

# **1. SOCIAL MEDIA MARKETING**

## **What is Social Media Marketing?**

Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool. These social media platforms enable brands to connect with their audience to:

- build a brand
- increase sales
- drive traffic to a website and
- build a community of followers to share and engage with content.

Producing relevant content that users will share with their own networks helps brands increase their exposure. It also extends its reach toward fans, potential customers, and even potential employees when used as a recruitment tool.

## **Advantages of social media:**

1. Increased Brand Awareness
2. More Inbound Traffic
3. Improved Search Engine Rankings
4. Higher Conversion Rates
5. Better Customer Satisfaction
6. Improved Brand Loyalty
7. More Brand Authority
8. Gain Marketplace Insights
9. Cost-Effective

## **2. INTRODUCTION TO FACEBOOK**

### **Facebook:**

Facebook is a **social networking site** that makes it easy for you to **connect and share** with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, **anyone** over the **age** of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with **more than 1 billion users** worldwide.

### **Why Facebook is Useful in social media?**

Here are nine reasons Facebook is the most effective social media marketing tool:

1. **Facebook is the most popular social network:** There's strength in numbers, and with over 1.4 *billion* users and over 900 million of those users visiting the site every day, Facebook is undoubtedly the 800-pound gorilla of social media. If you're like most small businesses, you simply can't afford *not* to have a presence there.
2. **Facebook users encompass all demographics:** Whether you're trying to reach teens or seniors, you can find them on Facebook. According to Pew, some 72 percent of online American adults use Facebook. Eighty-two percent of online adults ages 18 to 29 use it, 79 percent of those ages 30 to 49 use it and 64 percent of those ages 50 to 64 use it. Even among Internet users aged 65 and up, nearly half (48 percent) use Facebook.
3. **Facebook is "sticky.":** Facebook users spend a lot of time on the site — 40 minutes per day, on average. Worldwide, Facebook-use accounts for a whopping 20 percent of all time online, Business Insider says. More time on Facebook means more time spent interacting with your business's presence there.
4. **Facebook is growing:** Not only does Facebook dominate social media use, but it shows no signs of slowing.
5. **Facebook advertising is affordable:** The average Facebook ad costs just \$5.99 per thousand impressions. In addition, you can set and control your own budget so you don't face unexpected marketing costs.
6. **Facebook advertising is highly targeted:** You can target your audience by location, age, gender, interests and other factors. Use the Custom Audiences feature to target existing customers safely and privately. Or, market to local customers with Local Awareness ads that reach customers on their mobile devices.
7. **Facebook lets you reach out to website customers:** Facebook's re-targeting option allows you to show Facebook ads only to people who have previously visited your business website.
8. **Facebook lets you spread the word to Friends of Friends:** When your target customers see your Facebook posts or ads, their Facebook Friends see them too, multiplying the effectiveness of your Facebook marketing efforts.
9. **Facebook helps you measure your results:** Still doubt that Facebook is an effective marketing tool? Don't take my word for it: measure the ROI yourself. The free Facebook Insights tool lets you track the results of your Facebook marketing, including ads and organic posts. You can get detailed information about how prospective customers are engaging with your business on Facebook, such as how many likes you got this week and how that compares to past measures, what type of engagement you received (likes, comments and shares) on posts, and which ads drove traffic to your website or other actions.

## INTRODUCTION TO BASIC FACEBOOK TERMINOLOGIES



- The purpose of the **home icon** is to mark a clear path back to the home page of a website.
- This icon is something the user can click on from anywhere to start fresh from page one.
- The fact that the home icon is such a universal symbol makes it vitally important to include on your website.



- The **bell icon** is where you can view all of your Facebook notifications.
- The last button is a dropdown that lets you access all of your Facebook settings.



- **Groups** are a place to communicate about shared interests with certain people.
- You can create a group for anything your family reunion, your after-work sports team or your book club.
- Groups allow you to connect with people across Facebook who enjoy the same things that you do. Examples of things that groups are based around include books, hobbies, bands, families, and neighborhood or school clubs.



- **Settings** include things like: Account Settings: Edit the basics like your name, mobile number, email and choose your language translation preferences.
- Security: Change your password, and turn on alerts and approvals to keep your account secure.



- You can **save** things you see on Facebook to view later, like the links or videos your friends post, events, Pages or photos.
- Tap in the top right of the post. Select Save post, save event, save link or Save video.



- Facebook **Marketplace** is a free feature that allows users to buy, sell, and trade items with people nearby kind of like a garage sale, but online.
- Here, you'll find all kinds of items for sale, both big and small, cheap and expensive.



- Facebook today is introducing a dedicated page called **"Memories,"** where you can reflect on the moments you've shared with family and friends over the years.
- You can still access your memories through the Memories bookmark either to the left of your News Feed on your computer or in the "more" tab on the bottom right of your mobile app.



- The **like button** is a feature of the social networking service Facebook, where users can like content such as status updates, comments, photos and videos, links shared by friends, and advertisements.
- The feature was activated on February 9, 2009.
- Think of it as casting a vote in a popularity contest. Our Facebook Sharing tutorial has more information on "likes" and related actions for sharing how you feel.



- The **Share button** lets people add a personalized message to links before sharing on their timeline, in groups, or to their friends through a Facebook Message.
- The Share button is one of the three engagement options that Facebook gives users to allow them to connect with people online.



- One of the most central images in the Facebook brand is the famous "Like" icon. You can like anything on the site that you can comment on.
- We use **comments** to tap below a post. Tap Write a comment at the bottom of the screen, then type in your comment.
- Tap to take or upload a photo. Tap to comment with a sticker.



- A blue circle means that your **message** is sending. A blue circle with a check means that your message has been sent.
- A filled-in blue circle with a check means that your message has been delivered.
- A small version of someone's profile picture will appear below the message when they've seen it.



- Next to a speech bubble that someone has typed there will be a smaller bubble with a little emoticon next to a **plus symbol**.
- If you tap on that you'll see a range of different reactions that you can apply to that specific comment.



- The Watch **video icon** tab is a very useful option in Facebook. Using this feature, you can quickly and easily watch your favorite videos and movies online on the platform.
- Since it provides free access, people enjoy and prefer this social media site a lot.
- You'll have a lot of fun watching interesting video content here.



- Most users will see between four and six icons in their personalized navigation bar.
- Products that aren't featured on the **navigation bar** will still be found by tapping the menu icon.
- When Facebook adds a new app icon, you will receive a notification. They started testing the new feature in February.



- The **find** normally is the topmost bar in the user interface. People could easily find their friends, related topics, location, content, and videos on the site with the help of the find.
- Search is a tool to find people, posts, photos, places, Pages, Groups, apps, and events on Facebook.
- Your Facebook search results are also based on Facebook community activity including Popularity of content for a particular search term. How recently something was posted.
- You may see results from people you're not friends with because you're in the audience for the post.

## **Other Facebook Terminologies:**

### **1. Friend:**

- a. This is the term used when you are connected with someone on Facebook.
- b. When you add someone as a friend, they are able to see your profile and updates and vice-versa. Think of it as adding each other's mailing address, phone number, and e-mail address to your respective contact books.
- c. Of course, with Facebook, you can share much more information than that!

### **2. Status:**

- a. Allows users to share their thoughts or important information with their friends.
- b. This can include where they are, what they're doing, how they're feeling, who they're with, or just something that they generally find interesting.

### **3. Profile:**

- a. Your mini-biography contains all of your basic information.
- b. This can include things such as your name, birthday, where you work (or have worked), where you go (or went) to school, where you live (or have lived), and whether or not you're in a relationship.
- c. You can choose what to fill out and who gets to see it.

### **4. Event:**

- d. Organize your own event and invite your guests, or respond to an event that you've been invited to.
- e. You can write status updates for events, just as you would for yourself.
- f. You and your friends can also comment on any status updates for the event to let each other help with the planning!

### **5. Notification:**

- g. You get a notification whenever something happens on Facebook that more-or-less directly involves you.
- h. Mostly, this will be if someone 'likes' or comments on a status update or comment that you wrote, or if someone invites you to 'like' a page, play a game, or join an event or group.
- i. Some other things will cause you to receive notifications, such as if someone writes a status update in a group that you belong to, or if one of your friends is celebrating a birthday.

### **6. News Feed:**

- a. Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, App activities, and Likes from the people, Pages, and Groups you're associated with.
- b. Its goal is to show people the stories they care about most, every time they visit. Everyone's News Feed is a personalized, ever-changing collection of photos, videos, links and updates from the friends, family, groups, businesses and content creators that they have connected to on Facebook.

**7. Notes:**

- j. The Notes feature lets you publish messages in rich-text format, giving you greater flexibility than simple updates allow.
- k. In addition to formatting your text, you can add photos and tag other people in your note.
- l. Notes are a place where individuals and brands share content that's too long, or not appropriate for a simple status update. Businesses use Facebook Notes in a variety of different ways. For instance, a note may summarize the content on your latest blog post.

**8. Poke:**

- m. People use the Poke feature when they want to get someone's attention or say hello.
- n. When you Poke someone, they'll receive a notification letting them know that they've been poked and by whom.
- o. People can poke their friends or friends of friends on Facebook. When you poke someone, they'll get a notification. To see and send pokes, visit your pokes page. If you don't want someone to poke you, you can block them.

**9. Social Plugins:**

- p. Social Plugins are tools that other websites can use to provide people with personalized and social experiences.
- q. When you interact with social plugins, you share your experiences off Facebook with your friends on Facebook.
- r. Social plugins, like the Like button, the Share button and comments, are tools that let you share your experiences on other websites with your friends on Facebook. Social plugins include: Like button; Tap Like to share and connect with things from other websites that you find interesting.

**10. Tagging:**

- a. A tag links a person, Page, or place to something you post, like a status update or photo.
- b. For example, you can tag a photo to say who's in it or post a status update and say who you're with or where you are.
- c. When you tag someone, you create a link to their profile. This means that: The post you tag the person in may also be added to that person's timeline. For example, you can tag a photo to show who's in the photo or post a status update and say who you're with.

**11. Top Story:**

- d. Top Stories include the stories published since you last checked News Feed that Facebook's algorithm thinks you'll find interesting.
- e. These items might be different depending on how long it's been since you last visited your News Feed

### 3. How to Create a Facebook Business Page

#### What is FB Business Page?

- A Facebook Business Page can connect you with customers and offer key information about your business, products, services, and upcoming events.
- Facebook Ads and Messenger Ads are highly targeted and effective ways to reach potential customers.

#### Benefits of a Facebook Business Page:

If you create a Facebook Page for your company, you can use it to do the following:

##### **1. List basic contact information.**

If people wonder when your phone line or storefront is open, they may visit your Facebook Page to find out. They'll also want to know your address if you're a storefront or your support-line email if you offer services remotely. A Facebook Business Page is a one-stop shop for listing all of this information.

##### **2. Engage new and longtime customers.**

Not even your most loyal customers see what happens inside your business on a day-to-day basis – that is, unless you regularly share elucidating social media content with them. A Facebook Page is a great place to post shots from inside your storefront or behind the scenes with your support team. You can also boost customer engagement by updating followers on new products and discounts.

##### **3. Know your audience.**

When you have a Facebook Business Page, you'll have access to audience insights and demographics. You can use the data provided to inform a robust demographic marketing strategy and better target your campaigns.

##### **4. Lessen marketing costs.**

Starting a Facebook Business Page is free, and many additional Facebook marketing and analytics features are either free or inexpensive. Integrating a Facebook Business Page into your marketing plan is a budget-savvy way to reach more people – potentially an audience of billions – with less money.



## 5. Boost web traffic.

By linking to your company's website on your Facebook Business Page, you'll drive more traffic to your website. The more people you get to your website, the better the chances of people reading in-depth descriptions of your products and services. Better yet, if you sell products online, people who jump from your Facebook Business Page to your website might even buy something.

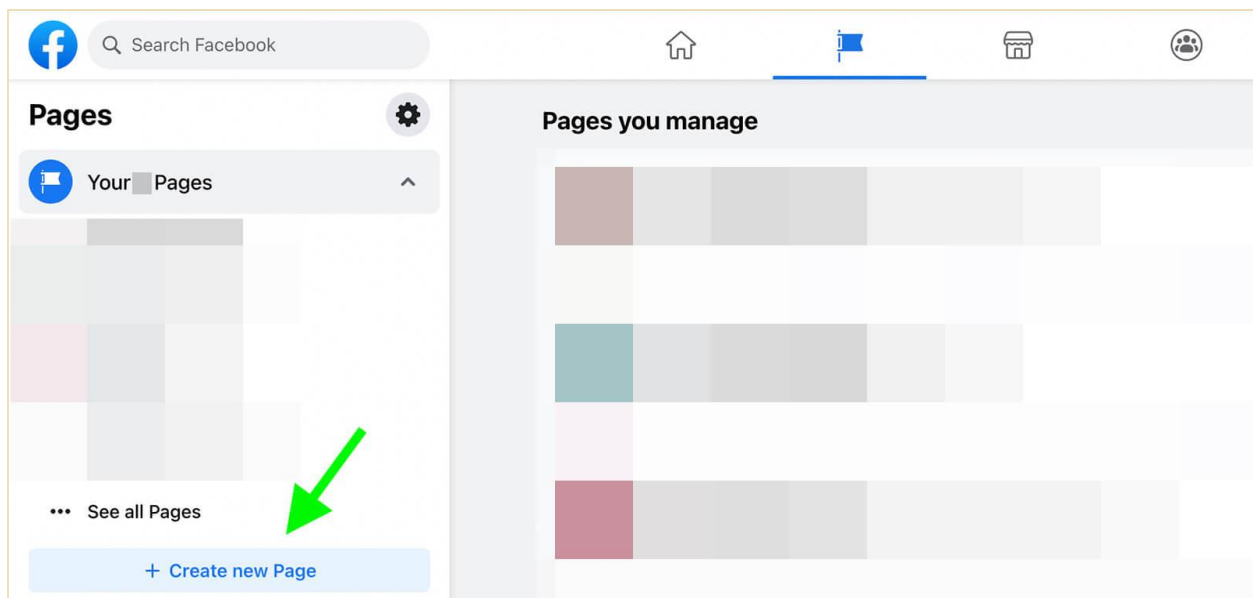
## 6. Improve SEO.

Facebook Business Pages are good for more than just your social media presence; they're also a boon to your rankings in search engine queries.

### **Step to Create a Facebook Business page:**

#### **#1: Navigate to Your Personal Profile**

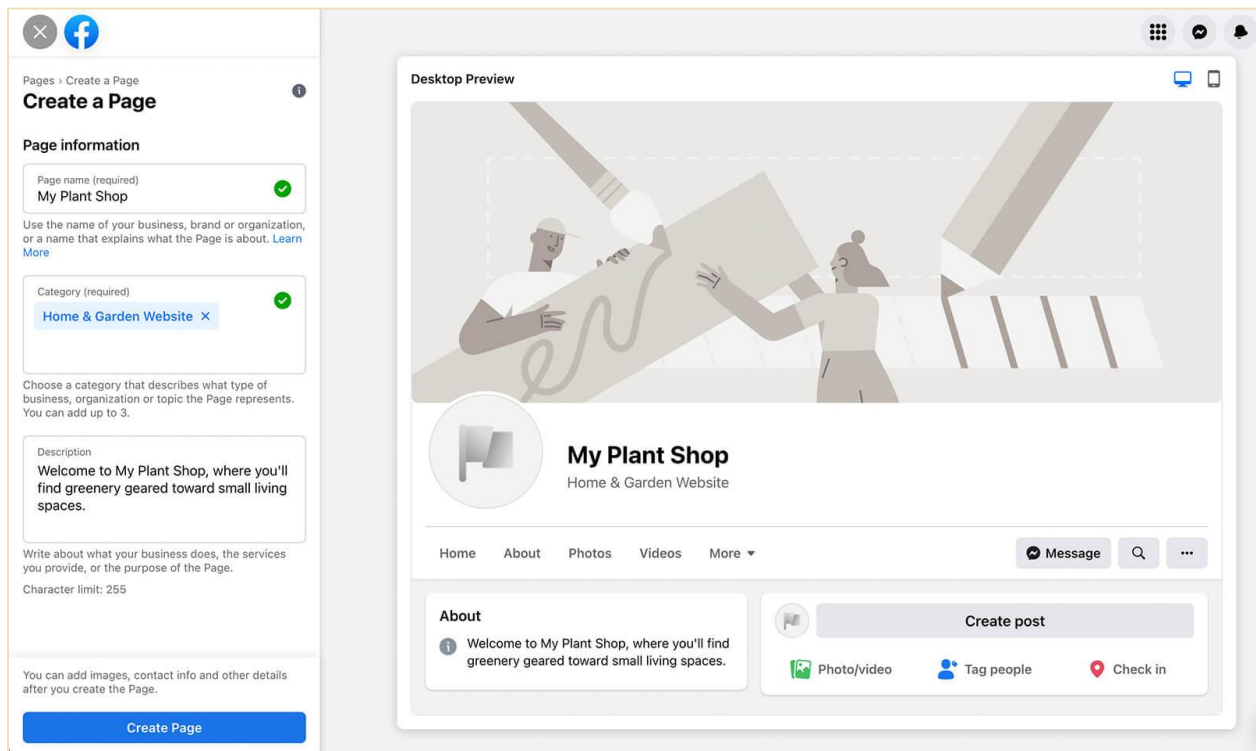
Start by opening Facebook in a browser and clicking the flag icon in the top menu bar. Then click the Create New Page button in the left-hand menu. You'll automatically be redirected to Facebook's Create a Page pop-up.



#### **#2: Enter Basic Page Information**

Next, add basic information about your business. Enter a page name and indicate that you see a green check, which confirms that the name you entered follows Facebook’s page name rules. For example, the page can’t include inappropriate capitalization or punctuation.

Choose up to three categories that describe your business. Type a keyword or two to start browsing your options.



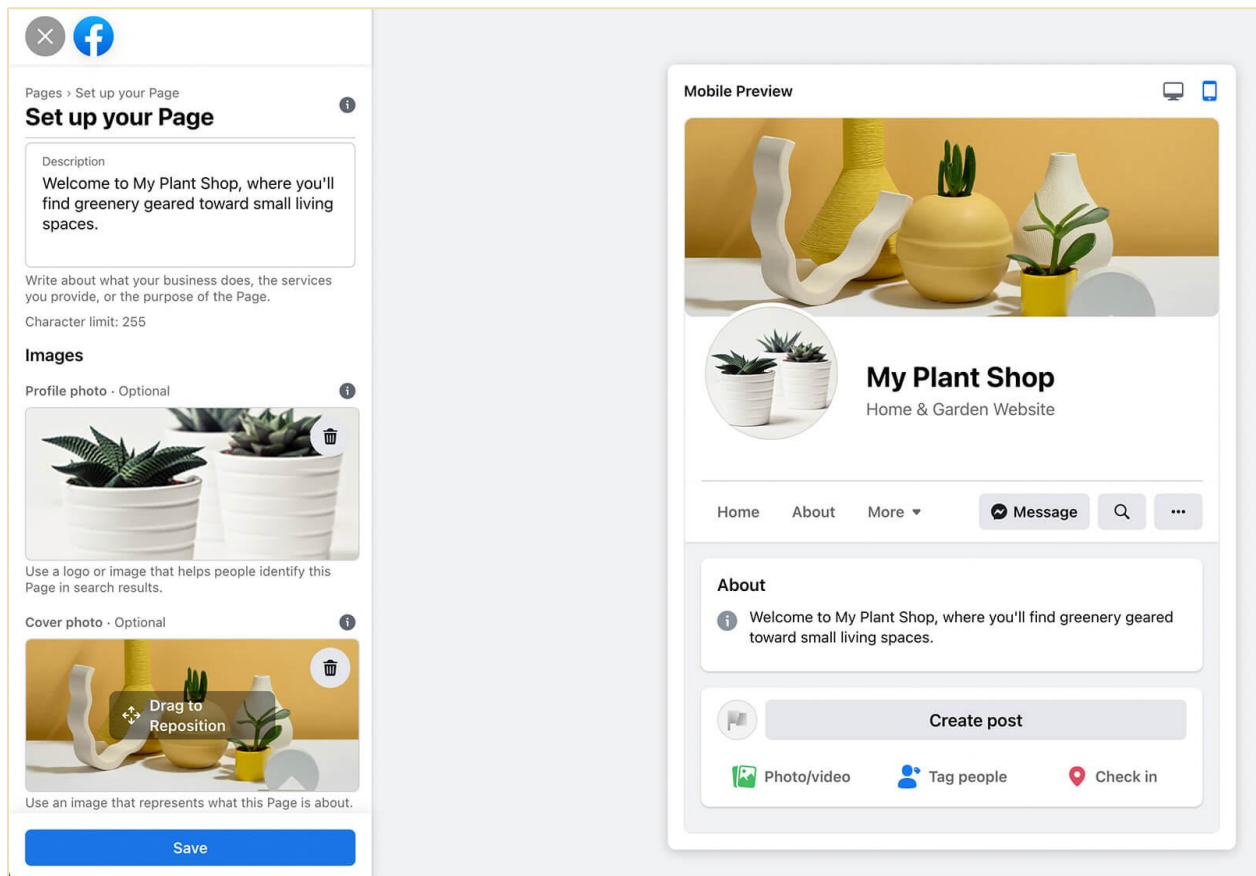
In the description box, write a concise introduction to your business. Since you have only 255 characters to work with, this is a great place to feature your unique selling proposition. The description will appear in the About section at the very top of your page.

### **#3: Upload Facebook Page Images**

After you’ve created the page, you’ll see some new options to upload images. Add a profile photo that your customers can easily recognize and associate with your business—such as your logo, your product, your location, or yourself (if your page represents a public figure).

Note that Facebook recommends using a square image that displays at 170 x 170 pixels. And keep in mind that it displays as a circle, so the corners may be cut off.


Next, choose a cover photo to tell customers more about your business. Your cover image might show some of your products, a view of your store, a snapshot of your team, or your current offer. Although it's a good idea to keep your profile photo consistent, you can plan to change your cover photo frequently.




Facebook recommends uploading an image that measures 1640 x 856 pixels. But it's important to note that your cover photo displays at different dimensions on desktop vs. mobile. Use the toggle in the upper-right corner to preview your cover image on both. When you're done, click the Save button to complete the basic page setup process.


#### **#4: Connect Your Facebook Page to WhatsApp**


Next, you'll see an option to connect your Facebook page to your WhatsApp business account. This is an optional step that you can complete now or return to later.




**Connect your Facebook Page to WhatsApp**

US+1 ▼ Phone number  

 **Get more messages**  
Add a WhatsApp button to your Page that people can tap to send you a message directly on WhatsApp.

 **Show people your number**  
Display your WhatsApp number in your Page's About section.

 **Create WhatsApp ads**  
Send people to WhatsApp from ads you place on Facebook.

[Send code](#)

If you do connect your WhatsApp business account, note that anyone who visits your Facebook page can see your WhatsApp number. You can also add a WhatsApp button to your page, include a button in certain posts, or run WhatsApp ads to get more messages.


### **#5: Choose a Username for Your Facebook Page**

Once your page is set up, the first thing you should do is choose a username. Ideally, your username should include all or part of your business name or domain name. It should also be consistent across social media channels so customers can easily find and tag your business.

Click the Create @Username link and enter the username you want to use. Since usernames must be unique, you'll see an error message if the handle is already taken. Once you've found one that works, click the Create Username button. Note that your page's username appears in your URL like so: <https://facebook.com/username>

### Create Page username

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.



**My Plant Shop**  
@myplantshopnc

Username

13 / 50

Username

myplantshopnc

✓

Need help? Get tips on [choosing a username](#).


Cancel

Create username

## **#6: Add a Call-to-Action Button to Your Facebook Page**

Next, decide which call-to-action (CTA) button to add to your page. Click the Add a Button button in the upper-left corner and choose one of the available CTAs.

**Manage Page**

 My Plant Shop

Home

Messenger tools

Ad Center

Inbox


Podcasts


Business Apps

Resources & Tools

Notifications

Insights





**My Plant Shop**  
Create @Username · Home & Garden Website

Home

Groups

Events

Reviews

More

Promote

Search

More

Profile

+

Add a button

The best option for your business depends on what you want to accomplish:


- To grow your audience, choose Follow or Sign Up.
- To start conversations with customers, choose Call Now, Contact Us, Send Message, Send Email, or Send WhatsApp Message.
- To get people to engage with your website or app, choose Learn More or Use App.
- To drive sales, choose Shop on Website, Start Order, or Book Now.

### **#7: Provide Business Details**

Although you already added a description of your business to your page, you should also add contact information so customers can learn more about your business. Scroll down to the Provide Info and Preferences section or click Edit Page Info in the left-hand menu.

Then add details like your website and phone number. If your business has an office, store, or physical headquarters that's open to the public, add business hours and location info.

## Manage Page

My Plant Shop

Home

Messenger tools

Ad Center

Inbox

Podcasts

Business Apps

Resources & Tools

Notifications


Insights

Publishing tools

Page Quality

Edit Page info

Promote

My Plant Shop

### Set your Page up for success

Finish setting up your Page so people on Facebook know you're a credible business.

6 of 13 steps completed

Completed

Establish your Page's identity

5 steps left

Provide info and preferences

Website

Does your business already have a website?

Add websiteMore

Location info

Do you want your Page to display a business address or service area?

Add location infoMore

Business hours

Do you want people to see business hours on your Page?

Add hoursMore

Phone number

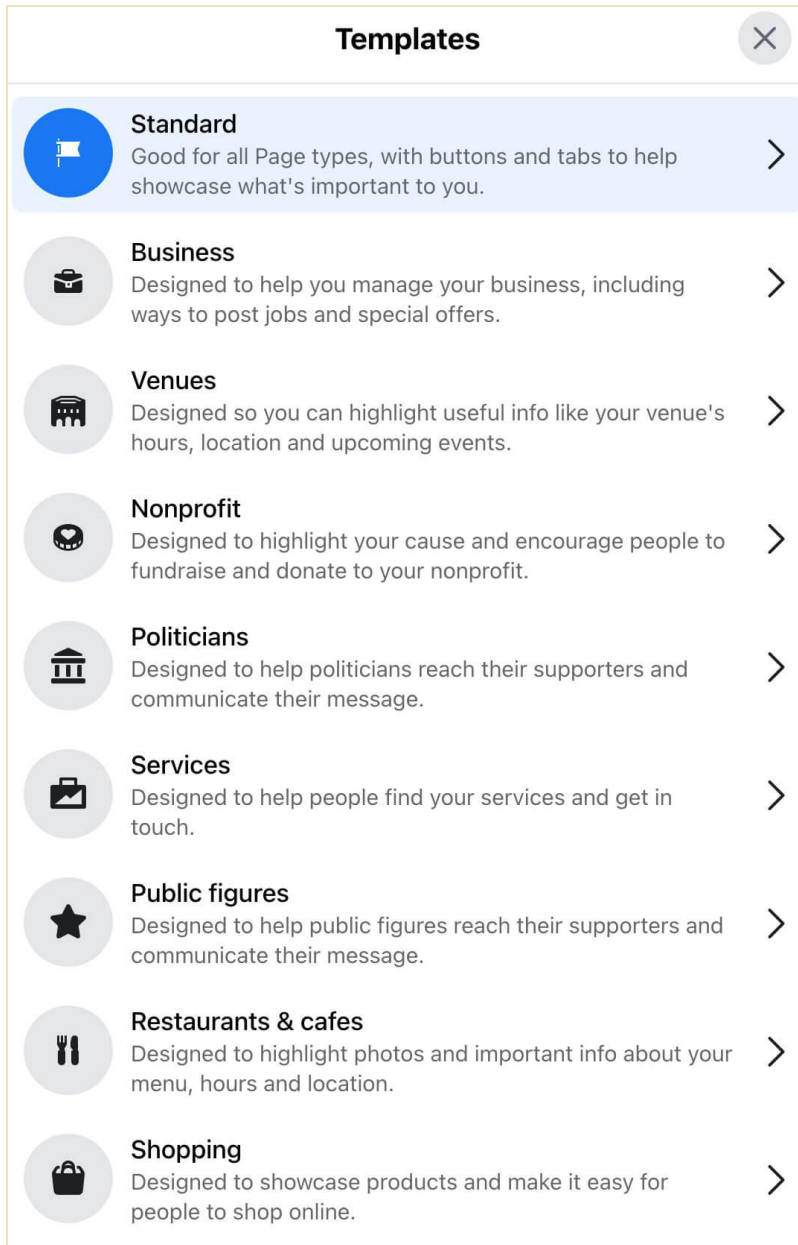
Do you want to be contacted by phone?

Add phone numberMore

## **#8: Pick a Facebook Page Template**

By default, Facebook pages use a standard template. But you can choose a different one to market your business more effectively.

In the left-hand menu, select Settings. Then click Templates and Tabs. Under the Tabs section, click the Edit button. Then browse the available options to find one that fits your business type.



If you plan to sell products from your page, for example, choose the Shopping template. If you run a service-based business, go with the Services template instead.

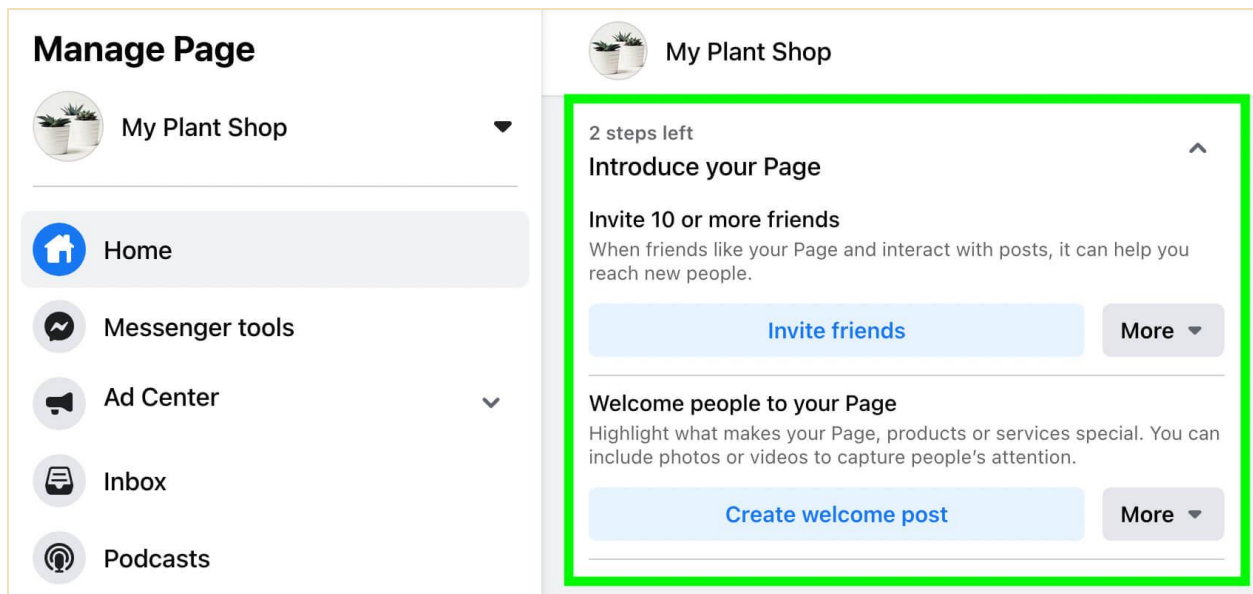
Then review the tabs that display on your page. You can toggle off those you don't plan to use and place the remaining ones in an order that works best for your business. You can revisit them and switch tabs back on at any time.



## **#9: Introduce Your Facebook Page**

Now you can start growing your audience and using your page. Scroll down to the Introduce Your Page section and click the Create Welcome Post button. Alternatively, click the Create Post button at the top of your page. Use the opportunity to welcome followers and customers, introduce them to your business, and tell them what to expect.

Then start inviting people to your page. You can click the Invite Friends button to ask friends, family, co-workers, and other personal connections to follow your page. Note that this option won't automatically invite all of your friends. Instead, you can select the people you want to invite to your page.



## **4. Facebook Fan Page.**

### **What Is a Facebook Fan Page ?**

In Facebook there are two different ways to represent ourselves. One way is to create a personal profile. The other way is to create the business owner account, which is the Facebook Fan Page. Its main goal is to represent the company.

### **Advantage :**

A Facebook Fans Page has certain advantages for any company in comparison to the personal profile of the owner:

- **Work as a brand page** – you can communicate with the customer using your brand's voice
- **Allows interaction with other brands** – it can work as cross promotion of your accounts.
- Allows **interacting with customers as a company's owner** and as a brand simultaneously. Such an approach helps to make official comments from the brand's side and add a personal touch from your individual profile to build higher engagement. Having the link from your business page to a personal profile creates an additional contact point with target customers
- **Allows using Facebook tab options and services** – a Facebook marketplace to sell your products, Jobs tab to hire the personnel you need, Events tab to promote your future event, Offers the tab to share all the promotions you currently have.

### **Differences between a personal profile and a Fan Page**

#### ***1. Unlimited “followers” vs 5,000 “friends”***

The number of friends on your profile and the number of fans on your Fan Page is perhaps the most significant and important difference between the two types of profiles on this social network.

While in your personal profile you can only have 5,000 contacts as friends; famous people, public persons and especially businesses are quickly overtaken by that number, which also limits the reach of their posts.

It is precisely for them that Facebook allows the creation of a special profile, the Fan Page, where instead of having friends you have unlimited followers or fans to whom your publications will reach.

## *2. It's visible to everyone*

Another of the biggest and most significant differences between the Fan Page and the personal profile is visibility. While in personal profiles you choose the degree of visibility of photos, posts, comments, cover photos, making them public or just for your friends; in your Fan Page everything is public from the beginning.

## *3. Multiple administrators*

It also offers an advantage, of allowing you to add several administrators, unlike a personal profile in which only you can do it.

## *4. You can use applications to give a professional look to the page*

From your personal profile it seems that you can't do much to customize the look of the page, however from your Fan Page you have a world of possibilities to optimize and improve the look of your brand or business page, thanks to the ability to add applications.

## *5. Statistics service*

Knowing the people who follow you is very important to design advertising campaigns, improve or change any product or service. You might think that to achieve this goal you have to invest a lot of money and time doing surveys, however your Fan Page has a free solution.

Another difference between a personal profile and a Fan Page is that with the latter you have **Facebook Insight**, a very complete section of statistics about your followers, which will help you understand who is following you, since you will know the average age of those who have given "like" to your page, their gender, geographical location and the time they spend on your profile.

In addition, you will know at what times and days there are more people viewing your profile. Get the maximum benefit from this tool by analysing each publication in detail. This way, you will be able to evaluate if your strategy in this social network is working and how you can improve it.

## **How to Create a Fanpage on Facebook**

### **Step 1. Define your category**

	Books & Magazines, Brands & Products	Companies & Organizations	Local businesses	Movies, Music, Television	People, Sports	Websites & Blogs
Short description	+	+	+	+	+	+
Website	+	+	+	+	+	+
Email		+	+		+	+
Phone		+	+		+	
Address		+	+		+	
Map			+			
Check-ins		+	+			
Ratings & Reviews			+			

Depending on the category, you will get access to various features of the account. See the table below for details. Categories are listed in columns.

### **Step 2. Add the required information about your business**

A good point to start is to download your corporate logo, as well as photos making your target customers acquainted with your product or service. Do not forget to include a detailed description of your corporate history, business goals, and values. These details will create the first impression among your target customers. Add your website URL to allow users to get additional information on your products in case they need it

### **Step 3. Add your cover photo or video**

Pay attention to the cover image you upload and be sure that it will make the proper impression on the customer when he sees it. Use brands colours and try

to be as visual as possible. You can also upload a video as your cover page, which is a good point to differentiate your brand from competitors

#### **Step 4. Start posting**

When you have performed all the steps above, it is time to build your timeline. Remember to post regularly, respond to comments and keep track of the changes in engagement over time. A [smart posting tool](#) would be good help at this point. You can also star or highlight the most important posts and place them to the top of your timeline.

## **5. HOW TO CREATE A FACEBOOK GROUP FOR MARKETING**

### **Topics to cover:**

- What is a FaceBook Group ?
- How to create a FaceBook Group ?
- Benefits of creating a facebook group for your business ?
- Steps involved in creating and marketing the group ?

### **What is a FaceBook Group ?**

A Facebook group is a page on Facebook created to enable a group of people to interact around a common topic. Oftentimes Facebook groups are used for businesses and organizations to promote and inform their customers and prospects about different products, events, or updates happening in relation to their company or industry.

Facebook groups can be used for a wide array of purposes, but some common ones for businesses include networking purposes, to build customer relationships and develop brand ambassadors, or as a support hub to help customers in need.

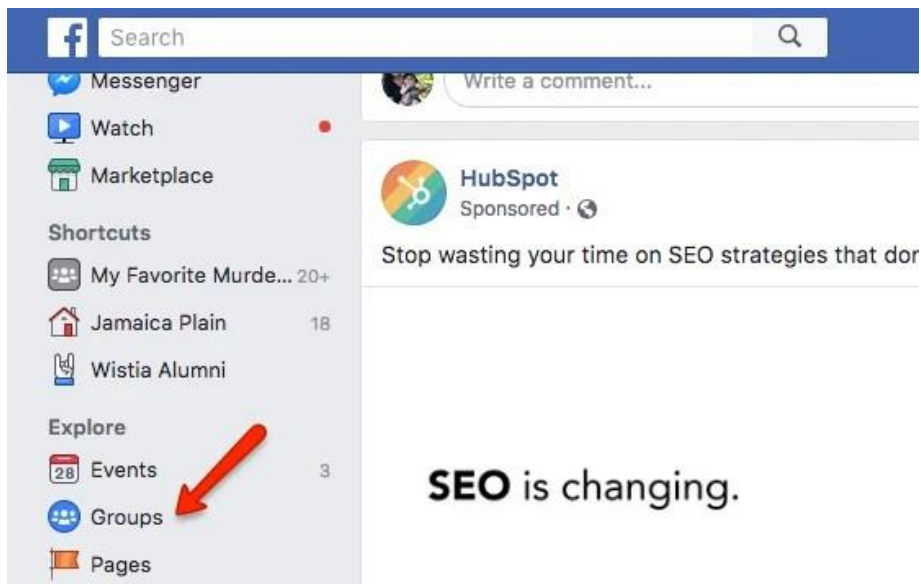
It is always good practice to establish a goal before creating your Facebook group. Having a clear set goal and target audience in mind will help you properly configure your Facebook group, starting with the name of the group, and going all the way down to the fine detailed copy. Decisions will need to be made like whether or not you want the group to be private or public, who is going to help manage comments, will the group be targeted towards a specific location, etc.

### **How to create a FaceBook Group ?**

**Here's the process in seven easy steps.**

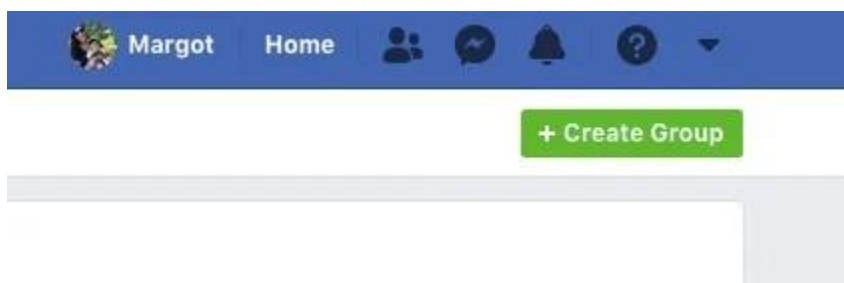
#### **1. Navigate to the "Groups" button under "Explore" on your Newsfeed page**

The first step is going to the "Groups" button (pictured below), which you'll find to the far left of your newsfeed page when logged into Facebook. Click on that button, and move right along to step number two.



## 2. Hit “Create Group” in the top right corner

Once you have completed step number one, you will land on a page with all of your Facebook group information, some pending group invitations, and likely far too many “I lost my phone” groups joined in the early 2000’s. Ignore all the nonsense, and go to the top right hand corner to hit the green button that reads “+ Create Group.”



## 3. Choose your group settings

Now the real fun begins! The first thing you will want to do is to customize your groups settings to ensure they are in-line with the purpose and mission of your Facebook group.

**Create New Group**

Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.

**Name your group**

**Add some people**

Enter names or email addresses...

**Select privacy** [Learn more about groups privacy](#)

**Closed Group**  
Anyone can find the group and see who's in it. Only members can see posts.

☐ Pin to Shortcuts

**Create**

Personalize your invite with a note

The first few things you will be prompted to do include...

- Name your group
- Invite people
- Select your privacy settings

The name of your Facebook group should be short, sweet, compelling and direct. Don't attempt to be mysterious here – the name should communicate the content and purpose of your group.

When it comes to inviting people, the best strategy here is to personalize your invite with a short note, which you'll be prompted to do by Facebook. Providing some context as to why these individuals should join will increase your chances of building a community faster.

#### Add some people

Enter names or email addresses...

Hey \_\_\_\_!

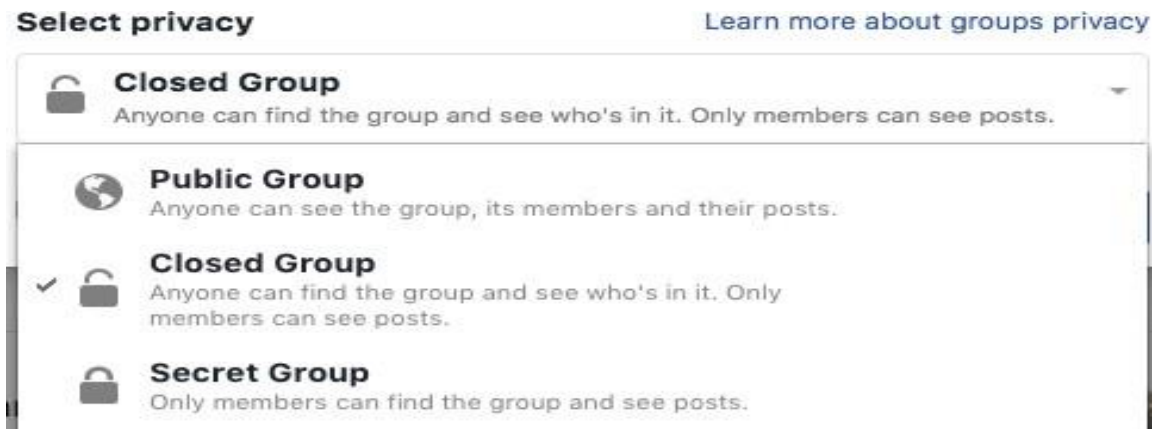
The goal of this group is to connect like-minded people who are excited about both paid search and ice cream. We'll be hosting local events at the top ice cream spots, and running group raffles to win tickets to the top PPC conferences in the US. Stop by and introduce yourself!

Lastly, choose your privacy settings. Do you want your group to be open and searchable by the public, closed so that anyone can find the group, but only members can post, or secret and very



exclusive (aka only members can find and post to the group)?

Obviously, there is a lot to consider when making this decision, but considering your group's main mission will likely help you determine the best option. For example, if you want your Facebook group to attract leads, you'll want it to be public. But if it's for customers only, or if it might contain sensitive information, choose the "Closed" option.



#### 4. Upload your Facebook group photo

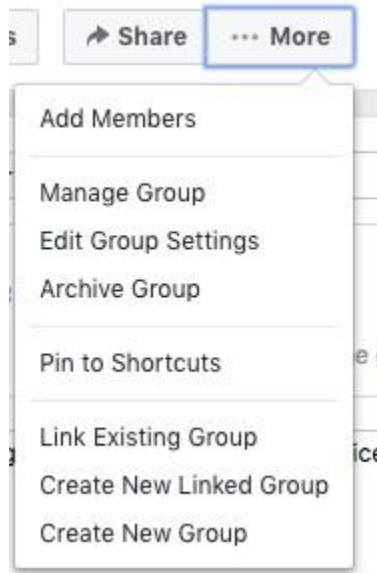
Your Facebook group photo might seem like a miniscule detail, but it is actually one of the most important pieces. In fact, you likely want to skip the invite part of step #3 until you've completed this step!

You want to think of your group photo like the cover of a book. It needs to be visually compelling, while relating to the group's purpose. If your group is all about practicing yoga, and you show me an image of someone playing soccer, I'm going to be quite confused.



## 5. Edit your group settings

Now that your group is up and running, it's time to dig even deeper into your settings to ensure your group is configured the way you want. You can do so by navigating to the "...More" section, right below your group photo, and then clicking on "Edit Group Settings."



Within this section you'll find many options to further customize your group. A few to pay attention to include:

- Adding a group description
- Selecting a group type
- Adding tags
- Specifying location

Making these customizations will help give group members more context around the way your group operates, as well as help new potential members and leads find your group and join in.

Of course, there are many other ways to customize your Facebook group. A few of these include: linking other pages, choosing a group color, customizing your group's contact information, changing your privacy settings, determining membership approval, and using the "ask a question" option to learn about new group members.

Group Name

Group Test

Group Type

Support

Change

Group types help people see what the group is about.

Description

This group is to talk about PPC and ice cream!

Potential members see the description if privacy is set to public or closed.

Tags

Paid search

Ice cream

Tags help people find groups they might be interested in joining. You can change these at any time. [Learn more](#)

Locations

Boston, Massachusetts

Edit Locations

Linked Pages

Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#)

Create New Linked Page

Color

Choose Color

## 6. Create your first post! (And make it interactive!)

How exciting is this: It's time to create your very first Facebook group post! The pressure is high because you need this first post to be as engaging as possible. Luckily, Facebook makes that easy with features that allow you to tag friends, ask for recommendations, and my personal favorite, poll your group members.

Write Post

Add Photo/Video

Live Video

More

Welcome to my group!!! What are you most excited to discuss?

Photo/Video

Poll

Watch Party

Tag Friends

Ask for Recommendations

GIF

Feeling/Activity

Check in

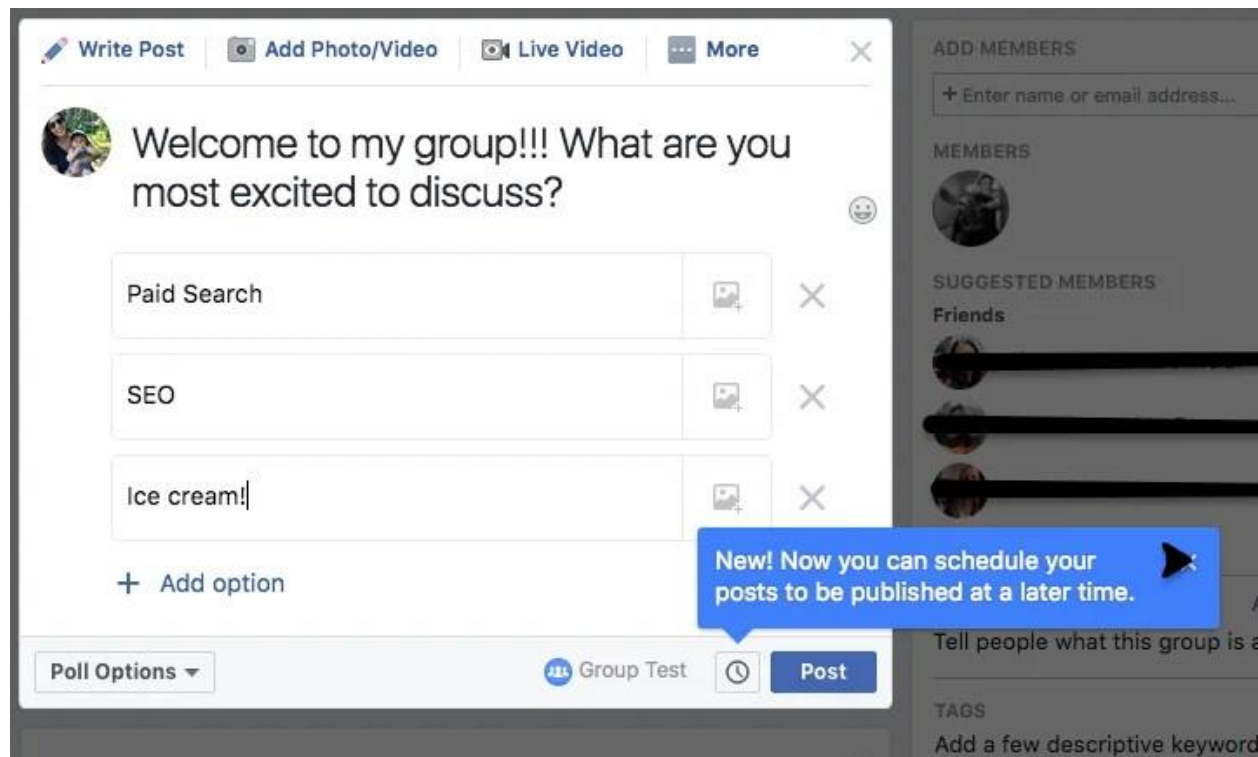
Tag Event

Support Nonprofit

Group Test

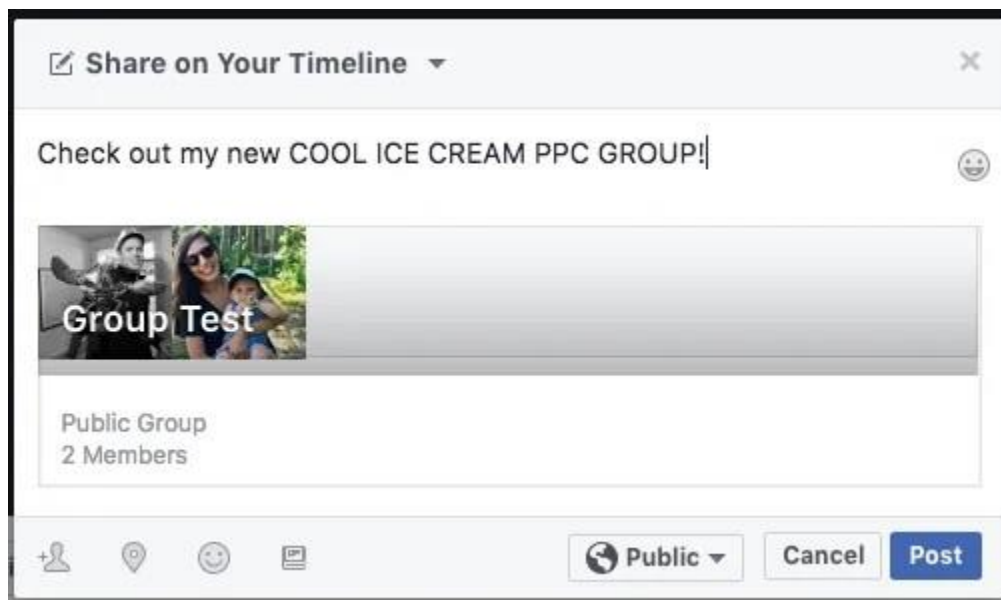
Post

A great way to start your group off on the right foot is by engaging with your audience, and asking them what they are interested in discussing via a poll. Give it a shot!



## 7. Promote your new Facebook group!

Last, but definitely not least, you need to spread the word about your new, cool Facebook group. Facebook gives many options for promoting your group from sharing on your own timeline, sharing in another group, sharing on a friend's feed, sharing in an event, sharing in a private message, etc. Start spreading the word with these easy-to-use features!



## **8. Benefits to Creating a Facebook Group for Your Business**

**Now you know how to create a Facebook group. But you may still be wondering, why?**

With so many options and locations to build an online presence these days it is important to see the value of each to understand if the time commitment to

maintaining your Facebook group is worth the investment. Will there be an ROI? This is the first question marketers always ask. Here are some helpful benefits that will provide insight to whether or not creating and maintaining your own business Facebook group makes sense for your current business goals.

### **1. It Personalizes Your Business**

Maintaining a Facebook group is different than maintaining an Instagram page or Snapchat account because it allows for a higher level of interaction with participants. Facebook groups are designed for high levels of interaction and conversation, so maintaining a platform of this nature helps your business build a sense of community, in turn showing your audience that you truly care about what they have to say.

Being listened to makes people feel that their voices and opinions matter, and who doesn't want to feel this way? If you can make your customers feel truly heard, then they are going to see you as the obvious superior when comparing your business to your competition.

### **2. Learning from Customers & Prospects is the Most Effective Growth Strategy**

Giving your customers a voice has so many additional benefits, perhaps the most beneficial being that it can help inform your business strategy and point you in the right direction when deciding what to focus on next.

After working at several companies in the tech world, and having many close friends and family members who have done the same, they all agree that **the number one way their companies screw up is when they ignore what their customers and prospects have to say**. Acquiring customer feedback and truly listening to your customers and prospects is going to ensure that the decisions made for product development, marketing, and many other areas of the business are what the people want. Giving the people what they want is the only fool-proof way to maintain and fuel your growth.

### 3. It Will Build a Strong Business Community

Aside from the benefits of growing your own business, a Facebook group can help connect like-minded people who are interested in the same things. Allowing your audience to develop these relationships on your platform is only going to help them grow, and better reflect on your company as a place they truly respect.



### 4. It Allows Your Customers to Learn from Each Other

Allowing your customers to help each other and answer each other's questions will leave your support team endlessly thanking you. Not only will it free up some time for your customer service staff to focus on other projects, but it will allow your customers to connect and help each other grow. Through exchanging ideas, answering questions, and sharing success stories, having a business Facebook group is an excellent way to make your customers into self-sufficient followers.

## **5. Private Facebook Groups Can Turn Happy Customers into Brand Ambassadors**

Lastly, a well-run Facebook Group will help turn plain old customers into true brand ambassadors. Building a community, and a place where your audience members can interact and grow, will provide them with a deeper love and appreciation for your brand. This will in turn lead them to spread the word to the world about how wonderful your business is (and we all know what this means...NEW LEADS!).



## 6. Facebook marketing checklist

### **How to get started with Facebookmarketing?**

Want to launch an organic Facebook campaign? First, watch our video on the Facebook algorithm to understand how and why people see your posts.

#### **Create your Facebook profile**

The first step on the Facebook marketing checklist is to create your Facebook business profile. If you already have a Facebook page, you can cross this off. If you don't, you can create a business page from your Facebook profile.

- ☐ Go to your profile
- ☐ Click **Pages** on the right-hand side
- ☐ Click **Create a New Page**
- ☐ Fill out the information

#### **Add information to your profile**

Once you have a business profile, you can start filling it out. You want to ensure that your profile is complete with the most important information to keep users in the know. Here's an example from an ice cream shop in Allentown that filled out all the information for their business. Here, you can see information like:

- ☐ Contact information
- ☐ Address
- ☐ Website
- ☐ Small biography
- ☐ Hours of operation

This information is critical for your audience, so you want to ensure you fill out your entire profile.

#### **Add a profile photo and cover photo**

Next on our checklist for Facebook marketing is to add a profile photo and cover photo. These two elements are critical to helping you create a well- rounded profile.

#### **Profile photo**

Your profile photo is what your audience will see when they first find your page, as well as every time they see a post from your company. It's an integral part of building brand recognition, so you want to ensure that it's a photo reflective of your business.

Generally, the best photo to choose for your Facebook profile is your logo. That way, if someone stumbles across your page, they'll recognize your brand instantly based on the logo. Tasty uses their distinct black text and blue background logo as their profile.

## **Cover photo**

Once you have your profile photo, you add a cover photo. With your cover photo, you have a little more wiggle room to make it unique. While you still want it to fit with and reflect your brand, there isn't one right photo to use as your cover photo.

For example, Apple has a cover photo that advertises one of its iPhones. Target, on the other hand, chose a simple graphic that features their logo.

As long as the cover photo is on brand, you have some creative room to choose a unique cover photo for your business.

## **Post different types of content**

Next on our checklist for Facebook marketing involves the content you post. Once you have your profile set up, you can start posting content for your audience, but you want to ensure that your content is optimized for engagement. Creating engaging content means:

- ☐ Creating videos on how your product works or giving a tour of your office
- ☐ Sharing helpful blogs about industry-related information
- ☐ Sharing high-quality photos of your products or someone using your products

To get the most from you should try different content formats as well. Not everyone enjoys reading text posts or following links to your blog. People like consuming different types of content, so to be successful with your social strategy, you must deliver content in various formats.

You can post:

- ☐ Text posts
- ☐ Photos
- ☐ Videos
- ☐ Live videos
- ☐ Links to content
- ☐ GIFS

Experiment with these different content formats to figure out which ones your audience likes the most.

## **Create a social media calendar**

When you start posting on Facebook, you'll find that you create numerous posts each week to share with your audience. If you're using other social media platforms in addition to Facebook, it can quickly get hectic and cause you to lose track of your Facebook presence. That's why creating a social media calendar is next on the Facebook marketing checklist.

the social media calendar follows a similar process. You plan out your social media posts for the month so you know what you're posting and when you're posting it. This step is critical on the checklist for Facebook marketing because it helps you see the full scope of your campaign.

You can see if your campaign is cohesive or identify gaps where you could post more content. It also guarantees you post content consistently.

### **Engage with your audience**

When you learn how to do Facebook marketing, you understand that audience engagement is a critical component of driving success with your campaigns. To have success with Facebook marketing, you need to engage with your audience — both on your posts and within Facebook Messenger. If people comment on your posts, make sure to comment back — even if it's a short and sweet comment.

You'll especially want to reply to comments that carry a question or concern. Similarly, you'll want to check your Facebook Messenger often to ensure that you reply to followers in a timely fashion. Some users will use Messenger to ask questions or raise concerns, so you should make sure that you check it often and reply quickly.

This shows that you care about your customers and gives you a chance to provide a great customer service experience. Engagement is a critical component of social media. It helps you build brand recognition and trust with your audience, which leads to further engagement and future customers for your business.

### **Monitor your organic posts**

The last element on our Facebook marketing checklist is to monitor your organic posts. Whenever you share content on Facebook, you want to keep track of it to see how it performs. It will help you determine which type of content works best, what time of day is best for posting, and more.

You can use Facebook's built-in analytics platform to do so. You can monitor metrics like:

- ☐ Engagement
- ☐ Reach
- ☐ Likes
- ☐ Follows

## **Facebook ads checklist: How to get started with Facebook ads?**

In addition to your Facebook marketing checklist, you'll also want to have a Facebook ads checklist yet. If you want to launch a Facebook advertising campaign, here's your checklist:

### **[ ] Set up your Facebook advertising account**

To start advertising on Facebook, you need to set up a Facebook ads account. You can go into the Facebook Business Manager and set up your ad account from there.

### **[ ] Choose your ad objective**

Next on the Facebook ads checklist is to choose your ad objective. You need to set your ad objective, so you know what you're trying to achieve with your campaign. Here are some ad objectives you can set:

- ☐ Increase brand awareness
- ☐ Increase reach
- ☐ Increase traffic
- ☐ Increase leads
- ☐ Increase messages
- ☐ Increase conversions

You will need to set your Facebook ad objective in Facebook Ad Manager for each campaign. Facebook will give you a list of ad objectives and you can choose the one that fits best. Once you set your ad objective, you can move on to setting up the rest of your ad.

### **[ ] Pick your ad format**

Like the different content options you have with organic Facebook content, you also have a variety of Facebook ad formats to choose from. There are numerous types of Facebook ads, including:

- ☐ Photo ads
- ☐ Videos ads
- ☐ Carousel ads
- ☐ Right column ads
- ☐ Dynamic product ads
- ☐ Slideshow ads
- ☐ Collection ads
- ☐ Instant Experiences

You can test a variety of these formats to help you figure out which format drives the best results for your business.

### **[ ] Set your target audience**

If you want to drive results with your campaign, you need to know who you're targeting. You'll want to look at your current customer base and identify characteristics like:

- ☐ Age

- ☐ Gender
- ☐ Location
- ☐ Occupation
- ☐ Familial status
- ☐ Buying habits
- ☐ Interests/hobbies

Use this information to form marketing personas. Marketing personas are fictional representations of real customers that enable you to target new customers that are most likely to purchase your products. Once you know who you want to target, you can choose your targeting options on Facebook.

Here are some Facebook targeting options:

- ☐ **Core audience:** Target people based on age, interests, location, and more.
- ☐ **Custom audience:** Target people who engaged with your business previously, both online and off.
- ☐ **Lookalike audiences:** Target people who are like your current audience.

## [ ] Set your budget

Next on the Facebook ads checklist is to set your budget. You need to know how much you can spend, so you choose the right bid amount for your ad. Facebook gives you two options for your budget:

- ☐ **Total budget:** The total budget is the maximum amount you spend for the duration of your campaign. So, if you have a total budget of \$1,000, your campaign will run until you spend that budgeted amount.
- ☐ **Daily budget:** With the daily budget, you set the amount you want to spend each day on your campaign. So, if you have a \$10 daily budget and run a campaign for five days, you'll pay \$50.

Either budget option can benefit your business. If you're running a short-term campaign, you may want to choose the total budget so you can use your budget up sooner rather than later. If you're looking for a long-term campaign, a daily budget is better to spread out your costs longer.

## [ ] Upload ad creatives

Once you set up all the aspects of your campaign, you can upload your ad creatives. The type of ad creatives will depend upon the format you chose earlier. When you're creating your ad, make sure you use high-quality visuals.

Whether you're using photos or videos, you want to ensure you're delivering a visual that's clear and adequately scaled. Don't upload any stretched or pixelated images because it won't drive the best results.

## [ ] Launch your Facebook ad

Once you have everything set with your ad campaign, you can launch your Facebook ad and start

driving people to your page!

### [ ] **Install the Facebook pixel**

An essential part of running a Facebook advertising campaign is installing a Facebook pixel.

The Facebook pixel is a tiny piece of code that you install in the header of your site. When you install this code, you can track how people interact with your website.

You can install the code by following these steps:

- ☐ Go to the “Events” tab in the Facebook Ad Manager
- ☐ Select “Create a Pixel”
- ☐ Obtain your code and integrate it into your site

The Facebook pixel is valuable for running retargeting campaigns. If someone visits your site and doesn’t convert right away, you can target them again later and get them to come back to your site to convert.

### [ ] **Monitor your ad performance metrics**

The last item to check off from your Facebook ads checklist is to monitor your ad performance metrics. When you launch an ad campaign, you want to ensure it’s driving results for your business. If it’s not, you need to adjust it to perform better.

The metrics you monitor will depend upon what you’re trying to achieve with your campaign. You can monitor metrics like:

- ☐ Reach
- ☐ Clicks
- ☐ Video views
- ☐ Clicks
- ☐ Clickthrough rate (CTR)
- ☐ Conversions
- ☐ And more

If you find you aren’t achieving the results you hoped, you can conduct A/B tests on your ad to see how you can improve your ad to drive better results.

