

Organic & Paid: The Ultimate Guide to

Facebook Marketing



A Quick Note

Facebook Marketing is an integral part of any small business success strategy. In fact, in today's day and age, small businesses cannot afford to ignore social media.

The Figures

74%

of online adults use
social networking
sites everyday

57%

of your sales funnel
may be accounted
for by social media

74%

of consumers research
online before making
big purchases

Facebook Strategy

As with any marketing strategy, the most important factor in determining your success on Facebook is to have a solid understanding of who your ideal customer is.

As you fill out your business page profile and begin to post content, be sure to know exactly who you are talking to and how you can help them achieve their goals.

The information that you add should be strategic and aligned with your organizations target keywords. By mixing these keywords into your page you will help searchers come across your page and begin their relationship with you.

Contents

10 Must-Use Facebook Hacks

- 6 Organic Posts
- 7 Post Schedule
- 8 Creative & Copywriting
- 9 Reviews
- 10 Facebook Live/Video Content
- 11 Offers
- 12 Facebook Groups
- 13 Pinned Posts
- 14 Shopping
- 15 Jobs

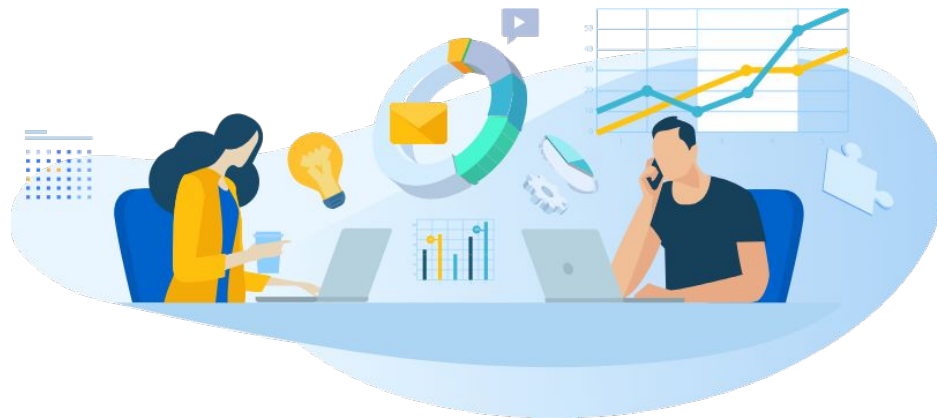
Organic Posts

As a business, reaching your audience on Facebook is not as easy as it once was. In an effort to limit the amount of advertising people see on their feeds, the platform has drastically restricted the reach of your posts. The best way to improve your reach is to create content that is attractive, relevant to your audience and that creates engagement in the form of likes, shares, and comments.



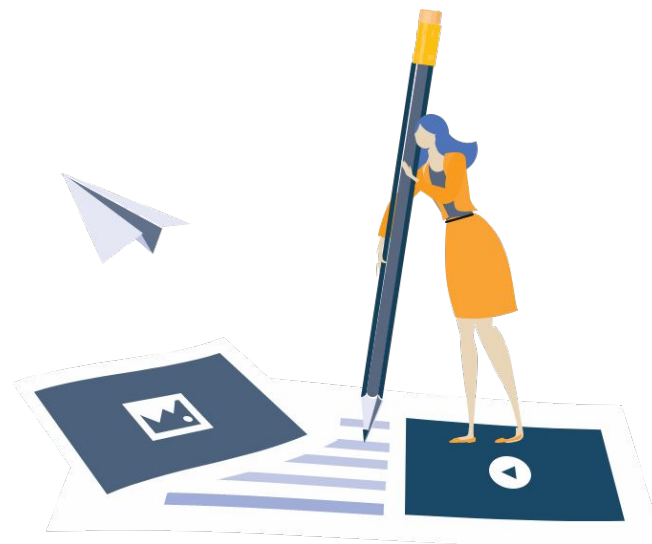
Post Schedule

Create a posting schedule that you will be able to maintain. We recommend a minimum of one post per day to help customers stay engaged. As your page grows, review your insights to learn more about your audience and their visits to your page. Using this data, make adjustments to your posting schedule to test your optimal posting frequency and schedule.



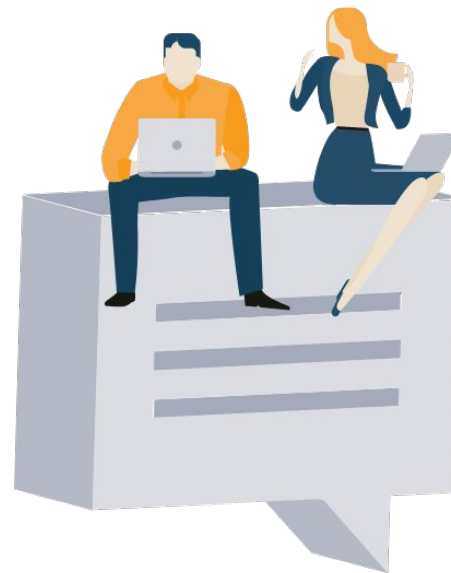
Creative/Copywriting

The most effective way to boost engagement on your Facebook posts is to use strong graphics and headlines. Your post needs to be bold enough to stop a scroller and encourage them to explore it more. The more hyper-focused you can be on a niche or a really targeted audience, the higher your chances of connecting with them.



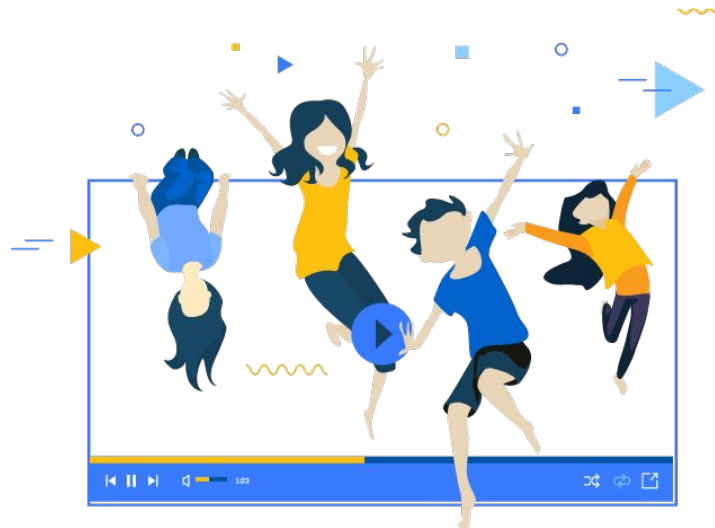
Reviews

Ask your customers to share a review of their experience with you on Facebook. Reviews play an important role in aiding customers with their buying decision. Reviews are also a major part of search engines algorithms and affect whether or not your page will be shown in search results. The more 4 and 5-star reviews you receive, the greater your chances for attracting and converting clients.



Facebook Live/Video Content

Video content receives more engagement and therefore a higher reach than image posts. Facebook live allows you to broadcast your message in real time. The beauty of Facebook live is that the viewer is not expecting a production-quality video. This allows you to easily build an engaged audience and promote your product or service.



Offers

When you are promoting a special price or special event you are also able to create an offer. You can post these special deals to your page, where your visitors can save them and be notified before they expire.



Facebook Groups

Facebook groups are a great way to share your expertise and build a community around your brand or industry. Participating in existing Facebook groups allows you to engage in conversations that are happening within your industry and contribute your thought-leadership. You may also want to create your own group to connect like-minded people in your industry.



Pinned Posts

If you have a special post or event that you would like people to see when they visit your page, you can "Pin" your post. This way, as soon as a visitor starts to scroll, they will encounter that post. In order to do this, click the three dots in the top right corner of your post and then select "Pin to top of page."



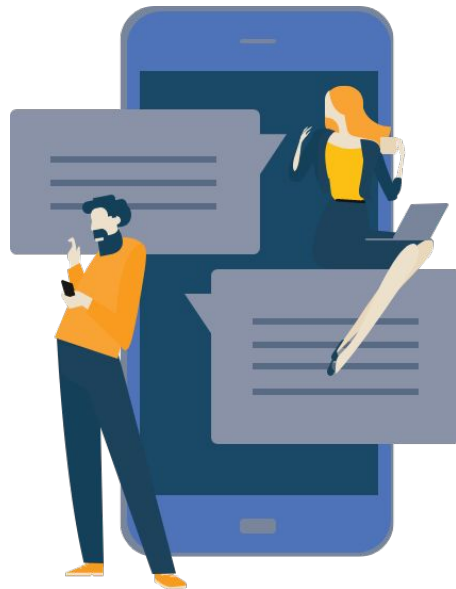
Shopping

You are now able to post your products and service online for purchase. Facebook shops will even allow you to collect payment right through the platform. Reach more people by offering your products directly to the consumer without leaving the Facebook app!



Facebook Jobs

Are you hiring? Watch those resumes fly in when you use Facebook to post your job opportunity. It's free and easy to use. You can even automate responses to applicants to update them on the status of their application.



Bonus!

Because we like you, we are giving away our FREE Facebook Advertising Guide as well!

Facebook Advertising Strategy

Paid Facebook ads are one of the most cost-effective ways to promote your business. Your ad strategy should align closely with your buyer's purchasing journey. You will need to create content that nurtures your audience, provides value and compels readers to take an action. Below are some tips to get the most from your advertising spend:



Contents

5 Must-Use Facebook Ad Hacks

- 19 Don't Just Boost
- 20 Add The Facebook Pixel
- 21 Choose Targeted Audiences
- 22 Test Lead Forms
- 23 Develop Sales Funnels

5 Must-Use Facebook Ad Hacks

The Boosted Post

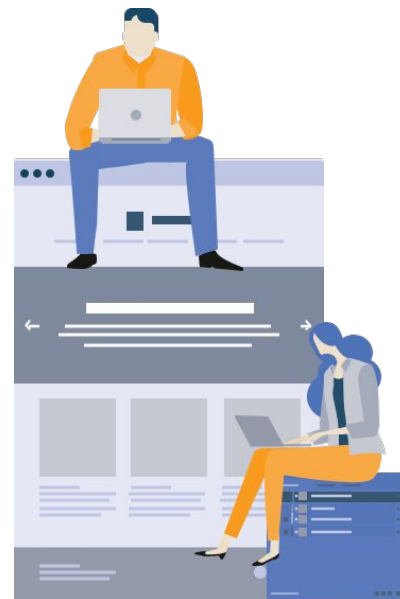
One way to begin advertising is to use the "boost post" feature. You simply add a budget that you are willing to spend to reach the desired reach for your post. This type of ad is called "pay-per-engagement". While this is a nice way to get more exposure for your brand, you will need a deeper ad strategy to achieve sales and conversions.



5 Must-Use Facebook Ad Hacks

Add The Facebook Pixel

Facebook offers a tool that will allow you to stay in front of people who have visited your website. The Facebook Pixel is a simple code that can be added to your website that communicates with your Facebook page. When a visitor spends times on a page on your website or landing page, Facebook takes note of their visit and creates an audience for you. This audience can then be selected to send more personalized messages to.



5 Must-Use Facebook Ad Hacks

Use Audience Targeting

Data is one of the most valuable tools that Facebook offers. The platform is continuously collecting information about their users and that information can then be used to target your ads to the people who are most likely to take an action. You can choose who will see your ad and how much you are willing to spend to attract new business. As you develop your ad, you can tell Facebook what your intent with the ads. Are you trying to drive traffic to a website, collect user's information, or generate conversions. Each option tells Facebook to optimize the ads for the specific end goal.



5 Must-Use Facebook Ad Hacks

Lead Forms

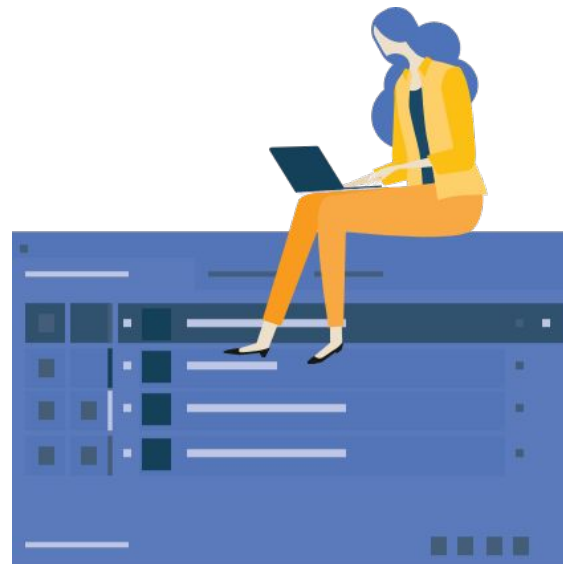
Lead ads are forms inside the Facebook platform that keep the visitor right in the Facebook feed and pre-fills their contact information when they are interested in learning more about your product or service. This type of ad makes it easy for the user to show their interest and also for you as the business to collect their information and follow up. Another great benefit of lead forms is that they do not require an external website or landing page, so you don't have the added burden of designing a webpage for your campaign.



5 Must-Use Facebook Ad Hacks

Messenger Ads

Another great advertising feature is the messenger ad. Consumers want information quickly and without calling businesses and weeding through their phone options. Messenger ads allow interested viewers to message you their questions or concerns and have them answered rapidly and on their schedule. Using messenger ads allows you to quickly open the lines of communication and begin building trust.



Wrap Up

Like all aspects of your business, using Facebook requires a strategic plan. Visitors to your page need to be able to find the information they are looking for while also being entertained and nurtured. The best thing you can do to set yourself up for success on Facebook is to take the time to understand your buyer persona and create content that motivates them to take an action.

Contact us at 808-829-0183 or hello@bluelogiclabs.com