



HOW TO EFFECTIVELY INTEGRATE



into Your MARKETING COMMUNICATIONS PLAN

Unique Users

“*Connecting and sharing
ideas with people*”



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acebook

The Internet and social media sites especially have led to the line between our social and professional lives blurring ever more with each passing day.

Social media sites give people the opportunity to connect with old friends, make new ones, and expand their professional network with only a few mouse clicks, from the comfort of their own home.

Social media sites have redefined the concept of globalization, which was the ‘in’ word two decades ago for large corporations.

Unfortunately for the latter, the current globalization concept has allowed businesses of all sizes to tap the benefits of being present in a wide number of markets.

The main reason for this is that the Internet has become a business channel that is practically free, and so, companies are no longer required to make massive investments in building an offline, local presence in whichever market they choose to expand into.

In fact, why expand into a single geographical market, when one can access the world with a few clicks of the mouse?

Of course, this doesn’t mean that it’s easy to compete against the giants, but,



however, why take on a giant when you can still build a profitable and sustainable business that will change your life and that of future generations of your family without competing directly with the giants.

The one advantage you have, as a small business owner, over a large corporation is relationships.

Yes, you heard right! You are more likely to spend time building relationships with your customers than any large corporation. Since they are primarily focused on their bottom line and ROI, they frequently overlook strategies and tactics that may not convert into tangible results immediately.

However, even the ‘big boys’ are beginning to understand the value of social media sites and building relationships with their customers, which is why you need to jump on this train of opportunity before it passes you by.

What you need to understand is that the change that has and is taking place is not in the core concepts of marketing, which are more applicable than ever, but in consumer behavior.

You see, social media sites have given consumers a voice of their own and they are less likely to fall for advertising campaigns that cost millions to put together. Instead of rushing out to buy a brand new, shiny product, most consumers’ first stop is their favorite social media website to research the product in question.

For companies who simply ‘don’t get’ the social media space, this can be a killer. However, for those savvy entrepreneurs who understand the new consumer, this is a resource that can be leveraged to create an incredibly successful business.

Why You Need to Be Present

Facebook currently has more than 800 million users, making it larger than many of the world’s nations and it is growing every day. In addition, this social media



platform's demographics are so diverse that it makes an ideal marketing vehicle.

In fact, more than 50 percent of U.S. users are 26 years old and above, meaning that your marketing efforts will meet with even greater success as these are usually the people who make direct purchase decisions.

Likewise, many businesses are also wising-up to the necessity of integrating social media into their traditional marketing strategies, which includes *Facebook*.

Ergo, whether you are in the B2B or B2C sector, you will still find *Facebook* highly effective.

However, you do need to remember that it is only a marketing *tool* as the principles have remained the same. In other words, you still need to perform the following:

- ✓ **Identify your target market**
- ✓ **Understand their needs and wants**
- ✓ **Build a relationship with them**

Only then, should you attempt to sell to them.

The key to successful social media marketing is to understand your audience and to build a relationship with them.

Consumers aren't interested in doing business with faceless companies that hide behind a logo—especially when they have so many other choices.

So, let's get into the nitty-gritty of marketing on *Facebook* and create a brand that will have consumers running to you.



Assumptions

This work assumes that you know how to open a *Facebook* account and have a vague understanding of how to navigate the site.

We will be covering how to build a *Facebook* page for your business, but we will be looking at this issue from a marketing point of view rather than from the technical side of matters since the basics of *Facebook* usage is outside of the scope of this e-book. However, a quick Google search will help you with any problems you may encounter.



The Marketing Strategies of Facebook



3 valid reasons why you need to embrace Facebook: it's a great place to advertise, it can increase your sales, and it can help you and your business become leaders in the market!

Here are some interesting facts about *Facebook*:

- ✓ One in every eight people on Earth is on *Facebook* (This number is calculated by dividing the planet's 7 billion people by 845 million *Facebook* users.)
- ✓ People spend **788 billion** minutes per month on *Facebook*.
- ✓ Each *Facebook* user spends -- on average -- **15 hours and 33 minutes** a month on the site.
- ✓ More than **250 million** people access *Facebook* through their mobile devices.
- ✓ More than **100 billion** friend connections have been made by *Facebook* users worldwide.



- ✓ More than **2.5 million** websites have integrated with *Facebook*.
- ✓ **30 billion** pieces of content is shared on *Facebook* each month.
- ✓ **300,000** users helped translate *Facebook* into 70 languages.
- ✓ People on *Facebook* install **20 million** “Apps” every day.
- ✓ The USA has the largest *Facebook* user base with **152.5 million** people which represent 18.05 percent of *Facebook’s* total users.
- ✓ Global penetration:
 - *Facebook* has a penetration rate of 60 percent in the United States and United Kingdom.
 - Greater than 80 percent in countries such as Chile, Turkey, and Venezuela.
 - Between 20 and 30 percent in countries like Brazil, Germany, and India.
 - Less than 15 percent in countries like Japan, Russia, and South Korea.
- ✓ *Facebook* is the second biggest website by traffic behind Google (at the moment.)

As with any business endeavor you need a plan. A plan is especially essential for your marketing strategy since so many options are open to you. Also, you would be hard-pressed to keep track of everything and to ultimately achieve your business goals.



The Target Market

Not only is *Facebook's* demographic extremely diverse (as was previously mentioned), but *Facebook* has the additional advantage of being able to use people's profiles to further narrow your target market down.

For example, if you want to target women aged 24–35 who live in the Midwest and love to crochet *Facebook* makes it extremely easy to do that.

What's the advantage? You can be certain that you aren't wasting resources (time or money) on reaching a wide audience of which only a small percentage is actually your target market, as was often the case with traditional marketing channels.

Remember that the key to building a successful business is to have a clear understanding of your target market. The more you know about them, the easier it will be to build a relationship with them.

Consumer behavior, in simple terms, is driven mainly by two desires: 1.) Avoid pain, and 2.) Gain pleasure.

However, pain avoidance carries much more weight. Therefore, the more you know of your audience and what pains them, the more you will be able to meet their needs by providing a solution to their pain.

In fact, if you do your market research properly, you will be able to create a product that sells itself. This is where the power of knowing your target market truly lies.

What better way to build a relationship with your target market than through a social media platform that allows for so much interaction, like *Facebook*?

There are a few *Facebook* tools you can use to locate your target market. One of



these is the *Facebook Insight* tool which provides information on the people visiting your page, including information such as their age and sex.

Establishing Your Marketing Goals

Facebook is an essential marketing tool for integrating your overall marketing strategy. The simple reason: you can glean a lot of information from your market.

From product creation to feedback on your service, *Facebook* can be the ultimate marketing research tool, and you can achieve all this without paying a penny.

In essence, the core goal of any marketing campaign is to increase sales.

However, there are many ways of increasing your sales which, initially, may not appear to be directly linked to increasing your profitability. But they are, and they can boost your sales more effectively than even a Super Bowl advertising campaign.

Ways to increase sales:

- ✓ **Build a brand.**
- ✓ **Form a community of prospects who are raving fans.**
- ✓ **Provide customer service.**
- ✓ **Receive feedback on your business.**

These four ways are vital to building a sustainable business model that will generate an income for you for many years.



The Power of Branding

A brand is basically the image of your business. It's what sets you apart from your competition in the mind of your target market. Thus, the key to branding is finding your USP (unique sales position/proposition), which you can actually do with the help of existing customers. Simply conduct a survey and ask people why they are buying your product or using your service and not the competition's.

If you do not have a product as yet and are just starting your business, then you should first analyze your competition and identify what their USP is. This will give you some idea of what you can do to add extra value and find your USP. Remember never to use price as a USP as this can backfire.



Driving Sales with Facebook

Facebook is an ideal tool for driving sales since it provides an excellent medium for informing your audience about special offers, product launches, discounts and more. You can also easily provide a link so people can access your website or you can even build a store right there inside *Facebook*.

Facebook is a highly cost-efficient advertising medium which allows you to run highly-targeted campaigns to gain a high ROI. Research has proven that social media audiences have a higher conversion rate than organic traffic.

Additionally, you can also use *Facebook Events* to drive sales and increase brand awareness.

Building Your Community

Building a community is vital to your online business success, especially if you want that success to be long-lasting. *Facebook Groups* give you that option, but remember that your group cannot be built around your product or no one will be interested.

You need to focus on building a group centered on a cause or interest that ties in with your goals yet has social importance to draw people to join.

Customer Service and Feedback

Providing excellent customer service and listening to feedback from your customers is vital to the success of any product or business.



The more feedback you receive, the more you can improve and meet the needs of your prospects. You can receive feedback directly through a *Facebook* group or by running a manual search on the platform to find any mentions of your brand.

The more responsive you are to your market's needs, the more they will appreciate your brand and the more they will advertise for you through referrals and recommendations.

There is nothing more valuable in a social media setting than having your *Facebook* fans recommending your business as this is *the place* people come to research before they make their purchase decision.



Creating a Message

This is the moment when you need to forget all you learned in your power-selling and advertising courses about hard selling. This simply does not work in a social media setting.

You need to be honest and open with your market and above all you need to provide value first and ask later. In other words, don't try to push sales messages down the throat of your *Facebook* followers because you may soon find yourself alone.

***Facebook* is primarily a social platform, which you need to remember when implementing your marketing strategy.**

This means that you need to engage your audience rather than merely trying to push offers at them all the time. The more value you provide, the more your audience will trust you, and the higher your profits will climb.

Good examples of High Quality Messages are asking your audience how their day is, or posting something about a current trending topic, (global or local.)

Another good example of getting your fans' attention is posting trivial "stuff" about your services. It's like playing a game with your customers. This method is fun and interactive and it will make your fans active in participating in your page as well.

Offering FREE SAMPLES, DISCOUNT COUPONS, or GOODIES of your products is an additional way of creating interest in your product/services from your audience.

Who doesn't love freebies? It will surely make your fans excited about your every post as they'll be expecting that you'll be giving away prizes again.



This method offers a great way to promote your brand as well as an opportunity to earn positive feedback from customers who have tried your free products.



Creating a Page



A *Facebook Page* is essentially the same as a Facebook profile except that it is business centric. This is where members can become your fans and stay up-to-date with everything that your business is doing.

They can also write on your Wall, learn about any special promotions you are running, upload photos and talk to other members.

It is where you can provide your fans with updates and engage your audience.

The advantage to having a *Facebook Page* for your business is that you are not limited to the number of fans your business can have, unlike *Facebook* profiles which are limited to 5,000 friends.

Additionally, *Facebook Pages* can be easily found with a search engine as they are visible to the public by default. You can also add a variety of applications to further engage your audience.

Tips for Effective Page Design

While we won't be going into the technicalities of creating a *Facebook Page*, we will look at some critical tips that you should keep in mind when designing it.



- **Customers come first.** You need to make sure that you are designing your page with your customers in mind, which means that every component of your page should offer them value.
- **Don't overdo it.** While you may be tempted to add every application under the sun to make a cutting edge *Facebook Page*, a little restraint is in order. Remember that you want your brand to stand out and applications should only add to the experience, not take the spotlight off your business.
- **Staying on topic and updating.** You need to make sure that whatever you post on your *Facebook Page* is relevant to your business. So, if you are promoting an Internet marketing product, you shouldn't be posting about your love for sushi. Likewise, if you continuously update the content on your *Facebook Page*, you are giving fans a reason to come back. So, make sure that you are always posting fresh content.
- **Brand yourself as an authority with personality.** First of all, your *Facebook Page* advertises your business to the world, so you need to be seen as an authority in your industry. Therefore, make sure that your content showcases your expertise. At the same time, *Facebook* is a social media site which means you need to let your personality come through a little. While having a little fun is great, make sure that you still act professionally, though.
- **Feedback is critical to your success.** The biggest mistake you can make is to overlook the feedback you receive through your *Facebook Page*. In fact, you should be encouraging it by posting surveys, polls and through discussions. It is highly valuable because it can be used to improve your business and it's all for free.

You must give them a reason to stay. Your goal is to interact and not just to broadcast. Fans or followers are looking for a reason to connect and communicate with you, and they're showing you that by clicking LIKE.



However, the most critical aspect of an effective *Facebook Page*, as with any other presence you may have on the web, is posting relevant and interesting content.

The more you update with interesting content, the more reasons people will have to visit your page, become fans and then return. Your job doesn't end once you have built a following. It only begins.



NEW! *Facebook* *Fanpage* Switches to Timeline Format

Facebook introduces huge changes to the *Fanpages* layout by adopting the Timeline format. This is an interesting change and you should already be looking at possible ways to use the new format to enhance your brand or your social network presence. The new look is far more professional than the old one, plus it offers an excellent way for getting your name out.

New Page Layout

Let's look at some of the major changes to the *Facebook Fanpage*:

- All pages are in the Timeline format.
- You can no longer send people to custom tabs.
- You can no longer create a squeeze page or custom landing pages on *Facebook*.
- Your new header cannot contain contact info, purchase info, references to “like” or “share”, coupons nor the like.

At first glance, this may appear disastrous for many marketers. However, if you keep in mind that the essence of social networking is connecting, then you have



nothing to worry about.

In fact, these major changes position you to better focus on your primary goal – to connect with more qualified potential clients/customers.

Over the last decade, consumers have become more informed, more savvy when dealing with people who are trying to, as they say, "sell their wares." No one puts up with blatant "sales-pitches" anymore. In fact, if you continue to resort to slick salesman marketing methods, you will be left in the dust.

It is the entrepreneur, who is able to truly connect with people, build long-term relationships, and provides real value, and who in the end, will reap the fruits of success.

Timeline Image

Make your Fanpage more esthetically pleasing with a custom-cover image as its main attraction. This is an opportunity for you to feature something captivating and powerful at the same time.

One way to leverage this feature is by displaying weekly specials that your company is offering.

Share posts that have been attracting fans. Use the share button to directly put your posts on your fans' pages. Make sure your posts are interesting so that your supporters will want to share them on their personal timelines. Don't forget to share posts on your personal timeline as well.

Company History

With Timeline, you will be able to review your company's history and embrace the



opportunity to tell your supporters how it all began. Add personality to your story. Let people know how you got started, what inspired you, and how you arrived at the place where you are today.

Posting as a Brand

You can now post to *Facebook* as a company – your brand. This is a major change because it is now possible for administrators to post as a company – brand – on the profile and other pages throughout *Facebook*. Go to the drop down menu at the top of the page under “account” and toggle between posting "as yourself" and posting "as your brand."

Change Your Business Category

If you have set up your Fanpages using the wrong category or if you're using a description that no longer fits your brand, then this is good news for you. For the first time, *Facebook* allows business pages to change their category!

This huge change also affects the fields under the info link. So, if you weren't previously a local business but are now, the new fields will allow you to enter your location, and store hours, along with other information such as details on parking.

New Subscribe Button

Anyone can now subscribe to your public updates in their News Feeds by simply clicking on the new Subscribe button. This feature, or concept, is actually very



similar to following a person or company on Twitter or Google+ circle.

Instead of simply liking an activity, your fans and supporters can now indicate on your page whether they “want”, “love”, or “own” a certain product, giving you a more complete picture of what your users really mean by “like.” This is most certainly a feature that can help entrepreneurs take a significant step toward the right direction.



Promoting Your Page



People will not become instant fans of your brand, even if it's a product they adore and use regularly, if you don't offer them a reason to. In other words, you need to engage people and offer them an incentive to become your fans.

Some of the most common tactics include contests that require users to sign up to take part with prizes ranging from products to gift certificates, or offering discount coupons to those who join. The advantage to these methods is that once a customer agrees to input their *Facebook* information, a link to the contest will then be published on their wall as well, which leads to the contest becoming viral.

If you cannot afford to offer discounts or giveaways, another option is to simply ask your customers to become your *Facebook* fans. You can do this by advertising your social media pages on all your outgoing emails, existing websites and other advertising mediums you may already be using. You might be surprised how effective this approach is.

Remember that having a large following on *Facebook* is not simply about increasing sales, but about increasing brand awareness as well. The more people are talking about your brand, the more sales you will eventually make because word of mouth advertising is one of the most powerful sales tools in the world.

Another interesting strategy is to use *Facebook* in a loyalty program. For example, you could offer customers two points for every purchase they make from you, and



another point if they become a fan and post about their purchase on their *Facebook* account. Once they reach a certain number of points, you can offer them a freebie of some sort. The traffic and sales you generate will more than offset the costs of running the campaign and you will have the added advantage of having built a loyal following as well.

Tips to Help You Find and Connect to Your Target Market

The first step to building your fan-base on *Facebook* is to invite your friends and existing clients to join up. Even if your friends aren't what you may consider prospects, you never know who in their networks might be interested. Some other techniques you can use include:

- **Leveraging thought leaders in your industry.** By becoming a fan of thought leaders with large fan bases in your industry, you can begin to engage with prospects on their pages. If you provide value through good content, you will find that people will want to find out more about you and your brand.
- **Use other social media platforms and sites.** Do you have a following on Twitter? Then, invite them to join you on *Facebook* for a more interactive experience. You can also pull content from sites like *Youtube* and *Flickr* which will keep your page fresh with new content while also promoting your page on these other sites.
- **Leverage your email list.** If you have an email list, offer your subscribers an incentive to become a fan of your *Facebook Page*. Remember that your main goal is the viral effect *Facebook* provides and even though these customers are already on your list, you never know how many more new leads they will generate through their own *Facebook* networks.
- **Offer interesting content on a regular basis.** You need to make sure



you keep your page updated with interesting content on a regular basis. You want fans to visit your page and engage with your brand on a regular basis and the only way to do that is to provide fresh, interesting content.

- **Interact with your fans.** Don't simply post content and then forget to visit your page. You need to interact with your fans as much as possible which includes answering comments and even sending new fans a welcome message can do wonders to turn them into lifelong, loyal customers. This is because you are showing them that there is a human behind the brand and that you care. You would be surprised how much people want to help someone who is interested in them.



The Power of Facebook Groups



Facebook Groups can be initiated by anyone, on any topic of interest to the group. They serve as a gathering place for members to discuss the topic and share thoughts and opinions.

Conversely, *Facebook Pages* can only be created by the official representative of the business, artist, or public personality. *Facebook Pages* allow for more interaction.

You can join any existing *Facebook Group* that is discussing a topic that is relevant to your business so that you can promote your brand or create your own group.

If you decide to join an existing group, remember that it is still a social media platform, and so, bombarding members with commercial messages will only serve to alienate them.

Keep in mind that if you try to advertise your self-interest excessively, you run the risk of being reported as a spammer and have your profile or page shut down by *Facebook*. *Facebook Group* has a "zero tolerance" policy when it comes to



spammers; so, you need to be extremely careful.

During the initial days of *Facebook*, businesses would set up ***Facebook Groups*** that their customers or clients could join for updates, promotions, and other helpful information.

Those days are over!

Facebook has moved the function of updates and promotions to ***Facebook Pages***, which are specifically made for promoting brands, businesses, or publications. ***Facebook Groups*** are not intended for that purpose.

You cannot create a group to promote your brand because ***Facebook Groups*** are meant to form organically out of *Facebook's* network of users. Users add each other to Groups to create communities based on interests, careers or other commonalities; and they do so to reflect real-world social groups — for example, a clique of close friends or a family.

Since you have to be friends with someone to add them to a Group, forming a Group around your business isn't practical; and, it probably wouldn't be welcomed anyway. The bottom line: Don't try to create a ***Facebook Group*** around your brand or business.

What you should focus on, though, is building yourself up as an authority and someone people want to follow.

You can achieve this by posting relevant content that they will find interesting. Likewise, don't post only content that is on your blog in an attempt to drive traffic because people will still think you are spamming.

Remember to mix it up by posting content from your own blog or website along with other interesting content from the web.

Finding content to post isn't as difficult as it may seem as there are plenty of



content aggregators on the web. *AllTop.com* or *Technorati*, aggregate the most popular content on the net.

You can start your own group, but first be sure you have a thorough understanding of how groups work. You can only accomplish this by joining other **Facebook Groups** and observing how people interact and participate.

Manage your **Facebook Group** just like you would your **Facebook Page** by posting fresh content to make sure that people are joining all the time.

The more people you have joining your group, the more others will come and join as well because this acts like a form of third-party validation.

You may be asking yourself, "What's the point of creating a **Facebook Group** if you have to do the same things as you would on your **Facebook Page**?" You need to understand, though, that your group shouldn't be based on your brand, it should only support it.

Designed for intimate settings, **Facebook Groups** are ideal for targeting and interacting with very niche audiences.

This means that you need to create a group based on a topic that is not only of social interest to you, but is also relevant to your brand. So, for example, if you sell wedding gowns, you could start up a group for brides trying to lose weight before the big day.

While it isn't a direct promotion of your brand, it is a topic that will garner a lot of interest and will increase brand awareness while drawing in your target market.

However, just as with your **Facebook Page**, you need to post interesting content and sometimes even controversial ideas to spark discussions. Engage your members as much as possible. So, if someone comments, then comment back.

The more you engage members, the more people will trust you and the more



activity your group will have. A highly active group on an interesting topic will always draw new members in.



Facebook Events



Facebook Events are an excellent way to increase brand awareness by bringing together people virtually or in person. You can use *Facebook Events* to promote a product launch or to market an existing product by offering attendees a bonus in the form of a discount coupon.

The value of hosting a *Facebook Event* lies in the fact that you can invite all your fans with a single click of the button.

If you can host a live event, your credibility increases a thousand-fold because online interaction still cannot replace meeting someone in person. However, if you feel your product is not suited for a live event, you can still host an online event.

Many marketers feel that online events aren't worth the hassle because the return in sales is quite low for the required work that is necessary to maintain interest in the event, and then, to keep the event going.

However, if you look at the issue from the perspective of building relationships with your prospects, then events can be invaluable.

After all, while your ultimate goal is to drive sales, building relationships with your customers should also be high on your priority list because this, along with providing high value, is what will turn simple prospects into customers who are raving fans.

The latter will generate a much better ROI over the long term since you don't have to expend as many resources on finding new customers.



In fact, studies indicate that repeat customers cost a business 6 times less than acquiring new customers.

Another interesting aspect is that sites such as Meetup.com, which is basically a social site for groups focused on varied interests, have an application that allow *Meetup Groups* to promote their events on *Facebook*.

This can be an invaluable source of new prospects because there will be a number of people on *Meetup* who might not have a *Facebook* presence.

The best way to learn about hosting events is to attend a few yourself and see how others are doing it. Locate events by running a search in the Applications–Events tab.



Direct Advertising on Facebook



Facebook offers an advertising system similar to *Google's Adwords* platform. You can select your target audience, set a daily budget, and also measure your results. You have the option of choosing to pay based on the number of times your ad appears or to pay for clicks.

However, unlike *Google*, **Facebook Ads** are more interactive allowing people to do everything from becoming a fan of a Page, watching a video, or responding to an event all from within the ad unit without having to navigate to another page. This is extremely powerful because if your goal is to increase the number of fans for your **Facebook Page**, it is much easier to get people to agree if they don't have to leave the page they are currently on.

You have a choice of three types of advertisements: namely, the regular PPC text ad, a graphic display ad which also includes an image, or their unique interactive ads which are known as engagement ads. You will have to order the latter through an advertising sales rep as they are not available in the automatic system.



Good Advertising Practices on Facebook

Just as with any advertising campaign, once the users click through, make sure that they receive what the ad promises them. Also, make sure to keep it a social and interesting experience because after all that is why they are on *Facebook*.

Facebook gives you the option of linking to another ***Facebook Page***, profile, group, or event in your ad or to an external website. You don't have to prove that you are the owner of the website, which means that you can use affiliate links in your ads.

This can be a powerful way of testing conversion rates of various products you are considering promoting as well as the effectiveness of landing pages.

However, it is considered good practice to link to an internal ***Facebook Page*** as users are on *Facebook* for the social experience. For this reason, you should also consider crafting your message in a familiar and conversational tone because you want to maintain the social aspect of the experience.

Remember that this helps to crumble the defenses of your prospects. Since your prospects are so used to being bombarded with ads, they essentially ignore them. However, if you focus on the social aspect of building a relationship, you will be able to slowly break down those automatic defenses and your prospects will be much more open to your commercial messages.



The Power of Facebook Ads

The biggest benefit of *Facebook Ads* is the degree to which you can narrow your target market.

Facebook allows you to build a campaign that targets users by location, age, relationship status, interests and even language as the platform is available in more than 40 languages.

You can essentially reach your exact audience and build a very powerful list of highly-qualified and targeted leads with a few ads.

This is much more cost-effective than using traditional PPC since you know that the people you are targeting will be interested in what you have to say.

The good thing about *Facebook Ads* is you can choose your desired or target audience from different categories: by Country, City, Age Range, Sex Range, Likes & Interests, Education level, Workplaces, Languages, Relationship Status and many more.

So people who match your selected categories will see these ads and you'll get a chance to get your ideal prospect buyers.

Facebook Ads is not free! You have to spend real money if you want to try the fastest way to get your prospect customers.

If you're a small business that already has a *Facebook Page*, then why would you need to spend money to advertise on the social network?

Advertising on *Facebook* allows you to reach people who may not know anything about your business until they see the ad pops up while they're on the social network.



In effect, you are reaching a person who would not have gone to your page to find you. By advertising, you've made a connection and you've gotten exposure to a new audience.

Another great thing about **Facebook Ads** is that they provide data on the person who is viewing your ad. They can tell you the person's age, location, and gender which is key to making sure your messages are connecting with your audience.

You can control your spending for each campaign by setting a daily or lifetime budget. Beyond that, there is no set cost for **Facebook Ads**; however, you can get an estimate as you create an ad.

Just enter your targeting criteria and go through to Step 3 of ad creation. The "Suggested Bid" represents the range of bids that are currently winning the auction among ads similar to yours.

Based on this, you can determine how much you wish to spend per click or per thousand impressions. You can multiply that number by the number of clicks/thousand impressions you wish to receive each day to determine your approximate daily budget.

When you run your ad, you will only be charged for the number of clicks you receive (CPC) or the number of impressions of your ad that are displayed (CPM). The amount that you are charged will never exceed your daily budget.

Common Ad Mistakes

Just as there are good advertising practices, so too there are mistakes that you need to avoid.

Facebook has very strict guidelines when it comes to ads because they want to maintain a high quality standard. Make sure to avoid making the following



mistakes so your ads can pass the review process and you can have your campaign up and running in no more than 24 hours.

- **Bad grammar, spelling, punctuation, and slang.** This is your business that you are promoting after all. So, what will your inability to write a short ad show your prospects?

While you want to maintain the social aspect of the site that doesn't mean that you should be unprofessional.

- **Wrong target audience.** You must select your target audience that will reflect your profile (Age, City, or Gender).
- **Bait and switch is a common practice that leads to disaster.** Don't tell your prospects one thing to trick them into visiting your page or website, and then, offer them something completely different.

Your ads will never pass the review, but if they happen to slip through, you will create a bad name for yourself. While it may work in the short term, it isn't a strategy that you can use to build a long term, sustainable business.

- **Inappropriate images.** Again, everything you post will brand your business. So, make sure that the images in your ad maintain the professionalism you would expect from a business you would like to work with.



Failed Marketing Strategies



You have just learned how to leverage ***Facebook Marketing*** for the success of your small business. Now, not everyone who uses *Facebook* becomes successful in business. This section discusses why some businesses fail to achieve growth, let alone survive, even when it appears they have

tapped into the resources that Social Media Marketing offers.

Some people believe that just because they've joined a Social Networking Website they would be successful in growing their business. Nothing could be further from the truth.

If people don't allot the time and attention needed to earn the trust of their target audience, and if all they do is try to **ADVERTISE** or **HARD-SELL** their audience, then they will be looked upon with suspicion and distrust.

Another reason why a lot of people fail is because they do it for the wrong reasons. Some people think that if they simply create a ***Facebook Page***, it will make their business look cool and trendy. Others abandon what they started which in most cases consists of nothing more than a few lifeless pages ready to be archived by the ***Facebook Team***.



While Facebook offers a wide array of features and products that can help drive traffic and boost sales, the rules of the game still call for building a relationship with your target audience and earning their trust and loyalty.

So, here is a list of do's and don'ts to help you succeed, not only in social networking, but also in keeping your customers happy and satisfied:

- **Do not buy fans through any website or software.** Those are just bots, and not real people. So why invest on fake fans?
- **Do not automate your content.** Be as personalized as you can with every message or post that you send.
- **Do post often.** However, make sure that you're posting only quality content. Make sure to answer your customers' queries on *Facebook*. People love getting answers. Your answers will let them know you care for them too, not just your products.
- **Don't be pushy and avoid resorting to hard-selling your products.** Try making some creative and attractive posts or messages that customers find hard to resist.
- **Do not ignore your competitors.** Do some research and update yourself with regard to their activities. Compare your interaction activity, quality of posts, etc., but do not copy their style.
- **Do not ignore your fans.** Make sure to answer their messages and listen to their suggestions.



Advertising ROI – Test, Measure, Optimize



Direct *Facebook* advertising should be treated like any PPC advertising campaign, meaning that you need to test different variations of your ad before you spend the majority of your advertising money on an approach that may not be effective.

Facebook offers a wide range of tools that allow you to easily set up different campaigns, set individual budgets for each and also track their effectiveness.

The reports the *Facebook Ad System* offers are quite comprehensive and offer dates on everything from how many times your advertisement has been shown, to number of clicks and the average cost per click. This information is vital to testing and optimizing your ads for a higher return on investment.

Also, you need to test the effectiveness of your *Facebook Page*, which you can do through *Facebook Insights*.

The latter offers information such as the degree to which fans interact with your



page, how loyal your fans are, which is measured according to the number of fans who have unsubscribed over a certain period and other valuable demographics on your fans. All this information can be used to test and tweak different approaches to improve the performance of your *Facebook Page*.



Conclusion



Facebook is a very powerful marketing tool if used properly. The most important aspect to remember is that, first and foremost, it is a social platform and needs to be treated as such.

In other words, don't expect people to respond to commercial messages, but rather build a relationship with them first. Then, they will generate sales for you without you even having to ask.

As long as you focus on the needs of your prospects and customers and provide them with value, your sales will increase exponentially and your brand will spread like wildfire. Such is the power of *Facebook*.