



FACEBOOK
MARKETING

YOUR GUIDE TO REACH POTENTIAL CUSTOMERS



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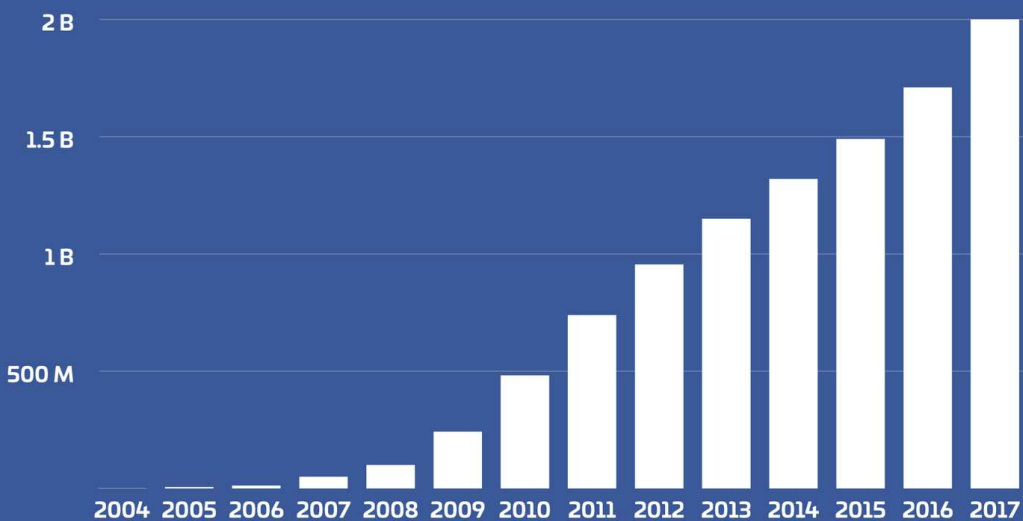
Introduction to Facebook

Facebook is one of the most popular social networking sites today.

"In fact, Facebook is ranked as the 5th most popular websites globally according to alexa.com".

It has surpassed the ever popular MySpace and is only trailing YouTube in the social networking space. With the synchronization features available today to [connect all the social](#) networking sites, it's popularity growth seems unstoppable.

FACEBOOK MONTHLY ACTIVE USERS
JUNE 2017



Source

Riding this popular trend, Facebook marketing is one of the most effective FREE [marketing strategies](#) only if you know how to play the right cards!

Why Brands Need Facebook for Marketing?

We've all heard the incredible Facebook statistics. There are several, and they confirm what many of us already know - the time is now to get involved with this powerful [marketing tool](#).

Here are a few facts about Facebook, and its growth that are worth repeating:

- *If the social networking site were a country, it would be the third largest in the world, behind only China and India.*
- *It's second in web site traffic, behind only Google.*
- *More than 500 million people use Facebook worldwide.*
- *The people who use Facebook, are on it longer than any other web site.*

The list goes on.



10

joins 10 fans pages on average
usually joins a fan page to show support for the brand to their friends

30%

likely to do product research on facebook

51%

likely to buy a product from a business page that they follow

60%

likely to recommend a fan page to thier friends

68%

likely to buy a product recommended by a friend on facebook

Why Brands Need Facebook for Marketing?

Not only statistics, you also have the following reasons to get started with Facebook Marketing:



Now you are convinced enough to get started with Facebook Marketing.

How to Get Started with Facebook Marketing?

Anyone can create a Facebook page. Just log onto the site, a few clicks, some information and you're done. But how to create a **SUCCESSFUL** one? That's another issue entirely! Pages which fail to interest and engage your customers will end up driving them away.

5 Steps to Create A Successful Facebook Page



"Your Facebook page is an extension or your primary website"
Jeff Bullas

A [bad Facebook page](#) is worse than no page at all - you want your clients to have a good impression of your company, and a neglected, untidy page will have the opposite effect.

So how to create a successful Facebook page? We have some expert tips for you...

How to Get Started with Facebook Marketing?

5 Tips to Create a Successful Facebook Page

1

Keep it Simple

Contact information, special offers, advice on your area of expertise, and [connecting with your customers](#) is all you need to give a good impression.

2

Talk with Images

Your Profile Image and Cover Image Must Express the Purpose of Your Brand

3

Call-to-Action

Make Call-to-Actions Buttons like "Call Now", "Buy Now", etc. Visible on Your Facebook Page

4

Relevant

Make Sure Your Content is Somehow [Relevant to your Business](#)

5

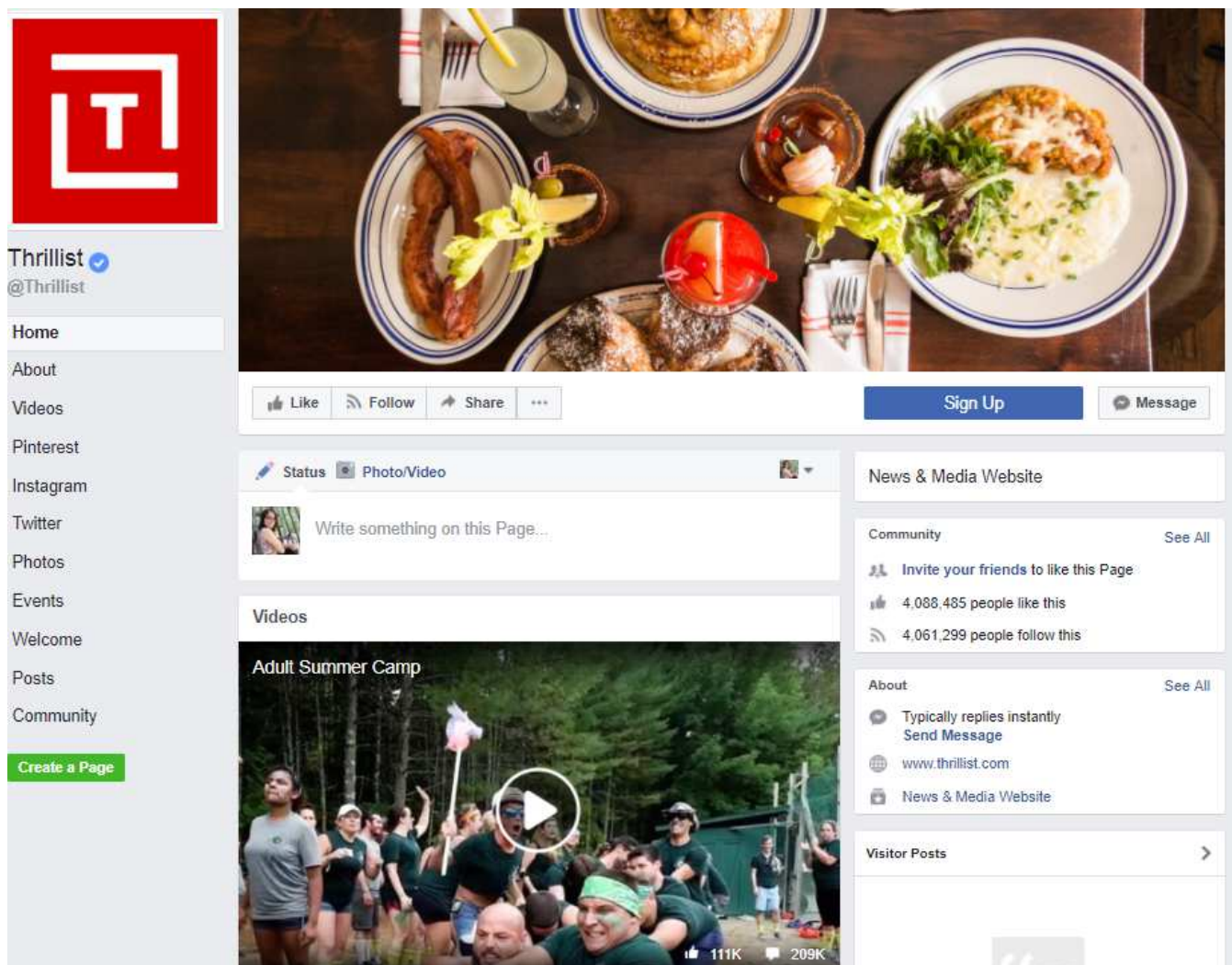
Invest

Invest time, money and skills for creating high quality content enriched with images & videos

How to Get Started with Facebook Marketing?

One Facebook Page that has it all which you can refer to as the best Facebook Page is of [Thrillist's](#).

This page is full of designs and content that reveals everything about the brand. Have a look on it yourself:



With the first glimpses, you will come to know that this is something relevant to travellers or adventurers. Your Facebook Page should have similar impression to your targeted audience.

How to Promote Your Business on Facebook?

"The aim of marketing is to know and understand the customers so well that the product or service fits it and sells itself"



Would you believe that Facebook is one of the most powerful marketing tools you can apply for [promoting your products](#) and services. I bet you are saying "TRUE" but it does not apply for a business like local shop. What good will it do for such businesses. Right?

Wrong...

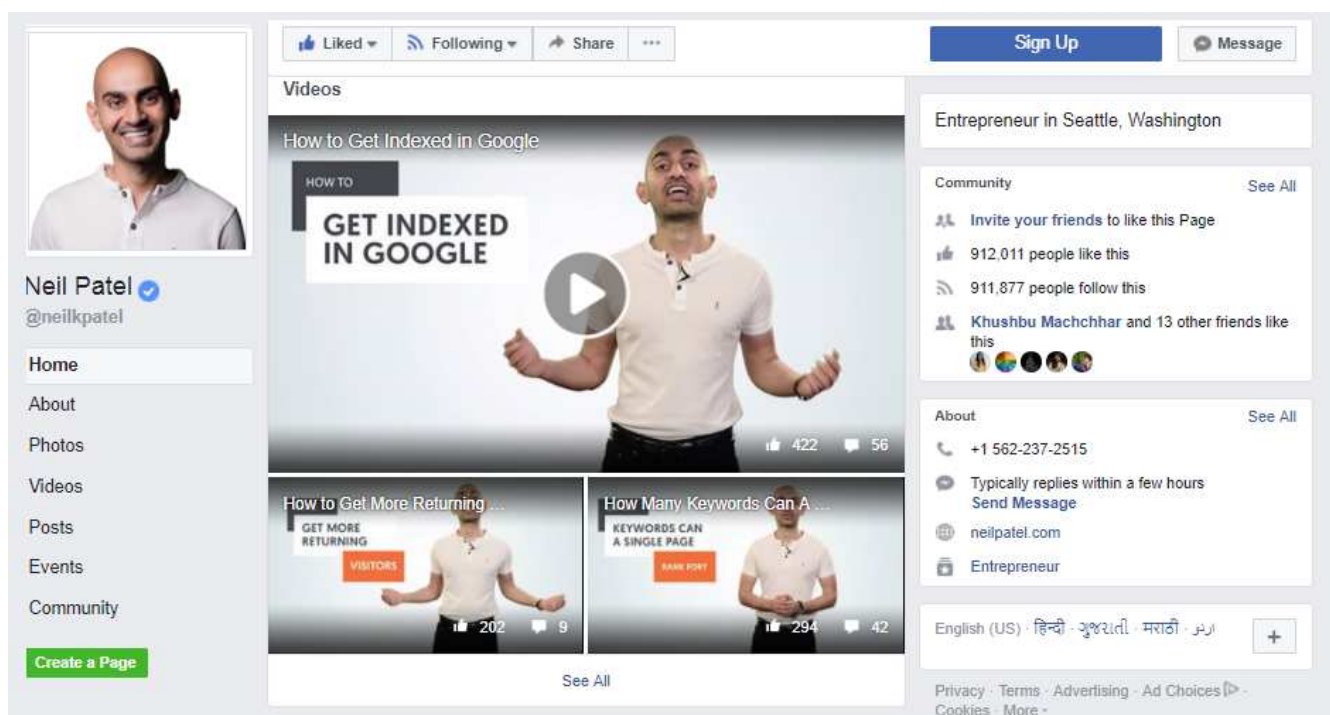
Let me tell you that it does not matter if you are an online marketer or an offline marketer selling hard goods. It works for any business. Yes, of course, only if you use it the right way. Now, we are going to teach you the same.

How to Promote Your Business on Facebook?

It is all about engaging with your target audience

It's all about attracting people to your brand through content. It's about sharing valuable information to your audience that will benefit them. It's about giving users what they want, what they enjoy, things that they find a great interest in and they will become your loyal fans forever.

One of the best example of educative and exciting content you will find is at [Neil Patel's Facebook page](#). When you land to his Facebook Page, you will first get glimpses of Neil Patel's video teaching you how to get indexed on Google (something online marketers are interested to know).



Not only Neil Patel is giving users what they want, he is also adding a personal touch with videos of his own. This trick gives your business a personal edge, allowing it to stand out.

By giving what your targeted audience want on your Facebook Fanpage, you strengthen your reputation and this will [make your brand more credible](#).

How to Promote Your Business on Facebook?

Things You Should Offer to Facebook Users

People are looking for information. Information can be anything from a good informative articles, info graphics, images with quotes, questions to create interaction on your fanpage, contests, free giveaways, etc.

"What really makes consumers decide whether to buy or not to buy is the content of your marketing techniques, not its form"

See, how Michael Hyatt (author of Living Forward) offers a free ebook in exchange of your sign up to his [Facebook page](#).



Isn't it something users want? Like a Free Ebook with useful information.

How to Promote Your Business on Facebook?

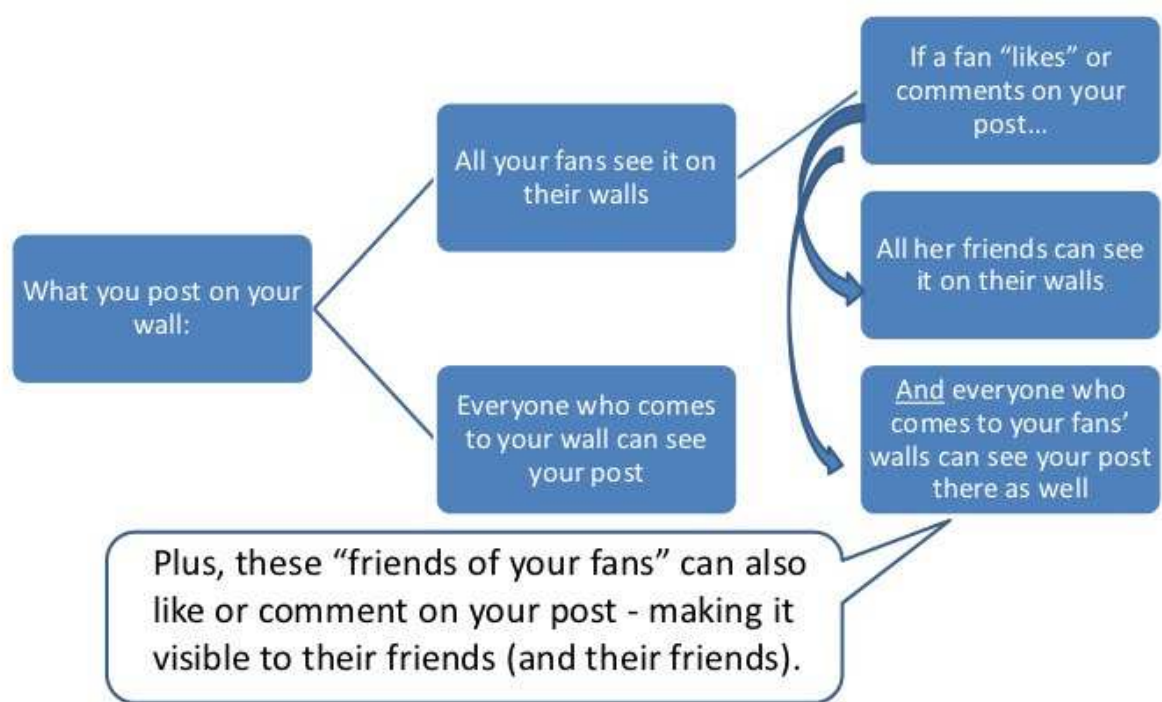
Using Facebook As a Word-of-Mouth

Today, we live in a world of interaction, where communication is vital. Imagine how you can spread the news of your [business through word of mouth](#). Yes, when one of your customer likes your product or service, he will talk about it and this spreads your reputation. It builds your brand, your reputation. For the growth of your business, this is absolutely important.

In today's economy, when someone likes your product or service, he/she would like to follow you on Facebook to get regular updates of your upcoming products. His/her friends will get recommendation of your Facebook page. And finally they too will come to visit your page

Here is how it works.

How does word of mouth spread on Facebook?



Source

How to Promote Your Business on Facebook?

Some Tips To Help You Spread Word-of-Mouth on Facebook

Become a
Thought Leader

Ask
Questions

Have a
Conversation

Offer Coupons,
or Discounts

Run
Contests

Tag or Involve
Fans

5 Tips to Use Facebook Marketing Effectively

“Did you know that Facebook has over 500 million active users with over 50% logging in everyday? Not just that, there are over 900 million objects from pages, groups, communities and much more, that people interact with, on any given day!”



This means Facebook can prove to be an effective platform for marketing and advertising any sort of product or service! Therefore, it is not surprising that more and more companies, both small and big, are turning towards Facebook marketing to gain leverage.

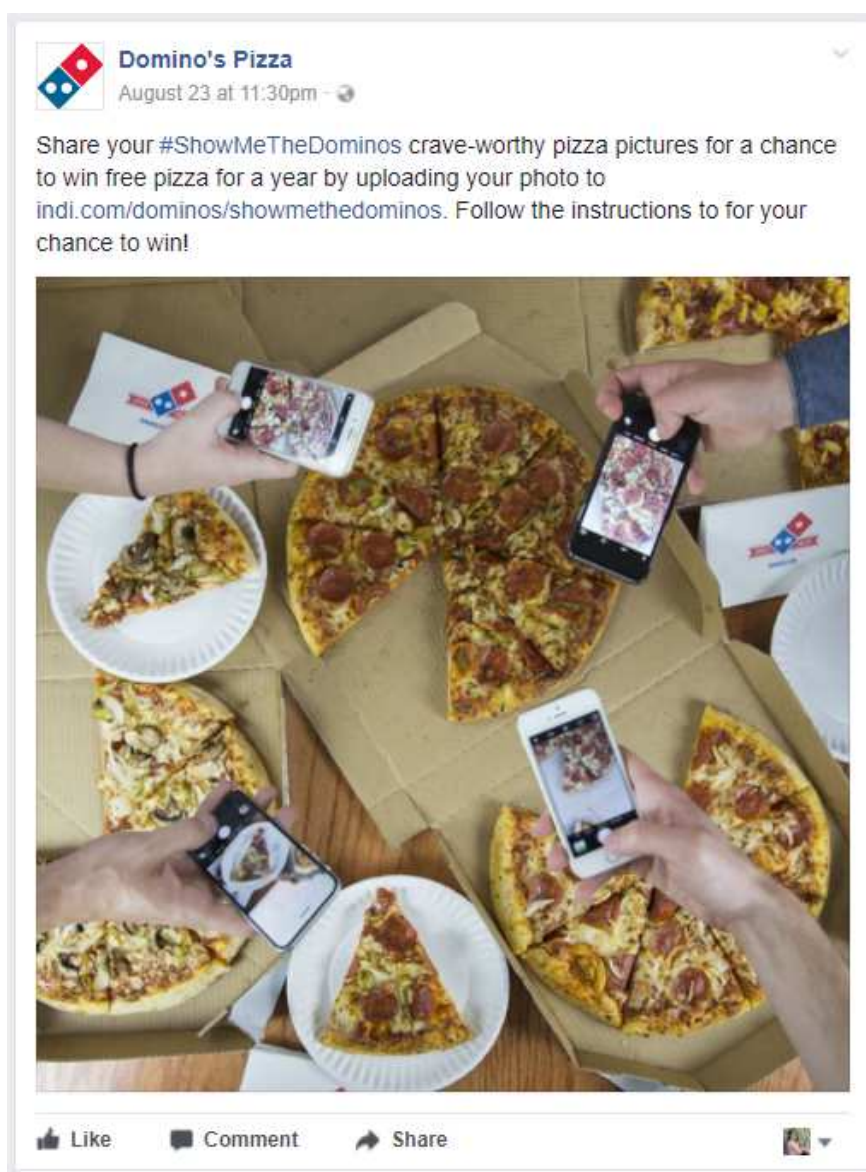
And you should too.

Further, you will learn about Facebook Marketing Tips and Techniques that [Help You Gain Maximum Users](#) .

5 Tips to Use Facebook Marketing Effectively

1. Build Relationships: To build relationships with your customers, you have to connect with them. To connect with them, you have to know them. Asking questions on Facebook is the best way to know your users better and [involve them with your brand](#).

Have a look on one of the [Domino's Facebook](#) Post where the brand is involving its fans by asking them to share their crave-worthy Pizza Pictures.



In exchange of their Pizza Pictures, winners will get free Domino's Pizza for a year.

5 Tips to Use Facebook Marketing Effectively

2. Viral Marketing: This concept revolves around **creating posts** that surely go viral.

One way to create viral content for viral marketing is: triggering users' emotional response. You can learn it well from **Marie Forleo's (motivational speaker and author) Facebook Post** given below:

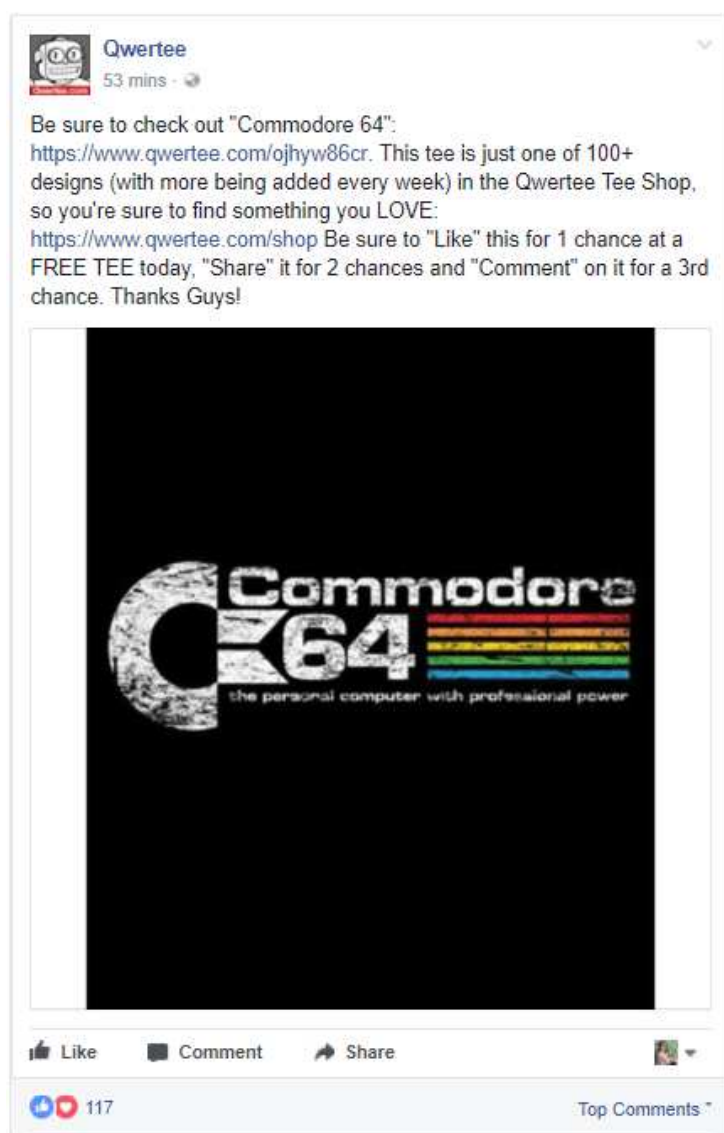


Marie is triggering perfect emotion among users by sharing reasons you could have to make someone pay even if your teachings are available for free through other sources. She is giving a solution to your problem.

5 Tips to Use Facebook Marketing Effectively

3. Awards and Contests: Giving away awards and holding contests are ways to add a personal touch and acts like a reward to users for being loyal to your company.

One such contest I came across to is of [Qwertee's](#) (T-shirt Seller). See the example given below:



The brand is simply asking users to like the post for one chance to win a Free Tee, for second chance, users have to share the post and for third chance, users need to put comments on the post.

This way, Qwertee is building a big list of customers for future business.

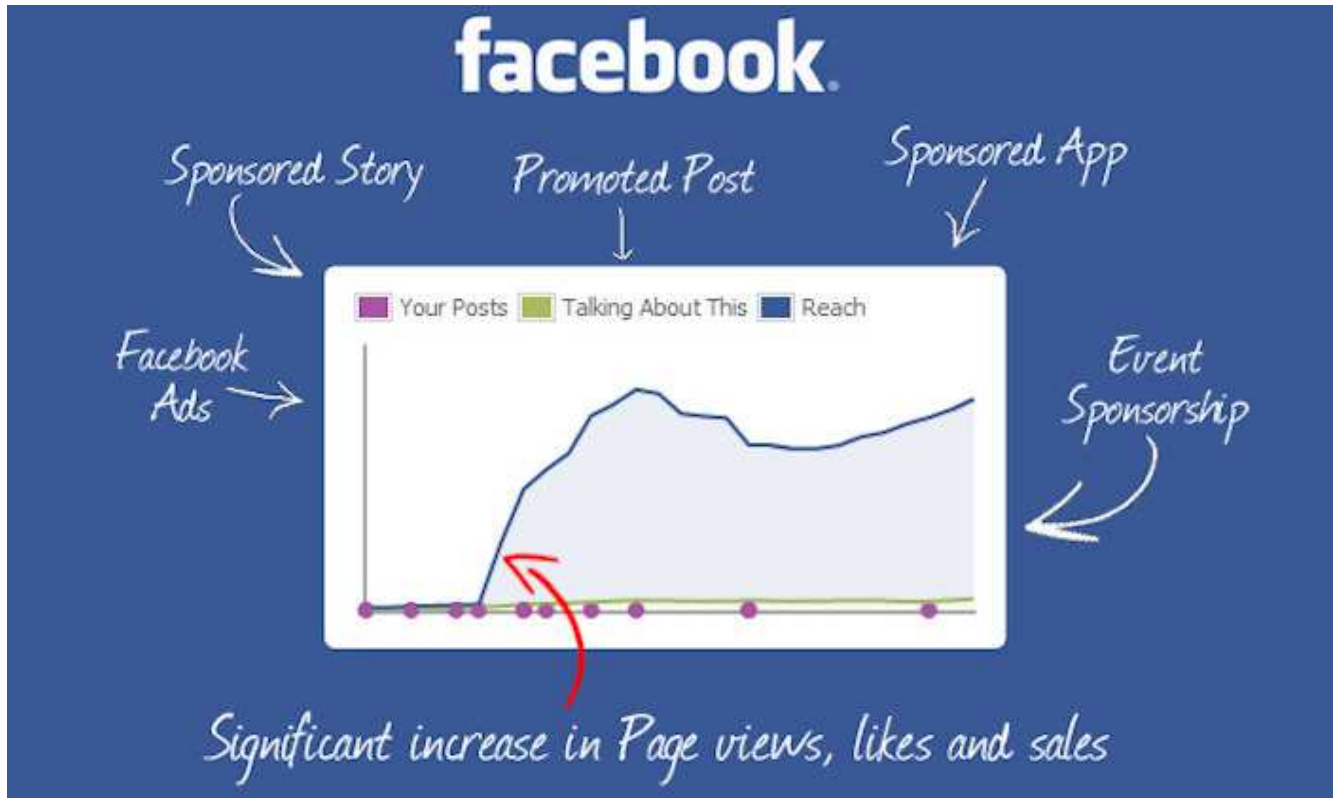
5 Tips to Use Facebook Marketing Effectively

4. Images and Videos: These are powerful aspects of Facebook marketing. Posting images and tagging potential customers, fans and friends, alerting people about [upcoming events](#) or even uploading photographs from a recent launches, can give [a big boost to the marketing](#) endeavors. This makes your friends automatically move to your page. Videos aired on TV or upcoming commercials also get thumbs up with the huge interactive space given to the audience.

Here's one post by [Candle Lumiere](#) announcing upcoming class for learning how to make candles. Additionally, asking users to share their interest on mentioned mail id.



Paid Ways to Spread Business Across Facebook



Source

Facebook ads: A Facebook ad is the little box you see on the right of your screen when perusing Facebook. They are easy to use, easy to setup and highly targeted.

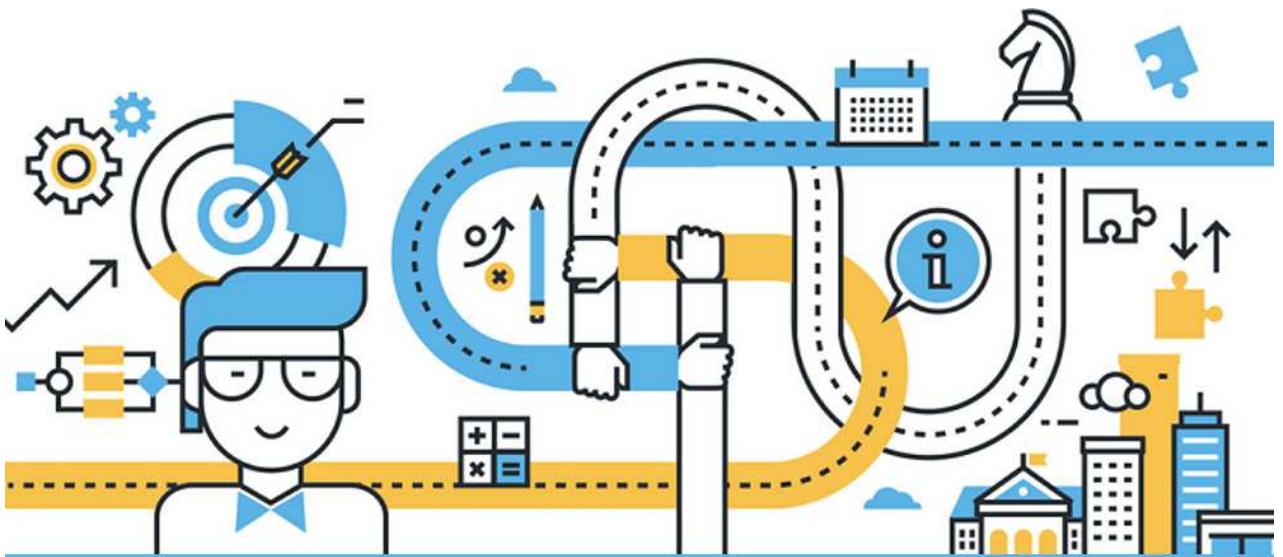
"If you spend \$1 per day on Facebook ads, you will get in front of 4,000 people that wouldn't have seen you otherwise" - Brian Carter

Sponsored Stories: Sponsored Stories are messages coming from your friends about them engaging with your Fanpage, so there's a better chance people see them. The friends of your fans see their likes and are encouraged to follow the conversation.

Promoted Posts: You create an [interesting post on your page](#) and then advertise it to be shown on the news feed of your fans and you can also set it to show to all the friends of your fans. How cool is that!

Facebook for B2B Marketing

According to the Social Media Marketing Industry Report 2017, which surveyed over 3,700 marketers, most brands are focused on establishing their authority and generating new leads. The top two platforms that were used were Facebook and LinkedIn.



FACEBOOK FOR B2B MARKETING

Facebook isn't a new platform for businesses - it comes with a number of features and capabilities that can [assist your B2B marketing strategy](#). The amount of users on Facebook make it a must for any brand that's serious about their conversion rates.

Facebook for B2B Marketing

Why B2B Businesses need to consider Facebook Marketing?

41% of all B2B
companies that use
Facebook for marketing,
acquire new clients
through the network

- Hubspot

1. The Raw Data it Provides

Facebook offers advertising intelligence like no other platform. You're able to customize messages specifically for highly targeted audiences, which increases your chances of success. The data provided also enables you to make smarter decisions. One of the best features on Facebook is its retargeting feature, which continues to show your ads to people who have visited your website.

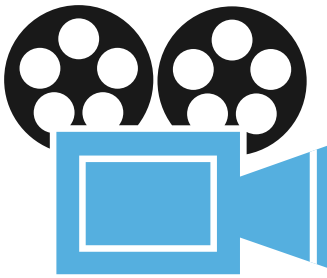
2. Online Reputation Management

It poses a great [opportunity for brands to establish their reputations](#). Actively engaging on Facebook can give your company more attention and strengthen your business network. SEO services providers can help build a B2B strategy to boost your online reputation.

Facebook for B2B Marketing

Four Ways Facebook Can Work for B2B

Most businesses have Facebook Pages, which give you a [solid opportunity to reach users](#). One way to pull this off is to hone your storytelling skills. The following Facebook features can possibly make your B2B efforts more efficient:



Live Video

This is ideal for brands that have live events, which can be deployed to all mobile device users.

Facebook Ads

It's an affordable and effective way to reach a large number of targeted clients.

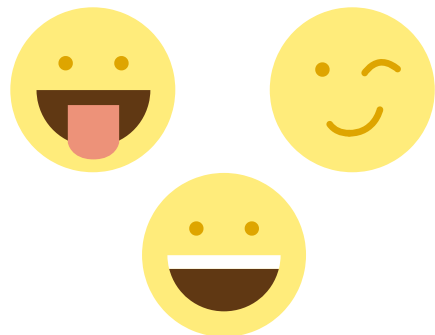


Company Culture

Sharing joyful pictures of company and its culture on Facebook gives users a good sense of your business

Share Stories

Stories provoke curiosity and discussion



The Do's and Don'ts of Facebook Marketing

**Facebook can take your business to the next level
but it can also be the reason for your downfall.**

-Jeffbullas

Like two sides of coin, Facebook has some drawbacks as well. That's why you should learn the general dos and don'ts of using Facebook Marketing for business.



DO'S & DON'TS OF FACEBOOK MARKETING

facebook

The Do's and Don'ts of Facebook Marketing

Do

Post Content,
Status, Images &
Videos Consistently

Don't

Mix Profile Page
with Business
Page

Do

Tell About Your
Business Where
Asked

Don't

Be too
Promotional

Do

Ask For Feedback
from Your Fans &
Followers

Don't

Post Boring or
Irrelevant
Content

Effortless Facebook Marketing with SocialPilot

What's the base of Facebook Marketing? Content.. Right?

Of course, it is.

You need a constant supply of [content to share with your audience](#). Not only yours, but also you need Content from others if it is relevant and helpful for your audience. And you have to post it every now and then.

But the problem is, you can't be available there all the time to post your content as well as others'. Also, you don't have that much time.

That's why you need a scheduling tool where you can schedule content on preferable days and time – when your audience has maximum presence on Facebook.

 **SOCIALPILOT**

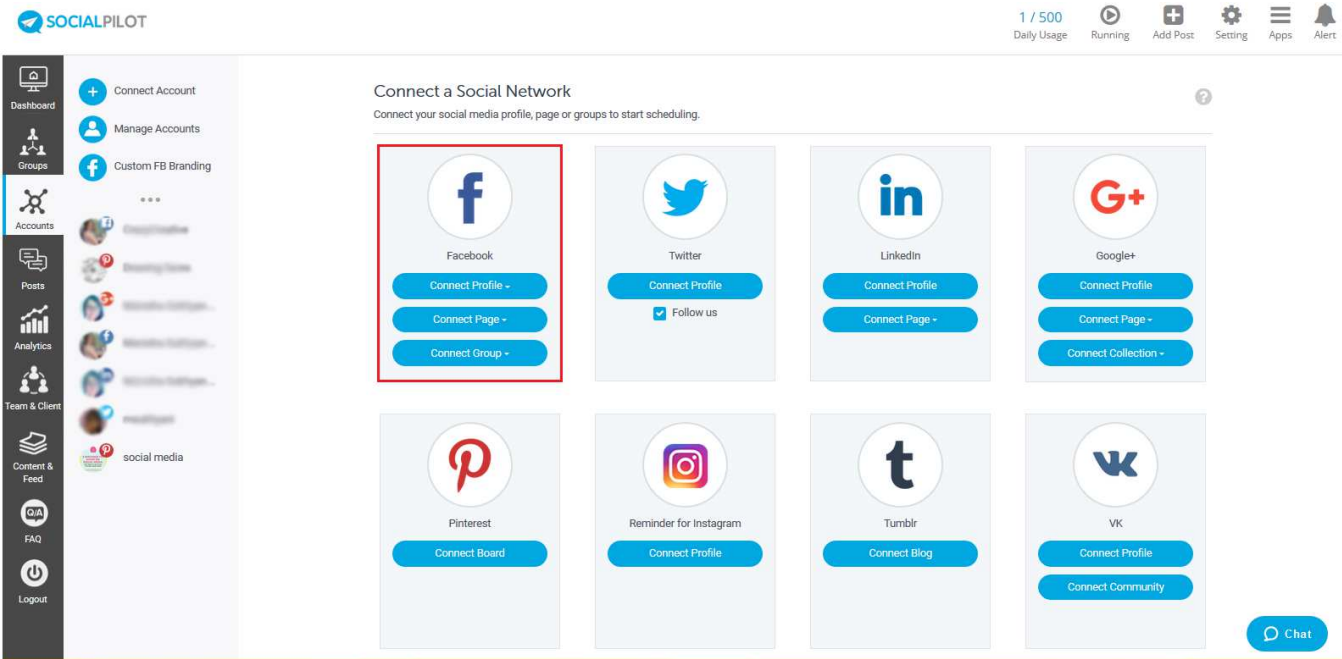
**Social Media Scheduling & Marketing Tool
for Agencies & Social Media Professionals**



[SocialPilot](#) is a scheduling tool that comes with marketing and analytics features to help you promote your social media posts with a few clicks.

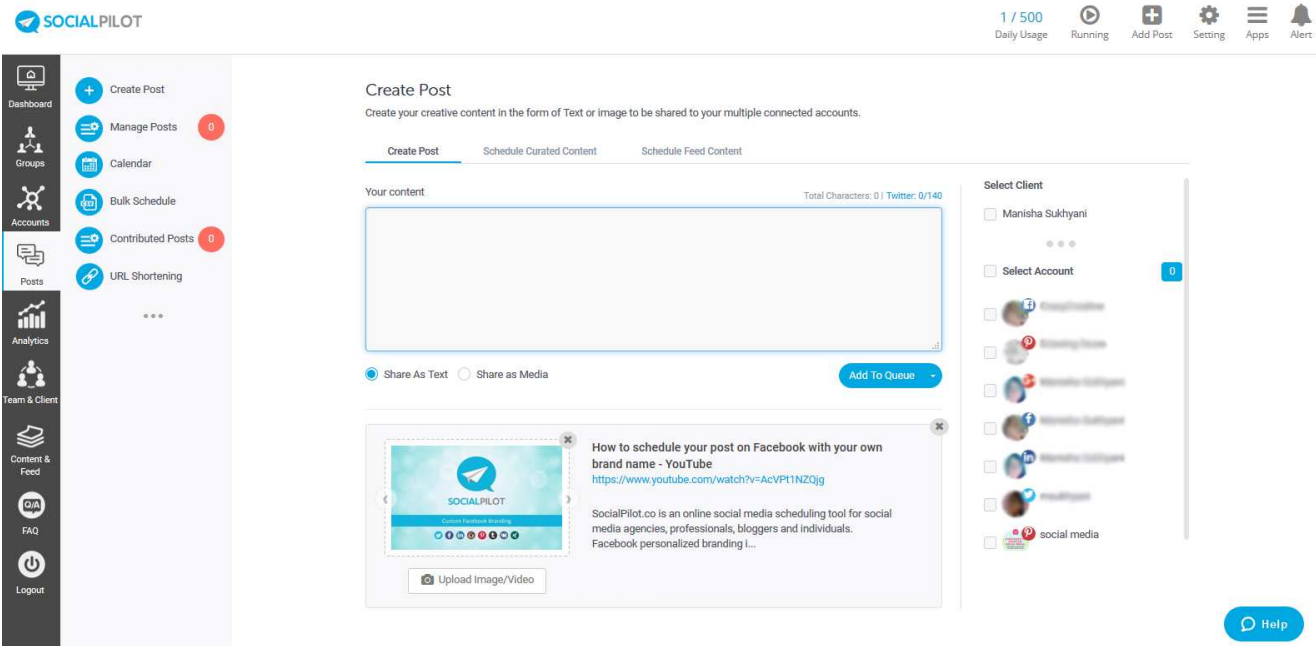
Effortless Facebook Marketing with SocialPilot

Step-by-step process to connect with SocialPilot:



1. Create Account with SocialPilot
2. Connect Your Facebook Account
3. Connect Your Facebook Page
4. Connect Your Facebook Group

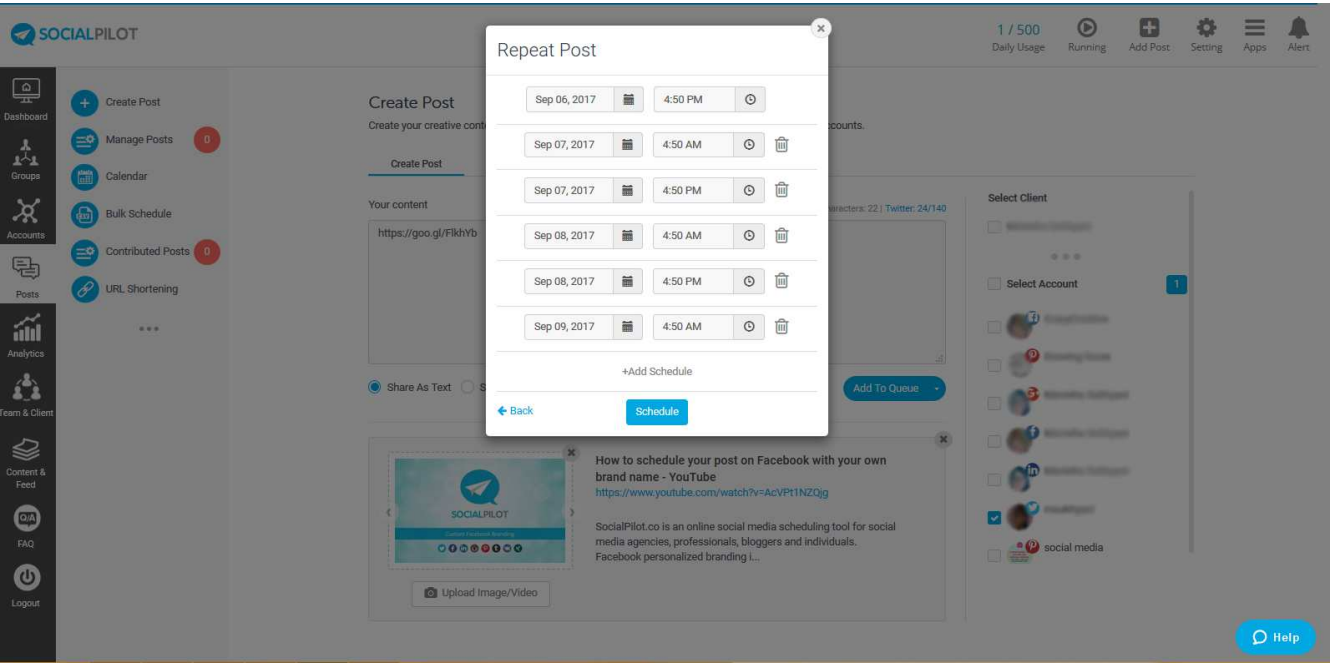
Once you are done, you can jump to “Posts” section that will allow you to create post, schedule it and manage it.



Effortless Facebook Marketing with SocialPilot

Some More Features of SocialPilot:

- 1. **Share As Media:** It lets you share images or videos without any extra text.
- 2. **Repeat post:** It lets you schedule the particular post for oftentimes in a day or days.



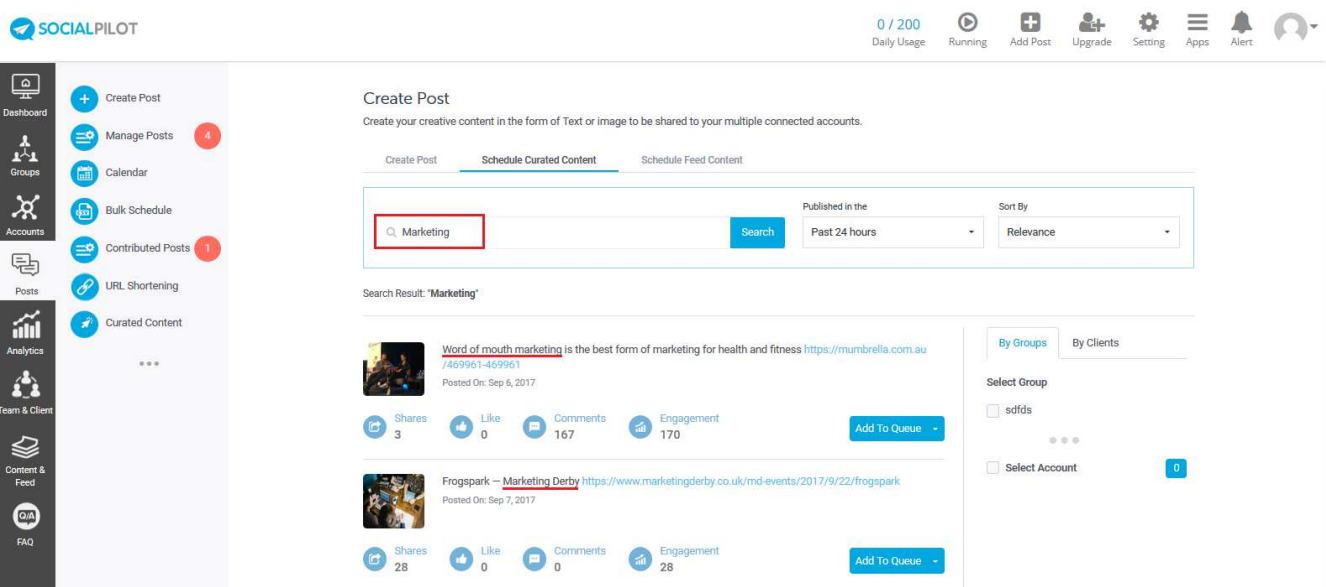
- 3. **RSS feed:** If you want to **free yourself from hassels of sharing content** everytime you post it on your blog or let's say, you like a blog and want to keep sharing its updated content with your audience, you can take advantage of RSS Feed feature.

Effortless Facebook Marketing with SocialPilot

4. Content Curation: As I said, content is the base of Facebook Marketing. And you need content from all sides – including yours and others. But you don't have time to find out which content is performing well on web and share the same with your audience.

SocialPilot offers you **Content Curation feature** where you will easily find latest content relevant to your industry and put it to scheduling in your account.

For e.g. I am always in a hunt of marketing relevant content, this is how I can get latest content, relevant to my topic, from Content Curation Feature:



Here you will get the list of latest content with maximum engagement – relevant to your industry.

Effortless Facebook Marketing with SocialPilot

Next comes, how SocialPilot Helps You with Facebook Branding

Before that, let me tell you one thing: when you publish post, from your account or group, using a [third party tool](#) (like some scheduling tool), your brand is not the only the one getting credit for your content. That tool is also getting good exposure in your post because you are using it.

For e.g. If I use Hootsuite to schedule post, here is how it will appear on Facebook with Hootsuite's name on post:



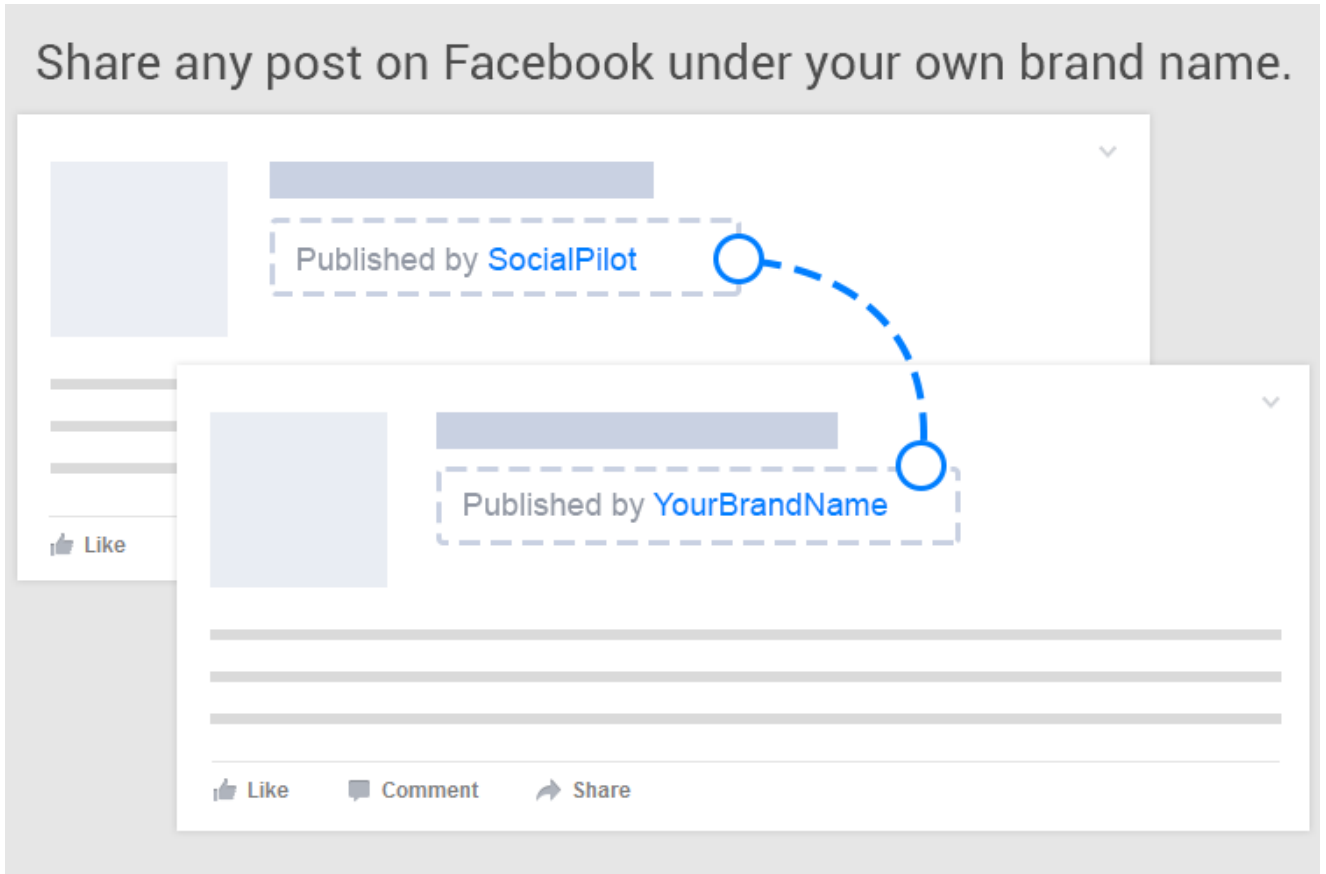
Source

SocialPilot has already cracked this puzzle.

Effortless Facebook Marketing with SocialPilot

Here comes the SocialPilot's [Custom FB Branding Feature](#) where you have freedom to add your brand name with your Facebook post.

Let me show you glimpse of how you much it is easy to put your brand name with SocialPilot:



For this, you need to create an app on [Facebook Developer Platform](#) and you have to connect that App with SocialPilot.

For further guidance, you can refer [this video](#).

SocialPilot helps you with branding strategies by allowing you to put your brand name on your Facebook post.

Effortless Facebook Marketing with SocialPilot

Facebook Analytics with SocialPilot

After putting all the above mentioned efforts in your Facebook marketing, don't you want to analyze whether you are doing well or not? Whether your content is performing well or not?

Of course, you want to know...

And for this, you don't need to go anywhere else because [SocialPilot offers thorough Analytics of Your Facebook Marketing Strategy](#)

Let's catch a sight of What SocialPilot offers under Facebook Analytics Section:

Complete Overview of Total Likes, Reach, Engagement, Clicks, Fans and Post Published: to analyze the overall growth

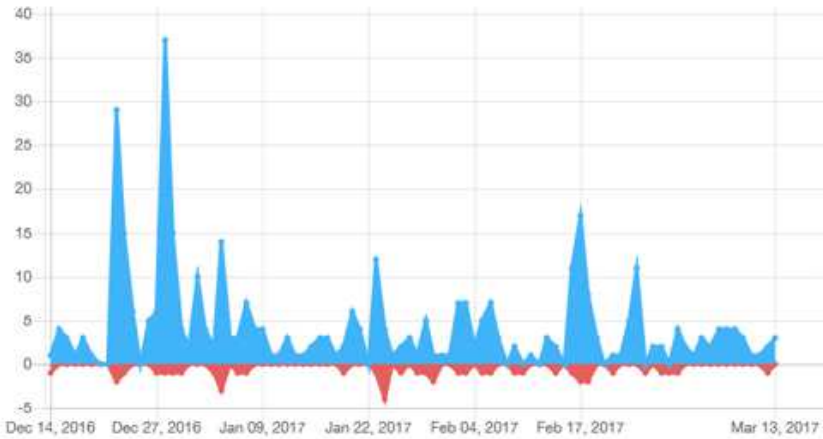


Effortless Facebook Marketing with SocialPilot

Audience Growth: to analyze total number of Likes and Unlikes

Audience Growth

Audience Growth shows the number of fans (likes on your page) that you have gained and lost each day



Audience Insights

Since Previous Period

13.7% ↑

Total Fans Increased

Total Likes	2763
Net New Likes	333
Organic Likes	302
Paid Likes	74
Unlikes	43

Audience Engagement: to analyze total likes, comments and shares



Engagement Insights

Since Previous Period

28% ↑

Total Engagement Increased

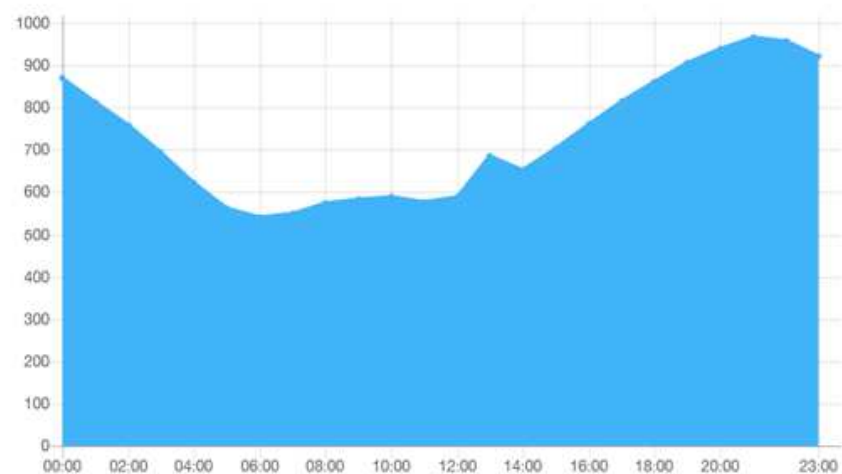
- 1588 Likes + Reactions
- 177 Shares
- 36 Comments

Effortless Facebook Marketing with SocialPilot

Total Number of Active Fans at Each Hour of the Day: to analyze which is the best time to post on Facebook

Active Fans

Number of fans active on Facebook at each hour of the day (In Your Time Zone)



Fans Online

Sunday	2405
Monday	2393
Tuesday	2394
Wednesday	2406
Thursday	2403
Friday	2404
Saturday	2402

Audience Demographic: To analyze age, gender and location of your audience

Audience Demographic

Demography breaks down the composition of your fans and audience

Your Fans

People Reached



Audience Location

Since Previous Period

Egypt	776
India	522
Mexico	274
United Arab Emirates	245
Brazil	238
United States	212
Pakistan	61
United Kingdom	44

 24% Female Fans

 76% Male Fans

Effortless Facebook Marketing with SocialPilot

Post Performance: to analyze the performance of your each post

Post Performance									
Post performance is the total number of likes, shares, reach and engagement on your post.									
All PostPopularMost ReshareMost Favorite									
Published On			Type	Likes	Share Comment	Reach	Engagement		
Sep 05, 2017 06:56 AM		40 Technical SEO Mistakes – SEMrush Study 2017 #digitalmarketing #technicalseo http://bit.ly/2glKbjf		14	9	284	8.09%		Reshare
Sep 01, 2017 10:50 AM		We all know the impact of using #hashtags in our posts? Look how these brands are using hashtags and growing their social engagement! Are		10	5	580	2.58%		Reshare

What else do you need to measure the performance of your Facebook Marketing strategies.

Conclusion

You have it all to take your business in front of Facebook users. You just need a Facebook marketing strategy that includes a [brand-relevant Facebook page](#), high quality content and a tool like SocialPilot to take care of your scheduling, marketing and analytics segment.

Sign Up Now