

EXCLUSIVE REPORT

Facebook Marketing Launch Pad



Discover The Essentials For Marketing
Your Brand And Driving Massive Traffic
Entirely Using **Facebook Marketing...**

The Power of Facebook

Nowadays Facebook plays a vital role in our social and business life. While we do not always appreciate how powerful Facebook is as a business resource, it has been recognized as one of the major distribution channels today. Facebook has over 1 billion daily active users and over 1.5 billion monthly active users. That is enough reason to justify that Facebook will be here to stay for the long term.

The enormous scope of Facebook makes it an extremely powerful tool for businesses, brands, and bloggers. This is a perfect venue to reach an audience of a billion people, all of which are eager to interact.

Facebook is an extremely effective tool to use as a bait to attract people to your website. It provides a platform that fosters the relationship between brands with their potential clients. Not only that, Facebook is arguably the most cost effective way of advertising with pinpoint accuracy on the internet today. With a wide array of Facebook services to choose from, you will surely land one that will suit your needs.

Navigating Facebook and optimizing every aspect of it can be a little bit intimidating especially to the not-so-computer-savvy. Now that Facebook is constantly developing its interface and not to mention adding more and more functionality you may find yourself lost in the Facebook maze.

Luckily, there are foolproof ways to jump-start your Facebook campaign. This short primer course gives you guaranteed ways to make the best use of Facebook for your business.

Maximizing Facebook's Potential

In this section, we'll go over a handful of tips that you can use to maximize your Facebook marketing potential, both for your brand or your business. Without further ado, let's get right into it.

1. Create a Facebook page that will truly represent your brand.

It's as easy as signing up your personal account! A Facebook page is designed to bridge your brand to your customers while giving them the opportunity to share your content with their own communities. Your Facebook page shall be an extension of your website and/or your brand. By creating a Facebook page, you can now directly interact with potentially billions of users and potential customers.

When creating your Facebook page be sure that it will truly convey the message of your organization, be it for a charitable cause or for marketing promotions. Your page should paint a clear picture of what your following can expect from your brand and how it differs from other competitors. This page should best reflect of who you are, who you want to be and who people perceive you to be.

Use the profile picture and cover photo wisely. Just like a logo, this will serve as a foundation of your brand. These are the two main sections that will catch your visitor's attention. You want your audience to stay interested, get involved and leave them wanting for more. Remember, this page will represent you in the Facebook community so make sure to make it unique, fun but relevant.

2. Optimize all parts of your page.

Explore your Facebook page, you will be surprised how many sections you can actually use to your advantage. Just like your personal page, you can edit your profile on your Fan page. Provide a brief overview of your brand or services. Try to link wherever possible such as sections of "Overview", "Milestones" and "Page Info". You can also add a button to personalize your page. This can also be the easiest way to direct your visitors to your blog, website, or other offer.

3. Post relevant topics.

To maximize the potential of your page you have to post topics that tell a story. The focus should be on your users and not on your brand and certainly not too sales like. Be it an excerpt from your blog, a brand feature, a simple question and answer or product review, all of which should provide value to the lives of your prospects, customers or community members. This is a great way to give your following an opportunity to like, share and comment on your post. Use this as a way to create interactions and buzz which in turn will grow your following and improve your SEO as Google picks up these 'social signals'.

In posting any update or status, always keep your customer's benefit in mind. It's about how much value you are genuinely adding to a person's professional or personal life. Just remember to keep it brief but enticing enough to make your readers want more.

4. Visual content outshines the non-visual content.

However creative and witty your status or post is, people will tend to respond more to pictures and videos rather than just simple text. Visual content, especially video, receives significantly more engagement than any other type of post.

Keep your post to 90:10 ratio, 90% visual and 10 % text. You could also embed a video from your blog, this way your audience can get a preview of what your article or offer is about without leaving the Facebook site.

When posting a picture or a video, always aim to trigger the curiosity of your audience. Emotions are a sure way to strike the customers' attention: happiness, gratitude, or even fear.

Lastly, remember to stay on your branding. Not every post can benefit your brand. You may post an interesting visual but people may find it hard to connect it to your brand. This will only leave them disappointed, disengaged and may possibly result in a decrease in likes or interactions.

5. Fire up your exposure by giving away incentives.

Why not give your audience incentives to keep your following engaged and at the same time increase your exposure in the Facebook community? Features such as: discounts, competitions, reward programs and giveaways can be perfect incentives depending on your target market. Providing them a chance to win a prize will definitely drive a ton of clicks that would result in an increase of your overall brand awareness.

Incentives, when promoted properly, will also increase brand loyalty and customer longevity. Just make sure to make your contest or giveaway mechanics as simple as possible. Don't make unnecessary barriers of entry - making hard-to-follow rules or instructions will do more harm than good as people usually become turned off by complicated mechanics.

6. Share!

Instead of posting directly, try sharing your page first. Brand pages tend to have a limited visibility so try sharing it to your page then re-share it to your personal page. Also, using hashtags is one way to share your Facebook content. These hashtags are not only for your Twitter and Instagram posts. These are also great tools to use in searching for content in Facebook groups, and increasing your visibility.

You can also breed potential sharing opportunities by extending your network. A great example would be sharing other people's content on your page. This may sound ridiculous but nowadays more and more people are sharing each others content, because after all, social media is all about sharing.

7. Facebook Advertising and Targeting Features.

Facebook ads enable you to reach specific and targeted audiences. First of all, understand that there are many different advertising platforms available for you. You can choose from offer claims, local awareness, event responses, video views, clicks to website, website conversions, page post engagement, page likes, app installs and app engagement. Use Facebook ads to increase your website or brand exposure and drive traffic directly to your site or different offers.

Best of all, when done right, using Facebook ads doesn't have to cost a lot of money – and you are in total control of your budget. Understand the pros and cons of the different advertising platforms and trial them to assess what service will best work for you. Monitor your results and always tweak the campaign.

8. Start a forum on your Facebook page.

Remember when I told you to keep your audience interested? Keeping an active forum will surely boost customer engagement. It can also decrease your site's bounce rate or the single-page visitors. Be sure to offer a helping hand to your members and help them discover other useful resources and informational sites. This will positively reinforce your position in the community and will help you gain more "likes" overall.

9. Be visible in Facebook Groups

Facebook groups have significantly gained popularity this year. Human nature dictates social interaction. These days, people are spending more and more time in groups when on Facebook. Groups are a great tool for you to use to interact with others, invite customers and subscribers, and even drive traffic to your website or blog. In other words, the more active you are in Facebook groups, the more exposure you'll get. In the long run, people will then start clicking through to your profile, your business page, and then your website or other offers.

10. Use Facebook tabs

This is another brilliant technique that will get people clicking to your blog site. By adding a Facebook tab, you can personalize the services you offer to your viewers through Facebook. This is the best tool that a prospective customer can use to explore your brand or services.

Furthermore, not all of Facebook's users would like to leave the Facebook site, either because they are active in a chat or engaged in other activity. If you're driving your audience to a landing page, or even content such as a video or pictures, sending the users into another tab will solve this problem.

Common Facebook Posting Mistakes

Now that you understand a bit how you can use Facebook to market your brand or really anything, it's time to look at some of the most common Facebook posting mistakes that marketers make.

Too Much Text

Truly engaging content doesn't have to be three paragraphs long or overly detailed. Your Facebook posts should be long enough for your readers to grasp the entire idea but short enough to easily like or share it. Your post should entice people to click a link to read the entirety of the content.

Here's a good rule of thumb; follow Twitter's 140 character restriction. This will push you to be concise on your post without compromising on the depth of mental processing. It's generally good to never exceed about 300 characters in a post.

Do Not Post The Whole Blog Article

Too much information may ruin your post. Write just an overview of what's on your website or on your blog. Your post should appeal to your audience's senses. Rather, than give away the entire content of your blog post, grab your reader's attention by playing on their emotions. Associate your post with emotions that add a sentimental value to your readers, this is just one great technique to lure them into clicking your call to action for more information.

Multiple Links

Each Facebook post should only have one imperative message or a "call-to-action" to effectively deliver your message to your users. Providing several call-to-action's will only confuse your audience and make it harder for them to digest the post. It makes them feel obligated rather than appreciated. In the end, your post will only be truly engaging if it motivates the reader to take action. Consequently, having too many links would only result in a negative impact on your "page click rate" or the percentage of people visiting a web page through clicking a hyperlink.

Directly Promoting Your Business

People are tired of advertisements that compel unnecessary expense. More often than not, businesses new to Facebook tend to treat the Facebook community as an opportunity for direct sales. They try to deploy the same traditional marketing such as flyers and print ads and eventually lose more and more of their loyal customers.

Ideally, your post should solely benefit your business but in the Facebook era, marketing dictates the unconventional way. In other words, your Facebook posts must show genuine concern to your customer's needs by providing some value for users, either in the form of entertainment, valuable information or resolving their pain points.

Not Keeping Your Audience Engaged

In the Facebook world nothing is carved in stone and can change very quickly. Your post may have gone viral today but you may find yourself struggling by tomorrow. The true test is how to stay on top of positive growth and the only way to sustain your credibility is to keep your following constantly engaged. You must monitor your posts and the level of engagement it receives on a regular basis, this will help to guide you in optimizing your future activities.

Secondly, remember that every comment deserves a reply. You always want a great conversation going. On the contrary, if you leave comments unattended, this will make people feel unappreciated and will deter any future commenters. This also applies to negative comments. You have to timely address negative comments to prevent any ill will among your customers or others who may see the comment. Use this as an opportunity to explain your side of the story and to justify your actions.

Begging for Likes and Shares

Facebook advertising is not an election campaign. Stop asking people to like and share your Facebook posts, and especially your Facebook Page. This is purely begging and would definitely turn most people off. Find some creative and unique ideas that will boost curiosity among your viewers instead of directly asking for it. You can also offer a form of incentive to enhance the level of engagement as well as to boost Facebook exposure, as mentioned earlier.

The Basics of Facebook Posting

You're aware of the mistakes of posting on Facebook and how you can utilize the powerful social network to drive traffic and boost your business. Next up, we'll go through the basics of Facebook posts and creating content for your page.

Here are four ways to craft engaging content for your page or posts:

1. To avoid sounding monotonous, there needs to be some diversification in your content. This gives an element of surprise to your readers without totally diverting directly to your branding. One way to diversify your content is by presenting it over multiple formats. For example, some may find using memes boring but some might enjoy it more. So play with the different platforms that Facebook offers and see what will best serve your purposes.
2. You can also amplify (repost) content from other relevant blogs or websites. This would be a nice break for your audience and will foster a community of learners.
3. Post content which relate to the trending topics in your industry or interest group. This will show that you are updated and your customers will know that you are on top of your game. Be assertive but not aggressive. Do not engage in shameless promotion of your brand.
4. The fastest way to engage your reader is by asking questions. Start a Facebook post with a simple question or a simple reaction to a trending topic. Reader's will immediately consider how they would answer the question and become immediately engaged.

Remember, to monitor your progress after each post. You will only be wasting your time creating "engaging" content if you cannot measure its outcome. Monitor traffic patterns to understand which content yields the best results and consider these information for future reference.

Closing Thoughts

The bottom line is Facebook is all about your content. Before you engaged on the technicalities of posting and Facebook advertisement try to improve upon the basics. Remember the saying, "Poor quality input will always produce faulty output."

Coming into this primer course, you may have believed that Facebook didn't have a place in marketing your business or your brand. The reality is that with the massive audience and daily user outreach of the social network – there's more reasons why you should be marketing on Facebook now more than ever.

With that in mind, it's important to always monitor the progress and success of other pages that are in your niche or market, or that you'd like to model your Facebook presence after. Take the time to plan out your content, even weeks in advance. Make it a point to constantly provide value to those that like your page and follow your brand. It's important to give them the feeling of exclusivity.

Because of the large amount of noise on Facebook, you want to give them (your audience) the ultimate reason to continue interacting with your posts, whether it's reading them, sharing them, liking them, and so on. Don't be just another brand that promotes link after link.

Finally, I want to thank you for taking the time to read these tips and I hope it was worth your time. I wish you the best of luck as you face the world of Facebook. Visit my blog and sign up for my newsletter for more insightful articles and training.

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