



Facebook Digital Marketing

Learning Outcomes

- Facebook Page Reviewed & Vision
- Facebook Page Engagement Mastered
 - Video Channel
 - LiveStreaming
 - Engagement
 - Posting & SEO Tips
 - Boosting Simplified
 - Contests
 - Events
- Measures & Management



Facebook??



Your Business Page Has 1000 Likes.
How many of those people who Like
will your Posts be Routed to, before
any Engagement!?

Answer: 1000, 500, 250, 50 or 30



@123DigitalPower



@SofieAndreou

Facebook??



Answer: 30



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@SofieAndreou



Facebook??



Your Business Page Has 1000 Likes.
How many of those people who Like will your Livestream notifications go out to!?
Answer: 1000, 500, 250, 50 or 30



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@SofieAndreou



Facebook??

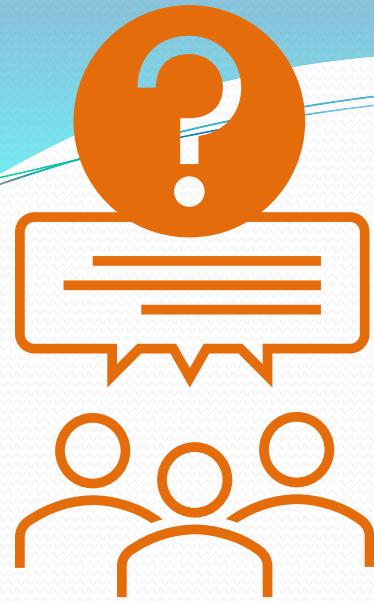


Answer Livestreams:
All your “Fans” Who are OnLine &
the Friends of those watching!



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@SofieAndreou



Facebook??



Why are Stories Important on Facebook!?



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Facebook??



Why are Stories Important on Facebook!?

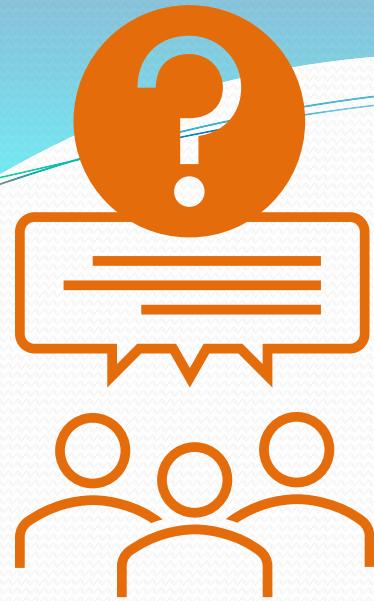
All your “Fans” Who are OnLine & the Friends of those engage with the story!!



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Facebook??



Why are Events Important on Facebook!?



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Facebook??



Why are Events Important on Facebook!?

All your “Fans” Who are OnLine & the Friends of those engage with the Event, Those Who Are Attending or Interested and ALL their Friends!!

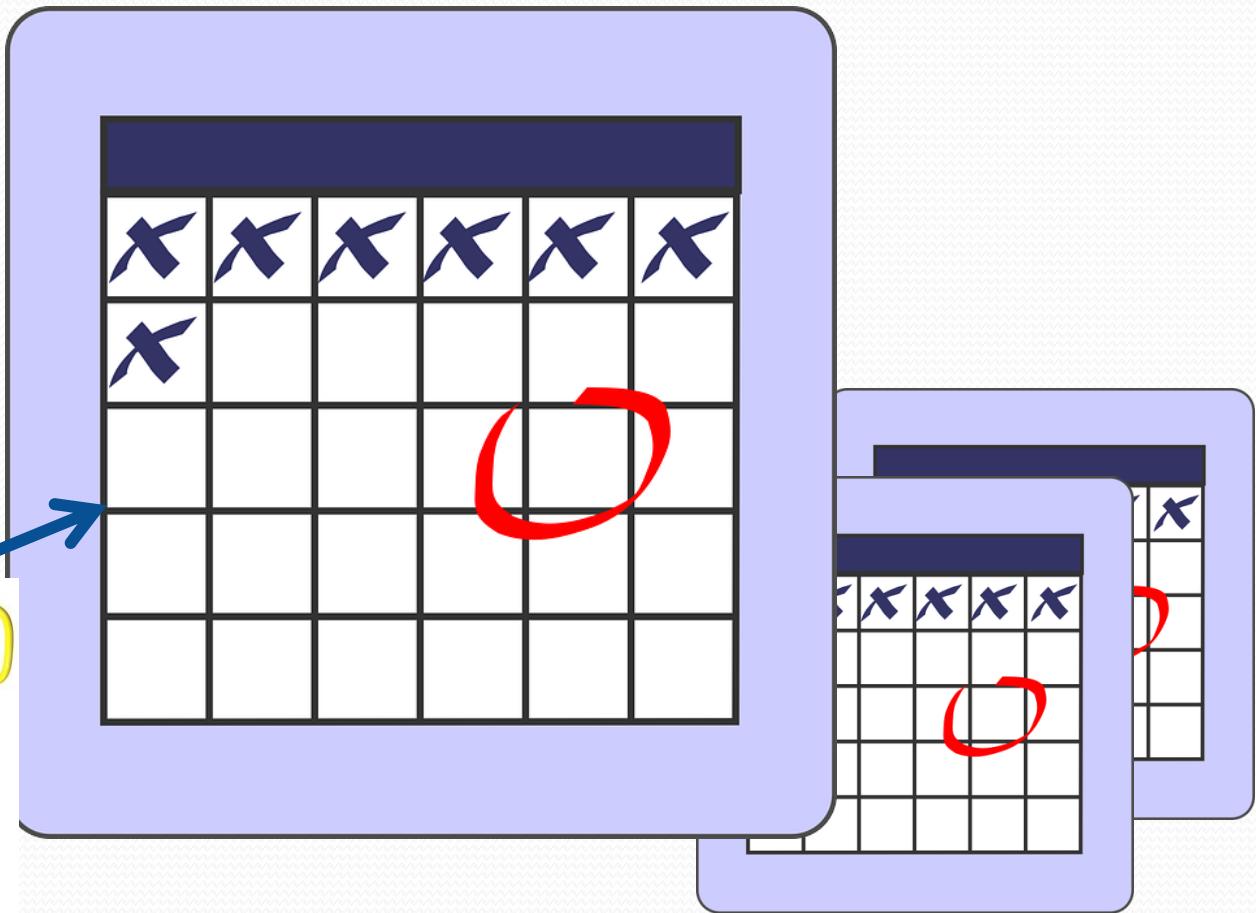


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Facebook Digital Marketing

Plan



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Posting Content Comes From?

The $\frac{1}{3}$, $\frac{1}{3}$, $\frac{1}{3}$ content rule. It's basically social media's "Rule of Thirds ."

How does it work? Well, the best way to think of what to post is:

- $\frac{1}{3}$ of your social content promotes your business, converts readers, and generates profit.
- $\frac{1}{3}$ of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
- $\frac{1}{3}$ of your social content should be based on personal interactions and build your personal brand.



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Facebook For Business



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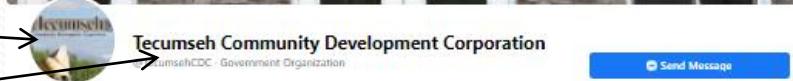
Elements of your Facebook Page

<https://www.facebook.com/TecumsehCDC>

Cover →



Profile Logo →



Page Name →

Tecumseh Community Development Corporation

[Send Message](#)

About →



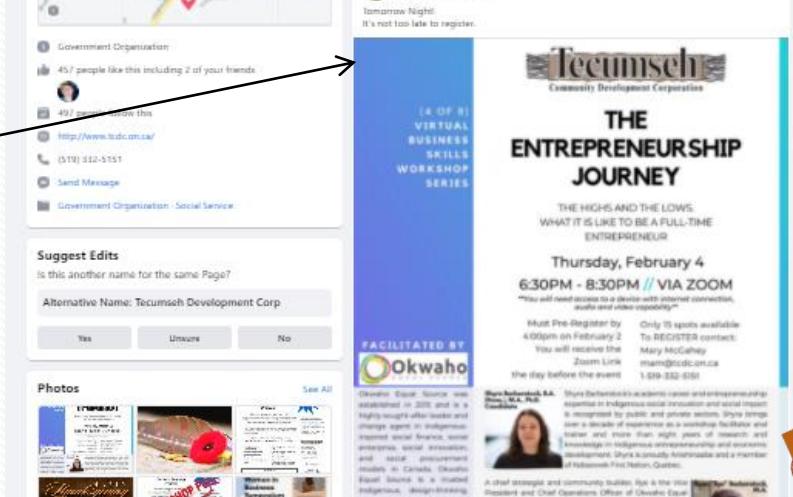
Apps →



CTA →



Page Posts →



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Facebook Digital Marketing

When You are the Admin



Manage Page



Knock on Wood



Home



Inbox

• 4 new messages & 4 new comments



Business App Store



Events



Resources & Tools



Creator Studio



Manage Jobs

Promote



Knock on Wood

@KnockOnWoodPtbo · Furniture Store

Edit Contact Us

Home

Events

More

Promote

View as Visitor





Why is Engagement Important?



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81% of consumers' decisions are influenced by their friends' social media posts.
(Source [Forbes](#))



Sub-conscious vs Conscious

Our Subconscious Mind...

Is way more powerful when it comes to information processing. Subconsciousness is able to process 20,000 bits of information simultaneously, while consciousness can deal only with 7 ± 2 bits of information at the same time.

⚠️ All meaningful decisions are made at the subconscious level!



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Why Are Contests Important?



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Facebook Digital Marketing

Sarnia + 25Km
81,000 people

Canada
Sarnia + 25 mi X

i Audience Updates to Review
Your audience location has been changed from Canada to Sarnia, Ontario, Canada.
[Undo Changes](#)

Drop Pin

Potential Reach: 81,000 people

Your audience is defined.

Specific Broad



Targeted Posts Facebook Page
Women of Sarnia over 36
Years Old

Create Audience

Sarnia

Gender ?

All Men Women

Age ?

36 ————— 65+

Locations ?

Locations Type to add more locations

Canada

Sarnia + 25 mi X

i Audience Updates to Review X
Your audience location has been changed from Canada to Sarnia, Ontario, Canada.

[Undo Changes](#)

Potential Reach: 29,000 people

Your audience is defined.





Targeted Posts Facebook Page
Women of Sarnia over 36
Years Old

Create Audience

Sarnia

Gender ?

All Men Women

Age ?

36 ————— 65+

Locations ?

Locations Type to add more locations

Canada

Sarnia + 25 mi X

i Audience Updates to Review X
Your audience location has been changed from Canada to Sarnia, Ontario, Canada.

[Undo Changes](#)

Potential Reach: 29,000 people

Your audience is defined.





Targeting Moms!

Create Audience X

Map showing Atlanta, GA with a 25 mi radius around Houston, TX.

Detailed Targeting i

Detailed Targeting mom Browse →

Demo Demographics

House mom mom Interests

Suggested Demographics

Teen mom (tv show) Interests

Teen mom 2 (tv show) Interests

For ads

Specific

Demographics

Momma Interests

Momo (company) Interests

Momentum Interests

Mombasa Interests

Mommy Needs Vodka Interests

People

ads to be shown.

Create Audience



Facebook Digital Marketing

Audience Details

Location - Living In Canada: Sarnia (+25 mi)
Ontario

Age 13 - 65+

Gender Female

People Who Match Interests: Motherhood or mom, Employers: Successful Stay At Home Moms, Job title: Momma or House mom

People you choose through targeting

People who like your Page

People who like your Page and their friends

People in your local area

See All ▾

Create New

Duration

⚠ Increase the Duration

Ads that run for at least 4 days tend to get better results.

Days
1



End date
Feb 6, 2021

Total Budget



Estimated 147 - 424 people reached per day

\$ 1.00

Scott Stuart

2 Shares



Like



Comment



Share

See All Previews

Estimated Daily Results

People Reached 147 - 424

Post Engagement 32 - 93

Payment Summary

Your ad will run for 1 day.

Total budget \$1.00 USD

Have Questions?

Request a free call with a Marketing Expert.

Request Call



Facebook Digital Marketing

Targeted Posts Facebook Pages Women of Haliburton

Boost Post

Days End date

Total budget

Estimated People Reached of 11,000

Refine your audience or add budget to reach more of the people that matter to you.



By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help](#)

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Gender All Men Women

Age -

Locations

Add locations

Your audience size is **defined**. Good job!

Potential Audience Size: 7,600 people

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Facebook Digital Marketing

Posting Excellence

Page Ad Center 1 Inbox 5 Notifications 16 Insights Publishing To... More ▾

Knock on Wood

@KnockOnWoodPtbo

6.5K followers

High quality furniture and home decor. Daily floor model specials too!

Home

Playlists

Videos

Events

Shop

Posts

About

Community

Photos

Info and Ads

Promote

Manage Promotions 1



Edit Page Info

Create Post | Live | Event | Offer | Job



Upload Photos/Video

Add photos or video to your status.



Create Photo Album

Build an album out of multiple photos.



Create a Photo Carousel

Build a scrolling photo carousel with a link.



Create Slideshow

Add 3 to 10 photos to create a video.



Create an Instant Experience

Now you can tell a more immersive story by combining images and videos.

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Facebook Digital Marketing

Posting Excellence

The screenshot shows the 'Create Post' interface on Facebook. At the top, it says 'Create Post' and has a close button ('X'). Below that, it shows the post is being made to 'Cheslers Shoes' and is set to 'Public'. The main area is a text input field with the placeholder 'Write something to Cheslers Shoes...'. To the right of the input field is a green circular icon with a white letter 'G'. Below the input field are several icons: a color palette ('Aa'), a smiley face ('😊'), and a camera ('📸'). A horizontal bar labeled 'Add to Your Post' contains icons for a heart ('❤️'), a photo ('📸'), a video ('📹'), and more options ('...'). Below this bar is a 'Boost Post' section with a megaphone icon. It says 'Get more people to see and engage with your post. You'll choose settings after you click Post.' To the right of this text is a toggle switch that is currently off. At the bottom of the dialog is a note: 'Post scheduling is available in Publishing Tools.' followed by a 'Post' button.

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Facebook Digital Marketing

Posting Excellence

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Facebook Digital Marketing

Posting Excellence

The screenshot shows a mobile-style interface for adding content to a post. At the top is a back arrow icon and the title "Add to Your Post". Below are two columns of icons and text:

Icon	Text
Heart	COVID-19 Update
Image	Photo/Video
Tag Products	Get WhatsApp Messages
Get Messages	Feeling/Activity
Check In	Raise Money
Watch Party	Host a Q&A
Gift Card	Get Gift Card Purchases

At the bottom of the menu, there is a small note: "Get personalized ads that adjust over time to help you get better results."

On the right side of the slide, there is a blurred background image of a Facebook page with text like "Boots, Fancy Boots, Hikir" and "We'll take an EXTRA 20%".

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Facebook Digital Marketing

Uploading a Video

Edit Video

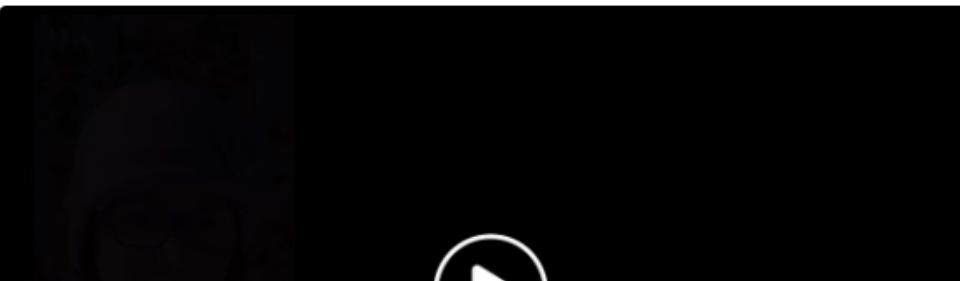
Title	All Weekend Boot Sale
-------	-----------------------



Come for a walk with us!
Back by popular demand! Our ALL BOOT BLOWOUT FLASH SALE! ALL WEEKEND!
Friday, Saturday & Sunday! Men, Women & Children Boots! Ankle Boots, Spike Boots, Fancy Boots, Hiking Boots, ALL BOOTS! ALL WEEKEND!
We'll take an EXTRA 20% off the lowest price on the website upon checkout, Friday, Saturday & Sunday! While Supplies Last!
Flash Sale starts on our website on Friday and ends at Midnight Sunday!
Check them out!
<https://cheslershoes.com/search?q=boots>



Tags	Add keywords to help people find your video
------	---



Video Details

Add details to your video and create your video post.

Thumbnail



Distribution

Choose where your video will appear and who can watch or crosspost it.

Captions

AUTO ON

Adding captions may improve your video's watch time, distribution and accessibility.

Polls

Ask questions during your video to find out what your viewers think.

Tracking

Add labels to help you manage and search for your video.

...

View Post

Published

Save



Cheslers Shoes



Facebook Digital Marketing

Uploading a Video

Edit Video

Choose Thumbnail From Video

Cheslershoes.com

00:00:15

All Boots Sale
Weekned Flash Sale
Extra 20% OFF
Lowest Price!
Cheslers Shoes

Cancel Save Thumbnail

View Post Published Save

Strate

Cheslers Shoes



Facebook Digital Marketing

Uploading a Video

Edit Video

Won't be added to your videos until you review them, but high-accuracy captions will still be added automatically by default

Auto-Generate Captions ⓘ On Captions will be created automatically for your current and future videos and given an accuracy rating. You can review and edit captions once they're generated.

Don't Add Captions Until I Review ⓘ On Captions won't be added to your videos until you review them, regardless of their accuracy rating.

Upload
Use SubRip (.srt) files to create captions for any language. Upload

Write Captions
Write or paste your own captions directly onto your video. Write

Added Captions
The captions for your video that are available to review and edit.
Auto-Generated: English Edit ...

Thumbnail

Distribution
Choose where your video will appear and who can watch or crosspost it.

Captions AUTO ON
Adding captions may improve your video's watch time, distribution and accessibility.

Polls
Ask questions during your video to find out what your viewers think.

Tracking
Add labels to help you manage and search for your video.

Published Save



Facebook Digital Marketing

Uploading a Video

Edit Video

Edit Captions

Review Captions
0 of 1

00:00 - 00:03 [Adjust Time](#)
I need to chase this coveted blues away. I'm really not

00:03 - 00:05 [Adjust Time](#)
liking locked down all that much. so I'm just gonna head

00:05 - 00:09 [Adjust Time](#)
out for a walk. You wanna come with me. Oh you need new boots.

00:09 - 00:13 [Adjust Time](#)
You really need new boots.
Well, you're in luck. You gotta

00:13 - 00:18 [Adjust Time](#)
head over to CheslerShoes.com

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

Cheslers Shoes [View Post](#) Published [Save](#)



Facebook Digital Marketing

Uploading a Video

Edit Video

Title

All Weekend Boot Sale



Come for a walk with us!

Back by popular demand! Our ALL BOOT BLOWOUT FLASH SALE! ALL WEEKEND!

Friday, Saturday & Sunday! Men, Women & Children Boots! Ankle Boots, Spike Boots, Fancy Boots, Hiking Boots, ALL BOOTS! ALL WEEKEND! We'll take an EXTRA 20% off the lowest price on the website upon checkout, Friday, Saturday & Sunday! While Supplies Last!

Flash Sale starts on our website on Friday and ends at Midnight Sunday! Check them out!

<https://cheslers.com/search?q=boots>

Tag a product



Tags

Add keywords to help people find your video

Video Details

Add details to your video and create your video post.

Thumbnail



Distribution

Choose where your video will appear and who can watch or crosspost it.

Captions

AUTO ON

Adding captions may improve your video's watch time, distribution and accessibility.

Polls

Ask questions during your video to find out what your viewers think.

Tracking

Add labels to help you manage and search for your video.



Cheslers Shoes

...

View Post

Published

Save



Elements of a good Contest

- Simple – Enter Contest by:
 - 1) Liking our Page &
 - 2) Mentioning a friend below
- Captioned Video
- Vibrant Photo
- Use your own keywords
- Contest End Date
- Post the Winner Below



Facebook Digital Marketing

OVER STOCK Published 19 · [Contest](#)

CONTEST ALERT! GARDEN DECOR!

Do you want to win an item for your garden or flower bed? We are overstocked with garden decor. We have assorted gnomes, plant stakes, wind chimes and other decorative figures. We also have hanging baskets and garden kits for children.

To enter: LIKE our page, then TAG a friend who may like a garden decor item by commenting below. ... See More



9,433 people reached

Boosted

9,433 People Reached

891 Reactions, Comments & Shares

333	300	33
Like	On Post	On Shares
5	4	1
Love	On Post	On Shares
470	441	29
Comments	On Post	On Shares
83	78	5
Shares	On Post	On Shares

1,506 Post Clicks

727	0	779
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

5 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

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Facebook Digital Marketing

Published	Post	Measures		Targeting	Reach	Engagement	Promote	
		Organic / Paid	Post Clicks					
05/25/2016 11:49 pm	 Which coffee table is more your style?.			5.2K		792 68	 	Boost Post
05/17/2016 10:27 am	 Casual, formal, country... Which style do you choose?			4K		638 69	 	Boost Post
04/14/2016 5:34 pm	 Picnic Baskets, Dining Room Sets, Kitchen Sets.. everything			5.5K		440 28	 	Boost Post
04/11/2016 6:14 pm	 Today is the last day of our one and only annual store-wide s			23.5K		273 153	 	Boost Post
05/14/2016 2:19 pm	 Do you love blue in your kitchen!?			2.7K		213 75	 	Boost Post
04/14/2016 5:38 pm	 Light Up Your Home Decor! Unique Style Like You! It's that ti			3.6K		152 40	 	Boost Post
05/12/2016 1:54 pm	 These are lovely! Which do you like?			2.6K		118 67	 	 View Results
05/25/2016 11:42 pm	 Just in! Royal Doulton anyone? These are beautiful. What d			2.9K		118 78	 	Boost Post
04/09/2016 2:22 pm	 Have you seen the new furniture that's be arriving? Bar Furnit			4.5K		99 30	 	 View Results
04/09/2016 2:25 pm	 Loving these summer dishes.. the colours!			5.8K		88 58	 	 View Results
05/03/2016 10:48 pm	 Dreaming of a beautiful bedroom? Come see our New Bedding			3.7K		84 20	 	Boost Post

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Bad Posts Vs Good Posts

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What Could They have Done Differently?

The screenshot shows a Facebook post from the page "Thrift Warehouse". The post, made by the page itself on May 19 at 10:51 AM, reads: "GREAT NEWS! We are now OPEN for business! Our hours are Tuesday to Saturday 10 - 5. Donations are by appointment only. 705-457-5247. We are practicing all the social requirements." The post has 9 likes and 1 comment. Below the post, there are standard Facebook interaction buttons for Like, Comment, Share, and a dropdown menu. The left sidebar of the Facebook interface shows the page's profile picture, name, and links to Home, About, Posts, and other options.

Thrift Warehouse

May 19 at 10:51 AM ·

GREAT NEWS! We are now OPEN for business! Our hours are Tuesday to Saturday 10 - 5. Donations are by appointment only. 705-457-5247. We are practicing all the social requirements.

9

1 Comment 1 Share

Like Comment Share

Most Relevant

Write a comment...

Thrift Warehouse

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Good Posts

Thrift Warehouse

Like Following Share ...

Thrift Warehouse
June 3 at 2:37 PM · 

Happy Birthday Kerrie!!! Kerrie couldn't understand why everyone knew it was her birthday today! She was unaware her sneaky Co-Lead Anne had posted a poster outside on the open sign! If you see Kerrie today wish her a great birthday!!



50

10 Comments

Like Comment Share

Most Relevant

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How could this Post been Improved!?

SIRCH Community Services

Liked Following + Create Fundraiser ...

SIRCH Community Services May 6 ·

As the coronavirus pandemic affected Haliburton County, closing businesses, having people self- isolate and social distance, SIRCH was there to respond to needs and fill the gaps. This short video, made by Rowan Tofflemire, explains. For more information on how SIRCH can help check out our website at www.SIRCH.on.ca

https://youtu.be/Cf_pWMAifr4



YOUTUBE.COM

How SIRCH responds to Covid-19

As the coronavirus pandemic affected Haliburton County, closing...

2 Comments 7 Shares

Like Comment Share

Most Relevant

Write a comment...

John C. Tremblay Awesome video, and super amazing work to all!! Like · Reply · 5w

1 Reply

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Upload Videos Right to Facebook

Video Details



Total Video Performance

Minutes Viewed	494
1-Minute Video Views	156
10-Second Video Views	447
3-Second Video Views	906
Average Video Watch Time	0:15

Funnel Insights

Audience Retention

Audience and Engagement

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
Knock on Wood	03/22/2020	1.8K	906	447	679	156	0:15 / 1:54

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Watch Party With Video Create Post With Video

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How could We Have Improved This Event?!?

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Search



Sofie

Home

15 Events

Events

Calendar

Birthdays

Discover

Free, take-out frozen meals

Hosting

+ Create Event ▾

Manage Page Events

Knock on Wood

Tiny Greens

Sofie Andreou & Associ...

▼ See More



MAY
31

Free, take-out frozen meals

Public - Hosted by SIRCH Community Services

★ Interested

...

8 Dates - May 9 - May 31
Event ended about 2 weeks ago

SIRCH Central, 2 Victoria Street, Haliburton

Show Map

About

Discussion

Details

Nutritious frozen meals, soups and desserts are given free to individuals and families lacking resources, self-isolating, feeling depressed/anxious/overwhelmed or who just need healthy, home-cooked meals made with love in our Community Kitchen. Feel free to pick up on behalf of a family member, neighbour or friend. Covid-19 protocols in place.

Saturdays and Sundays from 11 - 2 at 2 Victoria Street in Haliburton, Meals are easy to heat up in an oven or microwave, and come with heating instructions and nutritional labels. Vegetarian meals available too.

Food

Events?!?

Sofie Home Create

Events

Events

Calendar

Birthdays

Discover

VIRTUAL event June: Bon-Odori, Japanese Summer dance! 盆踊り

Hosting

+ Create Event

Manage Page Events

Knock on Wood

Tiny Greens

Sofie Andreou & Associ...

See More

Create Public Event

Event Host

Select the Page or profile who will host this event

Ashburnham Foot and Ank...

Required Info

Enter the following information to create your event.

Event Photo or Video

Change Photo/Video

Event Name

Add a short, clear name

0 / 64

Event Type

Online Event

Location

Ashburnham Foot and Ankle Centre

Description

Tell people what your event is about

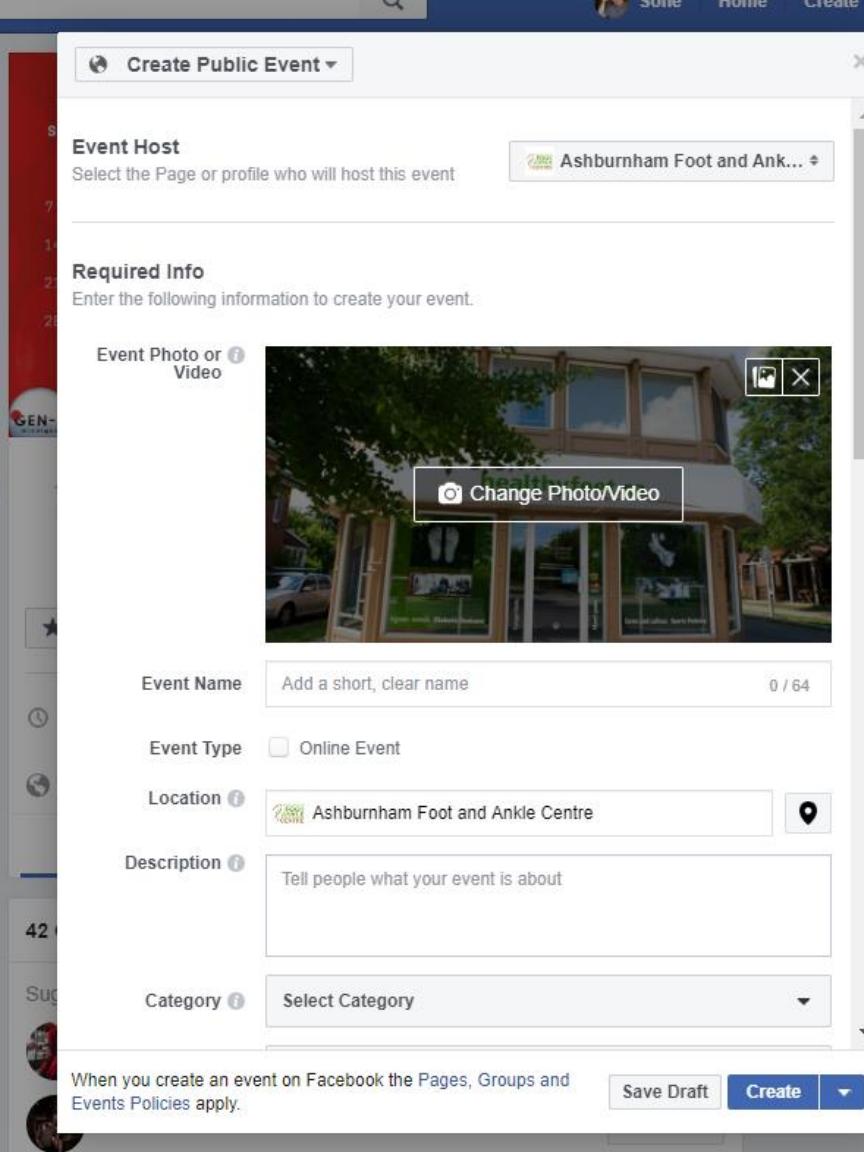
Category

Select Category

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft

Create



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Events??

[Create Public Event ▾](#)

Event Host
Select the Page or profile who will host this event

 Ashburnham Foot and Ank... ↗

Required Info
Enter the following information to create your event.

Event Photo or Video

[Change Photo/Video](#)

Event Name Add a short, clear name 0 / 64

Event Type Online Event

Location  Ashburnham Foot and Ankle Centre

Description Tell people what your event is about

Category Select Category

When you create an event on Facebook the Pages, Groups and Events Policies apply.

[Save Draft](#) [Create](#) ▾

[Create Public Event ▾](#)

Frequency Occurs Once

Starts 6/15/2020 8:00 PM EDT
Ends 6/15/2020 11:00 PM EDT

Co-hosts
Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

Details
Include other information for your event so people know what to expect.

Schedule [Add Schedule](#)

Keywords Type and select keywords from the list
 Kid Friendly
 Volunteer Opportunity

Admission
Let people know how to attend your event

Add Confirmation
You can ask guests to reserve a spot and provide additional details to confirm their attendance.

 [Add Ticket Link](#)
Add a link to your ticketing website

Options
Choose who can post in your event

Post Permissions Only admins can post
 Anyone can post

Messaging People can ask questions about your event on Messenger

Guest List Display guest list

When you create an event on Facebook the Pages, Groups and Events Policies apply.

[Save Draft](#) [Create](#) ▾

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Auctions as Events?!?

https://www.facebook.com/events/1700272073393284/?active_tab=discussion

Search Home

Events

Events

Calendar

Birthdays

Discover

Overstock Online Auction Event

Hosting

+ Create Event ▾

Manage Page Events

Knock on Wood

Tiny Greens

Sofie Andreou & Associ...

See More

OVERSTOCK LIQUIDATION Friday 10-6 Saturday 10-5 Sunday 11-5

AUCTION

WELCOME TO THIS WEEK'S ONLINE AUCTION!

TOP BIDS WILL BE DIRECT MESSAGED AN ONLINE PAYMENT LINK.

PLEASE LIKE OUR PAGE TO PARTICIPATE

MAY 23 Overstock Online Auction Event

Public · Hosted by Overstock Liquidation

Interested Going

May 23, 2018 at 12 PM – May 25, 2018 at 12 PM

More than a year ago

Overstock Liquidation
3001 Lakefield Road, Lakefield, Ontario K9J 6X5

Show Map

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

RECENT ACTIVITY

Overstock Liquidation May 23, 2018 ·

We are overstocked with this pack of 4 porcelain serving bowls! Value of \$12.

SofieAndre

Strategies - Workshc

Auctions as Events?!?

https://www.facebook.com/events/133673704152307/?active_tab=about

Search Events Home

Events

Events

Calendar

Birthdays

Discover

Overstock Online Auction Event

Hosting

+ Create Event ▾

Manage Page Events

Knock on Wood

Tiny Greens

Sofie Andreou & Associ...

See More

Overstock Liquidation May 23, 2018

We are overstocked with blue twist pitcher and glass set! Set comes with 6, 16 oz glasses and 1 glass pitcher. Value of \$14. Bidding will start at \$2 and, increase in minimum increments of \$0.50 per bid.

This auction will close at 12pm on Friday, May 25th. Good luck! Please say your bid in the comments below. The highest bidder will be direct messaged when we close this auction. Please come to the store to make payment during our regular store hours (Friday – Sunday). Item(s) will be held till the following Sunday, if item is not picked up, we will return that item back to store stock. Happy Bidding!

BLUE TWIST

6 Glasses (Verres) Vases
16.7oz | 495mL

1 Glass Pitcher (Pitcher en Verre) Jarrón de Vidrio
10.1in X 7.4in
25.6 cm x 18.8 cm

7 Pièces Pièces Piezas

28 Comments

Like Comment

Like · Reply · 2y

Laura Cobb Andrews 9

Like · Reply · 2y

Jill Bowen 9.50

Like · Reply · 2y

Christine Clark-Collins 10

Like · Reply · 2y

Jill Bowen 10.50

Like · Reply · 2y

Chris Spencer 11

Like · Reply · 2y

Jill Bowen 11.50

Like · Reply · 2y

Christine Clark-Collins 12

Like · Reply · 2y

Selina Morrison 12.50

Like · Reply · 2y

Christine Clark-Collins 13

Like · Reply · 2y

Laura Cobb Andrews 13.5

Like · Reply · 2y

Overstock Liquidation Congratulations Laura Cobb Andrews! You are the highest bidder of the blue twist, pitcher and glass set! Please come to the store to pay, and pickup, your item during regular store hours (Friday – Sunday). Your item(s) will be available for pick up til... See More

Like · Reply · 2y

Write a comment...

nail.com

Strategies - Workshops – Communication Plans – Webinars - Services

Elements of your Facebook Page



Sofie Andreou & Associates



Sofie

Home 20+



age

Messages 12

Notifications 5

Insights

Publishing Tools

Settings

Help

General

Messaging

Edit Page

Post Attribution

Notifications

Messenger Platform

Page Roles

People and Other Pages

Preferred Page Audience

Partner Apps and Services

Instagram Ads

Featured

Crossposting

Edit Page

Configure actions and tabs for your page



Templates

Choose a template with default buttons and tabs designed to help your Page.



Current Template:
Standard

Edit

Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

Use default tabs

Turn on default tabs to use the tabs we think will be most successful for your type of Page.



OFF

Elements of your Facebook Page

Sofie Andreou & Associates  Sofie | Home 20+     ?

age Messages 12 Notifications 5 Insights Publishing Tools Settings Help

General

Contact Sofie

Show Contact Sofie tab ON

Turn off the tab if you don't want people to see it on your Page.

Share Contact Sofie tab

Copy the URL to share this tab with people directly.

<https://www.facebook.com/SofieAndreouSeminars/app/127087913984159/>

Edit Settings

Use default tabs OFF

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

Cancel **Save**



Facebook

They say that 88% of those who LIKE your Page never go back to your Page after they LIKE it; they just see your updates on their timelines.

More than 50% of all Facebook profiles log on daily, for up to 60 minutes a day!

WHY being Engaging is SO important



Facebook

Statistics show that over 88% of friends will trust something someone they already trust has recommended over someone they do not know.

Only 3% of your posts are distributed to those who like your Page. Engagement is KEY!

Power of Business Facebook Pages



Creator Studio

Kawartha TV & Stereo

Content Library > Posts

All Posts All Published Scheduled Drafts Expired Expiring

Post Type: All All time: Jan 1, 2009 – Feb 5, 2021 Filters Search

Post	Post Status	Published	Details	Impressions	People Reached	Engagement
Have you seen the deals on BIG SONY... Kawartha TV & Stereo	Published	Today 10:18 AM Sofie Andreou		0	0	0
Have you seen the deals on BIG TVs ... Kawartha TV & Stereo	Published	Today 10:13 AM Sofie Andreou		0	0	0
Service the Durham Area We're here f... Kawartha TV & Stereo	Published	Yesterday 2:50 PM Sofie Andreou	 	1,777	1,601	4
Have you seen some of our BIG GAM... Kawartha TV & Stereo	Published	02/02/2021 6:45 PM Sofie Andreou		264	258	2
Have you seen some of our BIG GAM... Kawartha TV & Stereo	Published	02/02/2021 6:18 PM		321	321	3

Create Post Tests •

Add Story

Upload Video

Multiple Videos

Go Live

Post Video Across Pages

Clips

Instant Articles

Posts Timeline

Insights •

Inbox+

Power of Business Facebook Pages



Creator Studio

Create Post

Home Content Library Insights

PAGES Overview Audience VIDEOS

Performance Loyalty Retention STORIES

Performance INSTANT ARTICLES Call-to-Action

Minutes Viewed 42 1K 42 5

Minutes Viewed ▲ 76.7% from previous 7 days

1-Minute Video Views ▲ 5% from previous 7 days

3-Second Video Views ▲ 177% from previous 7 days

Video Engagement ▲ 7.69% from previous 7 days

Net Followers ▲ 25% from previous 7 days

Minutes Viewed

Jan 29, 2021 - Feb 4, 2021

334 Minutes Viewed 189 Previous Period

Feb 1, 2021
12 Minutes Viewed
12 Previous Period

Show by:

See how your different types of posts are performing

Type	Percentage
Organic	79.7%
Paid	20.3%
Posted	63.7%
Crossposted	0%
Shared	36.3%
Followers	17.2%
Non Followers	82.8%
Live	0%
Video	100%

Power of Business Facebook Pages



Creator Studio

Create Post

Home Content Library Insights

PAGES Overview Audience VIDEOS

Performance Loyalty Retention STORIES

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Power of Business Facebook Pages



Creator Studio

Kawartha TV & Stereo

Content Library > Posts

All Posts All Published

Post Type: All All time: Jan 1, 2009 – Feb 5, 2021

Post		
	Have you seen the deals on BIG SONY...	Kawartha TV & Stereo
	Have you seen the deals on BIG TVs ...	Kawartha TV & Stereo
	Service the Durham Area We're here f...	Kawartha TV & Stereo
	Have you seen some of our BIG GAM...	Kawartha TV & Stereo
	Have you seen some of our BIG GAM...	Kawartha TV & Stereo

Create Post

- Create Post Tests
- Add Story
- Upload Video
- Multiple Videos
- Go Live
- Post Video Across Pages

Clips

Instant Articles

Posts Timeline

Insights

Inbox+



Power of Business Facebook Pages

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kawarthatv.com/products/view/65-sony-kd-65x750h-4k-uhd-hdr-smart-tv

UN65TU8300FXZC
\$948.00 \$1,249.99

ADD TO CART | Price Match Guarantee

WARRANTY ⓘ \$1,199.99

\$310.00

\$889.99 CAD

month over 6 months. [Apply](#)

ADD TO CART

Global No.1 TV for 14 Years

Metro contempor...jpg

Rags room.jpg

Amisco_Products_2....zip

Show all

Sony 65.jpg

10:15 AM
2/5/2021



Power of Messenger

Inbox

Main

Phippsuh 9:16 AM Thanks for getting in tou...

Elchuk 8:05 AM Which pleae

Kelly Thu to your story: 😊

V_ash Thu bedding is beautiful! Can't wai...

msman Thu worried about the price!

Tozer Thu

Allain Orr Thu Where Debra, The King Quilt wi...

EV Kelly Post Thu

S Assign Conversation ✓ ⚡ 🗑️ 📎 🗣️ ⭐

up. 5/20/18, 1:05 PM

Ok thanks 8:04 AM

What is price please for the Harry bedding?

"Hi! Thanks for getting in touch with us. We care about your questions. Please give us a call, the floor staff will be happy to help you. 705-749-3150. Thank you for your understanding."

And Heinrich please

Write a reply... 🛍️ 🖊️ 😊 💬 💰 🤗

About

Added Details Edit

+ Phone Number
+ Email
+ Birthday
+ Address

Facebook

Liked since Apr 8, 2019

Labels Manage Labels

Add Label

Suggested Labels

New Customer
Important
Today's Date (2/5)

Activity Add Activity

Liked your Page.

Power of Integrated Analytics

<https://business.facebook.com/>



Posts

Create Post

Posts

Published Scheduled

Search by post ID or caption Shared to: All Lifetime: Mar 31, 2019 – Feb 5, 2021 Customize Columns

Posts	Date Published	Reach	Engagement	Reactions/Likes	Comments
We're getting our bedding area re... Boost Post February 4, 2021 at 5:46 PM 1,684 People Reached 192 Post Engagements 12 Reactions 23 Comments					
Which new bedding style do you li... Boost Post February 4, 2021 at 12:10 PM 951 People Reached 21 Post Engagements 12 Reactions 0 Comments					
Let's help Kawartha Food Share f... Boost Post February 2, 2021 at 3:39 PM 0 People Reached 0 Post Engagements 0 Reactions 0 Comments					
Introducing Lyric! She can ... Boost Unavailable February 1, 2021 at 3:14 PM 946 People Reached 29 Post Engagements 9 Reactions 0 Comments					
Introducing Lyric! She can be desi... Boost Post February 1, 2021 at 3:14 PM 1,043 People Reached 23 Post Engagements 14 Reactions 0 Comments					
Bernie told us a secret when he w... Boost Post February 1, 2021 at 8:45 AM 1,258 96 17 7					

Power of Integrated Analytics

<https://business.facebook.com/>



Insights

3 Accounts ▾ Oct 1, 2020 – Jan 31, 2021 ▾

Overview Trends Content See What's New Ads and Posts ▾ Export ▾

Content

Recent Content ↑ Content Type ↓ Reach ↑ Likes and Reactions ↑ Comment

Recent Content ↑	Content Type	↓ Reach	↑ Likes and Reactions	↑ Comment
We'd love to know which... Oct 21, 2020		17.6K	102	5
Lucky 13! We'd love to k... Oct 9, 2020		12.9K	71	7
It's ending this weekend,... Nov 5, 2020		12.5K	27	3
Which Dining Room Set ... Oct 8, 2020		11.4K	38	3
It's beginning to look a l... Dec 17, 2020		10.5K	76	3

Digital & Social Media Marketing

Thank you

SofieAndreou.com

SofieAndreou@gmail.com

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