

Facebook Marketing

How to Strategically Utilize Facebook



by **Jenn Headley**

Community Manager, moxieTODAY

moxieTODAY.com

[@moxietoday](https://www.facebook.com/moxietoday)

Basics of Facebook Marketing

- With over 750 million active users, Facebook has grown to become a powerful tool to market your business online. Not only can you showcase your products and services in one place, but you can literally access millions of users. The beauty of Facebook is being able to create a consumer connection by engaging in multiple ways to interact via fan pages, groups, contests, etc.

Setting Up Your Business Page

- Establishing your business on Facebook takes more than just creating a basic profile page. You must create a presence online through choosing the best profile picture to represent your brand, adding friends who relate to your business, industry trend-setters, or potential customers, and then interacting with those users.
- A simple wall-post can create a personal connection and viola-- future business! Facebook is not about spamming people with your brand's message, but interacting with your users on a personal level. The key to successful Facebook marketing is authenticity.

Fan Pages

- Fan pages are a key tool for businesses to use on Facebook. It allows businesses to develop a public presence, which any user can search for online (make sure you change your settings to make your page search-able).
- Give people a reason to become a fan. A reveal tab offers first-time visitors a clear call to action. Fan pages offer applications and custom tabs featuring special offers, promotions, giveaway contests etc. By encouraging the user to first "Like" your fan page in order to receive a free coupon or specialized information, you can significantly increase fan conversation rates, while also providing a real incentive for becoming a fan.
- The company should share unique links, videos, and wall posts and also encourage interaction by posting a question to solicit fans' opinions or offering a poll that they can respond to. A fan page should allow people who are genuinely interested in your brand to interact and participate in open discussions on your wall. Fan pages are good because they do not spam or broadcast your brand on the Internet, but actually have people from within your company talking and interacting with real people in a genuine way.

Groups

- Groups build community around your brand or company on Facebook. By starting a group, you create a central place for customers, partners, and friends to participate in conversations around your company. Groups are one of the simplest ways to do viral marketing on Facebook. Once members have joined your group, they can easily invite their friends to join.



- Groups can be used to easily send news and updates to your group members-- with messages arriving in their Facebook Inbox.
- Groups can also be utilized for small, personal interactions. Perhaps, within the company you start a group page to interact with all company members, where you can share content and information. This is useful for businesses in having active participation in conversations.
- The company can offer 'exclusive' deals and offers to only members part of the group. If you reward these users with information and special deals before everyone else, chances are they will help promote your brand through word-of-mouth advertising.

Contests

- Everyone loves a contest and a chance to win. There are several different types of contests you can run: a photo contest, a video contest or a sweepstakes where people can simply enter their name and e-mail to win. A contest will spur your community to action and hopefully attain the benefit of people sharing your contest with their friends.
- Contests are a great way to directly interact with users and increase your fan base online by creating a buzz about your company. They can also be used to establish lead-generations for your business.
- Make sure you pay attention to Facebook's rules and regulations of promoting a contest. The main thing to consider is that you cannot automatically enter people who 'Like' your page but there are other creative ways to run your contest.

Events

- Events is a major benefit of Facebook. By creating and promoting events/activities, you let users know the inside scoop of any major functions coming up.
- When you create an event, it gets a fully-featured page, much like a group, that includes a wall, discussion, photos, videos, and links. You can invite all of your friends/customers to the event, sending a special notification requesting their RSVP.
- A good idea is to encourage discussion on the events page to keep users interested.
- Events are useful to target a huge audience and connect with hundreds of users.

Landing Pages

- Create custom landing pages to grab your audience's attention. Drive your traffic to a specific goal-- like entering a contest on your fan page. Landing pages are a great way to target people to do a specific action.
- A business can even use landing pages to direct traffic to a certain advertisement online, maybe for a new product coming out or vice-versa and have a Facebook ad direct traffic to a promotion page.

Facebook Advertisements

- Facebook Ads help you spread the word about your business to exactly the right people.



Ads can be targeted to a specific demographic based on the likes and interests listed on peoples' profiles. Filters can be created to display ads based on gender, age, sexual preference, workplace, education and geographic location. Think who, not what, when creating ads for Facebook.

- Facebook tends to be the most cost-efficient option when compared to search marketing based on the average cost per click. There is less competition for keywords, which means your business can take advantage of the lower competition among the audience.
- Remember to consider your audience and intent before creating a Facebook ad. It will be much easier to target your audience based on likes and interests if you have a business that can associate provided information with the objective of your marketing campaign.

Tips for Successful Marketing

- Engage with your audience! You'd be surprised what a small amount of time can do for your fans online. Taking a few minutes a day to interact with your users can benefit your business by letting them know the brand actually cares about their fans, thus increasing your community.
- A large fan base is good, but an active one is much better. What you say and how you interact is more important than simply building a following. Publish relevant and interesting content online-- not just statuses self-promoting your business. Add personality to your brand's Facebook pages to keep your users coming back for more
- Encourage your users to connect with others who share the same interests by encouraging them to use your Facebook presence as a platform for sharing, whether that is through videos, links, or blog posts on your wall
- Use Facebook to generate leads, grow your e-mail marketing list, drive traffic to your website and link to your other social media accounts, gain contact information for future references and overall exposure for your brand
- Like other businesses fan pages, remember social media is about being social! In return, some businesses will like your page as well, gaining you access to new leads and exposure. This is a great way for businesses to form relationships with people in their industry and build on their credibility
- Measure your Facebook marketing efforts! Measure unique users, fans, conversions, clicks, activity, loyalty etc. You must measure your tactics to fully understand your fans, and for successful future marketing efforts.