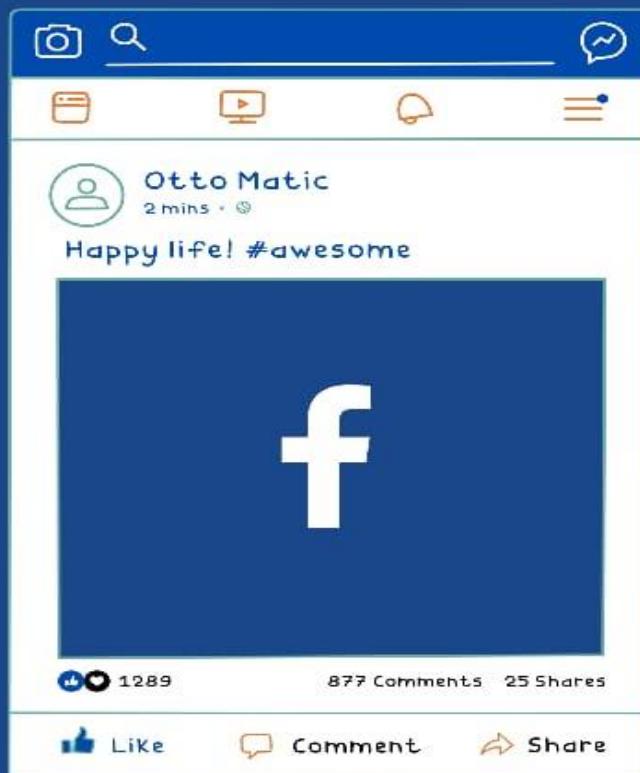




**LEARNINCREATION**  
GEEKS FOR STUDENTS

# Facebook MARKETING GUIDE



## digital marketing

## Course Objective –

The core objective of this course is to aware you about the new medium to increase brand awareness via Facebook marketing and advertisement known as Social Media marketing which is the most effective marketing method in this era. This course is designed for individual, students or any person who willing to learn about how social media help to promote business and market product/service in between target niche. Hope you will learn lot about new things here and never stop learning.

## Preface –

This is the first edition of book in your hands. This book provides an introduction about Facebook (social media) marketing and its fundamentals to start your career as digital marketer or can learn these concepts to build your own business brand presence. Although the basic structure book is maintained, we drive your attention bit on case studies to interact more with real world example. This book is divided in four parts – first half to get you familiar with Facebook while with other half we dive deep with methodology, marketing methodology, campaign planning and much more.

## Copyright & Disclaimer -

© Copyright 2018 by LearnInCreation. All content and graphics published in this e-book are the property of LearnInCreation. This book can be used for learning purpose and user of this book is prohibited to reuse, retain, copy, distribute or republished any content or part of content of this e-book in any manner without the written consent of the author or LearnInCreation.

We continuously build new courses and update content of our website, tutorials or e-books time to time in order to build better interactive learning resources for student; however the content may contain error or inaccuracies, LearnInCreation provide no guarantee regarding the accuracy or completeness of our website or its content, as there is always much more to learn, but if you discover any kind of inaccuracies or error in our website, e-books or in any content, please notify us at our mail address. [learnincreation@outlook.com](mailto:learnincreation@outlook.com)

## Before You Start –

In this course of social media marketing we learn about Facebook Marketing and we assume you are little creative with your ideas and flexible with your thoughts, before going through this course e-book if you are not familiar with digital marketing, skills like – good communication, business structure, use of internet etc. kindly first go with Digital marketing course. We assume you know about this or you are focus on these additional skills also.

## Introduction -

Welcome to this, FACEBOOK Marketing Guide Course, for beginners to start with Fundamentals of FACEBOOK Marketing and Advertisement in order to build online presence of your brand, name or Business to get more leads and building a family of your audience, community to generate a leads. In this course (guide) we are going to learn from scratch about FACEBOOK and FACEBOOK Marketing to get a desired result with maximum awareness and little effort. Let's Begin with FACEBOOK Introduction.

## FACEBOOK - An Introduction

FACEBOOK is among a largest social media platform, with more than 2 billion + active user worldwide (According to reports of 2017), where we are connected and live as a community. Because of presence of almost every individual, FACEBOOK is best for market your Brand or Business among people via different interactive and effective method - to aware people about your Brand, Business, Product or Services.

In short, FACEBOOK is the incredible marketing tools, apart from social community. As most of the people are on FACEBOOK its good to use FACEBOOK Marketing to advertise your business and generate sales leads via Ads Campaign or via other effective Organic Method.

## Marketing Method and FACEBOOK Effectiveness -

Marketing, running Ads Campaign is all done around the group of people to market your product and service, in a traditional way - we use bill-board , print media , flyer to market your goods, but in 21<sup>st</sup> century when people are more on Online Media - the marketing techniques and ways are also shifted from print -media to Online Media.

Marketing defines with a terms called Awareness. Market your Business simply means to Aware surrounding with your product line or service you offered, as in now a days people are more, engaged with FACEBOOK Feed rather than Newspaper and sign-board on roads, it's good to approach your potential customer (target audience) on Internet, Like FACEBOOK - where you can find all types of peoples in a community with individual interest and connection.

FACEBOOK is a largest community of people in internet; you can consider it as a jungle full of apples, you just need to find out where you can find your willing apples and you need to find a tree with your desired fruit. (Find a niche (potential customer) and approach them.)

As , FACEBOOK consist of all types of People with all types of interest and needs - its make easier to market business among people community with minimum effort and maximum leads generation. Business ability to interact with customer was never easy before, you have to made a high budget bill board and no one notice it while walking on a Road, but with FACEBOOK you can aware your target audience specifically and don't waste money on unwanted customer, which result in a low cost customer acquisition, or we can say that cost of customer acquisition is less than Traditional print media marketing process.

For better FACEBOOK Ads Campaign you just need to

- Be Active
- Be Aware
- Be Flexible with Marketing Ideas & Strategy
- Be Adaptive as you see changes in Habitat.

FACEBOOK is an Open platform for your business awareness and getting desired fruit from tree, but as it's a largest jungle - you may lose if you have no road map, marketing plan, compass and knowledge about the right pathway. So before you get lost in jungle, we shall start with new topic - What you will learn here?

Welcome again, here in this guide we start with Scratch and learn all fundamentals of FACEBOOK marketing skills. You already got familiar little bit with FACEBOOK Marketing concepts and we cover these topics in this FACEBOOK Marketing Guide –

## Table of Content –

- Understanding FACEBOOK
- What's your FACEBOOK Feed shows you?
- FACEBOOK Zero - (FACEBOOK News Feed Algorithm )
- What's FACEBOOK Like or Dislike?
- How to Promote - Marketing Mantra
- FACEBOOK Ads Algorithm
- Before Your Spend Money?
- Marketing With Benefits
- How to Create Business Online Presence?
- Types of FACEBOOK Page
- Personal Id for Business
- Business Page Creation
- Public Figure Pages - For Artist
- FACEBOOK Page suitable for you?
- Optimize Your Presence
- FACEBOOK Groups
- Advertisement With FACEBOOK

- FACEBOOK Messenger - Your Customer Care
- Messenger Ads
- FACEBOOK Insights and Analytics

## **Understanding FACEBOOK -**

FACEBOOK Started in 2004 is a Social Media Platform (a website) which makes people to be connected with each other, sharing their post (events, pictures) with peoples they know.

As we human are social animals and lives in a group "Social Media" exactly defines its meaning to be in medium (a platform to communicate) where you can be Social with Others. That's why FACEBOOK gives you option like "Create / Join Groups | Add Your Friends or Knowing Person."

So FACEBOOK is a social media platform (a largest one) which provides you the medium to be social (across the Globe). More people in community, gives you more potential customer which can be turns to more lead generations (sell to the crowds, "work with people" not "for people"). FACEBOOK (a Social Media Company) gives you this - a community to be with people, be social, and be connected and aware people about yourself.

"Where there is Community, There is place to Business"

FACEBOOK connect **You with Peoples (knowing or unknowing) across your town, city, district, states , country or continents.** As human loves to connect with others, FACEBOOK gives us an option to Create or Join Group.

Groups are like **community of people with similarities** -

Group are always build for being social or being in community with people of similar Interest , Mission , Vision , Motive , Objective , Religion , Message , Union , Demographic , Geographic , Friends and Family etc.

Like Groups, FACEBOOK Pages are also created for spreading and encouraging people of similar interest. Business Page , Public Figure , Fun

Pages , Memes Pages , Educational Pages , Union Pages, Religious Pages , Motivational Pages , Personal Pages all are designed under a common interest or have a people of similar interest.

In short, FACEBOOK is good to start with Digital Marketing because you have multiple benefits -

- More active people to approach or promote your business service or products.
- Presence of all types of people opens the gate, for all kind of business to approach their potential customer or Target audience.
- Effective Market place for Every Kind of Product and Service.
- You can decrease your Customer Acquisition Cost by approaching community.
- Also FACEBOOK Ads are so effective and specific with your potential customer details, that they only shows ads to potential one, you don't waste money on those who are not your customer.

### **"Never Sell to All , Sell Who Need That Product"**

When you be social and be in community , with respect to your Service , Product , Trust and Time , people (community member) becomes your customer , then Admire , then becomes Loyal for you and then promote your Service , same as you do with TATA when someone ask for Automobile Service or Purchase.

Being inside a community helps you grow faster as your business office can't go anywhere, but your Online Presence can be open in a single click and they are in front of Your Window Counter. More awareness about you or Your Business can be turn to more lead generation which turns to Product Sales.

FACEBOOK provides all these features to Promote Your Business or Aware People about Your Service, while being social with others cause FACEBOOK is not only Social Media Platform but also an Advertisement company which helps you to advertise your Product, Service with Peoples who are in "FACEBOOK".

You can run FACEBOOK Ads Campaign to market or aware people about your service who are on FACEBOOK, that what have you paid for. Other way

is to promote via Organic method. We learn more about this in upcoming lessons.

## What's Your FACEBOOK News Feed Covers?

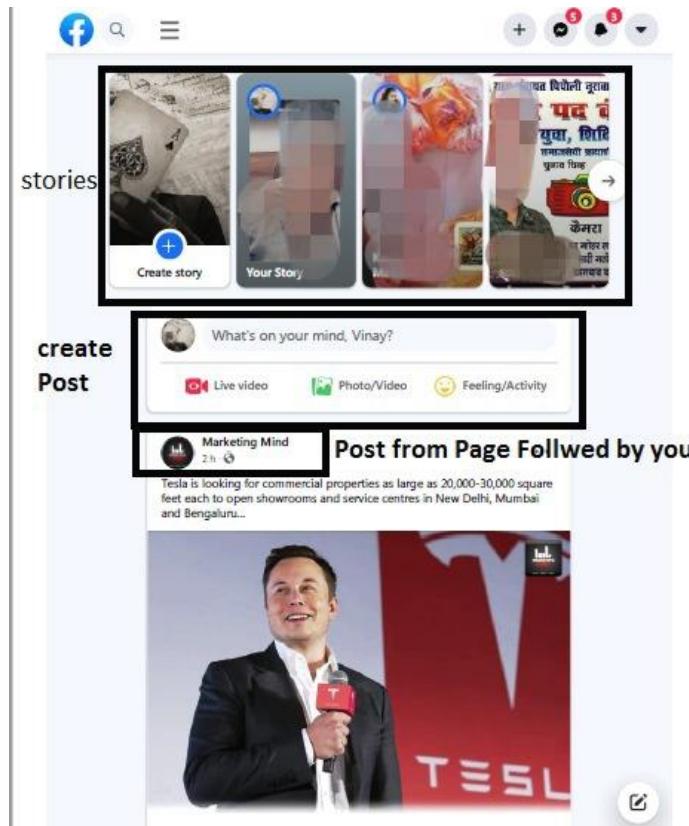
FACEBOOK News Feed is very interesting, user-friendly interactive interface, where you see all your post, post from friends and family, groups etc. FACEBOOK News feed is not unique for everyone - (as people have similar interest see similar pages or they are inside similar interest FACEBOOK group so share group post in feed interface ) but news feed of every individuals is different from another's.

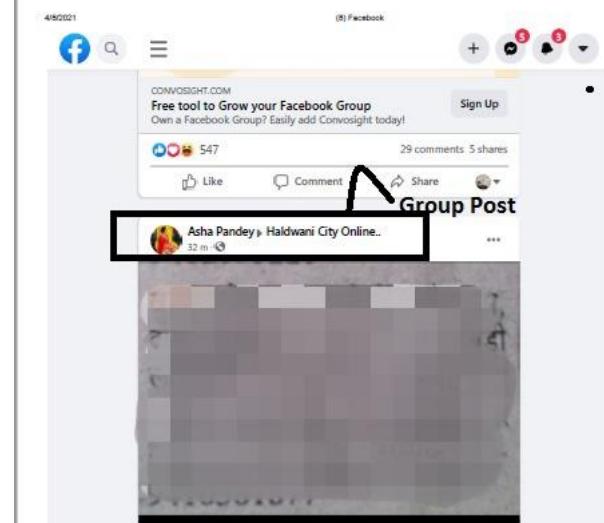
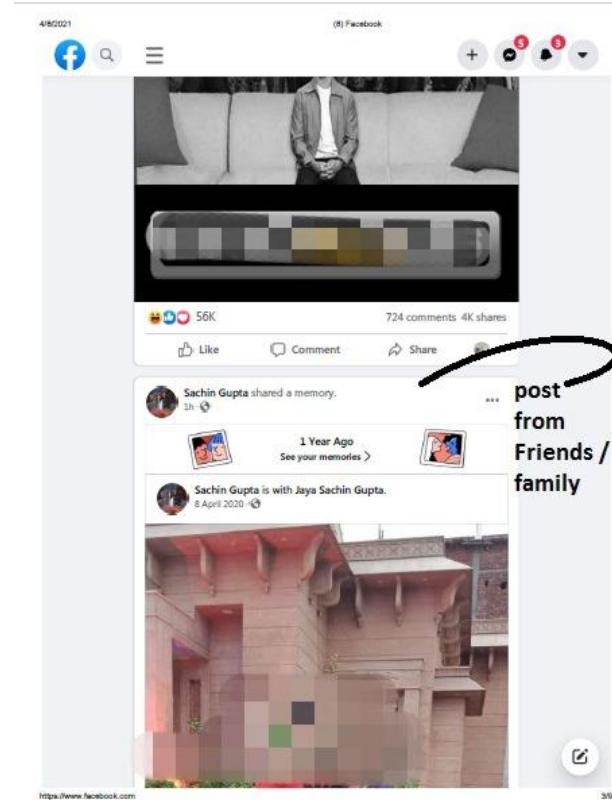
Your news feeds covers post , activity related to you , your friends and family , or group you are interested in or Followed, your friends may be like some things else as per their interest and hobbies. But every news feed is sharing same interface algorithm so shows or promote things in a same order.

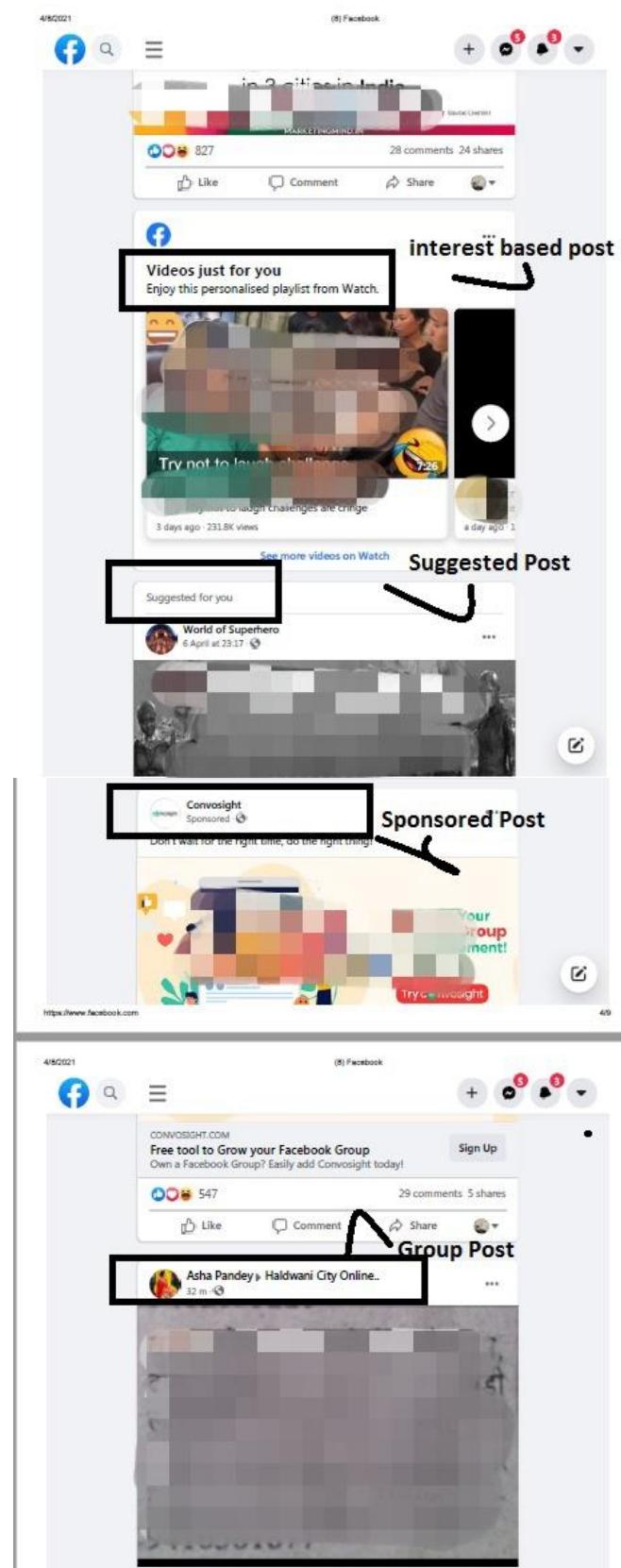
- Your news feed share or consist of these things listed below -
- Your **Post** (Text , Picture , Videos you shared )
- **Post** from your **Friends or Family** (Text , Picture , Videos they shared)
- **Post** from your **Friends or Family** (Text , Picture , Videos they shared and **Tagged you** )
- Friends Suggestion (**To be Social** )
- **Post** from your **Friend's friends** (Text , Picture , Videos your friend is **Tagged on** )
- **Group Suggestion (Based on your joined Group or Interest)**
- **Post** from your **Friends or Family Group** (Text , Picture , Videos they shared)
- Post from your **Friends Activity** (Text , Picture , Videos they liked or comment )
- **Stories of Yours and Yours Friends**
- Post from your **Friends Activity in a Group**(Text , Picture , Videos they liked or comment )
- **Sponsored Post** (Based on Your Interest , Activity )
- **Pages Suggestion** (Based on Post and Pages you like , Interest or

Followed)

See images –

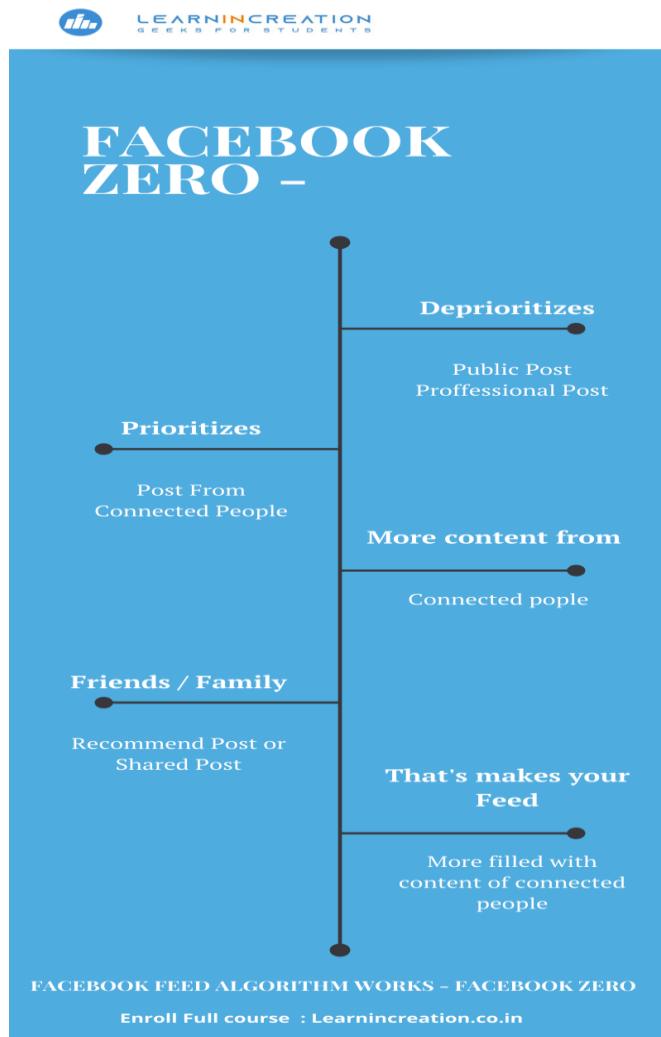






## FACEBOOK Zero - FACEBOOK News Feed Algorithm

**FACEBOOK Zero** - names refer to the Facebook News Feed Algorithm (complex and effective) to gives you user -friendly, interactive, likable and addictive interface so that you never get bored!! Until you realize How Much Time You Spend!



## How FACEBOOK Zero Works?

FACEBOOK Zero is like a boss in FACEBOOK app and Website , which decide what to show or what to Hide, which also decide what to promote (prioritize for you ) on feed section and what to de-prioritize (feed don't like to show them to you). Feed Algorithm is what makes you engaged with content and connections.

For marketer, you have to be aware about FACEBOOK Zero – as what FACEBOOK Algorithm likes or dislikes, which kind of post content is prioritized or de-prioritized by feed, is all decided by this algorithm, which is very effective, interactive, user-friendly and constantly improve for better user-experience. Be Active is a first rule – to be in Online Market!!

FACEBOOK Feed decide where to show organic Business Post, Paid promotions and all this with your Interest , follow and friends post , so its Prioritize post content with lots of Likes , Comments , Share (engagement) particularly when it comes in a short time period , along with your post , friends / family post , activity on recent post , what they liked , comment or tagged on. You should be also aware about - **What FACEBOOK Feed Don't Like !**

Text Post content , Spams , Click-Baiting , Like-baiting , promotional content (too much), repetitive post , unusual pattern of engagement , post with least interaction are all those things which FACEBOOK feed doesn't like to show to user , or de-prioritize this kind of post and content which doesn't gives you result ! Let's discuss this with more details –

FACEBOOK feed is all about user-interactive and meaningful with great user experience so that people like to spend more time with platform or app. Feed decided which kind of post to show, promote, hide, de-prioritize, business page, sponsored or engage with user. Most likely FACEBOOK feed promote a post with lots of like share and comments , post with your friends family like or reaction , group post activity or you post from other member.

Point to be noted is that FACEBOOK shows more post from your family , friends , circle or comes in your activity or interest or what your friends recommends. As FACEBOOK feed is all about meaningful interactive, FACEBOOK feed like to promote the post liked by your friends, family or recommendation, post they shared, comment on or engage with is shown to your feed. So that people will

more interact with friends and family activity. In simple words, FACEBOOK prioritize and you see more what you have interest and your friends do or interact with.



Facebook Zero - An Algorithm to design your news feed  
Your Post and Stories  
Your Group Post and Activity  
Your Friends Family Post and Stories  
Your Friend Family Post and Stories reacted  
Sponsored Facebook Ad. With Interest or Engagement  
Friends, Page, Group Suggestions with similar interests.

FACEBOOK don't like , too much text content post , too much promotional post , promotional post , public post , spam post , phishing links , spams etc. It only prioritize the content your friends interact or engaged , which clearly means , less no of business or promotional post content.

### **How To Promote Then - *The Marketing Mantra***

As we discussed earlier, that FACEBOOK feed algorithm doesn't prioritize public, business or promotional post, instead its more recommend the content from friends, family, interest and react or shared content from known person. So, you need to do right marketing with right methodology with right content creation.

It's all a game of building engagement via like share and comment when you have a good content likable by community or people (then only they like and give review and share it with their friends , and you generate '**Ecosystem**' =)

.

### **Do Not Promote Product to them! - Educate them, Aware them , Engage Them**

So before we deep dive in a process of doing right marketing method among community, first we discuss lit about Marketing and concept related to it.

Marketing is all about building awareness about yourself, your business services, your product line, your message, your conviction and vision while Sales is a second step after marketing where your convincing skills play a great role and your Target (Potential) Customer turns to your Customer , then your Product quality , service , relation take forward that customer with you and your customer turns to Your Loyal Customer.

In above paragraph we discuss a bit about conversion cycle of a Target audience into Customer, but marketing is not about generating sales, marketing is about aware them, and build a recall value of your Brand , Business name.

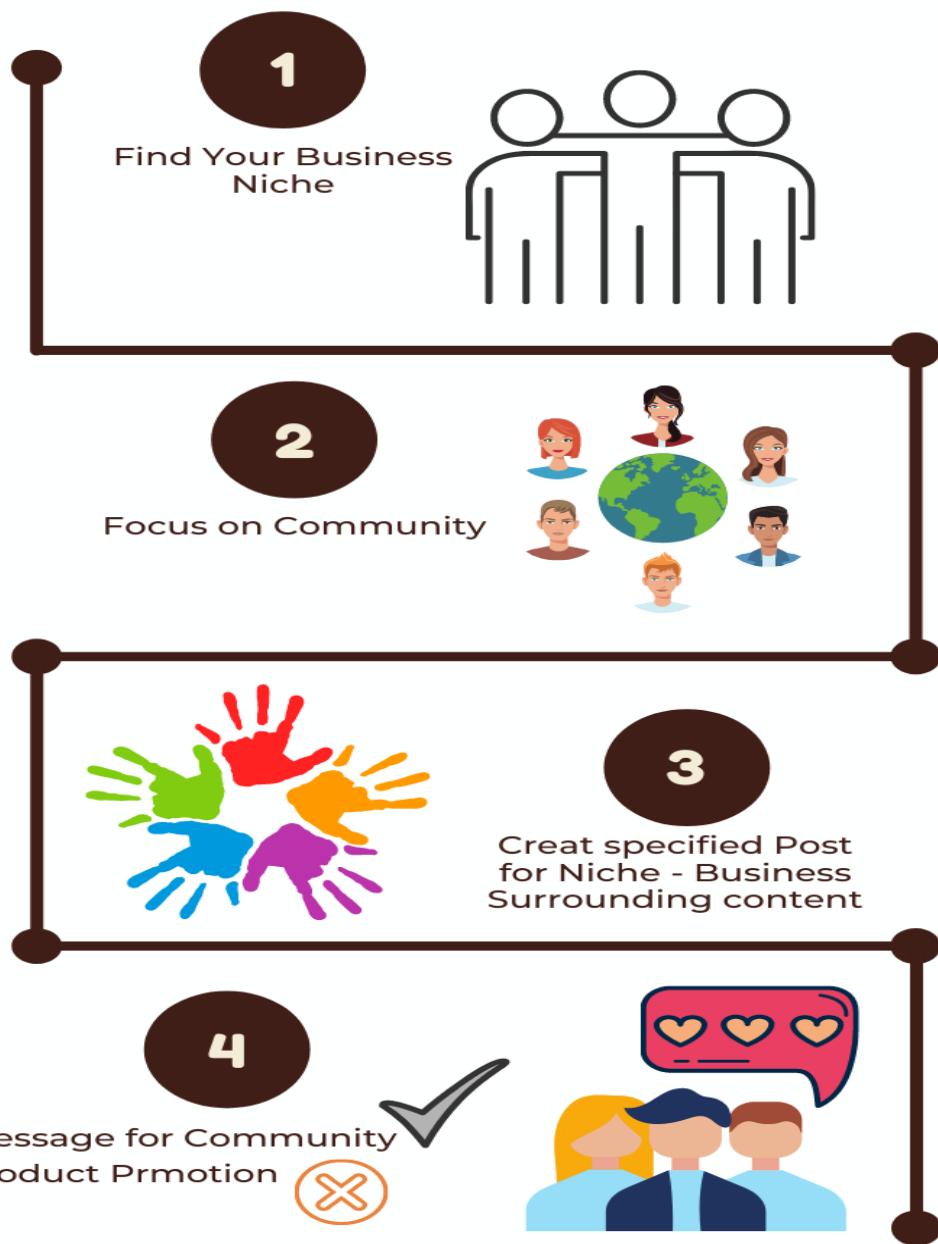
When their need match to their recall value – they remember you and comes to you –

Awareness, Build Connection and Recall value is what Marketing Does, when you connect with them, then Sales is done via convince them, and build a long term relationships.



# HOW TO PROMOTE?

## MARKETING MANTRA



## The Process

When you know what FACEBOOK feed prioritize, try to build content which can engage them,

Try to aware, educate the community, with entertainment or interesting connect, try to build content which match your message, with interactive visuals, likable by community member, or having their interest mixture in your message. Helps them, admire them, educate them, and build a bond, market yourself as consultant – not salesman.

What to do for best general practice -

First don't hunt in Jungle – be selective with your niche (target audience, don't sell to everyone)

And be inside Community, join group, pages or connected with peoples

Don't social to sell, social to share –

Don't promote too much, help other, educate them , admire them , respect everyone – you are the representative of your business – build connection and relation with community member

Post interactive content,

Share your message with other, not product - aware them, connect with them

Ask to Audience (build interaction and engagement)

Live Session – (Webinar, Live Event hosting, Live Streaming)

Engaging content with your message and their interest similarities, market your message

Create conversion from potential customer to real customer with good CTA (Call to Action)

\*\* That's the only reason why even companies likes Apple, Google, Tesla also have their Business Presence on FACEBOOK – be in community - be connected!

We learn the process in details under upcoming lessons, for now let's first go through this info-graphic diagram.

## **FACEBOOK Ads Algorithm**

FACEBOOK Ads Algorithm is different from FACEBOOK News Feed Algorithm (FACEBOOK Zero). FACEBOOK zero is responsible to prioritize your family and friend related post , while Ads Algorithm (consider as Big Black Box by Micheal Stelzner ~ “Founder and CEO of USA based Social Marketing Agency named – Social Media Examiner”)

FACEBOOK Zero (News Feed Algorithm) is focused on –

- User focused
- User Interaction
- User Interest
- Friends Family Recommendation

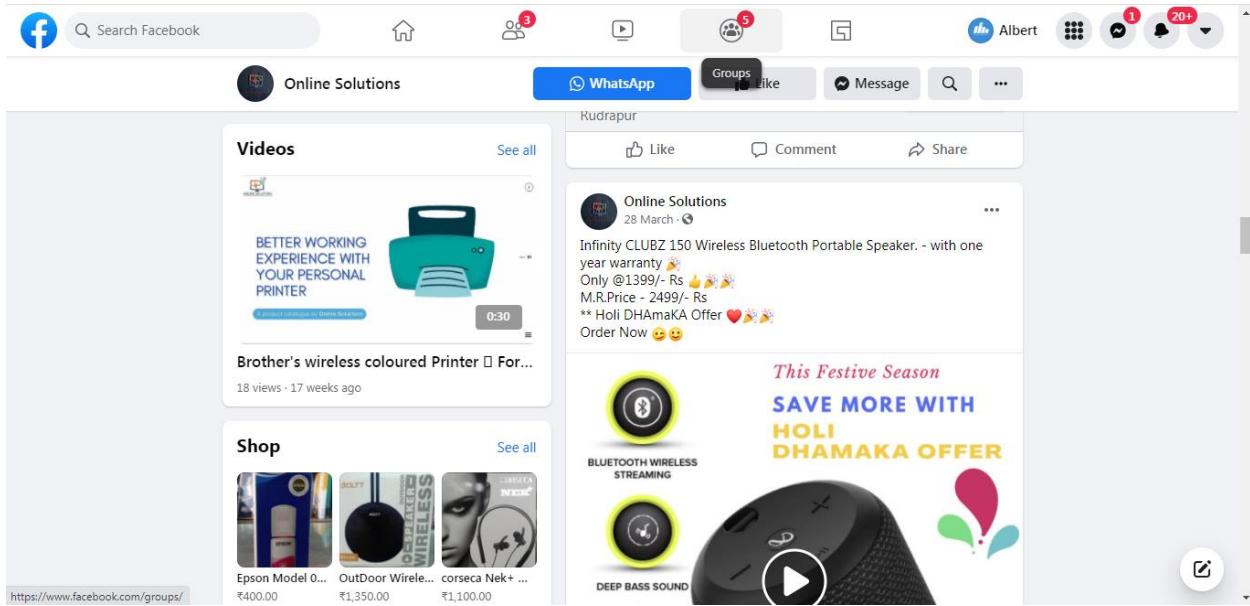
While FACEBOOK Ads Algorithm focused on determining best advertisement to show you on Feed, in order to build positive experience on FACEBOOK among community.

Here is a one case study which helps to understand “How FACEBOOK Ads are helpful, effective and works among community”

### Case Study - One

Online Solution (a Computer shop) is in a township, looking for more customer, or sales leads. So they decided to go on Online Presence of their Business and decide to create a FACEBOOK Business Page. They Create page and target on their niche, they create post among , customer demographic , interest, engaging and entertaining , educational content, which brings organic leads

and people engage with them.



(\*\* You will learn about Targeting Niche , Creating page , post and content in upcoming lesson's. )

So they decide to target more people via FACEBOOK Ads. In a traditional way you can print Big banner for display, can print a flyer or text written advertising note to distribute to every one or maximum people can be aware , you can print flex or boarding and placed them on market area. But via al these means you would first pay for limited marketing area – or geographic and second you spend money to advertise yourself to everyone, well knowing that market everyone increase customer acquisition cost and everyone is not your customer.

As Online Solution is a team of Problem Solving people , they decided to adapt the better medium through which they can market interested and needed customer, (target or potential customer) via FACEBOOK Ads by specify their target audience –

- Age group (target people Group)
- Demographic (habitat)
- Geographic (location)
- Interest (engagement)

Then you pay to run an Ad campaign with target people and first its only shows to your target audience and second you pay for potential customer, not for all (i.e. decrease in Customer Acquisition cost) and gives desired result in a short time, as you do the right efforts

As the target you choose it shows to them and its under their demographic, interest, geographic etc. so the rest of the result based on "**How effective and engaging is your post?**"

If people with similar interest , engage with your content they are more likely to follow you and be inside your community and then, **your potential customer** turns to **Your Customer as based on your Service and Products.**

That's what Online Solutions did and get a desired result, with right efforts. Rest with a practice of time you learn with FACEBOOK Insight and Analytics to analysis "**How FACEBOOK Ads Respond?**" and then, make future marketing plan based on past experience with improvising and updating yourself.

#### Paying More to FACEBOOK Ads Gives Better Results?

Paying more to FACEBOOK Ads, doesn't bring you a more leads or people to sell your goods. Paying more to FACEBOOK doesn't mean your content or post is now more *likable*.

FACEBOOK bids is only a part of an Ads Total Value, which include –

- Estimate Action Rate
- Quality
- Relevancy

In – short , paying more to FACEBOOK makes you goes inside more people feed, but they like or engage with you is more about how you maintain your Business Online Presence. Post you build or create – are they interactive, connective, engaging and entertaining enough to build engaging ecosystem. FACEBOOK just shows to more people if you pay more, rest of the result is on your marketing plan and posts content creation, videos creation etc.

### **Before You Spend Money -**

So now you know how FACEBOOK Ads run campaign, now let focus on things you have to understand before you going to spend money or actually going to “Run a Marketing Ads Campaign”.

Testing and Perfecting several factor and going with little customer analysis and research help you lot to build and run a successful marketing campaign. Your message should engage the market people with your brand recall value. Determining a customer demographic interest is good to determine and calling them with right CTA (call to action). You should have an clear and right objective, aim, message to deliver with your potential audience in order to turn them into customer engaging ecosystem.

### **Marketing With Benefits -**

Market yourself with not feature but with benefit you add in their life. Clear your marketing plan via configure your Target niche (potential customer), invest time, money, effort on right audience and target your customer with your Brand message, or Campaign message.

As you start with your potential customer (who are looking or needy, instead of market all people) with FACEBOOKs Ads, it comes with more accuracy and less customer acquisition cost, which helps you run ads campaign successfully with better marketing method then Traditional one and as a result you end up with connected community of your customer, which not only your loyal one, but also refer your product/service to others and promote you for free.

*Marketing Mantra - Build engaging connected community of your customer via giving them delightful service instead of just satisfied them. ( \*\* learn more about this in Digital Marketing Course )*

### **How to Create Business Presence on FACEBOOK?**

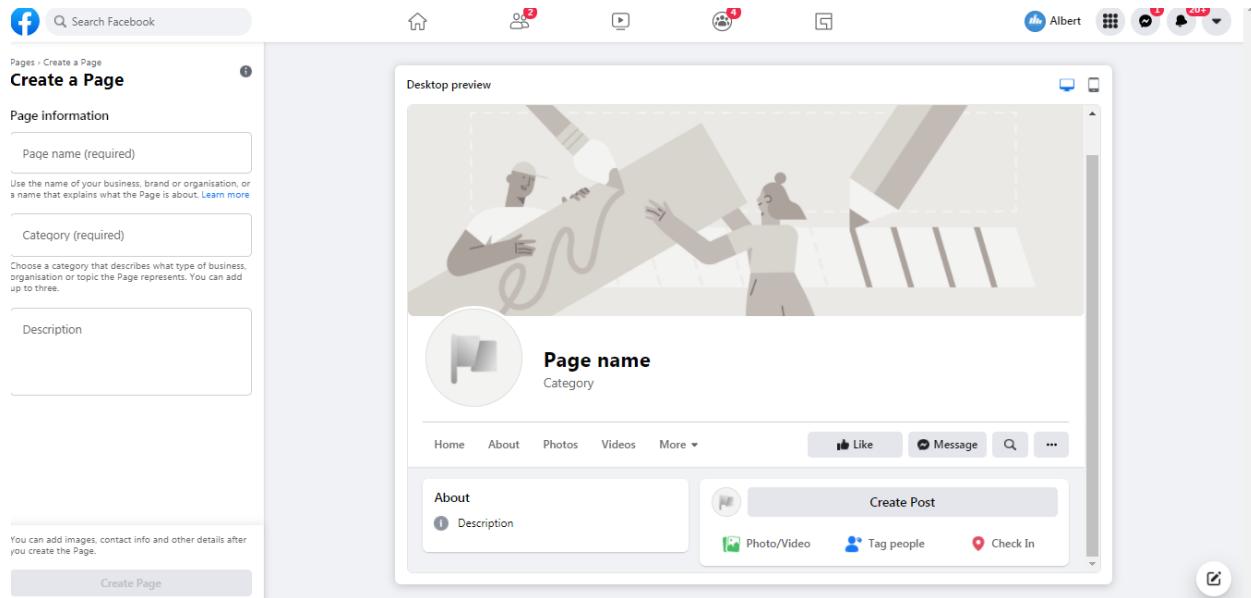
So, now we talk further about creating an Online Presence of your Business, Brands to showcase your products, goods, services to get maximum engagement with rights efforts.

FACEBOOK itself knows the importance of promoting or market about your service, that's why they have multiple businesses FACEBOOK Page based on their service and consumer.

FACEBOOK provides numbers of way to market or aware community or people about yourself depends on their Business Goal. Every business marketing / promotional program run based on your services and run around consumer, so every medium of promoting business on FACEBOOK have some merits, demerits , features , importance and role, you can start with your required medium with essential ingredients .

FACEBOOK multiple medium to promote your Brand or service are listed below - , later we talk on every medium individually –

- Your FACEBOOK Profile
- FACEBOOK Page
  1. Business Page
  2. Personal / Public Figure Page
- FACEBOOK Group



Let's talk with every individual medium with more specification with related to business goal.

We recommend you before you go further with course, Online presence is what about – you should be understand first. Reads blogs on '**Fundamentals of Online Business**'

## Types of Facebook Page –



## You're FACEBOOK Profile –

Your FACEBOOK profile is good to start with, since you have so many friends add on your id and already have a little friends / family community it's good to use your profile as a business medium to promote or aware people about your service. If you are self-employed, solopreneur, start with least requirement, it's good to use your Profile id as promotions, but since every medium have something good and bad in it. Let's aware about them before you going to start –

- Good for Single handed Business.
- If you are the - **Face of Your Business** service - **Good to start.**
- **Personalized your Business** and make **easy navigate** to connect with you.

- **Less effort and time** consuming – **no managing efforts.**
- You can't go with **Ads Campaign.**
- **Risk of violating FACEBOOK terms and guidelines** – sometimes (inappropriate post)
- Every-time friends and family is not your **Potential customer.**
- Difficult to **scale up the community.**
- Difficulty in **Link sharing** with friends and family.
- **No Insight and Analytics** to see a respond or **data analysis.**

If you choose personal profile to promote or market – these are things you need to keep in mind, rest if you going to use this medium, you may risk your personal life mixed up with professional one.

Either don't post personal pic, post on your profile – make it as per customer sights and don't mix up with your personal identity. Also, as you can promote the personal profile post content, so you can go with far with this medium – try to build online presence via FACEBOOK Pages and then Leads and engage community with page content and group building.

Before we go further, make it clear that FACEBOOK page is good to start with your service description, if you have a personalized business or may be your area a Face of your Business , go for **Personal page – as many personalized personality did with their service.**

Use Public Figure / Personal Page to promote your service and here you can not only showcase your service and business but also be connect with your audience in a personalized manner and can scale up the community with Ads Campaign that's what many personalized business or service owner do.

**Artist, Film-maker , Singer , YouTuber , Consultant , CA , Marketer , Motivational Speaker.**

Keep in mind – if only your business is personalized, unless going with Business Page gives you more benefits and feature to scale up your leads and

community.

If you are shop owner, small enterprise, startup , organization etc. Till here we learn about two medium - Personal profile and FACEBOOK Page (Personal or Public Figure Page etc.)

See images –

**Shah Rukh Khan** •  
Actor, Model, Producer, TV Host, Father, Son, Husband, Brother, Mentor

[Posts](#) [About](#) [Mentions](#) [Followers](#) [Photos](#) [More](#)

[Follow](#) [Search Page](#) [...](#)

Intro	Posts
<p>42M followers</p> <p>Page · Public figure</p> <p>srkfans@redchillies.com</p> <p>redchillies.com</p>	<p>Shah Rukh Khan • 22 April at 00:26</p> <p>Coulda...woulda...shoulda can take a backseat tonight... Kolkata Knight Riders was quite awesome I feel. (oops if we can forget the batting power play!) well done boys.. #AndreRussell Pat Cummins Dinesh Karthik try and make this a habit...we will be back!!</p>

Now we go with FACEBOOK Business Page, Optimizing your Presence and FACEBOOK Group in upcoming lessons.

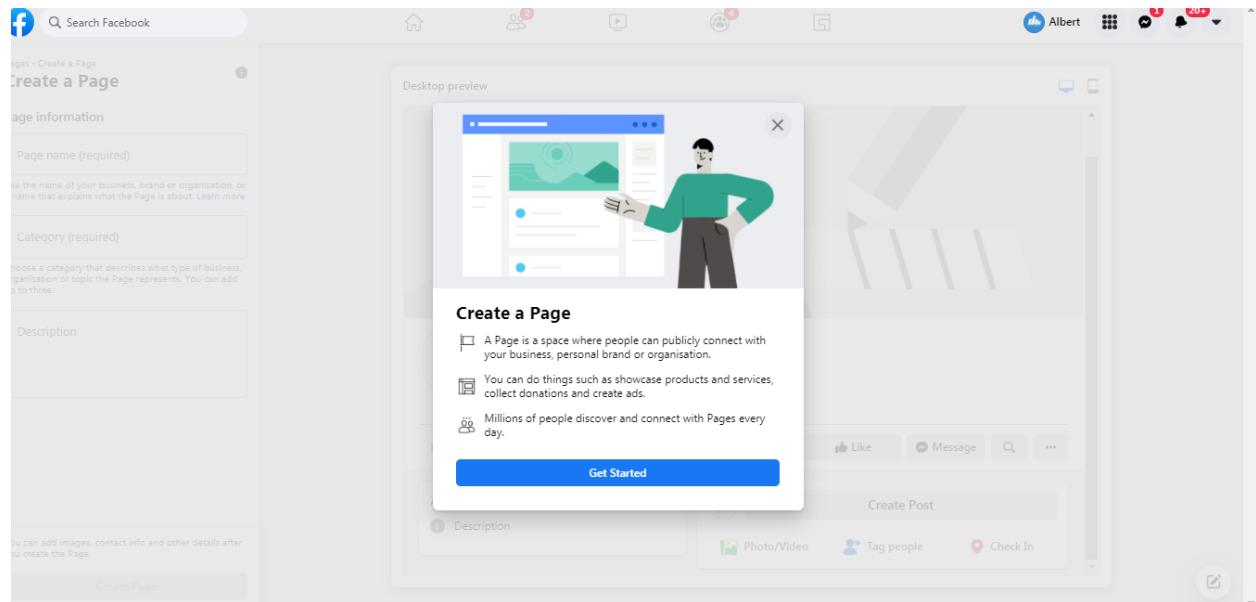
### Do and Don't –

- Aware about your Privacy setting.
- Avoid posting personal content.
- Make your Profile public to all.
- Decide What customer and mates will see on profile.

## **FACEBOOK Business Page –**

If you own a shop / business / small business is good to go with separate business page rather than using personal profile for marketing and engaging peoples. As business page comes with more features and functionality, it's much easier and effective for promotion.

You already know about the demerits of using personal profile, in a separate business page you can build a specific good presence of your business , you have more freedom to post and promote your page. Let's quickly see the merits and demerits of Business Page and then we learn - **How to optimize your Page.**



### Merits of Business Page –

- Online Window of your business
- Separate Business presence (don't mix personal and professional)
- Freedom to Post and Promote
- Access to FACEBOOK Ads

- Get FACEBOOK Post Insight and Analytics (performance report)
- Focus on Context around business , industry and customer.
- **Shop Tab** – Make your product available to show on FACEBOOK Page

As everything's comes with little problem and possibility some of the demerits of building Business Page is –

- You have to be Active on Window.
- (Window without assistant – make the customer switch to another window)
- Time consuming (you have to be consistent with post and engagement)
- Business Pages comes under subjective to FACEBOOK Ads Policy.
- Sometimes, some ads may not be approved.

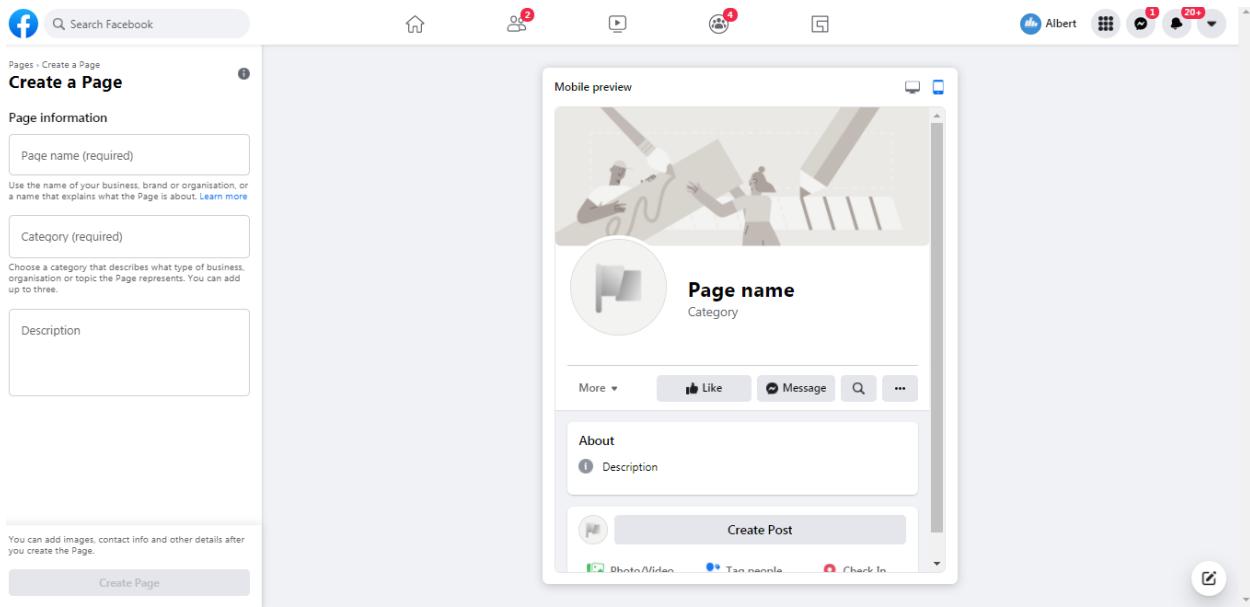
Best Practice to do -

- Avoid posting boring content.
- Avoid using bulky design and text edit post.
- Avoid using overly promotional content.
- Build narrative around customer, industry or interest.
- Design effective, interactive, CTA include relevant content.
- Be consistent for engagement.

## **Creating and Optimizing Your Presences**



Before we go to build business page, keep in mind some important things. Marketing or Business presence is for customer awareness, leads generation, customer service, customer assistance, building brand recall value, sales are secondary things which depends on other factor including your product valuation.



- Add Profile Picture.
- Add Cover picture of Page.
- Add CTA (Call to Action).
- Add Descriptions about your business
- Add @username.
- Complete **About** Section with required information.

Now let's discuss every point individually in a brief –

### **Profile Picture –**

Used to display a pic – mostly and generally profile picture is a **Logo** for “business Page”, personal picture for Public Figure or Artist Pages. **Logo** is a silent message of your business Brand; make it meaningful, attractive and understandable for peoples. Generally Profile picture size is about 180x180 px.

### **Cover Pic –**

Cover pic is about 560x315 px for mobile view and 823x315 px for desktop view. Use this area to attract eye attention. Update your cover pic time to time and use it as your personal but globally seen flex area – to market or promote yourself

– with eye catching and interactive flex board design.

When they come to your page, first things they saw is – cover image and profile pic.

Smart people, business owner clear 75% of their brand message with this two things, rest effort are done on engaging post creation and consistency with activeness and updating.

**Call to Action –**

Imagine a scenario that someone told you about an awesome night party which seems to be full of joy and excitement but didn't tell you where its going to held. It's seems like helping without interest or giving half information makes you feel disappoint to miss that event.

Didn't make your customer disappoint, encourage them to know more about your business or give freedom to talk about query via call to action like –

- Learn More
- Shop Now
- Call us
- Contact Address Detail
- Visit Website
- WhatsApp and other CTA command available on FACEBOOK

**Descriptions –**

Add a description about your business , things you deal with or provide, be accurate while choosing word and make it specific and short with information, you have only 155 characters.

**@Username –**

Create a username for your page, as it is a direct 'url' link from FACEBOOK to open your page via direct link, try to create username relevant with Business Brand or should be unique.

**Example –**

<https://facebook.com/learnincreation> is a username of **LEARNINCREATION** FACEBOOK Page. Tabs You should focused on while having a Business Page -

About Tab – Complete your about tab details with proper , required information to make your business looks more appropriate to approach, because people don't buy until they trust you, and providing relevant, right and required information build a Trust and Bonds with your potential customers.

**Shop Tab** – You know the importance of transparency in a sales, now it's a time to show your product line to your customer, visitor by listing your product on shop tab with product name, pictures, description, price, or Offer prices. Which eventually turn your whole shop into an online window portal where they can know about you, can see your product and if they want or need – can inbox or approach you via CTA you provide. You can also describe the office time of your shop, brand office if they want to visit for shop for appointment.

Now your business Online Window is very helpful to you coz it's continuously open to market you audience even when you are sleeping. Your page properly aware those about your business location, description, product and office time to visitor, while you are doing other important work or sleeping.

So you learn about optimizing your business page, now upload post content , video content on your page designed specifically on context around customer interest , business , industry relevant and avoid to post bulky , overly promotion or written content post. Build an engaging community of your customer. Pay attention on FACEBOOK page Insight and Analytics, its shows you how your post perform, respond, or bring engagement.

**FACEBOOK Group -**

Let's learn about FACEBOOK group. Groups are the powerful tools to get connect with more peoples and generate more leads. Helps to builds positive reputation as a business. Helps people with their aspiration and make your identity as a brand, share useful group community post, ware , educate and entertain group people and increase the awareness of your Brand and service.

Don't take this tools a promotion fields area, be in group community help other

and be supportive with group member, don't promote, share with them and help community to grow together.

To be in group community – either join group relevant with your business service, people or industry or create one.

Joining a Group –

Search group from FACEBOOK search option.

Be Specific with your Niche.

Either join group or ask to join.

## **Creating a Group with Your FACEBOOK Page –**

Every benefits comes with little limitation, here we learn about some best practice and key points of FACEBOOK group –

- If you don't own one, you will be removed.
- Time consuming activity, need to be active on group.
- Before you join them, read the community rules.
- Invite and join the people with similar interest.
- Only create a group if you have purpose, objective in your mind.
- Don't come's with offers.
- Care about people in community, helps them support them,
- Don't sell them help them with your product and services.

You can create group f your business page as well as personal , public figure page, but one things you need to clear about that –

Public Figure page/ Personal page – shows Who you are?

**Business page – shows what you sell?**

That's the only difference between these two kinds of FACEBOOK page.

Now you know all the Organic way to promote your page (business services or product) or build an engaging community. Next we learn about **How to Advertise with FACEBOOK?**

**Advertisement with FACEBOOK –**

So, you learnt much about how FACEBOOK works and how you can run FACEBOOK ads campaign to get a maximum leads out of it. Here is a simple flow chart diagram of how you can advertise with FACEBOOK, which clearly shows all steps.

Have a look on Diagram and then we discuss bit about it.



# ADVERTISE WITH FACEBOOK

Facebook Marketing Guide

## BUSINESS OF ANY SIZE

Can Promote Product And Service



## CREATE ADS CAMPAIGN

Create a successful ads campaign to collect more potential leads from Facebook community

## DRIVE TRAFFIC & GENERATE SALES

Drive your Social media Traffic to your Website (cross-platform conversion) and helps your target niche with your service



## BRAND RECALL VALUE

Helps your business with Global Branding and generates the Brand Recall value in your customer's mind. Repeat Cycle

FACEBOOK Ads campaign is not only gives you freedom to choose right way of marketing but also helps you to market on specific potential user, which leads in a decrease of Customer Acquisition cost and helps business owner – '**To Sell more – Not spend more'**

## How to Create FACEBOOK Ads –

Here are some step to create a FACEBOOK Ads, follow these step to run a successful ads campaign –

- Setup your FACEBOOK Advertising Account, via FACEBOOK Business Manager
- Figure out your “**NICHE**” and target right audiences.
- Choose right subtitle with post you create or upload.
- Go with Video marketing, creative and encouraging content , canvas , carousel , offering and generate leads with messaging and engaging content.
- Your post , videos or canvas should be based on business surrounding, don't go off beat.
- Choose Ads Placement for your audience.
- Create different ads for different demographic customer.

So from above learning, if you focused you can see –

**“FACEBOOK is a way to include fans and followers into your business as your potential customer and then you turn those potentials customer to your customer and rest your product or store service makes them your Loyal Customer”** – that what **Marketing does**.

## Business Event –

Business event like Webinar, Product launch , Grand Opening , live celebrations and can host the Live FACEBOOK event to engage your audiences and have a continue interest and attachment with content , company or community.

Once you are ready with your Event idea next step is to **Target with FACEBOOK Ads**. Event can be simply specified as **any activity which can bring the engagement of FACEBOOK users.**

For Marketing and Promotions FACEBOOK Event is a better process to bring mass engagement or impressions which is not easy to integrate but also give ease to add third party platform, also you can add co-host promotion, sponsor or venue

partner as per your marketing ideas and planning.

After you create an event invite your first 15 friends, only invite those friends you think comes under your customer demographic and is in a list of your business potential customer. Invite them, mark their attendance and on next event they comes with 15 new member. ("for a learning mindset - that's a 100 % rate if your 15 invitation comes back with 15 more on next event. But if 5 invitations will comes with 5 more people that is not a bad idea. " )

WELCOME TO THE FOURTH QUARTER OF THIS BOOK, WE APPRECIATE YOUR LEARNING ATTITUDE AND HOPE YOU WILL CONSISTENT WITH IT, WE COMPLETE 80% OF THIS GUIDE.

Congratulations =)

When you get leads from FACEBOOK Marketing – next step is to communicate with your potential customer to make sale (cause of marketing).

Business Rule -

- **KEEP YOUR EYES ALWAYS ON FISH EYE –  
(THE CAUSE OF ACTION)**

So for communication you can need customer care center or reception window – in virtual or digital way FACEBOOK Messenger, Chat Window on many website, FACEBOOK Messenger Chat integration on Website are the way to do so.

Always attached a communication call to action on page descriptions section so that if they want to talk, they can with ease.

- Don't make process lengthy for user. Keep it with one click or two click maximum.

### **FACEBOOK Messenger –**

FACEBOOK Messenger is a powerful tool for customer support in order to interact with your audience. All kind of business needs good and communicative customer support, to interact with customer in order to answer their queries or place an order, for which FACEBOOK Messenger is a powerful tools via FACEBOOK which did this all and also helps page owner to build a trust and relation with clients, give them support and makes your online window more interactive and effective.

In a Digital world – it's all about engagement you bring with likable content or with support window. You can use chat bot as a powerful engagement tools which build touch-point with interactive customer and fell them delight with your service window. You can also integrate FACEBOOK Messenger in your blog-site or Business Website as per your niche requirement or business planning.

You can also setup the messenger ads which are display on Home Tab which can be effectively used to build the business brand recall value and can increase the leads of likable potential customer you can configure this via FACEBOOK Ads Manager.



**THE  
FACEBOOK  
MESSENGER  
CUSTOMER CARE**

**EASY TO USE**

**Easy to Integrate**

You can easily use Facebook messenger to interact with your customers on digital world or also can integrate Facebook messenger to your Website

**ENGAGEMENT**

**Bring Engagement**

Automate your message for your user. Always be Active on Window

**TOUCH POINT**

**Build Touch Point**

Build multiple touch points for your user to revise the recall brand value.

**BUILD & DELIVER**

**Build Trust Deliver Value**

Once you collect leads, try to build a relation of Trust and Deliver them value

- **DID YOUR TRACK YOUR PERFORMANCE?**

## **FACEBOOK INSIGHTS AND ANALYTICS –**

Now you learn much about FACEBOOK or way of FACEBOOK Marketing, now you are ready to run your Ads Campaign to attract new potential customer for your business, but tracking your performance is a good practice.

For this FACEBOOK comes with FACEBOOK Insights and Analytics, we learn this two terms in upcoming topic but keep in mind that both are bit differ from each other.

FACEBOOK Insights and FACEBOOK Analytics both helps marketer to analyze or revise their marketing efforts performance. You can check the data of audience respond to your marketing post, content, videos or agenda, better analysis gives you straight idea about what people like or what they dislike, so you can change or continue your marketing strategy according to them.

Putting efforts on something without analyzing it – is a mistake or un-directional effort where you can no idea of Output.

FACEBOOK insights can be check on FACEBOOK Page manager which reveals the data –

1. Like and like source
2. New like videos
3. Videos, Post, Status Reach or Engagement

While Analytics is bit different which helps to learn about post and ads respond via audiences, It consist of data like – Audiences Interest and Demands

Analytics is the advance good path to lift on user life and interest. You can check out your page insights on FACEBOOK Page manager and also can download the Data file to revise your audience dataset – demographic, interest or post they like or don't like in details , which gives an idea about next marketing campaign.

Analytics also helps about knowing active user, or sales funnel purchase records. FACEBOOK allows generating report containing information of about nearly any activity or event. Generate more cross channel funnels or keep your eye on conversion rate, or source of audience.

One thing which is good with Analytics is that – It allows you to determine specific return on Investment of your marketing and advertising effort. You can also use **FACEBOOK PIXEL** – a code structure you can integrate on your website to track the visitor which comes on your website, in short –

Audience activity and results across your ecosystem, for analytics reports same as **Google Analytics**. (You learn Google Analytics on **Google SEO Course**)

### **Message For you –**

So you successfully complete this FACEBOOK Marketing Course, and we hope you learn much more about FACEBOOK and How does it works and helps Business or Profession to gain the new potential customer out of people community. Also FACEBOOK not only make you social but also build an Online Interactive Window for your business. Hope you learn the lot and now you can plan and run your business marketing ads campaign more successfully.

In 21<sup>st</sup> century “**Knowledge is the new currency and we hope you take continue this from us**”.

Now if you are in jungle, you know what to hunt in a jungle and how to hunt or if you like to collect apple in a jungle you know where is your target niche (apple tree in this scenario) and how to collect apple.