ I agree to Facebook Pages Terms

Get Started

- If you choose the first way of creating a page, you'll arrive on the page where you'll be able to add more details about your business page.

### Set Up Moxie's Pet Boutique

1 About

2 Profile Picture

3 Facebook Web Address

4 Add to Favorites

**Tip:** Add a description and website to improve the ranking of your Page in search.

Add a description with basic info for Moxie's Pet Boutique.

Website (ex: your website, Twitter or Yelp links)

Add Another Site

Is Moxie's Pet Boutique a real business, product or brand?  
This will help people find this business, product or brand more easily on Facebook.

☒ Yes ☐ No

Visit Help Center

Save Info

If you chose the second option, you'll be asked to log in to your account to create a new business account before you can add details for your page.

Log in with my Facebook account

Create a new business account

- Fill up the fields then continue on to the other fields. You can change the information that you put here later on. We'll go more in-depth with the optimization of these fields shortly.

That's it! Just four simple steps to follow to create your own business page!

## Branding

Go to any business page on Facebook and what's the first thing you see? That big image that you see on the top of the page is called the Timeline Cover.

Unfortunately for business pages, Facebook set a number of rules and regulations for the type of images that you can use and the subject of the photo.

### Cover Photos

#### ▼ What are the guidelines for my Page's cover photo?

Use a unique image that represents your Page. This might be a photo of a popular menu item, album artwork or a picture of people using your product. Be creative and experiment with images your audience responds well to.

All cover photos are [public](#), which means anyone visiting your Page will be able to see the cover photo. Cover photos can't be deceptive, misleading, infringe on anyone else's copyright or be in violation of the [Pages Terms](#). You may not encourage people to upload your cover photo to their personal timelines.

Cover photos must be at least [399 pixels](#) wide.

To get the fastest load times for your Page, upload an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes. For images with your logo or text content, you may get a higher quality result by using a PNG file.

Let's look at some creative examples of Timeline Covers for business pages.

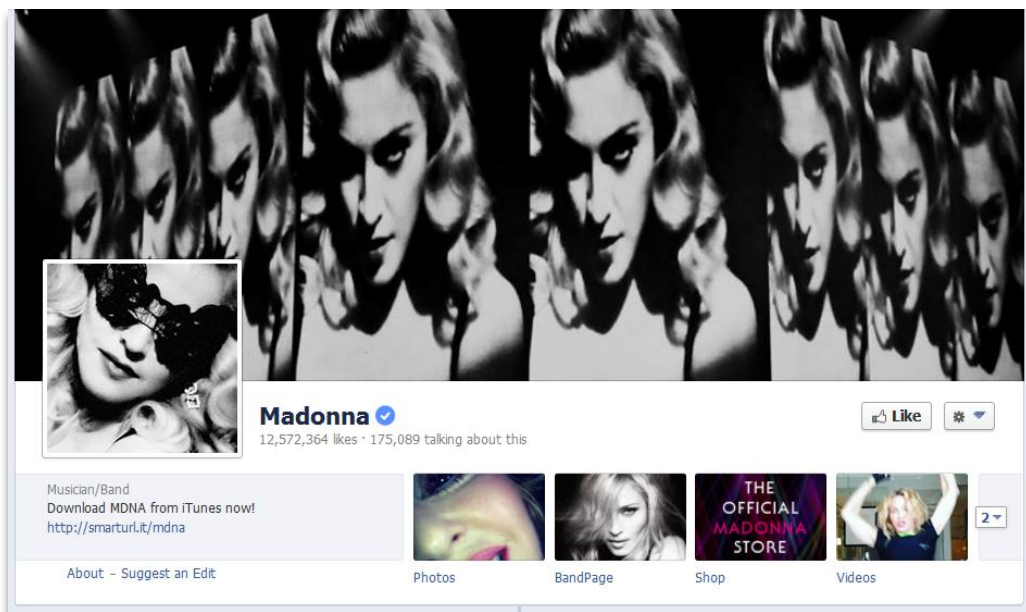


Fanta





Social Media Examiner



Madonna



## Walmart

After taking care of your Timeline Cover, the next part you need to pay attention to is the About section.

\*\*\*\*\*

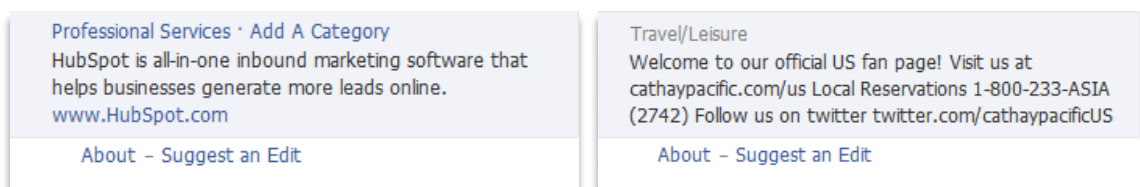
## About Section

Have you ever heard of this little online marketing term called “SEO”? SEO or Search Engine Optimization has been the backbone of online marketing for the past few years and believe it or not, SEO also works on your Facebook page.

The best place to start littering your page with SEO techniques is in your About section, specifically, the first 200 characters of your About section. This portion of your write-up is the most visible part of the section and will appear on your main business page.

Always include the URL of your website or any landing page that you want your visitors to go to so that they can learn more about you and your business.

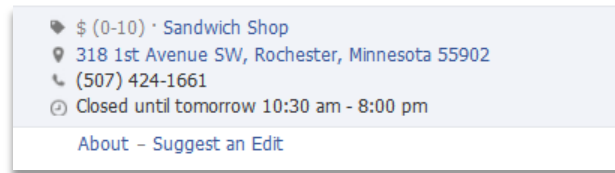
Here are some examples:







If you are using the Local Business/Place page type, you won't have the option to include a URL in the About section that appears on your homepage. Instead, you'll be asked to provide the address of your business, contact numbers and hours of operation.



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## Custom URL

In some instances, Facebook does not allow the setting up of a custom URL when a page is first created. In these cases, the page needs to get 25 Likes before a custom URL can be set.

The custom URL is the unique web address of your Facebook page. For example, Starbucks' unique URL is <http://www.facebook.com/Starbucks>.

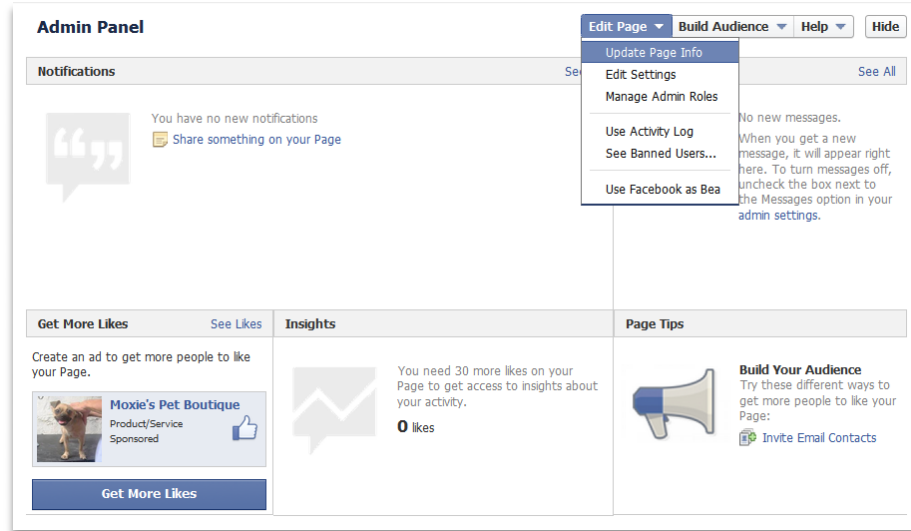
If a custom URL is not set by you, Facebook will assign you a generic URL which typically contains lots of numbers and random letters jumbled up.

From a branding perspective, this generic URL does you no good. After all, who can memorize a web that looks like an algebra equation?

Customizing your URL should be one of the first things you do when setting up your own Facebook business page.

Doing this is easy. Just follow these steps:

1. On the Admin Panel of your page, click on the "Edit Page" tab and choose "Update Page Info" from the options.



2. On the Page Info page, look for the Page Address field then click “Edit” on the right.

**Moxie's Pet Boutique** [View Page](#)

**Page Info** Settings Admin Roles More...

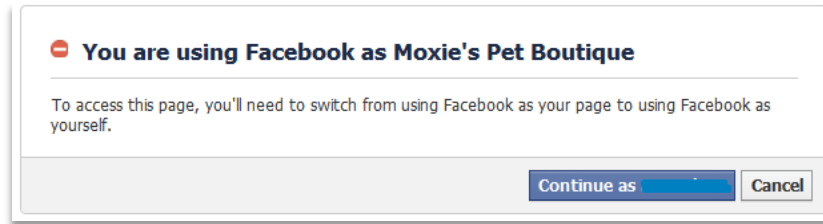
Name	Moxie's Pet Boutique	<a href="#">Edit</a>
Page Address	<a href="http://www.facebook.com/MoxiesPetBoutique">www.facebook.com/MoxiesPetBoutique</a>	<a href="#">Edit</a>
Category	Brands & Products : Product/Service	<a href="#">Edit</a>
Topics	Choose three words to describe your Page	<a href="#">Edit</a>
Start Info	Joined Facebook	<a href="#">Edit</a>
Release Date	<a href="#">Enter a release date</a>	<a href="#">Edit</a>
Short Description	Quirky, yummy and fun doggy items for your four-legged baby.	<a href="#">Edit</a>
Company Overview	<a href="#">Enter company overview</a>	<a href="#">Edit</a>
Long Description	<a href="#">Write a long description for your Page</a>	<a href="#">Edit</a>
General Information	<a href="#">Enter general information</a>	<a href="#">Edit</a>
Mission	<a href="#">Enter mission</a>	<a href="#">Edit</a>
Founded	<a href="#">Enter names of founders</a>	<a href="#">Edit</a>
Awards	<a href="#">Enter awards</a>	<a href="#">Edit</a>
Products	<a href="#">Enter products</a>	<a href="#">Edit</a>
Website	<a href="http://moxiedaries.com">http://moxiedaries.com</a>	<a href="#">Edit</a>
Official Page	<a href="#">Enter the official brand, celebrity or organization your Page is about</a>	<a href="#">Edit</a>

3. After clicking on “Edit”, click on “Change web address”.

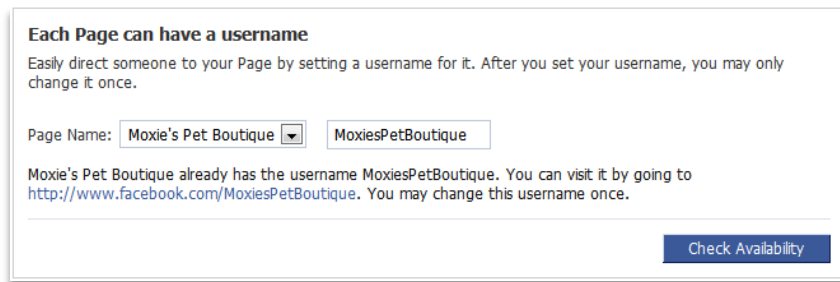
**Page Address** You can now direct people to [www.facebook.com/MoxiesPetBoutique](http://www.facebook.com/MoxiesPetBoutique).  
[Change web address](#) [?]

[Save Changes](#) [Cancel](#)

You may need to change the active account before you can type in the URL that you want to use.



4. After switching profiles, you'll now be able to define the custom URL that you want for your business page. You can also check the availability of the URLs on the page itself.



5. After settling on the URL that you want, simply follow the prompts to finish the process.

With your page set up (for the most part), it's now time to add more meat and potatoes into your Facebook business page.

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## Tab Apps

By now, we've established that Facebook business pages are great for online marketing and social networking visibility.

To add to the good stuff we've already discussed, let's look at the potentially powerful feature called Tab Apps.

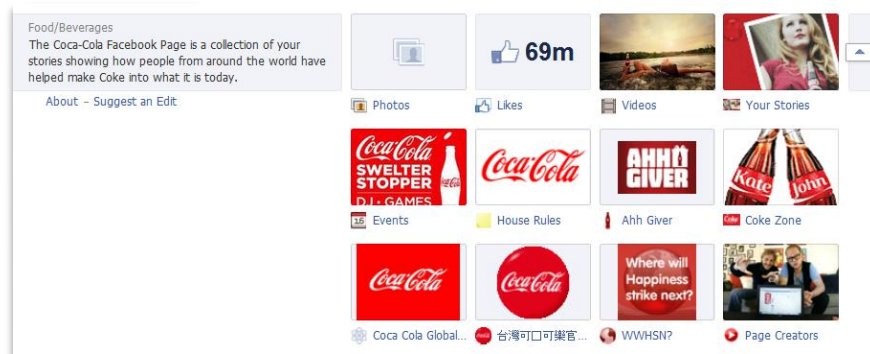
In Part 1, we mentioned Landing Tabs. Tab Apps simply expand on that idea.

Tab Apps are individual pages *within* your general Facebook page and it has its own URL that you can use as landing pages for ads and posts. These apps can be used by your followers and fans without having to leave the confines of Facebook.

You can easily identify the Tab Apps on Facebook pages by looking at the space under the cover photo.



When there's no more space in this section for Tab Apps to be featured, users can expand on this portion by clicking on that little button with a number and an arrow.



Facebook published a straight-forward step-by-step guide on how to create Tab Apps. To see this article, go to this link:

<https://developers.facebook.com/docs/appsonfacebook/pagetabs/>

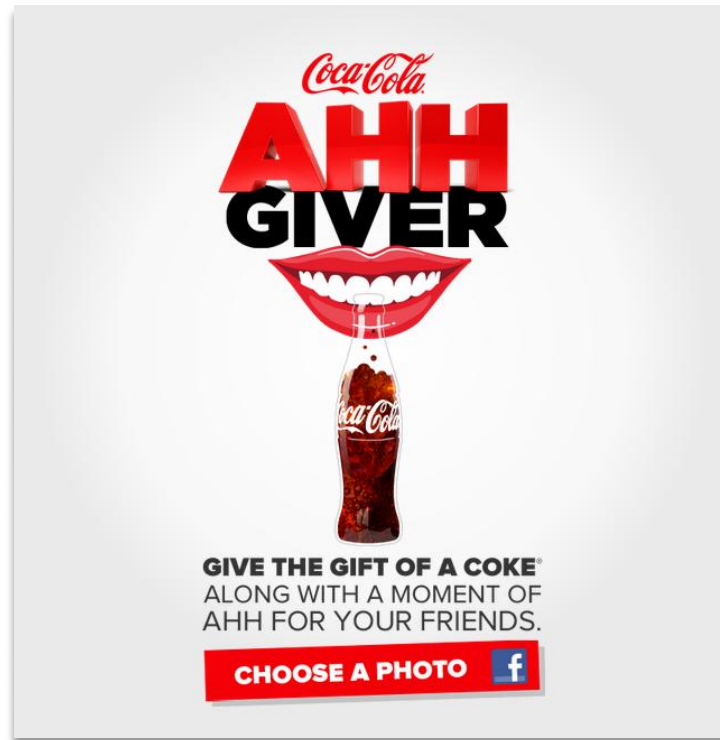
If you checked out the link above, you'll notice that it requires you to already have an app to put on your business page.

It sounds like a daunting task but here are some very useful and helpful tutorials to get you started:

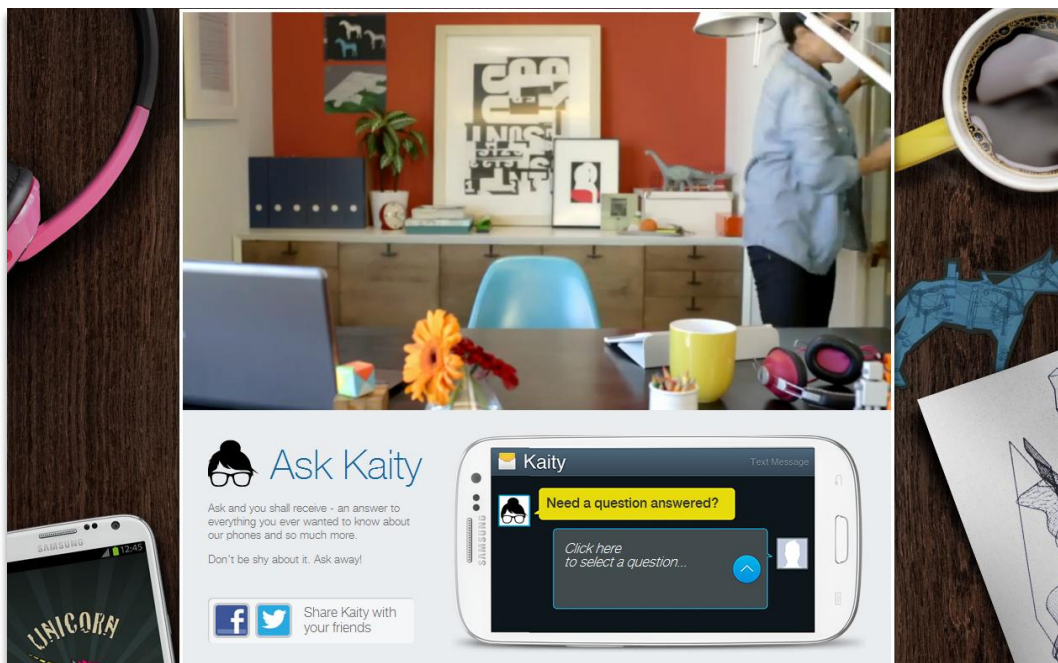
- > [Introduction to Facebook Development Tools](#)
- > [Creating a Facebook App](#)

You can also look into outsourcing app development to professional and freelancer developers to save time and to guarantee having a creative and fully-functional app.

To give you an idea of what Tab Apps look like when active, check out these examples:

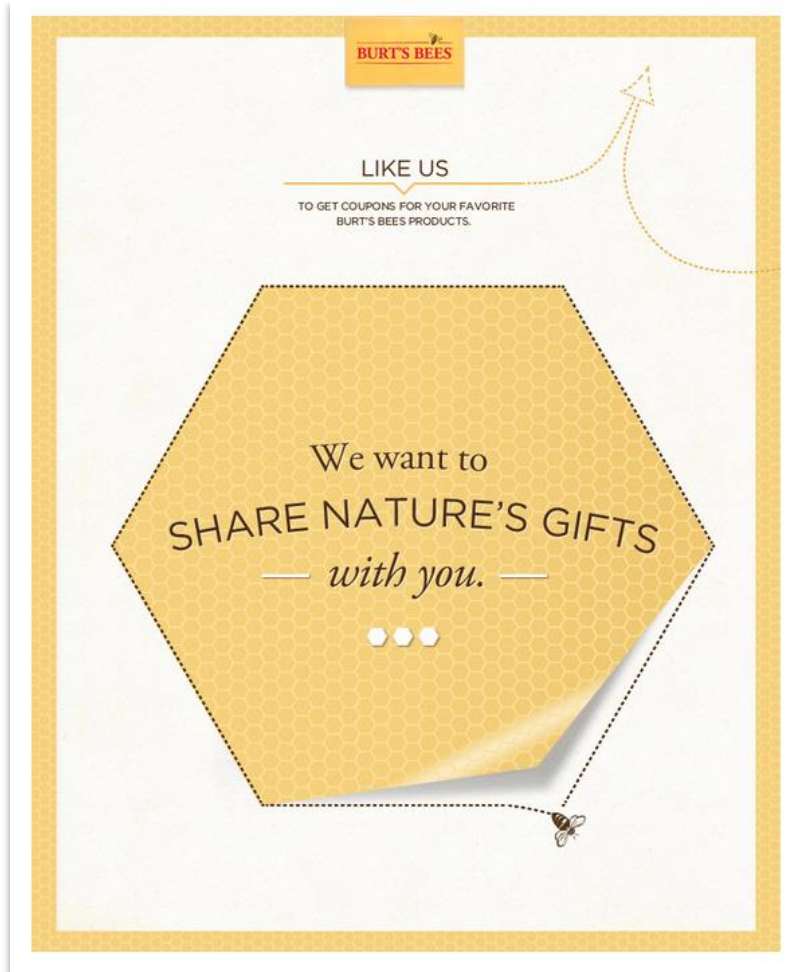


[Source](#)



[Source](#)





[Source](#)

We'll donate \$.20 to  
 City Harvest  
 for every new Like we receive!  
 Help us reach our goal of \$2,000!

Help us  
 help others!

Like us on Facebook  
 & we'll donate 20¢ per like

**CITY HARVEST**  
 RESCUING FOOD FOR NEW YORK'S HUNGRY  
 cityharvest.org

**Dr. Praeger's**  
 sensible foods

Help feed those in need.

For more information visit: [www.drpraegers.com](http://www.drpraegers.com)

Facebook, Twitter, Google+, LinkedIn icons

[Source](#)



[Source](#)

## The Content of Your Page

Let's not forget the most important piece of the Facebook marketing puzzle for relationship building – content.

No matter how pretty your page is or how awesome your apps are, if you are not posting useful, relevant and creative content for your followers, your page will be largely ignored.

What's the use of having thousands of followers if they have no reason to visit your page?

As important as a Facebook business page design is, if it doesn't have strong content to fill up your timeline, it won't be able to reach its full potential marketing-wise.

It's worth taking our time for this lesson since after all is said and done, content marketing will continue to be the life force of your Facebook page.

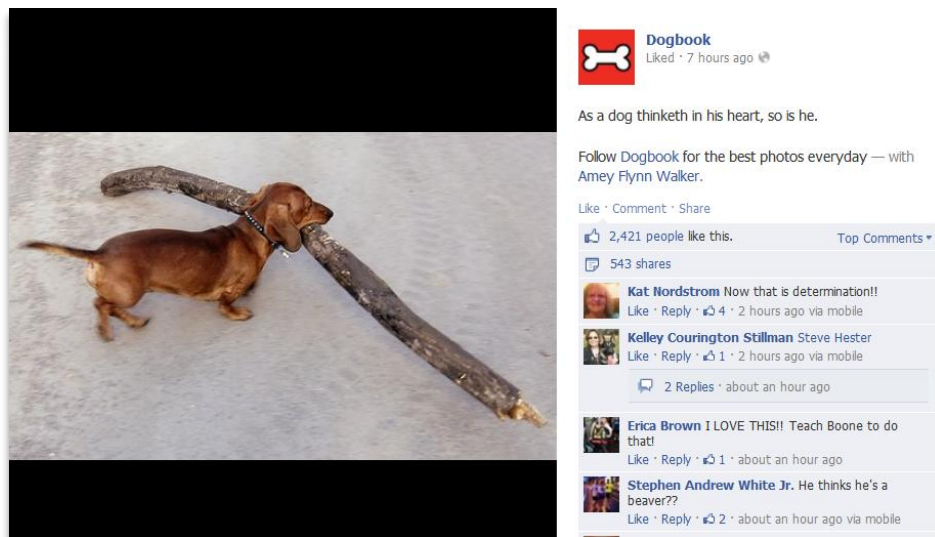
As in a personal Facebook profile, business pages have a wide variety of content types that can be published. Let's look at each of them one at a time.

\*\*\*\*\*

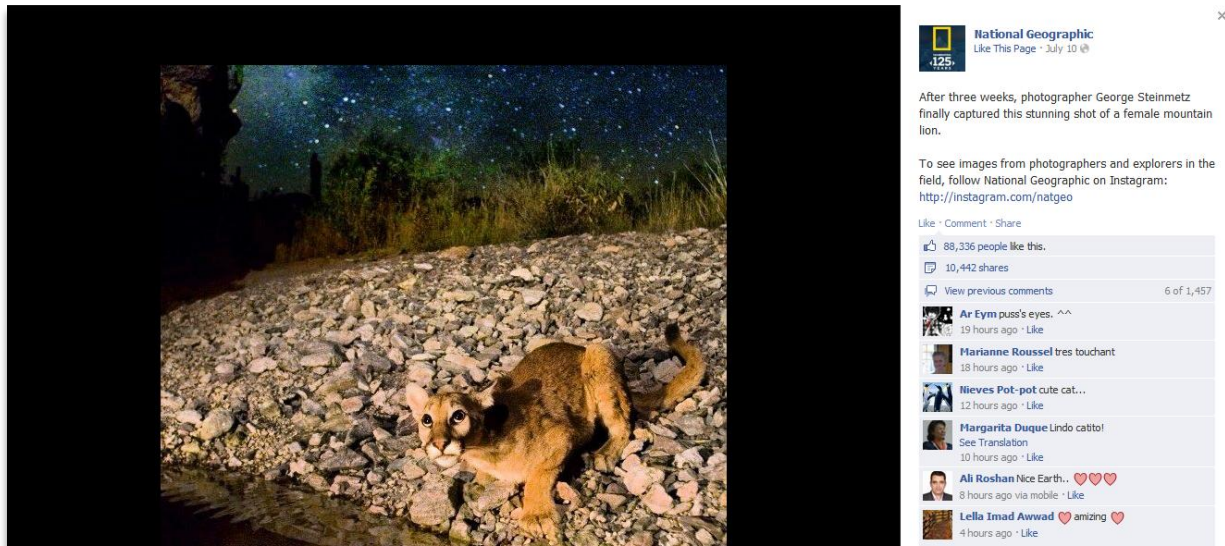
## Photos and Images

We've all seen them on our newsfeeds. Photos and images of people, places, animals and everything else under the sun... Including the sun itself!

We all have a different idea of what makes an image attention-grabbing, attractive or simply too weird to pass up. Let's look at some examples:







Many page owners make the mistake of simply posting a Google Images link instead of uploading the photo manually and mentioning the source in the Descriptions section.

By keeping the viewer within Facebook (instead of them having to go to an external site to view the image), you make it easier for them to not only view the photo but also to leave a Comment on your image or to Share it on their newsfeed.

I understand that it's not always that easy to find high-quality and engaging images to post on your Facebook page.

The good news is that there are now hundreds of tools that you can use for image curation and photo editing. These tools make it easier for you to look for eye-catching photos and post it on your page with just a click.

Check out these tools:

- > [Pinterest](#)
- > [500px is Photography](#)
- > [We Heart It](#)
- > [VisualizeUs](#)
- > [Pinspire](#)

Another type of photos that are popular in Facebook is edited images with inspirational or funny text printed on top of the photo. You don't have to know how to use Photoshop to create this type of image, there are plenty of tools online that you can use:

- > [LunaPic](#)
- > [Ribbet!](#)
- > [PicMarkr](#)

Check out your Insights and EdgeRank to see which images bring the most views so that you can post the same type of photos again and again.

\*\*\*\*\*

## Calls to Action (CTA)

Now that you've grabbed your followers' attention, what next?

Instead of just posting a compelling photo for your fans to admire, ask them to Comment, Like and/or Share your post. This is called a call-to-action or CTA. Whenever you urge a reader to do something or "take action", you are using CTA.

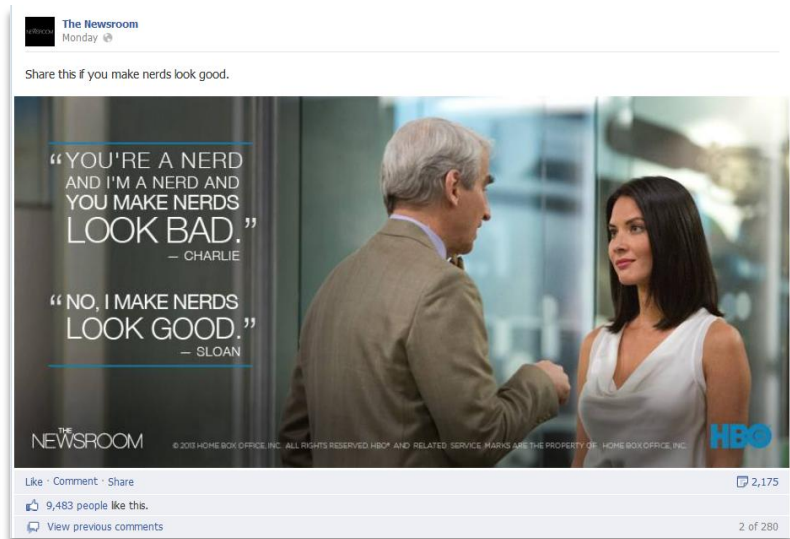
In online marketing and sales in general, the most common CTA phrases are:

- > "Subscribe/Buy/Call Now!"
- > "Click on this link to get started!"
- > "Watch this video to learn more"

You get the point.

In Facebook, CTAs are essential if you want to create discussions and engagement within and among your community of followers.

Here are some examples floating around Facebook right now:



When creating a marketing strategy, always have a set of goals for each day, week or month. Combine your beautiful photos with a viral CTA (like the ones in the examples above) and watch as your content gets the engagement that it deserves!

\*\*\*\*\*

## Promotional Posts

Not to be confused with Facebook's Promoted Posts.

Promotional Posts are essentially posts or updates that you make on your timeline that offers something to your followers **WITHOUT** using Facebook Offers.

These are simply **FREE** posts that provide links or instructions on how your followers can join or redeem your events or offers.







On Promotional Posts, you can offer exclusive discounts, freebies, event tickets or any other promotional items that you want to post.

The key here is to use creative images that will entice your followers to redeem your offer. Slip in a sales promotion somewhere in your copy to make your product or service more memorable.

\*\*\*\*\*

## Content Sharing and Curation

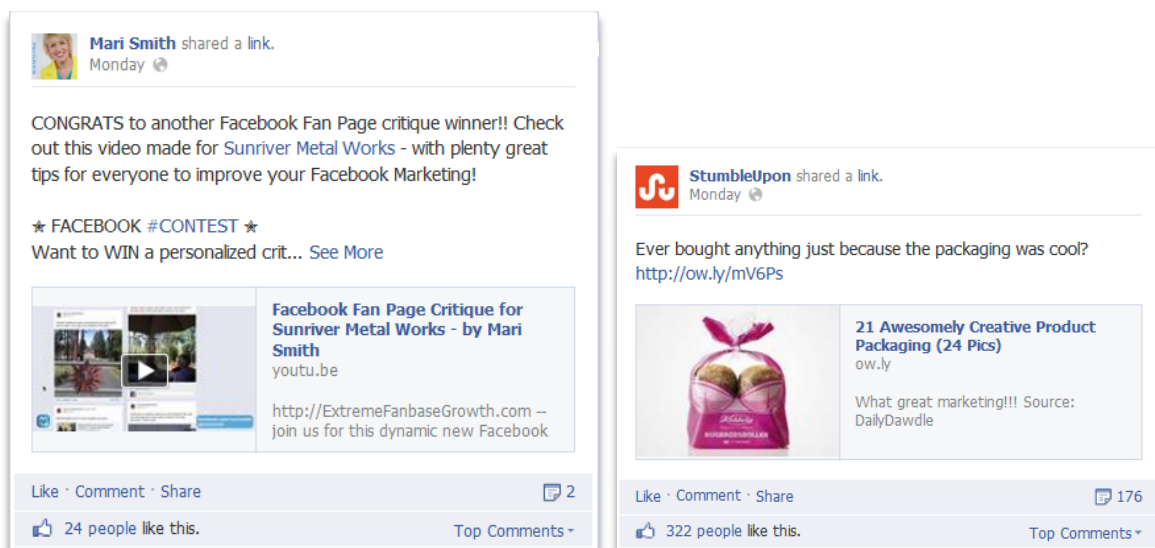
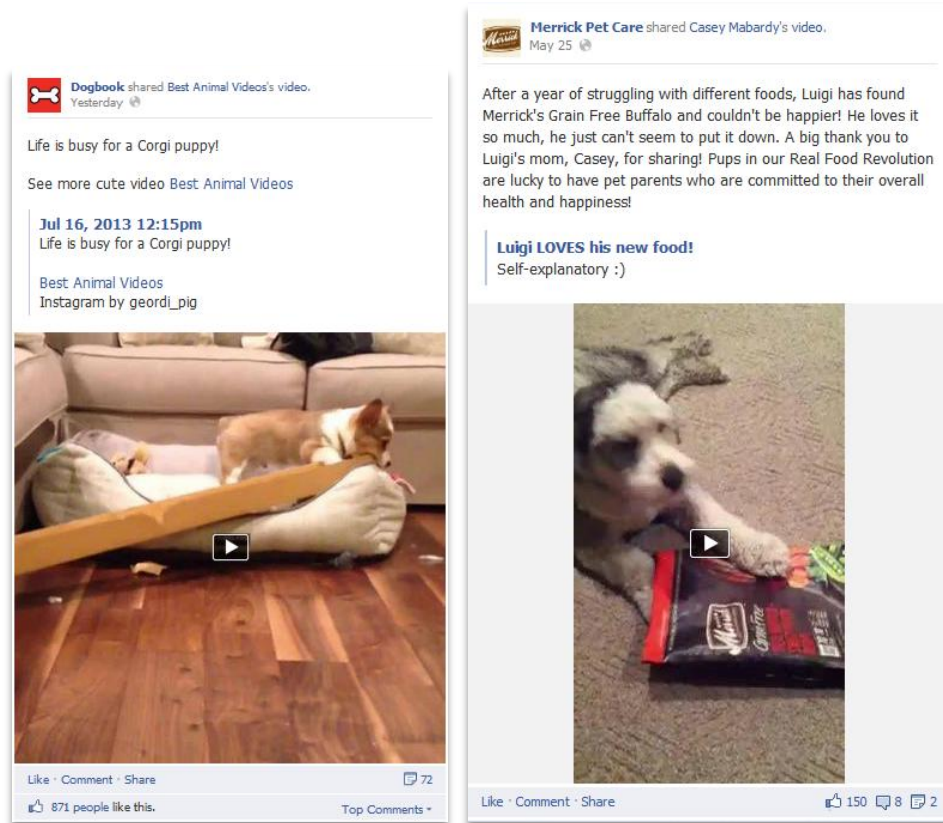
Because you're encouraging your followers to interact with others on your page and posts, it's only polite for you to engage on their pages and posts as well.

This is not to say that you should reply to every status update or post what your followers publish. What you need to do is to curate the content that your followers post and when you see something interesting, creative or brand-related, share that post and explain why you think that it's something worth looking at.

What you want to do is to share content that you see around Facebook to your followers and share your opinions with them on why it's worth sharing.

This will give you a great opportunity to get more personal with your followers and to share a more personal side of you that they won't see otherwise.

Here are great examples of content sharing on Facebook:



In the examples above, notice how the page owners made their sales pitches? Not only were they easier to digest, the content itself makes you want to check out the pages that they linked. It's clever and effective. Try it on your shared content too!

\*\*\*\*\*

## Posts for Conversations

If CTA posts elicit specific actions from your followers, conversational posts on the other hand engage them in discussion and interaction.

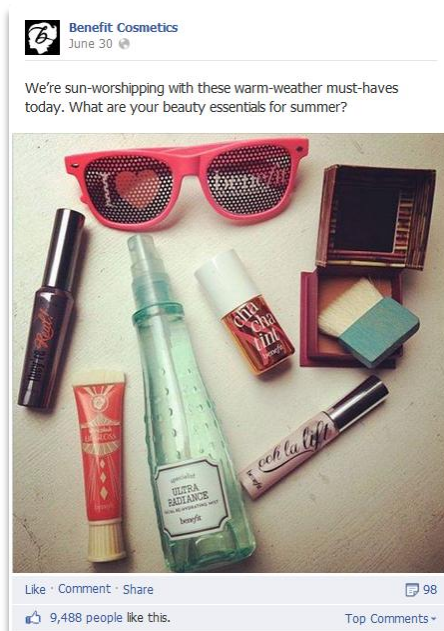
Facebook is as social as it can get and what better way to turn your followers into virtual social butterflies than to ask them general questions on your posts that would entice them to speak their minds and interact with your other followers as well.

Many brands use this type of post to increase page activity and it has been very effective so far.

Of course, questions that have zero relation to your products, brand or services won't be very helpful for your marketing goals so craft your questions carefully and thoughtfully.

Use your conversational posts as a segway to a sales pitch or as an opportunity to link some of your product photos when relevant. Join in the conversation and have fun!

Here are some examples to inspire you:






**Ford Mustang** shared Jade D. Tveit's photo.  
Yesterday

What would you do if you saw this pull up to the office?

This beast came to my work the other day. Gorgeous!



Like · Comment · Share 2,682

45,798 people like this.

View previous comments 2 of 1,410

**Sprite**  
July 8

Wish you could eat Sprite fruit snacks or wear Sprite cologne? What Sprite product would you design?




Like · Comment · Share 30

1,558 people like this.

View previous comments 1 of 185

**Xbox**  
July 12

Find Out Friday: Pro, hardcore, newb - how would you describe yourself as a gamer?



Like · Comment · Share 324

7,513 people like this. Top Comments ·

**Food Network**  
about an hour ago

Celebrate watermelon season with these party-ready recipes from our Summer Fest bloggers.

What's your favorite watermelon recipe?

Get the recipe for Food Network Magazine's Watermelon Slushies and more >> <http://bit.ly/12LJLJF>



Like · Comment · Share 248

858 people like this. Top Comments ·

\*\*\*\*\*



## How-To and DIY Posts

Another creative way to get your followers chatting is to post how-to guides and DIY projects that they can do during the weekends or after work.

People love being stimulated by a challenge and let them know that you are here to provide them with what they need. Plus points if they can buy some of the materials from you!

Post articles, videos or even links to podcasts that they can download and listen to when they have the time. If your project is extra unique, they may even share it with their Facebook friends!

Don't forget to include a CTA phrase at the end of your post! Whether it's simply clicking on a link, Liking the post or Commenting, get your followers involved!

Of course, we can't move on without examples right? Here they are!

**Pillsbury**  
Monday

Heard about grilled pizza, but unsure how to make your own? Never fear - we break it down into a few easy steps so you can grill your own summer pizza!

★ 4 STEPS + 25 MINUTES = THE GRILLED PIZZA OF YOUR DREAMS! ★

1: UNROLL	2: PLACE	3: FLIP	4: TOP & COOK

**HOW TO GRILL PIZZA**  
THINK GRILLING A PIZZA IS TOUGH? THINK AGAIN! WE'LL SHOW YOU HOW TO SHAKE UP YOUR SUMMERTIME DINNER ROUTINE.

Grilling a pizza is just as easy as enjoying it! Douse a sheet of tinfoil with cooking spray, **unroll** Pizza Crust and spray the dough. **Place** dough onto grill and gently peel back the tin foil. Cook uncovered for 2 to 4 minutes or golden brown. Carefully **flip** your Pizza Crust and cook for 1 to 2 minutes. Remove the dough from your grill; **top** with ingredients and put pizza back on the grill. **Cook** 3 to 6 minutes, until the cheese has melted.

Like · Comment · Share

2,619 people like this.

View all 40 comments

3,124

**True Value**  
Sunday

Give your garage door a lift – all it takes is time and paint:  
<http://bit.ly/1764AmJ>




Like · Comment · Share 27

248 people like this.

**HGTV**  
July 13

15 tips to turn a guest bedroom into a retreat: <http://oak.ctx.ly/r/6zoe>



Like · Comment · Share 641

4,991 people like this. Top Comments ·

**LUSH** LUSH Cosmetics  
June 27

LUSH Summer Recipes, Volume 2: LUSH-product inspired cocktails, including a You've Been Mangoed Margarita! We're living the LUSH life (in more ways than one)! <http://bit.ly/12kPdCg>



Like · Comment · Share 39

464 people like this.

\*\*\*\*\*

## Scheduled Posts

Ideally, all your posts are scheduled ahead of time depending on your marketing and content strategy goals. But when I say scheduled posts here, I mean that there are certain updates that your followers can anticipate on a regular basis.

For example, Mondays are question and answer days where you'll spend 30 minutes on your page answering any questions your followers may have, whether or not it is product related.

Tuesdays are reserved for customer features where you'll post a photo of one of your followers using your products.

Thursdays can be called Throwback Thursdays where you'll post an old photo of your products when they were first put on the shelf.

The possibilities are endless!

Get inspired by the following examples:




\*\*\*\*\*

## Featured Followers

Show your love and appreciation by featuring your most loyal fans and followers on your page!


Let your creativity shine through and salute your creative fans too. You can post videos, photos or shout-outs to let the world know that you value their loyalty and individuality.

You can even hold contests to get your followers more engaged and eager to be seen with your products!



Coca-Cola  
Yesterday


We just made Amber's Best Summer Moment even best-er by sending her an MP3 Player for sharing her pic! What's your Best Summer Moment?



Like · Comment · Share
107


6,323 people like this.

View previous comments
2 of 104



Nike Basketball  
July 13

**Missed a shot? Had a bad game? He's here for you.**  
He's on your side. He probably won't be of help on the court. But he's here for you.  
Visit <http://www.summerisserious.com/> for details on how you can enter the #summerisserious draft.



Like · Comment · Share
1,146

6,295 people like this.





As in anything you do on Facebook, always find a way to relate the fan features to your brand. Fan submitted photos, videos and content can be used as marketing materials for your products and your followers will be proud of seeing themselves on your page.

\*\*\*\*\*

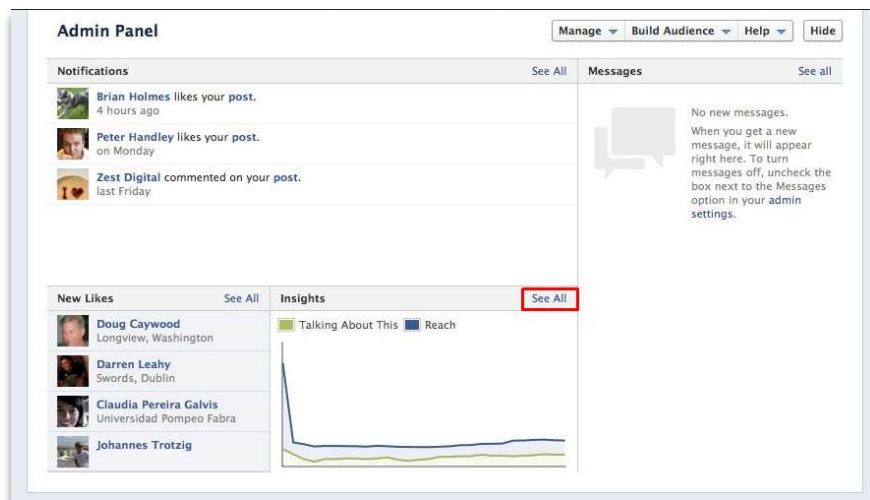
## Metrics and Analytics

A very important element in your marketing campaign is analytics. The ability to measure the effectiveness of your strategy is essential in your future campaign.

Imagine posting the same type of content over and over again without knowing how your followers feel about it. You'll end up exhausting yourself over something that doesn't work and waste the opportunity to do something that will.

Facebook has its own analytics tool built-in to your business account. If the tool doesn't give you the information that you need, there are plenty of third-party analytics tools that you can link with your account – some of them are free while others are paid services.

The Insights box is readily available on your admin panel. All you have to do is to log into your account and go to the admin panel. To see a more detailed graph, click on “See All” to go to your Insights Dashboard.



[Source](#)

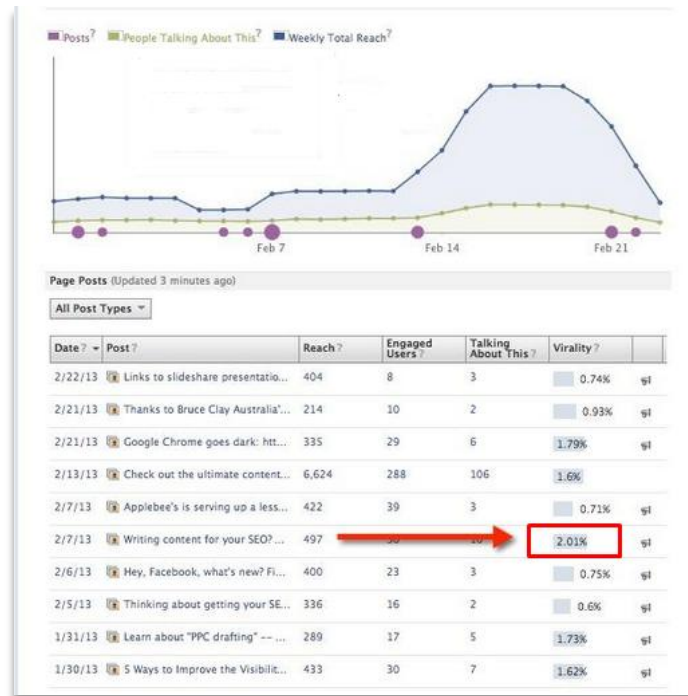
The graph will tell you of the increase or decrease in your page activity. You also have different options of what to review.



[Source](#)

One part of Insights that will become your new best friend is the Page Posts metrics. This will show you the activities on your posts, as well as useful information about each specific post.

Search for the posts with the highest virality and publish more of the same content in the future.



[Source](#)

Insights is an important tool for Facebook marketing so it's ideal that you familiarize yourself with its features and terminology. To know more about using Facebook Insights, watch this guided tour created by Constant Contact. Click on this [link](#).

Another important element of Insights information is the type of content that generates the most likes.



[Source](#)

As well as the demographics of the people that views your page.

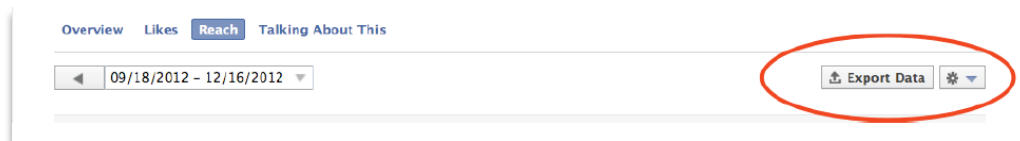




[Source](#)

You can also look at the total number of page views that you get and where your page visitors are coming from.

If you need to review the data from Insights on other analytics tools or if you simply want to compare it with data you got from another source, you can easily export the information with a click of a button.



There are two options for exporting data: Page Level Data and Post Level Data. From the exported data, you can begin measuring the following:

- > How many people see your post organized by different types (viral, organic, paid)
- > How many impressions your posts get
- > How many views you got for your videos
- > How many clicks your links get
- > How many people hide your posts or even marked your posts as spam

To finish the Insights section of this guide, here's an awesome infographic made by [Social Media Academie](#) that you can use as a reference when you get confused with the terminologies.

# A BRIEF GUIDE TO FACEBOOK INSIGHTS

Some marketers love them, some hate them and some just plain don't understand. From impressions to new likes, the following graph explains the size and relationship of audiences in each metric in Facebook Insights. The model is not to scale since every page is different, but the circles show the relationship between the number of users and actions recorded in each metric.

## FRIENDS OF FRIENDS

This is everyone you have the potential to influence. The extended network is often hundreds of thousands or even millions of people. All other metrics are a fraction of this number - **less than 1%.**

## IMPRESSIONS

This is the total number times people saw anything from your page in the newsfeed or ticker (friends or non-friends).

## REACH

The number of people who received impressions. It's likely your content was seen by people more than once, so this number is smaller than total impressions.

## POST IMPRESSIONS

This counts how many times your posts were seen in a newsfeed or ticker (friend or non-friend). Regular impressions record all activity. This metric is limited to posts from you.

## POST REACH

Just like reach is the number of people who received impressions, post reach tells you how many people your posts reached.

## ENGAGED USERS

Engaged users is the number of people who clicked on one of your posts.

## TALKING ABOUT THIS

People Talking About This are people who created a newsfeed story from your content by liking, commenting or sharing. When their friends view these stories in newsfeeds and tickers, impressions and reach grow.

## NEW LIKES

New likes count as People Talking About This because liking creates a story. Of the **HUNDREDS OF THOUSANDS** of people you have the potential to reach, this is the **SMALL FRACTION** that acted.

## OTHER METRICS

**LOGGED-IN PAGEVIEWS** - This is the number of people who viewed your Timeline while logged into Facebook. Since the majority of views come from logged-in users, this is a pretty good indication of everyone who came to your page.

**CONSUMPTION/CONSUMERS** - When you post any media (link, photos or videos) it is "consumed" when a user clicks to view. The number of consumers is the total number of people who create consumptions.

FROM THIS POINT ON, metrics mostly represent people who are fans or have the potential to become fans through direct interaction with your page content.

**true**  
DIGITAL COMMUNICATIONS

## Experimenting With Posting Schedules

Facebook and content marketing goes deeper than simply publishing posts. Posting times can also play a role on how well your content will be received or read by your followers.

To know the best times of the day to post and how often you should post content, you need to experiment over a period of 2 to 4 weeks. Facebook Insights will be extremely instrumental in your experimentation and you should always refer to your graphs to see how timing affects the activities of your posts.

You also need to take into account your demographic; this is where knowing your market becomes handy.

For example, if your target audience is working mothers or fathers you'd do well to post your content early in the morning when they check their e-mails and social accounts and in the evening when they're preparing to go to bed.

Once you have a clear idea of the best times to post, create a schedule for your content. You can use third-party tools like [HootSuite](#) and [TweetDeck](#) to schedule your posts for you.

Plan your posts a week ahead and use the tools to schedule when your content should be posted on your page.

You can also use Facebook's scheduler feature to time your posts. Click on this [link](#) for a step-by-step tutorial on how to use this handy tool.

Decide in advance which posts you want to promote then log on to your account on your content's scheduled posting to do the steps.

It's also a good practice for you to log into your account at different times of the day to check if your followers left questions on your wall. You can also set up notifications for page activities so that you can stay updated with your page even when you're on the go.

If you're running Facebook ads, you'll need to check its progress more frequently. I recommend investing in monitoring tools like [Qwaya](#) so that you can schedule campaign running times and enable or disable ads when you're too busy to closely monitor the ads' performance.

Another option is to hire a professional to monitor your campaigns for you. It may be an expensive investment but if it will help boost your bottom line then it's an investment worth making.

## Summary of Part 2

Once you have constructed a marketing strategy to generate leads and foster relationships on Facebook, all you need to do is to execute your strategy to experience an influx of new leads and increased interest from your existing customers.

Get your customers chatting and sharing your content to effectively build up your reputation on Facebook. This will make it easier for you to convert that buzz into sales and purchases.

Having your own following on Facebook is like having your very own online marketing team working hard to get your brand out there. With only a small investment on your outbound marketing activities, the return for your investment will be greater than you ever expected!

You now have two options at this point. If you took everything you learned so far to heart, you're on your way to a very successful Facebook marketing experience without having to do more.

If you want to know how to take your Facebook marketing campaigns to a higher level of effectiveness, continue on to the next part of this e-book and I'll tell you how you can really take your brand further on Facebook.

## Part 3: You, Your Brand and Your Personal Facebook Profile

We've talked about your Facebook business page and the different advertising options that you have to promote your page and your posts.

This time, we'll focus more on your PERSONAL Facebook profile. In other words, we'll be talking about promoting YOU!

Now don't get me mistaken. This doesn't mean that you'll be exposing your most private thoughts and moments to the public. What we intend to do here is to introduce the face behind the brand to the world.

Facebook has added the "Follow" and "Subscribe" buttons to personal profiles and it has expanded what personal pages can do.

Facebook has definitely come a long way from being just an online Harvard year book and networking site but with its evolution also came a whole lot of new rules and regulations.

One of the things that Facebook is super strict with is the differentiation of personal profiles and business pages.

Earlier you saw a screenshot of Facebook's terms of use for personal profiles. It says that using your profile for commercial gain is a violation. So how exactly will you be able to connect your profile to your brand?

Consider your personal profile as the "promoter" of your business page and an avenue for your customers to interact directly with the brains behind the operations.

In other words, you can use your personal profile to link your network to your Facebook page posts.

But don't be all business on your personal profile. After all, it is about YOU! Share some of your personal thoughts and anecdotes when you're not promoting your business page. This will give your followers the impression that you're not always just trying to sell them something.

Here's the tricky part. Every story, post or upload that you make on your personal profile must have message intended for your target audience. This is where you'll have to get a little bit cerebral.

Your personal profile can and will help you build up your reputation, establish trust with your customers and to personify your brand. How exactly? Read on and I'll share with you my Facebook secrets.

\*\*\*\*\*

## Your Personal Profile Marketing Goals

It's not at all complicated. The first goal you need to achieve with your Facebook personal profile is to build up your following and your list of Facebook friends so that you can get as much activity for your posts as possible.

Your second goal is to build up your reputation through your personal profile so that you can establish yourself as a credible source of useful and thought-provoking content. And when you're feeling ambitious, you can also aspire to become a leader or influencer in your specific niche.

Lastly, use your personal profile to build a community of followers and supporters that can provide you with valuable feedback about your brand and products, and can double as your own online marketing team.

\*\*\*\*\*

## Using Your Personal Profile as a Marketing Tool

### Your Timeline Cover

Just like in your business page, your Timeline Cover is prime real estate for branding.

Because this *is* a personal profile, you are free to use a pretty picture of yourself or anything that interests you. What I don't recommend is matching your personal Timeline Cover with the Cover on your business page. Remember that this profile is about YOU, first and foremost.

What I do suggest is creatively combining your personal side with your brand. Try using a photo of you in action during a company event or a photo of you with a known personality in your industry or locale. You can even promote a personal project that you've been working on that isn't directly related to your brand.



Combine business with pleasure and you'll give your followers the impression that you ARE your brand but still your own person.

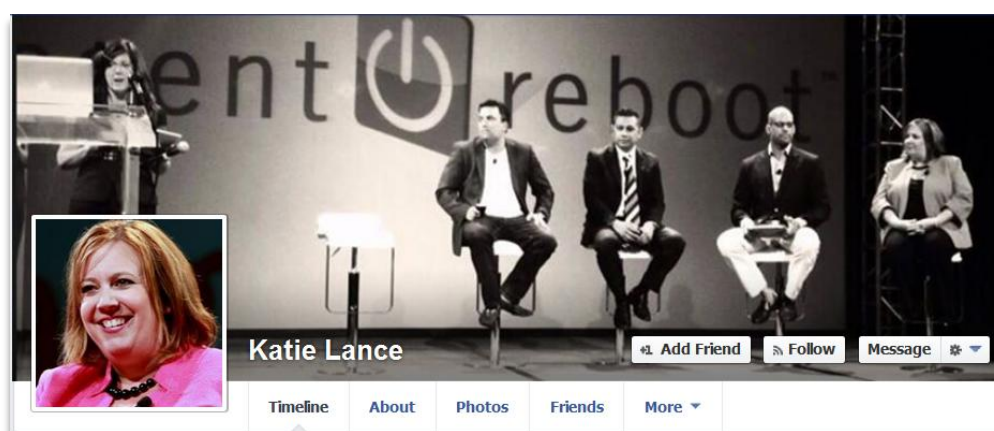
Here are some clever examples:



[Lisa Archer](#)



[Jay Baer](#)



[Katie Lance](#)



## Page Linking

Your About box is the best place for you to mention your business page. To make the link to your business page appear on the first line of your About box (the one that's visible on your profile page), simply choose your business page on the field that talks about your work and career.

If you have marketing associates working with you, urge them to do the same but only if they have the same personal profile goals as you do. The last thing you want is to have your brand associated with reckless behavior. Yikes!

The great thing about linking your business page on this part of your profile – besides it being very visible – is that when users hover their mouse pointers on your link, they'll see a little visual snippet of your page and they can actually Like your page from there.

Pretty convenient, right?

Here are some examples:



[Debra Trappen](#)



[Katie Lance](#)

## Content

We don't need to rehash the different types of content that you can post. If you need a refresher, you can go to Page 46 to review the material.

What I need to reiterate however, is that your personal profile content should be just as engaging, creative and attention-grabbing as your business page content. The main difference is the subject of your content.

As a general rule, lean towards more personal posts in your profile and keep the business stuff in your business page.

These examples illustrate my points perfectly:



[Chris Brogan](#)



[Rebekah Radice](#)



Laura Monroe

\*\*\*\*\*

## Using Interest Lists for Content Curation

Interest Lists have helped me immensely in organizing the posts that appear on my newsfeed and it also makes it easier for my followers to subscribe to things that I support and love.

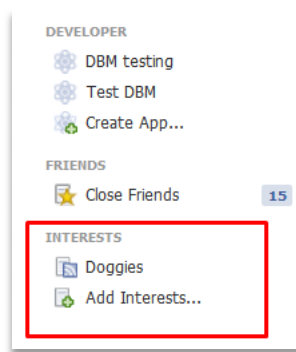
What these lists do is it gives specific pages and profiles priority over other types of pages that you've Liked or Followed. This way, you can guarantee that posts from the priority pages will appear on your newsfeed. This is also a great way to find content worth sharing.

When your followers subscribe to your list or add you in their list of favorites, you can rest assured that your posts are showing up on their newsfeeds.

Encourage your friends and followers to subscribe to your lists but for them to do that, you need to post and publish your lists. Make every list count!

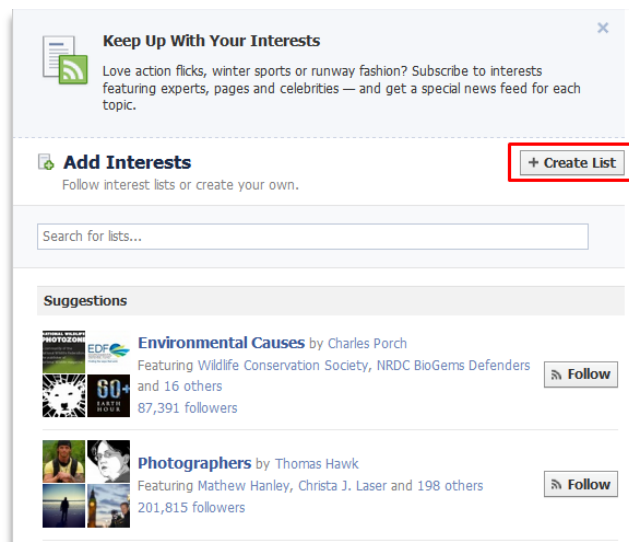
Here's a quick tutorial on how to create interest lists:

1. On your homepage, look for the Interests section on the left panel.



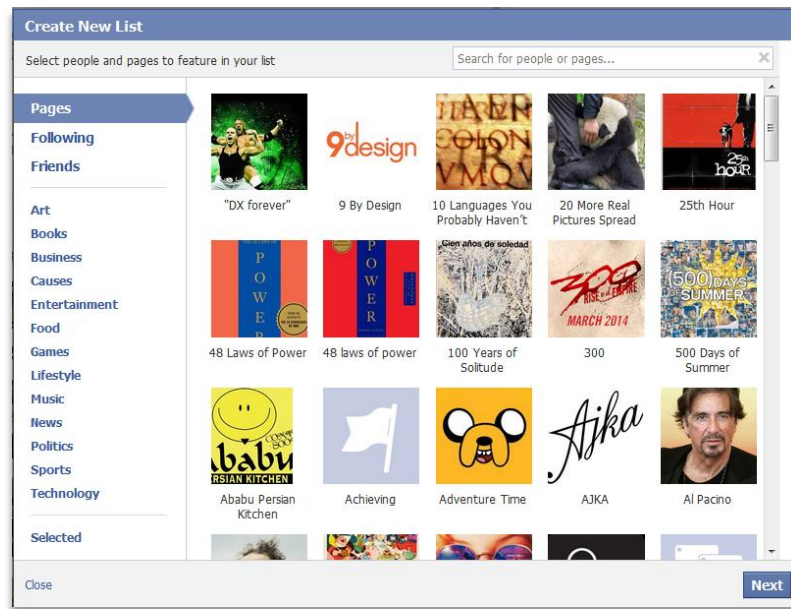
Once you've found it, click on the "Add Interests..." link.

2. Click on "+Create List" to start a new list.



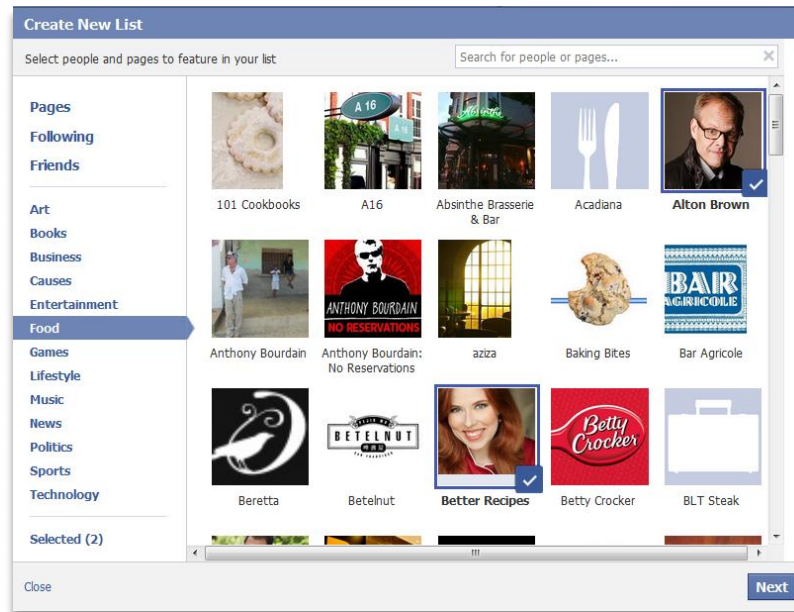
As you can see, Facebook will suggest lists created by others. If you're interested in getting updates for those topics, click on the "Follow" button. You can follow as many lists as you want.

3. After clicking on the "+ Create List" button, you'll arrive at the page where you'll be able to choose your interests and add the people and pages that you want in your list.



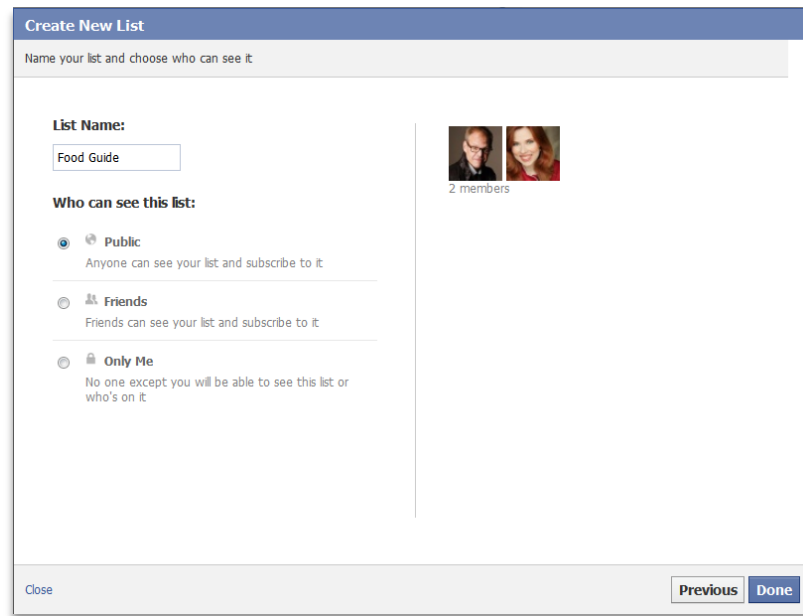
You will see the pages and profiles that you are already following (if you have any). Remember when I mentioned that not all of a page's post will show up in followers' newsfeeds? This is one of the ways that you can use to ensure that every update made by that page will appear on yours.

4. For our example, I chose the Food category so now I am shown the most popular food-related pages on Facebook.



Notice the thumbnails on the Alton Brown and Better Recipes thumbnails? That means that I included those pages to my list. When you're done, simply click on "Next".

5. The last things you need to do now is to give your list a unique name and to choose who will be able to see and access your list.



The image shows the 'Create New List' dialog box in Facebook. At the top, it says 'Create New List' and 'Name your list and choose who can see it'. Below this, there's a 'List Name:' section with a text input field containing 'Food Guide'. To the right of the input field, there are two profile pictures of people and the text '2 members'. Below the name section, there's a 'Who can see this list:' section with three radio button options: 'Public' (selected), 'Friends', and 'Only Me'. Each option has a brief description of who can see the list. At the bottom of the dialog, there are three buttons: 'Close', 'Previous', and 'Done'.

Click on “Done” to create your list.

And there you have it, an interest list that you can share with your network! You can add more pages in your list after creating it.

When you're on the page that you're interested in, click on the little cog button below the page timeline. On the dropdown menu, choose “Add to Interest Lists”.





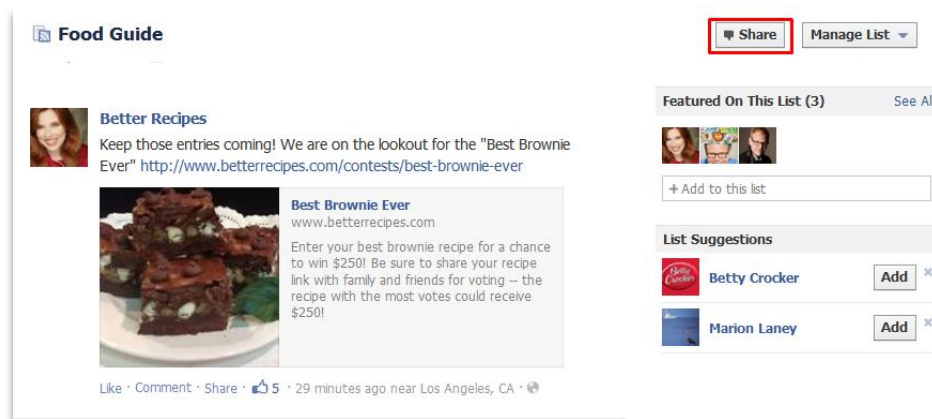
Facebook will also make suggestions from time to time and if one of the suggestions are worth adding to your list, just click on “Add” and then choose the appropriate list.

Your lists can be shared to your friends and followers too! It’s a very easy process that takes only three steps:

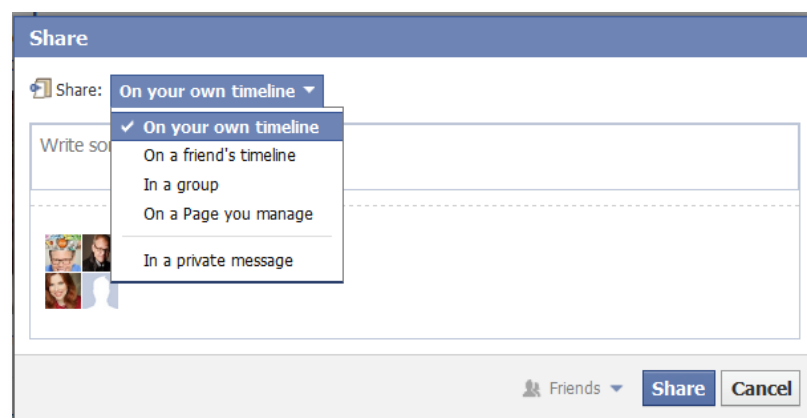
1. On the left panel of your homepage, click on the list that you want to share.



2. Once you arrive at the list page, click on “Share”.



3. Choose where you want to share the list to and write a short description for your list and why you think your followers should subscribe to it.



That’s it! That’s all it takes.

## Your Friends and Subscribers

It's no secret that personal profiles are made to connect with friends and family. However, for your personal/professional profile, you want to make sure that you connect with like-minded individuals, strong prospects and personalities within your industry.

Imagine being able to build a following of 5,000 prospects on Facebook! Doesn't that sound exciting?

Now once you have reached the 5,000 friends mark, anybody else that wants to connect with you will have to Subscribe to your profile so that your updates and posts will appear on their newsfeeds.

Do you realize what this means?

It means that there are more and more people who are actually interested in what you have to say and by subscribing to your profile or sending a friend request, they are publicly professing their interest!

The challenge for you now is to keep churning out the content that satisfies their needs and cravings. Share useful and interesting content that you see on your newsfeed or link them to that educational article you just read. Find out what type of content they respond to the most and be sure to keep those posts coming!

Remember that you have visibility and reach options for your post. You can either make the post visible to your friends only, friends of friends or for the public. Most marketing professionals tend to leave their posts open to the public so that they can extend their reach beyond their friends and subscribers.

\*\*\*\*\*

## Networking

Facebook is, after all, a networking site. What better way to network your brand than to network as the person behind the brand?

People no longer want to speak to faceless corporations. In fact, this elicits suspicions and mistrust. People want to talk to people and when your customers want to talk to someone from your company, who better to talk to than you?

Facebook gives you the option to either interact using your business page or your personal profile. Grab the opportunity to network as yourself so that you can meet and connect with other people who may become instrumental for your business in the future.

Business, marketing and advertising is all about networking. Remember the saying “it’s not what you know but who you know?” Even the most learned marketer can fail if they don’t have a network of people to pitch to.

Like I mentioned several sections ago, make it a point to engage with thought leaders and the “who’s who” of your industry. As a business owner, it’s your responsibility to know who these people are. Facebook has made it extra easy for you to connect with them so why waste this opportunity?

There is a wide variety of ways that you can connect with the people that you previously thought were impossible to reach.

You can comment on a post they published, send a private message, mention them in your own posts or even promote what they are trying to promote. Of course you have to show some restraint when connecting with influential people. After all, people don’t look too kindly on eager beavers.

Keep your cool and composure when interacting with prospects, suppliers and industry leaders. After all, all of you are playing in the same sandbox now.

Just never forget your humble beginnings once your success skyrockets. Don’t forget the people that helped you get to the top. Success will only be fleeting if you allow your ego to take over. If you stay humble, your star will only continue to rise!

\*\*\*\*\*

## Part 3 Summary

A lot of people ask what the point is in making a personal profile when they already have a business page or vice versa.

Keep in mind that although you have one common goal for both Facebook identities(attract new customers and maintain your relationship with existing ones), the execution is different between the two profiles.

Your business page is your main promotional and marketing arm while your personal profile is the face and the person behind the brand.

It won’t be too long before you begin reaping the benefits of your Facebook marketing strategies. As long as you maintain a persona of friendliness, approachability, honesty and professionalism on all your Facebook pages and profiles, you’ll be able to tap into the infinite marketing possibilities that Facebook has to offer.

## Part 4: Creating a Community on Facebook

We are nearing the end of our comprehensive Facebook marketing guide but we absolutely cannot forget the great potential that community building on Facebook can bring to your brand.

Just like all the other types of pages and profiles that we already talked about, Facebook Groups isn't something that you can just create then leave as is. A group will only be as dynamic as its creator and its members so if you currently have a passive stance on online community building, best leave this part for later when you're more enthusiastic about it.

It's very, very easy for a Facebook group to become nothing more than a spam repository. That is, another virtual pin board where people can promote their own products or post material that has nothing to do with the purpose of the group.

To avoid this, you have to stay on top on your group's activities. If you don't have the time (or patience) to moderate a group, assign someone in your company to do the moderation for you.

Now what exactly are Facebook groups?

In a nutshell, a Facebook Group is like an online forum where users can join as members and post content that is related to the group's topic.

For example, a group about Labrador Retrievers will have members that are owners, breeders and lovers of that breed. When you join this group, expect to see photos and videos of Labs doing their Lab thing.

In the same breath, you can start a group dedicated to your brand. Try starting one dedicated to product usage or how customers are using your products in creative ways. You can even start an online focus group discussion for market research.

The use for a Facebook Group is endless!

Like I said, you need to be active on your Facebook Group if you want it to flourish. However, you need to maintain a delicate balance between hyperactivity and not enough activity.

You don't have to comment on every single post that appears on the group timeline. Stick to the comments and posts that require your immediate attention like questions about your products and your brand or simple customer relations activities.

Once your group becomes big and active enough, you'll find that your followers actually help each other by answering each other's questions. This takes a lot of weight off your

shoulders and when your group reaches this point, your role then becomes the leader of the group and you will be starting conversations that other members can contribute to.

\*\*\*\*\*

## Types of Facebook Groups

There are three types of Facebook Groups that you can use:

- > **Open.** This type of group allows even non-members to see the activity and content that members post. It also automatically approves anyone who joins the group. This group will also appear on search results in Facebook and in external search engines.
- > **Closed.** Anyone can see the group name, the number of members and the people invited to join the group even if they aren't members. Non-members however will not be able to see the activities and posts. Anyone can ask to join the group but their application to join still needs to be approved by the group owner or the admins.
- > **Secret.** This group will only be visible to its members and invited users. It will not appear on search results and activity logs of users unless they are members. It will also be hidden from its members' timelines. To join a secret group, the user has to be invited by one of the group's members, admins or owners.

Here is Facebook's own description of each type of group:

### Some things to keep in mind when you join a group:

- People may see when you join an [Open](#) or [Closed](#) group, or that you're a member of that group, such as in news feed or search.
- When someone adds you to an [Open](#) or [Closed](#) group, others may see that you've been invited (ex: in news feed or search). Once you visit a group you're invited to, you'll become a member and other people may see you joined.
- Certain groups on Facebook are [Secret](#) and may not appear in search results. You can see them once a group member adds you.

[Source](#)

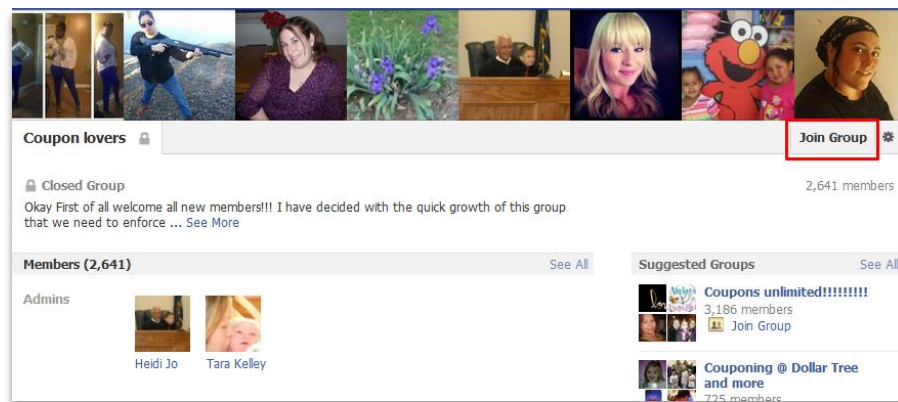
And here's a helpful table that summarizes the privacy levels of each group:

There are three privacy options for groups: Open, Closed and Secret. The table below shows who can join these groups and what people can see about them.

	Open	Closed	Secret
Who can join?	Anyone can join or be added by a member	Anyone can ask to join or be added	Anyone, but they have to be added
Who can see the group name and who's in it?	Anyone	Anyone	Only members
Who can see posts in the group?	Anyone	Only members	Only members
Who can find the group in search?	Anyone	Anyone	Only members
Who can see stories about the group on Facebook (like in News Feed and search)?	Anyone	Anyone	Only members

[Source](#)

There are also different ways for users to join a group. The easiest and most common way to join is to click on the “Join Group” button on the homepage of the group.



Another method is to be invited by the owner or any of the group’s admins. The users will receive an e-mail or a private message alerting them of the invitation.

Let’s now relate Facebook Groups with your marketing campaigns. Just how exactly can you use this feature for marketing purposes?

It all boils down to *how* you use Facebook Groups. If you want a more direct way for your customers to get in touch with or your staff, you can start a customer service group.

But that’s not the only way that you can maximize the group feature. Here are other useful ways to use a group:

### 1. **Crowdsourcing.**

Crowdsourcing has become the next big thing on the Internet and you can benefit from joining the wave.



Crowdsourcing simply refers to the process of gathering a group of people to help you reach your objectives. For example, if you want opinions about your new product or advertisement, you can cobble together a group of your followers then invite them to join your Facebook Group. You can use your created group to ask them specific questions about the topic you're researching.

Not only will you get direct responses from actual customers, you also don't have to leave the confines of your office to get a group together. It's a cost-effective way to do market research without sacrificing the accuracy of your data.

## **2. As an added product bonus/feature.**

If you're selling training materials or products, a Facebook Group can be an added feature for buying your offerings. Set the group to private then use it as an added support site if they have any questions about your materials. You can also share valuable content related to your product and keep the content exclusive to increase its value.

## **3. E-mail marketing supplement or substitute.**

E-mail marketing can still be considered as an essential part of online marketing but with hundreds of brands competing for inbox space, it can take you longer to reach e-mail marketing effectiveness.

A Facebook Group is like a hybrid of a forum and an e-mail. It allows you to post content that can be seen by all its members – just like sending an e-mail to everyone on your mailing list.

You'll actually see more results in terms of conversions when you use Facebook Groups for two reasons:

- > You are no longer competing to be seen on a customer's inbox. You won't have to worry about other brands sending your customers better offers or more eye-catching headlines. In your Facebook Group, you and your brand are the stars of the show and everyone wants to hear what you have to say.
- > Your customers can give you instant feedback shortly after you post your message. They can even start discussions with other members of the group. If they have any questions about what you just posted, they can simply post it there and you'll be able to reply instantly.

#### 4. As a project collaboration tool

You don't always have to use Facebook Groups as a way to engage with your customers. You can also use it as a tool to plan events, projects and collaborations with other brands or suppliers.

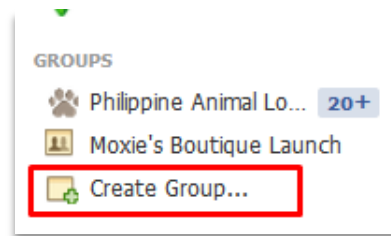
It is an extremely useful feature for marketers. You can create a secret group and invite all the people involved with the project. Everybody can upload content and discuss their own progress in real-time.

The best part about it is that it's free to use and very accessible. You don't have to pay for project management tools anymore, Facebook Groups is a worthy substitute.

Look at the steps in making project collaboration groups below. Take note that groups are generally created in the same way. You just need to choose the appropriate privacy settings, icon and group members.

##### Step 1: Click on "Create a Group"

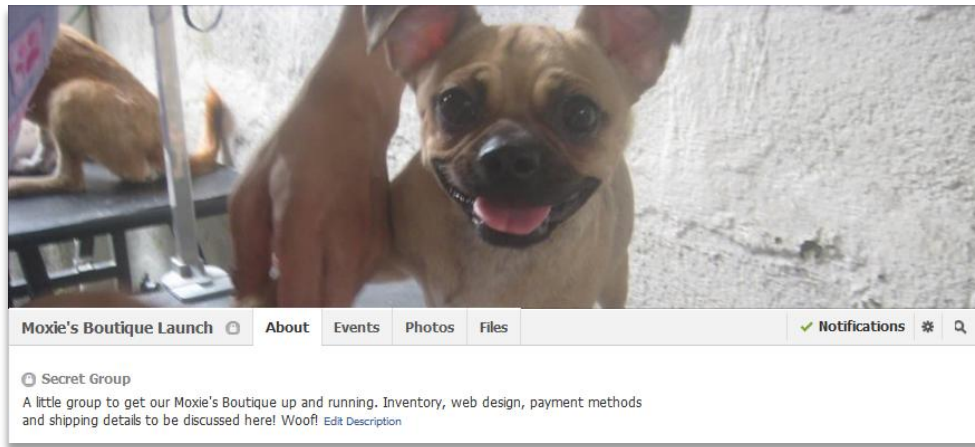
You'll find this on the left panel on your homepage.



##### Step 2: Type in the group name and choose a privacy setting.

If you are creating a secret group, be sure to have your list of members you want to invite because you'll need to identify them here.





Remember that you can also use Facebook Groups as a file uploading and sharing tool. This is actually an underused feature that not many online marketers take advantage of.

You can use this tool to post downloadable materials like product FAQs, digital versions of manuals, how-to lists, recipes or even your print ads!

After creating your first group (and before inviting anyone else), take the time to familiarize yourself with the group's layout, features and settings. This will save you A LOT of time in fumbling around when you want to change something.

Facebook Groups can be great for your brand and in the creation of a strong and loyal following for yourself and your products. It will take time to manage but once the group flourishes, it can essentially take care of itself. This leaves you with more time to sit back and enjoy the interactions and activities in your group.

# Essential Facebook Groups Tips and Tricks

## Group Name

The title of your Facebook Group is the first thing that people will see so better make it something creative and enticing to make your followers want to be a part of the group you created.

Take the time to look at other related groups to see the titles that they use to avoid using a group name that sounds similar to anything else on Facebook.

Your title should also reflect what the group is all about. It should give people a quick idea of what to expect when they join the group. Is the group for product reviews, general sharing of personal experiences or a place where they can learn new stuff?

Here are great examples of Facebook Group names:

- > [Teachers Sharing Resources and Ideas for The Classroom](#)
- > [The Atlantic Challenge](#)
- > [Author Tips, Tricks and Links You Need to Succeed](#)
- > [Betty Crocker Club](#)
- > [Arts and Crafts Vendors in Arizona](#)

Just by reading the group names, you already have a general idea of what the group is all about. Follow the same thought process for your group and remember, make your name stand out!

Here are some do's and don'ts to remember when creating and choosing your Facebook group name:

Do's	Don'ts
Keep the name short and sweet	Don't exceed 30 characters (including spaces)
Make the name easy to remember	Don't overdo the apostrophes
Be sure that your group name is easy to search for	Don't use special characters and limit the numbers
Match the name with the purpose of the group	Don't publish your name without proofreading it first!
Keep it ad friendly	Don't use offensive, insulting or demeaning titles (this goes without saying)

Still can't decide what name to go for? Make a contest out of it on your page! Have people suggest names on your business page and give the winner an honorary membership in your group.

## Rules

Just like in any civilized community in the real world, an online community also needs rules to keep the discussions friendly, polite and fun.

Even if the mere mention of the word “rules” make some people cringe, it is absolutely essential in maintaining a Facebook Group. After all, you don't want people to start calling each other names as soon as a disagreement occurs, right?

Your group rules will also keep spammers and trolls at bay, giving your members a nice and welcoming environment to talk about your brand.

Facebook has its own set of community guidelines for its users which you can read through this [link](#).

You can actually base your own group rules from the general guidelines and just make it more personalized and fitting to your own community.

Here are some examples of groups publishing their rules of conduct:

### UNODC Facebook Group House Rules

July 12, 2010 at 9:22am

UNODC encourages constructive dialogue among members of this group. However, before posting a comment, please get acquainted with the basic house rules. We have established these House Rules to keep the UNODC Group a healthy environment for discussion. The rules are necessary so all users can participate freely and fully in discussion. Any posts or comments that go against these basic rules will be removed by the group administrators.

UNODC reserves the right to delete members and/or messages which:

1. Are considered likely to disrupt, provoke, attack or offend others
2. Are considered to be 'spam', that is posts containing the same, or similar messages posted multiple times
3. Are considered to be off-topic for the particular message board
4. Are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable
5. Contain swear words or other language likely to offend
6. Break the law or condone or encourage unlawful activity
7. Advertise products or services for profit or gain
8. Are seen to impersonate someone else
9. Contain links to other websites which also break these rules
10. Describe or encourage activities which could endanger the safety or well-being of others

UNODC welcomes feedback, both positive and negative, about our work but please make sure your comments are in line with the above House Rules. Repeatedly posting personal or offensive comments about individual members of the public or UNODC may be considered harassment. UNODC reserves the right to edit, move or delete any message, or terminate membership, at any time, for any reason and take action against those responsible.

[UNODC](#)



Animal Rescue Korea

About

Events

Photos

Files

Open Group

Animal Rescue Korea (ARK) is an online network devoted to helping animals in South Korea. For more information, please visit: [www.AnimalRescueKorea.org](http://www.AnimalRescueKorea.org)

ARK does NOT have a shelter of its own. Members rescue stray animals independently and/or volunteer at various Korean shelters throughout the country to care for the animals, promote adoption, and foster animals in need.

Please note, because ARK/the ARK Facebook page are NOT OFFICIAL ORGANIZATIONS, ARK does not hold fundraisers or collect monetary donations. You cannot donate money to "ARK". Rather, individual group members are free to use the site and/or Facebook page to advertise fundraisers for individual animals or shelters, but said member is responsible for any financial accountability, transparency, or allocation of funds, not ARK. :)

The ARK Facebook page does not allow "free pet" advertisements. Here's why:  
<http://www.animalrescuekorea.org/no-free-pets>  
 Any posts administrators deem as "irresponsible re-homing" or lacking an adoption fee will be removed immediately.

The ARK Facebook page does not allow any of the following unacceptable behavior:

Profanity - There's just no need.

Culture-bashing - Stereotypes or broad statements about other cultures will not be tolerated.

Personal attacks - Always feel free to respectfully disagree with people, question their ideas, or counter their statements. However, name-calling, bullying, public or private harassment, abusive statements and open attacks have no place in our community.

Spamming - Posts that contribute nothing and/or have no relation to the current discussion, as well as those posts that are intended to annoy are examples of spamming.

If you would like to join a shelter trip to adopt or foster a dog or cat and/or to volunteer to take care of the animals, contact one of the following shelter volunteers:

Allison Young: Asan Shelter ([allisonyoung@hotmail.com](mailto:allisonyoung@hotmail.com))

Deborah Fallon: Daejeon Paws ([deborahfallon@hotmail.com](mailto:deborahfallon@hotmail.com))

Sarah Tilley: KAPS ([kaps.adoption@gmail.com](mailto:kaps.adoption@gmail.com))

## Animal Rescue Korea

Parenting High Potential

Closed Group

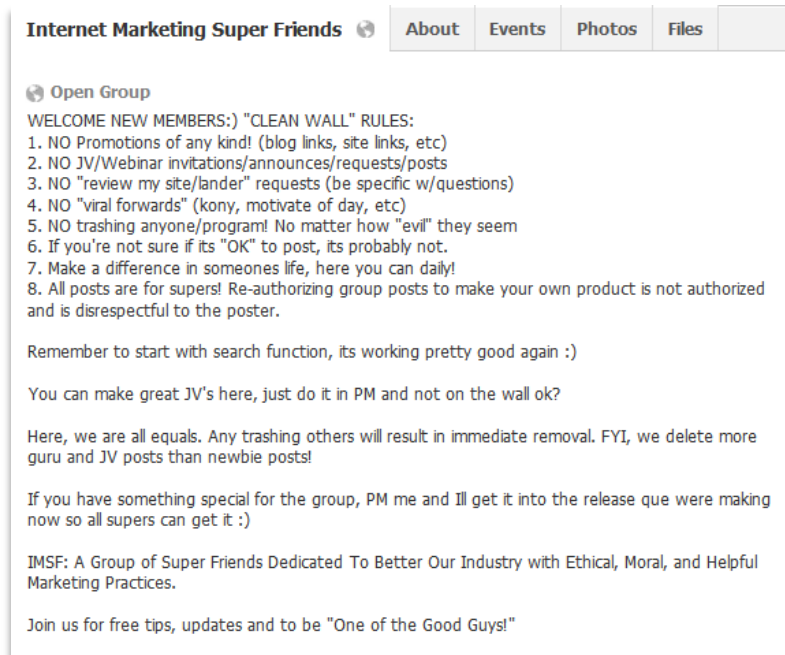
Welcome parents everywhere - this group is run by Potential Plus UK (formerly the National Association for Gifted Children) and is a support group for parents who want to develop their child's high potential. Please add friends who you feel may value the community.

This group will grow as members want it to - a place where we can discuss how best to support our children, any difficulties or concerns we have, you can get advice, guidance, friendly support, somewhere to chat and share info - anything from places to go to, parenting support, education choices, sibling relationships to satisfying your child's curiosity and dealing with behaviour.

Discussion topics welcome, please respect all members of this group, differences of opinion are absolutely welcomed because we are individuals with minds of our own but please keep any discussions friendly.

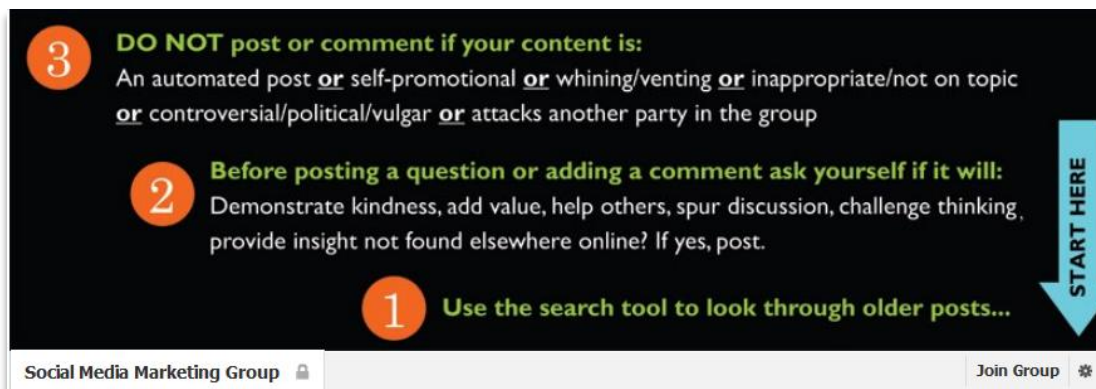
Please note that we do not want ads of any kind in this group so please do not post them. No items for sale, business promotion or group links - UNLESS these are in comment boxes on specific discussion threads only. If you have any questions about this, please ask but non-compliant ads will be removed or a request to the member to remove it themselves. Any such links or ads must be directly related to the discussion in question and must be related to the topic.

## Parenting High Potential



### [Internet Marketing Super Friends](#)

Alternatively, you can post your rules and guidelines artistically by including it in your Timeline Cover just like this group:



### [Social Media Marketing Group](#)

## Group Etiquette and Best Practices

It's easy to get carried away when adding members into your group. What you should avoid at ALL costs is to add a user into your group without their knowledge or consent. Not only is it rude, it is also very intrusive.

Put yourself in their shoes. How would you feel if suddenly you get notifications every ten minutes about a new post or upload and you don't know why you're getting them?

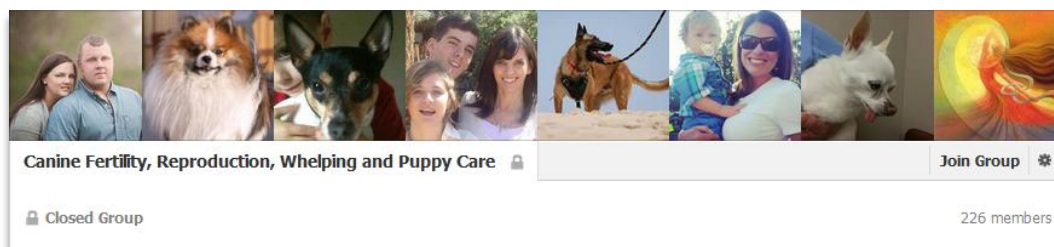
It can be very annoying and could backfire on you. If you do this practice regularly, the members that leave your group might begin outnumbering the members that joined organically. So, don't do it!

Now the question is, how exactly can you make people want to join your group?

The first few days after starting your group can be slow but if you set up your group in such a way that would intrigue people, all you'll need to do is to promote it on your business page and personal profile.

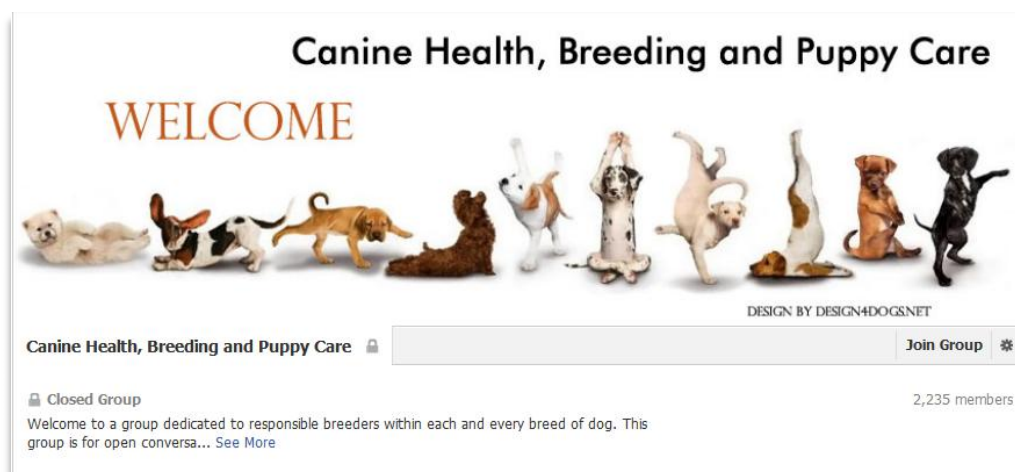
> **Have a clean, creative layout.**

By default, your Facebook Group won't have a cover photo until you upload one. In its place, you'll see the profile photos of your members that appear in a random order.



[Source](#)

Most of the groups on Facebook don't have cover photos so if you don't upload one on yours, your group page will end up looking generic and uninteresting.



[Source](#)

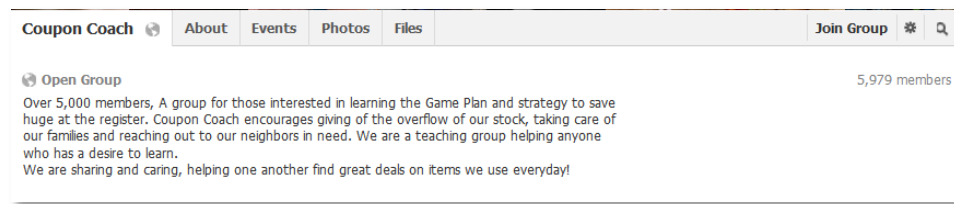
Now look at the group page above. Even if it covers pretty much the same topics as the first example I gave, I'm guessing that you're more likely to join the group that has a cover photo AND a description.

It is the complete package that people look for at first glance. If you are able to show them that your group is organized, easy to navigate and unlike other groups of the same topic, bet on them wanting to be a part of something you created.

> **Provide complete information.**

People won't always know exactly what your group is about so you'll need to give them enough accessible content and materials that could answer any general question that they might have.

You can post the group details on the About page of your group. It doesn't have to be a lengthy essay. If you're able to give a good description of your page with few words then there's no need to unnecessarily lengthen your copy.

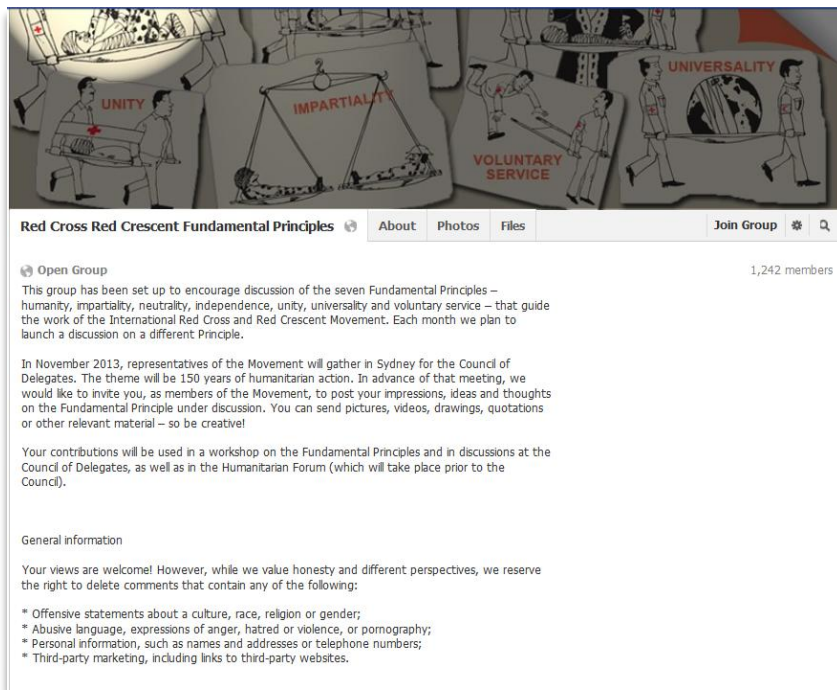


[Source](#)

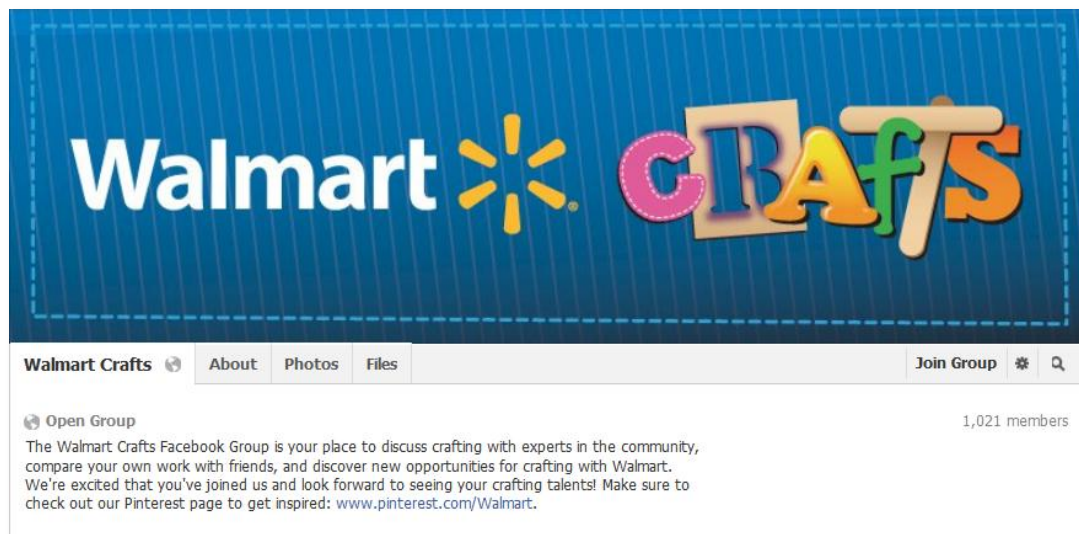
Just remember that the first 100 characters will be visible on your group page without having to expand the field so make your first sentence a strong one!

And don't forget, you should also include group rules and posting guidelines where all page visitors can see it.

Here are other great examples of descriptive About pages:

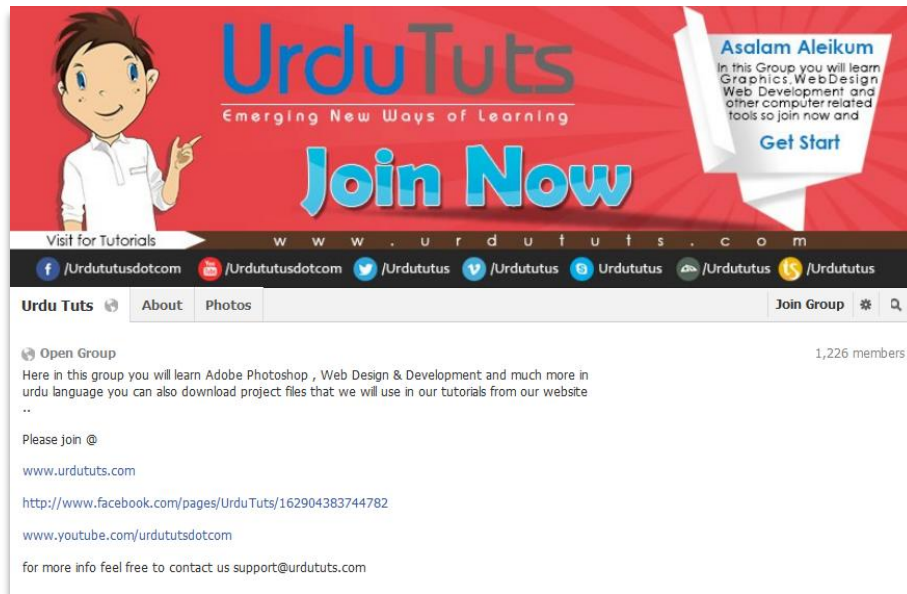


[Source](#)



[Source](#)





Source

Don't forget to link your personal profile or business page to make it easier for your members to support your other marketing efforts.

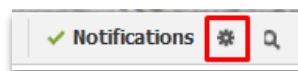
## > Custom URL.

Did you know that just like with your personal profile and business page, you can customize the URL of your Facebook Group?

From what I noticed, not a lot of group admins or owners know that they can change their URLs or know how to.

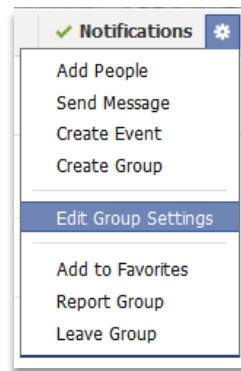
By following this short tutorial, you're giving yourself a leg up over most Facebook Groups:

1. Click on the Settings icon on your group homepage. You have to be the group admin or owner to change group settings.



2. On the drop down list, choose "Edit Group Settings".





3. Click on the button that says “Set Up Group Address”.

 A screenshot of the Facebook group settings page. It contains several sections: "Privacy" with radio buttons for "Open", "Closed", and "Secret"; "Membership Approval" with radio buttons for "Any member can add or approve members" and "Any member can add members, but an admin must approve them"; "Group Address" with a button labeled "Set Up Group Address" (highlighted with a red box); "Description" with a text area and a note that potential members see the description if privacy is set to open or closed; "Posting Permissions" with radio buttons for "Only members can post in this group" and "Only administrators can post to the group"; and "Post Approval" with a checkbox for "All group posts must be approved by an admin". A "Save" button is at the bottom.

4. After clicking the button, you’ll be taken to the page where you’ll be able to create a group e-mail address which will also be used as your group URL.

 A screenshot of a dialog box titled "Set Up Group Web and Email Address". It prompts the user to "Enter a name that will become the email and web address for your group:" and shows a text input field followed by "@groups.facebook.com". Below this, it states: "Emails sent to this address will go to all group members. If you want people to find your group, give them the web address: facebook.com/groups/". At the bottom are "Set Address" and "Cancel" buttons.

5. Click on “Set Address” and then you’re done!

Again, try to keep the URL of your group short, memorable and relevant to what the group is all about.

Having a custom URL will make it easier to promote and advertise your group even outside of Facebook!

> **Keep your group active.**

It's very easy for a Facebook Group to lose traction and end up not doing anything for you, its members and your brand.

It's your (or your admins) responsibility to keep activity going in your group. It's actually not as hard as it sounds because the other members will pitch in and add to the group activity when they make an update or upload content.

Here are some tips to keep the buzz alive in your group:

- ✓ Update your group with product or brand development
- ✓ Post interesting photos or videos that you can link with your brand or the topic of your group
- ✓ Start an event – virtual or otherwise
- ✓ Share links to useful websites and articles that your group might enjoy
- ✓ Ask questions
- ✓ Create polls
- ✓ Start contests
- ✓ Have question and answer sessions
- ✓ Ask new members to introduce themselves
- ✓ Do an advanced launch or sneak peek of soon-to-be-released products or materials

Much like your business page, you need to keep user engagement in your group on the up and up. Don't let your members get bored and forget that they are part of your group.

Maintaining a Facebook Group can be a time consuming process, especially if you're already managing a business page and a personal profile.

That is why it's important for you to create a tight Facebook marketing strategy before starting anything. Create your own timeline with achievable milestones and schedule your posts to save time.

Once you get the hang of it, you'll be able to be 100% effective in your marketing efforts on Facebook. Soon enough, you'll be a Facebook expert yourself!

# More Facebook Tips!

Before ending this guide, I felt compelled to include this section to really make your Facebook marketing campaigns work for you and your brand.

The tips that I will be giving out here are based on my own experiences and experimentations with Facebook marketing, as well as some advice from social media marketing experts that I use to great success.

My hope is that you'll be able to use these tips to reinforce the lessons that you learned throughout the guide. Everything that I included in this e-book has worked for me and the things I'm imparting to you are products of my trial-and-error phase.

Though Facebook is an ever-changing platform, the fundamentals of Facebook marketing are more or less constant and these are to generate leads through outbound marketing techniques, foster relationships and convert followers to paying customers.

Keep these fundamentals in mind and use the tips in this chapter to meet your marketing objectives with greater efficiency.

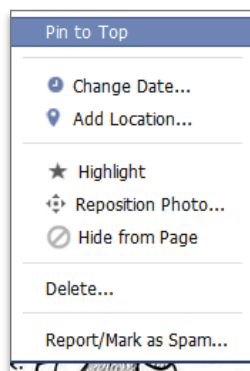
## Pinning and Highlighting Posts

In your Facebook Group and business page, you have the ability to pin posts at the top of the page to make it easier for you and your members to find content that they use as a reference like contact details or FAQs.

If you post several times a week on your business page or Facebook group, it's very easy for content to move down into the depths of your timeline, making it difficult to find when needed.

Pinning posts is the solution for this problem and it's very easy to do.

Hover over the upper right corner of your post and you'll see a gray downward arrow appear. Click on this arrow to see your available options for that post.

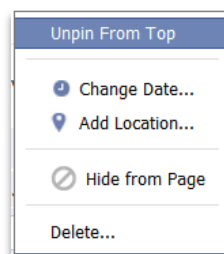


Select “Pin to Top” to pin that post at the top of your page. This way, no matter how much content you publish, the pinned post will still be the first post that visitors will see on your page.

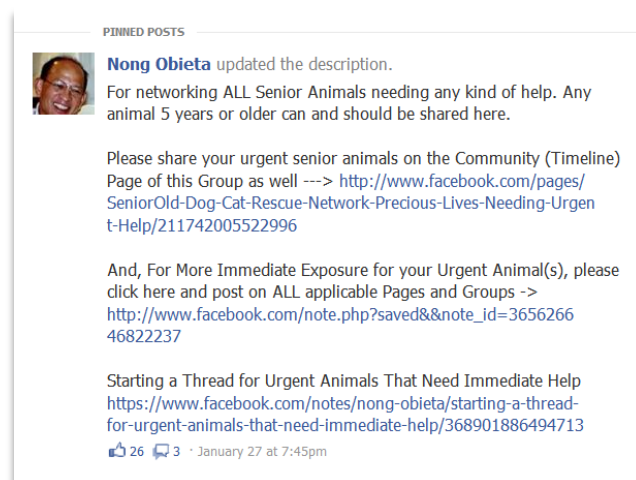
Once the post is pinned, an orange ribbon will appear on the upper right corner of the post.



To unpin your post, follow the same steps mentioned earlier and select “Un-pin From Top”.



You can pin posts in your business page and Facebook group. Pinning posts is especially helpful for groups. Pin your group guidelines and other frequently referenced posts.



[Source](#)

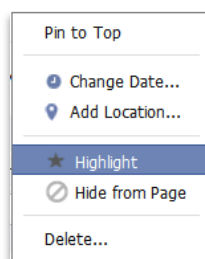
Another option to feature a post is by highlighting it. A highlighted post is stretched out over the width of your page. You can highlight posts in both your business page and personal profile.

The purpose of highlighted posts is to grab the visitors' attention as soon as they arrive on your page or profile.

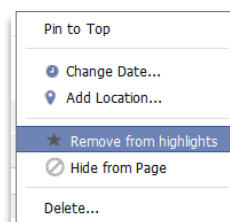


Source

Begin with the same steps as pinning a post but instead of selecting "Pin to Top", select "Highlight".



To remove the highlighting of the post, simply select "Remove from highlights" from the same dropdown menu.



A lot of people starting out with Facebook marketing may know how to highlight or pin a post but most of them don't know which they should use for their posts.

Here are some things to remember about pinned posts and highlighted posts:

- > Pinned posts are more visible than any other post on a page. Even if highlighted posts take up twice the width of normal posts, the placement of pinned posts give it more prominence.
- > For posts that address the concerns of page visitors and group members, pinned posts make it easier for people to find the content they need without having to scroll down and look for it.
- > A study completed by Wildfire indicates that pinned posts perform better than other posts on business pages. To see the complete report, click on this [link](#).
- > Highlighting is more ideal for posts that use a large image.

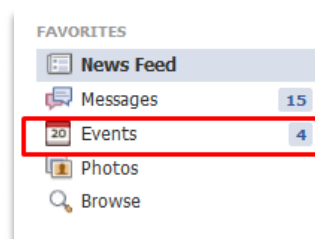
## Events

Facebook also allows you to create and promote events on your business page and personal profile. An event could be anything from a webinar, a video launch or a real life event.

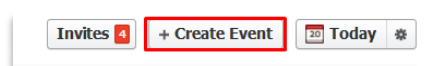
You'll be able to invite your personal friends and your followers no matter where you create your event. The main difference between creating it on your business page is that you'll be able to advertise your event or feature it as a promoted post.

To start an event on your personal profile, follow these easy steps:

1. Click on the "Events" link on the left side panel of your homepage.



2. On the Events page, click on the "+ Create Event" button on the upper right corner of the page.



3. You can now type in the details of your event. You can also choose the privacy settings for your event.



4. When you're done with the details, click on the "Create" button and you'll be taken to the event page where you'll be able to upload photos, videos and other content to promote your event.

Follow the same steps to create an event on your business page. Just remember that only the page owner and admins can start an event.

Here's an example of a Facebook event page:

If you want your event to be a Tab App on your page, follow these steps:

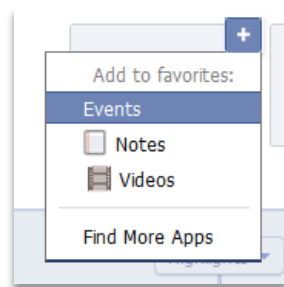
1. On the admin panel of your page, go to the app panel below your timeline and click on the blue arrow to expand the apps.



2. Click on an empty app slot to show the options.



3. From the dropdown menu, click on "Events".



You'll be able to create the event now as you would on your personal profile and it will automatically be visible on your page as an app.

## Keeping It Fresh

It's not enough to keep your timeline lively and active, you also need to ensure that the appearance of your page and profile is fresh and up-to-date.

This is especially important if your timeline cover is seasonal or a promotional image for an event.

As a general rule, change your timeline cover on a regular basis to encourage more engagement. People love compelling images after all!

You can also use this prime location to promote upcoming events such as a product launching or an upcoming sale!

Just remember to always check Facebook's rules about timeline cover photos as it may change without warning. Better to be safe than to have your photo taken down when you least expect it.

## **Show Appreciation**

Showing appreciation to your fans and followers is vital in strengthening the relationship that you and your brand have with them.

We already discussed several ways to acknowledge your fans but do make an effort to make it a regular thing. For example, feature a fan of the week or offer exclusive discounts and invitations to everyone who follows your page.

People will be more likely to stick around and become active participants to your discussions if they have the incentive.

By adopting a warm and personable approach to marketing, you are making it easier for customers to support you and your products.

## **Provide Unparalleled Customer Service**

This is pretty much expected of you already but it's still worth mentioning.

Facebook is a great platform for customers to connect with brands and it gives brands the opportunity to address their customers' concerns.

If you have an active Facebook group or page, expect customers to post complaints, opinions and suggestions wherever they can. You shouldn't take these comments personally but rather see them as opportunities to turn a customer's negative experience into a positive one.

Reply to all the comments that you believe deserve a response and always keep your tone warm yet professional.

With that said, you also need to know when to draw the line when it comes to being nice. If a person left unnecessarily negative and abusive messages on your wall that appears to be more of an attack to you, your employees or other people, don't hesitate to DELETE that message.

Alternatively, you can try to reason with the abusive posters but again, you have to draw the line somewhere and to show your other followers that foul language and personal attacks will not be tolerated on your page.

Whatever you do, don't resort to stooping down to the level of the disruptive commenter. Never use foul, offensive and insulting language when addressing ANYONE. Keep it classy, professional and witty... your fans will love you more for it.

## Showoff Your Facebook Page

It's incredibly easy to make your website or blog Facebook-friendly... towards your page, that is.

Simply add social buttons, widgets or plugins to all your website pages and blog entries to make it easier for visitors to share your content on their own Facebook timelines.

There are also Facebook widgets that will let website or blog visitors like your page without having to leave your site. This convenience will be extremely effective in getting the leads that you need on Facebook.

If you're using WordPress, here's a list for the five highest rated free plugins and widgets for 2013 (so far):

1. [Facebook AWD All in One](#)
2. [Facebook Page Promoter Lightbox](#)
3. [Facebook Comments](#)
4. [QuailPress](#)
5. [Facebook Fan box](#)

Simply connect your Facebook page account to your WordPress website and you'll be able to feature your business page in no time!

If you don't have a WordPress website, go to this [link](#) to get the plugins and tools to add social buttons on your website.

Facebook has detailed instructions on how to add and install their tools on your website. You also have the option to customize the shapes and button types to make it fit the design of your site.

Adding social buttons is pretty straightforward and typically only takes a few steps to complete. But if you don't have the time or patience to deal with coding or customizing your site, you can always outsource the work to more experienced developers. Post a job at Elance.com and you will easily find somebody to help.

## Go Mobile

Staggering statistics show that more people are now accessing Facebook from their smartphones or tablets than ever before – up to 100 million people!

So what does this mean for your brand?

It means that the promotional techniques that you use on your Facebook business page should be mobile-friendly. Promotional Posts and Facebook Offers are the only timeline promotionals that show up on a user's mobile timeline.

Sponsored Stories also show up as timeline stories though the exact format depends on the make and model of the smartphone.

The number of Tab Apps that show up on a mobile device is also limited. Facebook may only show two or three tabs and not give the user an option to expand on the app panel.

Hopefully Facebook can address this in the near future to make it easier for marketers like us to maximize the potential of mobile Facebook marketing.

## **Stay Up-To-Date**

By now you've probably figured out that Facebook makes a lot of changes to its layouts, offerings, procedures and rules. It is absolutely essential that you stay up-to-date with these changes so that you can adapt and adjust accordingly.

Facebook will continue changing as time goes by and unfortunately for us, Facebook will not ask for our permission or send us a private message when they rollout any changes.

The best social media marketers are able to stay ahead of the curve by ensuring that they keep updated with any changes that Facebook and other social media sites roll out.

There are plenty of tech news sites that you can subscribe to using an RSS feed to ensure that you get all the updates that affects your marketing campaigns.

An RSS Feed is a content syndication tool that will link you to fresh content from the sources that you subscribe to. You won't have to visit site after site to see if they published anything new. You can access all the updates on one spot and just click on the links that interest you.

You can install RSS Feed tools on your browser. Choose from hundreds of tools from your browser add-on or app store sites.

You can also subscribe to my blog or join my subscriber list for regular training and updates.

Though Facebook looks like that it will be the premiere social networking site for years to come, it's important that you also understand what other sites your customers are using and participating in.

This will also help you in adding the right social media buttons on your site or blog to make it easier for your customers to share your content to their networks.

Consider creating accounts in alternative social media sites like Twitter and Instagram too. Just remember to link and connect your other social media accounts together for a more unified and coherent social marketing presence.

As Internet technology advances, advance with it for the benefit of your brand. It is a challenging goal but with determination, skill and enthusiasm, there is nothing that you cannot achieve!

I hope that you learned a lot from Your Ultimate Guide to Facebook Marketing. It is an exciting field to jump into and it has produced measurable results to hundreds of brands all over the world.

The Facebook world is your oyster, now grab it by the coattails and let your brand shine bright!

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For the latest Internet Marketing strategies, tips and ideas you can find me at:

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You can also connect with me on the following social networks by clicking on the icons below which will take you to these pages:

