

SOCIAL MEDIA

ENHANCING YOUR USER ENGAGEMENT

FACEBOOK

With more than 1 billion users, facebook remains the most popular social media platform around.

Facebook is currently the most popular social networking site with an estimated 750,000,000 unique monthly visitors, according to eBizMBA.

41% of B2B companies and 62% of B2C companies have acquired a new customer from facebook.



GOALS

Get found by visitors searching for your products or services

Create a community to connect and engage with current and potential followers

Promote your marketing offers to convert followers into leads and customers

TERMINOLOGY

Application: A program that allows users to share content and interact with other users.

EdgeRank: An algorithm used to determine what content is shown in users' news feeds.

Fan: A Facebook user who chooses to “Like” a business page.

Friend: (n) A personal connection on Facebook; (v) **To add a user as a connection on your profile.**

Friend List: An organized grouping of friends.

Group: A collection of Facebook users with a common interest.

Insights: The metrics feature within business pages to analyze the performance of your content.

Like(s): (v) To “Like” a business, or to become a fan of that business page; (v) **To “Like” a comment or post within a business page or profile;** (n) The number of users who “Like” your page.

TERMINOLOGY

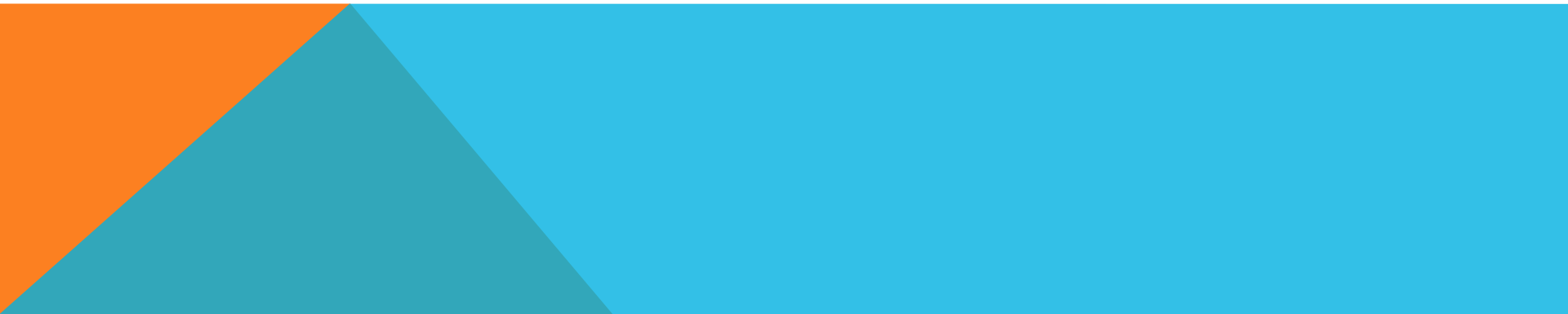
Network: An association of Facebook users based on a school or workplace.

News Feed: An aggregation of friends' status updates on your own homepage.

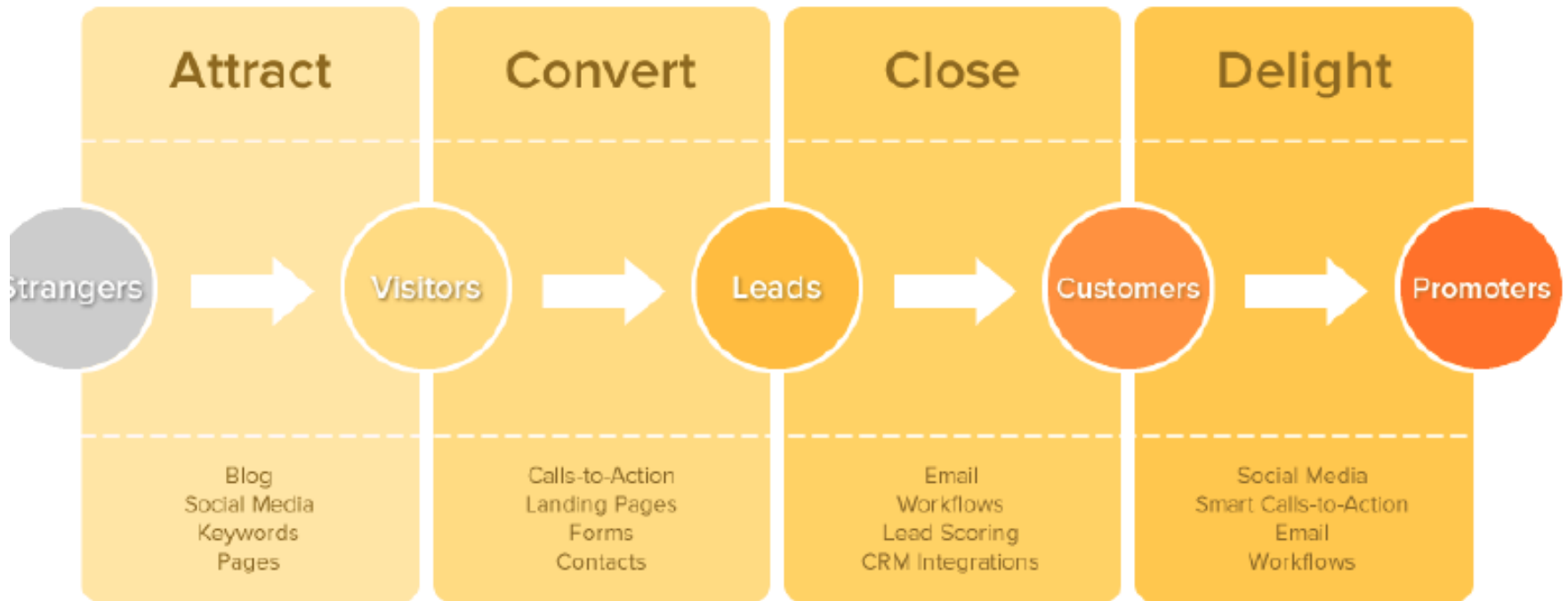
Page: Official presence for public figures, artists, brands, businesses, places, entertainment, causes, or products to share information and interact with fans on Facebook. This is how businesses can use Facebook to organically drive traffic, leads, and customers to a website.

Profile: Presence for individuals (not businesses) to share information and interact with friends and organizations.

Timeline: The core of a profile or page that aggregates new content posted such as status updates and recent actions.



WHY USE FACEBOOK?



Attracting visitors on a social media site such as Facebook is a fundamental first step in an individual's journey to becoming a delighted customer of your business.

TRY OUT GROUPS

Groups on Facebook are slightly different than business pages. In some cases, it makes sense for a business to create a group as well. The main difference between a business page and a group is that pages represent a brand, while a group is a place for a community of people to discuss common interests. A group is essentially a page that is used as a chat room for a specific group of people. In a group, members can post all kinds of content just like on personal timelines and business pages.



DON'T OVERSELL YOUR PRODUCT/BRAND

Follow the 80/20 rule

If you post 5 times week, only 1 of the posts should be a sales message, the rest should be useful or fun content



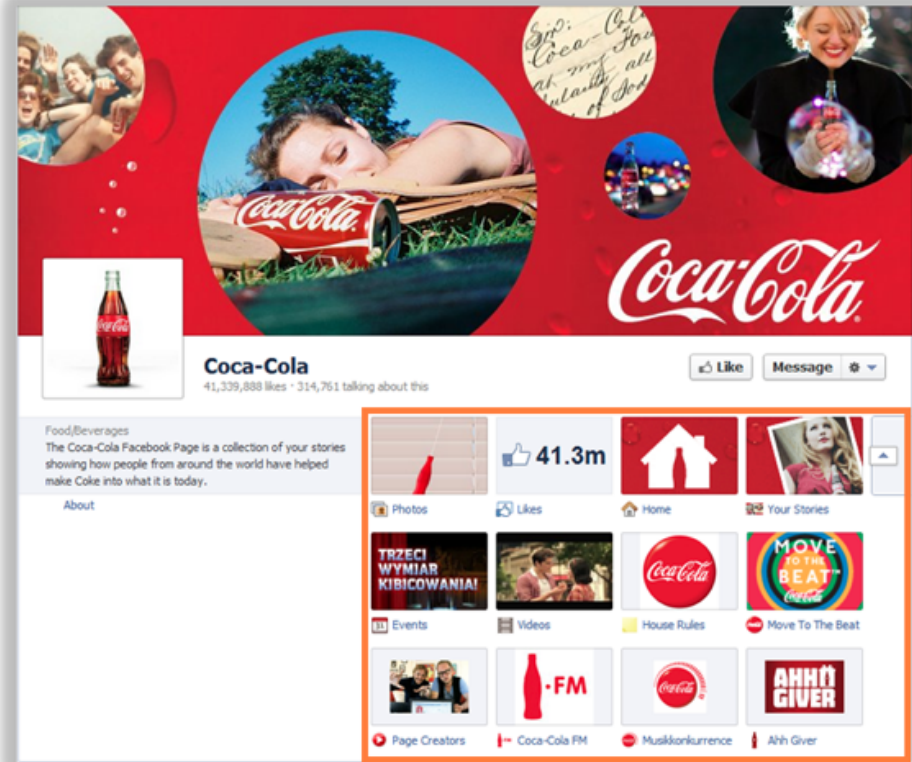
CREATE CUSTOM TABS

You can create and leverage custom tabs which are accessible via the 'Views & Apps' section of your page.

These are like landing pages within your facebook page that can be used for calls-to-action, to feature current promotions you're running, and much more.

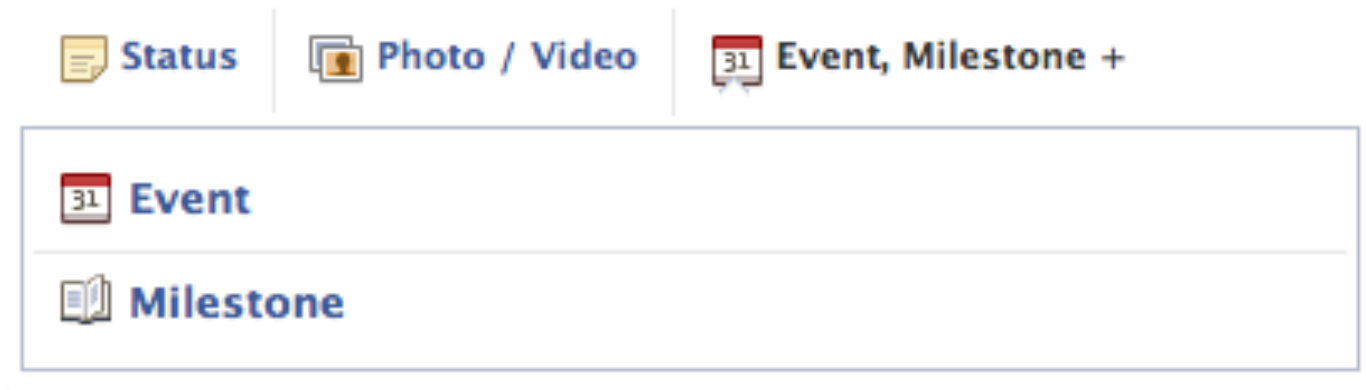
Learn more or create your own at:

<https://developers.facebook.com/apps>



ADD MILESTONES

Facebook now has a feature that allows you to post milestones, like anniversaries, fan growth, award wins, and other accomplishments via your status updates.



INTEREST LISTS

Consider experimenting with Interest Lists by creating awesome lists in your industry; promoting the 'Add to Interest Lists' button on your Facebook page; creating content about industry news so your updates are the first to show up in any lists your business is apart of; and creating a must-subscribe, content-rich Facebook presence.

**We are working to keep the
CHILDREN'S SERVICES COUNCIL
OF ST. LUCIE COUNTY**

Help us ensure that the good work of the Children's Services Council of St. Lucie County continues. Please vote **"Yes"** and please also consider becoming a volunteer or donor to the campaign. Your help will make a difference — a real difference — to the kids who live in our community.

**st. lucie
CHILDREN'S COALITION**

**St. Lucie Children's
Coalition**
282 likes

Update Page Info ✓ Liked ✓ Following

- Add to Interest Lists...
- Like As Your Page...
- Create Ad
- Create a Page
- Share...
- View Insights
- Visit Help Center

Community
The St. Lucie Children's Coalition was established to help support the reauthorization of the Children's Services Council of St. Lucie County.

About

Photos

STAR OR HIDE POSTS

- Modify the items in your page's timeline to highlight certain posts more prominently than others. By selecting the drop down arrow on individual stories, you can make them wider and more prominent on your page by clicking the star icon, or hide them from your timeline (or delete them entirely) by clicking on "hide from page."

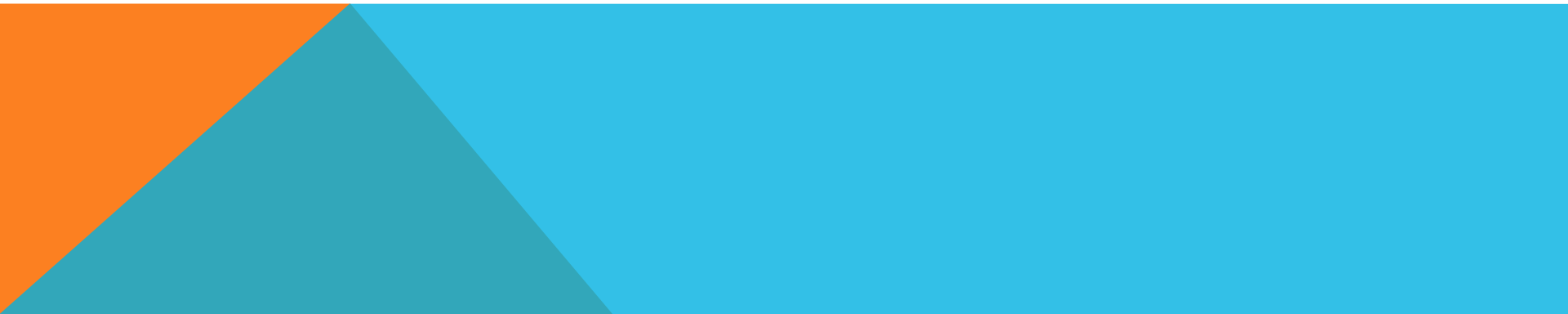


The screenshot shows a Facebook post from the page "St. Lucie Children's Coalition", posted "6 hours ago". The post text reads: "Thank you all so much for your likes and know that Children's Services Council than 30,000 children last year? Please your friends to help ensure their great". Below the text are interaction buttons: "Like · Comment · Share", "10 people like this.", and a comment box with the placeholder "Write a comment...". At the bottom, it says "146 people saw this post" and a "Boost Post" button. A dropdown menu is open on the right side of the post, listing the following options: "Pin to Top", "Change Date... Edit...", "Highlight", "Hide from Page", "Delete...", and "Embed Post".

FACEBOOK ADS

Cost-per-click (CPC): This method is as simple as it sounds, charging you for when someone clicks on your ad.

Cost-per-mile (CPM): This method charges you per 1000 people who see your advertisement.



CAMPAIGN STRATEGY

GOALS

What do you want from your campaign? If you are directing all traffic to your website, what does success look like? A newsletter signup? A product purchase? If you are sending all traffic to your Facebook Page, your conversions to 'Likes' are tracked in the stats.

AD CAMPAIGN PLAN

Set up a formal campaign that outlines different types of ads to split test. Split testing involves changing one piece of the ad, such as the photo, and keeping the other elements the same to see which ad performs better. Rotate your ads every couple days to keep them fresh. No one wants to see the same ad over and over again.

TARGETING

Research your targeting options before running an ad. Watch how the Estimated Reach and the Suggested Bid changes as you add different targets. Optimize your bid price and reach to get the best price.

BUDGET

How much are you going to spend per day? For the whole campaign? Keep in mind the CPC and CPM payment options discussed earlier.

TRACKING

Setting goals and understanding Facebook metrics will help you determine whether your ads were successful. Make sure you know how to determine if the sale came from the Facebook ad versus other traffic. Trackable links, special coupon codes, and custom landing pages are good options for tracking sales.

Location: [?] [x]

- Country
- State/Province
- City
- Zip Code

Age: [?] - Require exact age match [?]

Gender: [?] All

- Men
- Women

Precise Interests: [?]

Broad Categories: [?]

Activities	>	<input type="checkbox"/> Console Gaming
Business/Technology	>	<input type="checkbox"/> Cooking
Ethnic	>	<input type="checkbox"/> Dancing
Events	>	<input type="checkbox"/> DIY/Crafts
Family Status	>	<input type="checkbox"/> Event Planning
Games	>	<input type="checkbox"/> Fast Food Diners/QSR
Interests	>	<input type="checkbox"/> Food & Dining
Mobile Users (All)	>	<input type="checkbox"/> Frequent Casual Diner
Mobile Users (Android)	>	<input type="checkbox"/> Gaming (Social/Online)

Custom Audiences: [?]

<input type="checkbox"/> Prospects emails test 1	<input type="checkbox"/> Suppression List for FB
<input type="checkbox"/> Suppression list 2 FB	<input type="checkbox"/> Test
<input type="checkbox"/> EMEA Suppression 1	<input type="checkbox"/> People who dont want to see our ads
<input type="checkbox"/> HubSpot suppression list	

Connections: [?] Anyone

- Only people connected to HubSpot
- Only people not connected to HubSpot
- Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[See Advanced Targeting Options](#) ▾

Audience

154,000,000 people

- who live in the United States

QUESTIONS & ANSWERS

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