



Facebook: It's All About the Billions, Baby

How to market your business using the most valuable social media site.

Growing a business is tough work. You are in an endless cycle of attracting new customers and developing your relationship with existing ones. It will never be easy, but with today's technology, you do have an advantage – **social media**. Think about it. Time constraints no longer exist. You can actively engage with prospects and customers instantly and as often as you want. A special sale or new product announcement can happen today – right now. Want to encourage dialogue? Share pictures. Post a video or article. You don't have to wait for your catalog to mail, your ad to publish or your email to be opened.

You can also reach a larger audience than ever before. Look at **Facebook**. It's the #1 social media platform in the world, with **1.39 billion active users** and **1.19 billion active mobile users A MONTH!**¹ Chances are, your prospects and customers are in those numbers – you need to make sure you reach them!

We're going to explain how businesses like yours can use Facebook to positively impact their sales cycle, from traffic and branding to interaction and advertising. It's time to elevate your business' Facebook status.

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Numbers That Matter

Numbers do matter, and Facebook has some impressive stats. We've already mentioned Facebook's 1+ billion active users, but there's a lot more to its popularity – it creates engagement. So what are these visitors doing?

Every second: 5 new profiles created

Every minute: 510 comments posted AND 293,000 statuses updated

Every day: 4.5 billion likes generated AND 300 million photos uploaded¹

It's no surprise businesses have jumped at the chance to interact with such a super-sized engaged audience.

facebook

1 in 5 page views in the U.S. occur on Facebook, with the average visit lasting 20 minutes.¹



54%

of marketers say Facebook is their most important social marketing platform.²

Brace for a Brand Impact

Social networking is the top online activity in the U.S., making Facebook an easy way for prospects and customers to interact with your brand. It helps you further develop relationships with customers, but it also helps you attract new ones. In fact, **70% of marketers have used Facebook to gain new customers.**³

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Although it's easy for visitors to like your page, you need to maintain a constant presence in front of this audience to make sure they stay engaged. You need a plan. It takes time to brainstorm a strategy and build engaging content so that you end up with lots of fans who comment, like and share your posts.

STEP 1 DEVELOP YOUR VOICE

Remember that many users of social media, especially Facebook, see it as an informal way to communicate. You want to remain professional, but step away from taking an overly corporate tone. A casual voice is welcoming and has a better chance of opening a dialogue with prospects and customers than a formal one.

STEP 2 DEFINE YOUR AUDIENCE

Who are your customers? Who are your prospects? Remember, you are talking to them and they should be your focus. Not every Facebook visitor is a good fit for your products and services. Even though others will visit your page, you need to develop your brand with your ideal customers in mind. Communicate with them in a way that encourages interaction. Post things your prospects care about to promote sharing.

STEP 3 PLAN YOUR POSTS

You don't need to follow a rigid schedule, but having a loose one or a list of possible posts will be a huge help. Then, you can pull from that list as well as post current news-worthy articles spontaneously. Think about what other information your prospects could benefit from. The more you connect with their interests, the more shares and likes you'll have. As far as frequency, you want to post frequently enough to maintain a presence, but you don't want them to block you from their news feed because of too many posts. ⁴

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You shouldn't just post to help your Facebook page – you should post because it helps prospects find you even when they aren't looking on Facebook. Here's how.

Facebook Has a Lot of Friends, Like Google and Bing

Facebook is more than just a social media platform. It's also used as a search engine, with **1 billion search queries made monthly.**⁵



Since it's the #1 social platform AND one of the most popular sites in the world, links to optimized and branded Facebook pages also appear in search engine results (typically alongside your main website). Both Google and Bing use data from social media sites when determining where you should rank in search results. One of the specific areas they look at is the number of Facebook shares and likes tied to a particular URL.⁵

Ways to increase shares and improve your ranking:

- Share a URL on Monday, Wednesday and Thursday at 9 A.M., Noon, 3 P.M or 6 P.M. Eastern time
- Add an image to your post and increase engagement by 200%
- Ask users a question or have them vote
- Post “How to” instructions or a list
- Run a contest ⁶

Once your rank improves, more site traffic will follow. **80% of marketers say their social media efforts increased traffic.**⁷ What comes after traffic? Sales.

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More Revenue? There's an App for That!

Let's face it, you brand and market to achieve a lofty goal: increase sales.

Facebook does not disappoint. **60% of all social referrals to e-commerce sites come from Facebook.**⁸ If you have an e-commerce site (website where your customers can make purchases from you), that should be music to your ears. More qualified leads = more lucrative sales!

One of the best money-making features of Facebook is that you can create apps for your page. By adding apps, you are enhancing the experience for users; by adding an e-commerce app that showcases your products and highlights your services, you are enhancing your profits!

NEED HELP
developing a
custom
Facebook app?

VISIT
espsocial.com
to find out how
ASI® can help!

Apps are not hosted by Facebook, giving you the flexibility to customize them to fit your needs. To engage customers, create an app that groups products together by event (July 4th, Halloween, etc.). When visitors click on the event, it takes them to a page on your website where all of the products are listed. Then, prospects can shop and purchase these products directly from your e-commerce site!

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Create a Fan Base with Facebook Advertising

Yes, your Facebook page is like a giant ad for your company – but you can also buy Facebook advertising. You can reach people in their news feed (desktop and mobile) or along the right column (desktop), while they're already engaged.

Facebook ads have:

- Compelling call-to-action buttons
- Large, clickable images
- Photos and text boxes

When you're creating your ad, make sure the text and call-to-action are relevant to your audience (think about your existing customers and prospects). As with all forms of advertising and marketing, it's important to test a few different creatives and analyze the results to see what works.⁹

ACRONYMS YOU NEED TO KNOW:

CPM: Cost per 1,000 impressions – when someone sees your ad.

CPC: Cost per click – when someone clicks on your ad.

Make It Fit Your Budget

Another nice thing about Facebook ads is that you can set up a budget and bid (similar to search engine ads), so you are only paying when something happens with your ad. You can bid per click (CPC) or per impression (CPM). Your bid is automatically set to achieve your goal, but you have the option to manually set up a maximum if you need to watch your budget.⁹

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Ad Types

There are two different types of Facebook ads, each with a different main goal. You need to decide what you are trying to achieve and select the appropriate one:

BASIC GOAL:

Increase Page Likes and Boost Presence

This type of Facebook advertising will boost your page likes and help generate buzz about your brand. Your ad will be seen by the people most likely to click on it.

ADVANCED GOAL:

Drive Website Traffic and Conversions

This type of ad will help you increase your website traffic and conversions (make people take action!). By adding a conversion pixel to your website you can track: **Checkouts, Hard Leads, Registrations, Adds to Cart⁹**

Huh?! What's a conversion pixel?

A line of code you add to your webpage that you can use to track activity.

Ad targeting on Facebook can be tricky.

Visit espsocial.com to find out how ASI can help!

Reach the Right People

Next, you'll want to tell Facebook who your audience should be.

Standard Ad Targeting

Attract existing customers and new ones based on:

Location, Gender, Age, Interests

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Advanced Ad Targeting

Reach existing customers and people like them:

- **Custom audiences** – Upload a contact list of customers or prospects and target those individuals.
- **Lookalike audiences** – Locate people similar to your customers or prospects.

Track Results

You'll need to closely measure the results of your ads, make changes to the text and images and adjust your bidding. Even if your ads work, they will eventually fatigue and you'll need to do something new. Facebook has customized reports to help you track your ad campaigns.⁹

The Proof is in the Pudding

Facebook advertising needs to be the #1 component of your social media marketing strategy. Why? Because it delivers. The ROI for Facebook advertising from a recent advertising study is shocking:

- **49%** of advertisers had a **5X or greater return on ad spend**
- **70%** of advertisers had a **3X or greater return on ad spend**¹⁰

Marketers love social media.

They plan on spending \$8.3 billion on social media advertising in 2015.¹¹

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Update Your Business Status

Your prospects and customers are already engaged on Facebook – take the opportunity to become a part of it. Building your brand and advertising on Facebook is a great way to connect people with your business, your products and you. You'll improve website traffic, get more qualified leads AND increase your overall sales. It's a win-win-win!

Seem like a lot? Need some help?
Visit espsocial.com and find out how ASI can help.

Sources

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