Maximizing Facebook Marketing

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What is FB Marketing?

• Creating & actively using a Facebook Page as a communications channel to maintain contact with and attract new customers.
Why Facebook Marketing?

• FB is one of the largest social media platforms in the world.
• As of June 2019 there were over 2.4 Billion active users on Facebook!
• 1.6 Billion log in daily.
• 1.1 Billion active daily on mobile.
• In 2018 FB generated 47 Billion in ad $. 

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Benefits of FB Marketing

• 80% of all internet users are on FB.
• You can reach your EXACT ideal audience.
• It is inexpensive.
• It is fast and relatively easy to set up.
• It is measurable.
• Can be tied back to your website.
Why FB Marketing Fails

• You don’t put enough time and effort into working the platform.
  • Quality content
  • Strategically generating prospects
  • Analyzing metrics & adjusting

• You don’t have enough followers.
  • 1,000 is really the sweet spot
  • Organic reach is very important
What is Organic Reach?

• Number of people who see your content without paid distribution.
• This includes pages.
  • Organic reach continues to decline b/c:
    • Amount of content being published.
• FB algorithm for “most relevant” content.
• Keeps cost of lead and CPC lower!
Key Organic Reach Factors?

• Who posted.
• How recent the post was published.
• Number of likes, comments, shares.
• Frequency in which user has interacted with the page.
• Past interaction with similar posts.
• Negative feedback on the post.
Playing Facebook’s Game

• Ultimately FB wants:
  • High quality, relevant content.
  • Users to have a great experience.
    • Reducing overtly promotional content on your posts.
  • When you play by the rules, Facebook rewards you with better results.
4 Steps to Success

1. Identify your Audience.
2. Build Brand Awareness & Credibility.
3. Direct prospects to actions.
4. Driving Sales (online and offline)
1. Identify Your Audience

• The basics:
  • Gender, age, location, groups, etc.
  • Custom Audience (using your list)
  • Similar Audience tool in FB.
  • Search for other FB Groups with similar interests.
  • Audience Insight tool on FB.
Understand Your Audience

• Interests and pain points.
  • What’s new in your industry/audience.
  • Biggest challenges.

• Objections.
  • Beliefs as to why your product won’t work for them.
  • Price objection—build value.
2. Build Brand & Credibility

• Custom header with appropriate image, personal photo, etc.
• Profile information up to date—especially websites and phone numbers.
• Have a strong “Authority” title or sub-title for yourself.
  • What makes you/your company an expert?
Quality Posting

• Good content is a must but there are other factors.
  • Nice visuals
  • Clear and concise
  • Engaging
  • Fun
  • Humanistic
Evergreen Gets Bonus

• “Evergreen” refers to content that will last for years to come.
• This results in the post getting more views, likes, and shares consistently.
  • Tutorials & How-To’s
  • Testimonials
Video Content is Key

• Video gets most engagement.
• Best if video is “native” to Facebook.
  • Get good with Facebook Live
• When possible, transcribe text on lower 3rd, allowing viewership without audio.
• Lighting and sound quality imperative.
• Add visuals when possible.
Leverage OPC

• “Other People’s Content.”
  • Articles
  • Videos
  • Quotes
  • Comments on news stories

• Think “Curator”, not writer!
Consistency Matters

- Facebook gives Pages more power when posting is consistent.
- 1-3 posts a day is optimal if you are aggressively trying to build awareness.
- Do NOT over-post!
- Be consistent with time of posting when possible.
Automate the Basics

- Use a posting platform to automate 1-2 posts per day but make at least 1 organically.
  - Hootsuite
  - BuzzSumo
  - Agora Plus
  - Buffer
Cross Promote

• Use your other platforms to promote.
• Let them know you have posted a new video, how-to, etc.
  • E-mail lists
  • Text
  • Other social media sites
• Engage Ambassadors & Advocates to share, promote.
Ask!

• In every post you must remind the viewers to:
  • Comment
  • Like
  • Share

• Notice how all the influencers do this near the beginning of a video, after their “teaser” statement.
Pitfalls

• Total automation.
• Only promoting your own products and services. Make sure 80% of your posts are content driven.
• Trying “black-hat” tricks (buying likes).
• Not getting engagement.
3. Direct Prospect to Actions

• You must think of your Facebook Page as the top end of a marketing funnel.
• “Bread Crumb Marketing”; leading them to deepen their engagement.
Engagement Options

• Opt-in for something free.
• Become part of a contest.
• Join a webinar.
• Free course in membership portal.
• Join a Facebook group.
• Invite to a local event.
• Participate in a survey/trial.
Build a Stronger Tribe!

• Your goal is to have followers self-identify themselves as better prospects.
• At the end of the day you want them to get on YOUR list with all their contact information.
• Now your direct marketing options are much better.
Driving Sales

• With a strong following and clear, identified audience you can begin to:

1. Market to your followers.
2. Be more successful with FB ads.
Marketing to Followers

• Do NOT break your trust by overly marketing to your lists or sub-groups.

• Consider something special (possibly discounted) to “early adopters” of your service/product who are followers.

• Create scarcity by having a small group give feedback in pre-launch.
Sub-Funnels

• Even though these people are already on your list, you must continue to use the funnel process.
• Click to a landing page --- video explanation --- more info opt-in --- buy option.
• All opt-in and buy options should be connected to a unique A/R list.
Facebook Advertising

• Create targeted post on your FB page.
• Get followers/ambassadors to go comment positively.
• From THIS post, create ad (not boost) with specific geographic parameters.
Marketing Process (cont.)

• Ad drives them to a landing page with short video explaining program.

• Page should look JUST LIKE ad in terms of design/photo/language.

• CTA is an opt-in that includes phone #.

• Call back to schedule appropriate action for next steps.
6 WEEK TRANSFORMATION CHALLENGE

Limited Spots Available!
Reserve your spot by:

0 DAYS 0 HOURS 14 MINUTES 50 SECONDS

Hey Piqua!

I'm Coach Adam and I'm doing something insane to market/promote/share my personal training center.

I'm giving away 20 vouchers for a 6-week challenge, complete with your own personal accountability coach (so you finish strong), the
I'm giving away 20 vouchers for a 6-week challenge, complete with your own personal accountability coach (so you finish strong), the greatest trainers (so your workouts will never be boring) and the world's easiest diet plan (cause what you eat matters).

Where should we send your voucher?

FIRST NAME

LAST NAME

EMAIL

PHONE

Reserve your spot!

Check out these ASBA 2019 TECHNICAL MEETING & TRADE SHOW ORLANDO, FLORIDA | ROSEN SHINGLE CREEK
Check out these AMAZING Video Testimonials!

“Over 100lbs Lost & New Confidence Found”
- Angie

“Self Conscious Then... Confident Now”
- Sarah
Summary

• Facebook provides you with a great, inexpensive marketing platform IF YOU DO IT RIGHT.

1. Identify your Audience.
2. Build Brand Awareness & Credibility.
3. Direct prospects to actions.
4. Driving Sales (online and offline)
Thank You!

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