

UNSTOPPABLE

FB TRAFFIC

The Most Effective Facebook Marketing
Strategies

Presented by:

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Chapter 1

Why Facebook?



Image: FreeDigitalPhotos.net

“Why should I market on Facebook?” This question is often asked by online marketers who are unconvinced or undecided about the profitability of this social networking website as a marketing tool. “After all,” they say, “Facebook is nothing more than just a website where family and old friends can re-connect, right?” This kind of thinking is not only dangerous, it can be costly as well, especially considering just how much power Facebook wields in the consumerist world today.

In the past years, Facebook has quickly grown from being a social networking website for college students in the United States to being the most popular site, surpassing even Google in terms of visitor hits. In fact, people users spend a total of 6 billion minutes on this website on a daily basis, which is twice as much time that they spend using the search engine. Today, there are over 500 million users on the website, comprising a large chunk of the population that is ready and willing to pay for any goods and services they perceive to be worth the price. In fact, more than half of the people who do online shopping actually have Facebook accounts. Far from slowing down, this number is projected to rise even more in the coming years, especially if the developers of the social networking website continue

to make innovations to the website that will make people keep coming back for more. Like it or not, Facebook is now here to stay.

The fact that a large percentage of their target audience is now on Facebook has not been lost on online marketers. Recognizing the potential of this website to boost their sales, a lot of marketers are now using this website not only to drive traffic to their website, but also to increase brand awareness. This is because Facebook allows them to do the following.

Facebook Is Viral

Viruses aren't all that fun in real life, but the story is different when it comes to the Internet. What makes using Facebook as a launching pad for marketing campaigns so effective is that it makes it easier for the stories and the ads to go viral, since the website makes it so much easier for people to share information with the other individuals in their network. With literally just one click of a button, one person can send the news article you've penned about your product to thousands of people with little waiting time, and these individuals can in turn send that story to those in their network. Facebook essentially puts a different twist to word-of-mouth marketing.

Tapping Into the Global Market

With Facebook, you will not only be able to reach the people in a small neighborhood, but also to individuals from all over the world. Facebook is global, which means that using this as a marketing tool can actually lead to a lot of sales, because you will be talking to a global market instead of just to a tiny chunk of the population.

Reaching Their Target Audience Directly

No matter how appealing your ads on billboards, TV and radio spots, or magazines and newspapers may be these may not actually click with your

audience, for the simple reason that these are impersonal. The person model on the billboard won't be able to pry himself or herself from the advertising space to talk with people about just how appealing the product he or she is selling is (imagine the mass panic that will ensue if this is actually possible!) Facebook actually allows companies and marketers to have direct communication with their target market. This in turn builds the audience's interest in what marketers and companies will say which can then lead on to more sales. Simply put, the interaction between company and consumer through Facebook can potentially boost your sales, because it makes people more aware about what the seller and its products are all about.

Finding More Information about Their Target Audience

What makes a lot of ad campaigns unsuccessful is the fact that these are not designed to appeal to the demographics that is being targeted. Not only does Facebook allow them to reach their target market, it actually provides them with information they need about their audience in the first place. Facebook actually contains vital information about members of different demographics that you can use in marketing. Because you have more information about your target audience, you will be able to come up with more effective ad campaigns that will draw their interest.

Driving Traffic to Their Website

A lot of online marketers don't use Facebook for its own sake. Instead, they use this social marketing website as a tool to bring traffic to their own websites, which in turn can result in higher revenue.

Chapter 2

The Fan Page Craze



Image: FreeDigitalPhotos.net

Everyone Has A Fan Page!

When it comes to online marketing through Facebook, having your own profile page isn't enough if you want to be successful in selling the products and services that you're offering. Instead of creating a profile page that has a lot of limitations, opt instead for a fan page.

A lot of people on Facebook have created their own fan pages ever since Pages was launched by the website developers in November 2007. Just about everyone, from businesses to celebrities to even the average Joe has created their own fan pages in order to interact more with people. It's actually easy to see why, considering that these fan pages offer the following benefits:

- The possibility of going viral. One reason why Facebook allows you to get a lot of mileage through viral marketing is because of fan pages. A person who "Likes" a fan page will automatically make all of the people in his or her network know that he or she has become a fan of a certain page, which can then entice them to check such page out, which can lead to them becoming followers of the page themselves. There is no limit to the number of fans a fan page can get (as opposed

to a personal profile page), which means you can literally have millions of people following you.

- Easy way of sharing information. The fan page allows you to send information to literally thousands of people with just a click of a button. You can give them information about new products, special events, and other such information to make your brand more appealing to your audience.
- Provides a field where the company and the consumers can interact. As marketing experts know, the key to getting people to purchase a product is not only to make them see just how it can help them and make their lives better, but also to build a relationship with your audience so they will know that you as the manufacturer or a marketer is someone who is trustworthy and reliable who won't fool them into buying duds. Facebook allows you to do this by providing you with an avenue to interact with your audience, giving both parties the option to ask questions and get answers.
- Adds legitimacy. Sadly, there are now a lot of shady companies that attempt to sell bogus products to try to make a quick buck. Thankfully, consumers are becoming smarter and more careful, with a lot of them now doing research about a product and its manufacturer before purchasing the said item. Facebook fan pages add legitimacy to your company, as it can provide your audience with more information about what your company and your products are all about. Furthermore, the possibility of seeing their acquaintances actually following your fan page can make people more inclined to be followers themselves, since someone they know and trust is effectively promoting the page to them.
- Customizability. A Facebook fan page can be customized to make it look more appealing and stand out from all of the other pages on the social networking website.
- Cost-effective. Getting a fan page won't actually cost you a cent, but it can lead you to increasing your revenue if used correctly.

The Power Of "Like"

The key to the effectiveness of Facebook fan pages is the "Like" button, with the thumbs-up icon pretty much becoming synonymous with Facebook itself. This little button that depicts a hand in a thumbs-up position holds a lot of power, simply because it shows not only the number of people who are actually interested in what you have posted, but also because "Liking" a page or a status automatically puts it on their own timelines, making it visible to those in their own network and giving them the opportunity to see what the fuss is about. This effectively saves marketers time and effort, since they don't have to try to grab the attention of these people themselves, as their own followers can actually do this for them.

The brilliance of the "Like" button is that it's actually easy to use. You literally just click on that small button and that's it. There's no need for you to create your own personal message before posting this on your own Facebook Wall. With a single click, you can actually broadcast to other people in your network news and information that caught your eye.

For companies, the "Like" button also holds certain appeal, because it actually gives them an idea what their customers are looking for, based on what updates receive the most number of "Likes". Furthermore, the "Likes" on updates can also be used as a gauge to see just how effective your current marketing efforts are. The more "Likes" you get, the more likely it is that the marketing route that you took appealed to your audience.

How to Create an Irresistible Fan page

Now that you've seen just what a Facebook fan page can do for you, it's now time to come up with a Fan page of your own that will appeal to your audience.

Creating a fan page is actually simple. Once you log in to your account, head over to the "Page Manager" application and then fill up the online form in order to generate your own fan page. The actual creation of the fan page,

however, is not the issue, but how to make a killer one that will entice people to become followers of it. Some tips that you can use in order to make a fan page more appealing to your audience are:

- Choose a good name for your fan page. Make sure that you name your fan page well. This doesn't just refer to what will appear on the banner of the page, but also to the actual URL of the fan page. Choose a name that is easy to remember so that your readers won't have a difficult time in remembering what the address is if they want to visit it.
- Set an eye-catching landing page. The landing page will be the first thing that visitors will see when they drop by your fan page, so make sure that it's done really well to hook the attention of your target market. After all, humans are visual creatures, so you will want to set up a design that will surely draw their interest. What's great about the fan pages is that these are fully customizable, allowing you to tweak with it so that it looks just the way you want it. Make sure to put a good profile picture as well. As cheesy as it may sound, a picture *does* paint a thousand words, and it will also give visitors an idea about what the page is about even without having to read through mounds of text.
- Make your fan page informative. There is a reason why fan pages are built with multiple tabs. Make sure that you put in all of the relevant information about your business on to your fan page. Some facts about your company that you can put on your fan page include the history of your business, what products you're selling, and why your target audience should choose you instead of your competitors. Facebook users will read this very carefully to see whether or not you're reliable and trustworthy, so make sure that you put a lot of effort when writing down the information that you will be posting on your fan page.
- Put in great content. Content doesn't just mean news and information (although those are certainly important). It also includes photos, videos, and other such files that will help you draw the attention of your target audience.

- Update it regularly. Make sure to post updates regularly on to your fan page (suggestions on what content to post on your fan page will be discussed in the next section).

Once you've created your fan page, be prepared to manually invite people to become followers of your page, at least, at the beginning. After all, no one knows who you are yet, so it is important that you take the initial steps to reach out to your target market. Look for people who belong to the demographics that you want to tap into. The beauty about Facebook is that it allows you to find these people quite easily. Send them an invitation to "like" your fan page. You may also want to get your family and friends involved in helping you market the page at the beginning so you can steadily build the number of followers you have.

What to Publish on Your Facebook Fan page?

As those who are involved in online marketing know, content is king, and this is true even on Facebook. A lot of people make the mistake of putting a lot of effort in the design of their fan page and then disregarding content completely, since they assume that the visual effects will be enough to draw followers.

While it's true that there are a lot of visitors who like seeing beautiful graphics and can be enticed to look at what you have to say if you offer a good-looking fan page, the appearance of the page isn't enough to make them stay. The presentation of the Facebook fan page is only the icing that will make your page appealing to them. What will ultimately make them stay is if you actually continue to give them information that they are looking for, as well as some tidbits that will hold their interest. If you don't keep your fan page updated, the followers you have painstakingly collected can and will unsubscribe from your page, which means wasted effort and the possibility of you starting from scratch all over again.

Given all of these, what type of content should you post on your Facebook fan page? Of course, it's a given that you should post content about your company and your products. After all, the reason why you're on Facebook is

to market what you're selling, right? However, you shouldn't just focus on posting about what you have to offer. Not only will you run the risk of running out of things to say (there's only so much you can say about a toaster, no matter how awesome it may be), you may also end up boring your audience. They may be interested in your product, but probably not so much that they want to be bombarded with praises about it on a daily basis. Aside from just posting about what your brand is all about, consider posting other things as well. Some suggestions you may want to look into when posting content on your Facebook fan page are:

- Use teasers. Don't just copy and paste the content you put on your website on to your Facebook fan page. Not only is this redundant, it can also mean potentially losing traffic to your own website. What you can do instead is to post a teaser that will draw the attention of your followers and then include a link to the page on your website that gives in-depth information about this. Make the teaser catchy. If possible, include an eye-catching photo that will increase the likelihood of your followers clicking the link that you've posted. It's also a good idea to use a shortened version of the actual URL, as this will help you avoid having a long, long link appearing on your update, as well as to further disguise what the actual post is about, thereby adding more mystery to it and generating even more interest on what you have to say. There are websites that allow you to make URLs shorter for free, so getting this done shouldn't be a problem.
- Post creative content. Content on Facebook isn't the same as writing droll, dull news articles. In fact, going down the boring route can actually mean losing customers instead of winning them over. Make sure that the copies that you post are written in a way that will appeal to your audience. Don't be afraid to use a casual tone when you write. That way, you will be seen as more approachable by your audience, which can do wonders for consumer relationship. You can even use humor, not only because funny things easily catch the eye of people, but also because it can make you more likeable.

- Post a call to action. Don't just post bland information. Invite your followers to take action, even if the action is as simple as asking them to "Like" the post you've just put up.
- Post photos, videos, and sound clips alongside the text. One great way for you to increase the amount of interest people have in what you have to say is to add multimedia files such as photos, video clips, and audio clips that will go with the text. This will make your audience become even more intrigued with what the text says.
- Write about other relevant information related to your niche, not just about what your company and your products are about. Again, there is only so much you can say about your products. Don't be afraid to branch out and post news and information about things that are related to your topic. For example, if you're selling guitars, you can post news about musicians and artists. If you're selling cookware, post recipes. By posting relevant content, you will be able to retain the attention of your followers and keep them interested in what you have to say to them.
- Ask questions. You can also post questions on your fan page directed to your followers to get them involved. The beauty about Facebook is that it allows people to interact with each other, so take advantage of that! Ask questions that are meant to generate personal responses from them. For example, if you're in the music industry, you can ask them to name the top 5 musicians of all time for them. You can also ask holiday-themed questions such as "What's your favorite Christmas song?" or "What's your favorite holiday?" Ask questions that will generate interest and incite responses from them.
- Offer exclusive deals. One reason why a lot of people are willing to follow Facebook fan pages is because they know that there is something in it for them. In exchange for having them follow your fan page, you can also post deals that will be exclusively available to them, such as price cuts on some products that you're selling, freebies, and other such goodies. You can even offer rewards to your loyal followers. These offer several benefits, including creating an image of generosity to your audience base (resulting in them trusting in your brand even more), a higher chance of going viral as your

followers will want to share these great deals with the people in their network, and an increased number of sales, since the discounts will make your products more affordable to buyers.

The important thing about fan pages is that you need to make sure that you constantly post updates. Don't become so involved in all of your other marketing efforts that you ignore your fan page; otherwise, you may end up finding your page a ghost town when you return to it. Try to post updates daily or at least a few times in a week. Not updating can be your biggest mistake, since this can lead to your followers losing interest and unsubscribing from your fan page, which means all of your effort will end up wasted.

Of course, you need to make sure that you don't end up spamming in the process. While it's important that you keep your fan page updated, don't make the mistake of posting just about anything that pops in your head just to provide content to your website. Don't post meaningless gibberish, or you'll end up turning off a lot of followers. Make sure that the content you post are informative, stimulating, and will leave your followers asking for more. Also, don't forget to respond to any messages thrown your way by your followers. You can even drop by and leave them messages on their walls from time to time to let them know that you're still around. That way, you will be able to establish your presence with them so you will become relevant to these individuals. Think of all of these efforts as you building a virtual community. You will want to do what you can in order to make the community rich and interactive.

Chapter 3

Facebook Advertising



Image: FreeDigitalPhotos.net

Another reason why you should consider marketing on Facebook is because of Facebook Ads, which are deemed to be serious competition to Google Ad Words (as if trumping Google as the most visited website isn't enough!) At this point, Facebook Ads have an edge over Google Ad Words, not only because it offers more effective targeting (which will be discussed later on), but also because your ads will have a higher chance of being shown when you're using Facebook ads versus Google Ad Words. Some have even reported getting their ads displayed over 100,000 times in a single day, which is a lot more compared to the number of times your ads will appear on Ad Words, which averages to only about 500 per day.

There are two kinds of Facebook Ads, the Facebook Ad and the Social Ad. Facebook Ads work pretty much in the same way as other online ads, and what you typically see on the right sidebar when you're logged in to Facebook. Advertisers can make these ads link back to their Facebook fan page, application, or their own website in order to generate traffic. Social Ads, on the other hand, are intimately tied together with the activities of a Facebook user on the website, as well as those of the people in their network. There are three kinds of Social Ads:

- Fan style ads. These are tied together with Facebook fan pages. Once users “Like” an ad, they will automatically become followers of the brand’s fan page, allowing them to receive updates about the brand. This is a popular choice among established businesses, since their market already know who they are.
- Comment style ads. These ads allow users to actually leave comments about it, similar to how they can make wall posts.
- Virtual Gifts ads. Usually found on Facebook apps, this type of ad allows users to share virtual items (that bear the name of the brand) to other users.

Do note, however, that unlike Facebook Fan pages, Facebook Ads are paid services, which means you won’t be able to avail of these services unless you’re willing to shell out the money. However, this investment may be worth it, provided that you handle your advertising campaign effectively.

Having Facebook post your ad won’t automatically incur costs. Instead, your fees will be based either on the number of clicks you get (CPC) or the number of impressions of your ad (CPM). You will be able to control just how much you will be paying by setting a budget (daily or lifetime) so that you don’t end up paying more than you can afford. You can adjust the budget at any point in time.

How to Setup Facebook Ads

Setting up a Facebook Ad is pretty straightforward, although the process takes several steps. The first thing you will need to do is to sign in to your Facebook account. Scroll to the bottom of the page. You should see “Advertising” on the bottom right portion. Click on this, and then click on the “Create an Add” button, which can be found on the upper right section of the page. This will bring you to the page where you can customize what ad will be appearing. The items that you can customize include:

- The destination URL. You will be able to specify what page you want users to be brought to when they click the ad. You can either link back to an internal Facebook link (such as your fan page, an events page, or an application you have developed) or to your own website.

- Text. Facebook Ads come with a title and a body. Personalize the title of the ad to make it appealing to your audience. As with the updates in Facebook fan pages, try to make the text on your ads as creative as possible, even if you are only allotted a limited amount of space. You are given 25 characters for your ad title, so make it short, appealing, and direct to the point. The body, on the other hand, contains a maximum of 135 characters, so don't expect to write a novel for your ad's body. Like the title, make it concise but appealing so that your audience will be interested in clicking the ad to see what else you have to say. Use active words that will emphasize your call to action. You may also want to consider using loaded words that are sure to trigger emotions to increase interest. If you are currently offering special deals to customers, be sure to put this in your ads to increase the possibility of your viewers clicking the ad and buying what you're offering to them.

Another important thing that you need to know about the text that you will be putting is that the words you choose will be used by Facebook in order to match the ad with the user. As such, make sure that you choose your words carefully. Choose words that are actually relevant not only to the ad you're posting, but also to your niche. The wrong choice of words can mean your ad landing on the page of someone who isn't remotely interested in what you have to say, so make sure that you choose the right keywords. There are a lot of tools that you can use to help you determine what keywords to use for an effective ad, so you can use these to help you in writing a copy.

- The photo that comes with the ad. Make sure to include a photo that is not only relevant to the content of the text, but is also an image that will be appealing to your target audience. Do note that the image on Facebook Ads has to be 110 x 80 and less than 5 mb in size. The image should be static, so don't bother developing graphics in Flash or a GIF, since the animation won't actually be displayed on the ad. Use a photo that is meant to grab attention - and not in a bad way. Choose a picture that is eye-catching and good on the eyes to enhance the possibility of your target audience clicking on the ad.

Make sure to preview and test the ad before you submit it to Facebook for approval. Testing is crucial when it comes to Facebook Ads. It may not look the way you want it, or there may be bugs with the ad that you have made. Make sure to test the ad to see if it's working as it should. It wouldn't do to deploy an ad that actually won't bring people to the page that you want them to see.

Once you are satisfied with the ad you have made, you can then submit it to Facebook for approval. You will be brought to a secure page where you will need in order to enter your credit card information. This information will be used by Facebook to bill you in exchange for the advertising space. The credit card information will also be stored in the account that you've used to create the ad (you can modify the details on the settings). Your ad may be posted in as short as 24 hours after Facebook approves it.

Users can post multiple Facebook ads. Of course, each ad has its own set of fees, budget, and schedule. Users are also allowed to create an advertising campaign using Facebook ads. This can be specified on the same page where you can customize the ad that you will be submitting to Facebook.

Do note that it is possible for Facebook to reject the ad that you submitted to them. The social networking site has pretty stringent rules when it comes to ads (these rules will be discussed in a later section). As such, make sure to have backup copies and images for your ad that you can turn to should Facebook reject what you originally submitted.

Target Your Advertisement

What makes Facebook Ads so appealing to marketers is that it allows them to target specific groups among the Facebook users. When people sign up for Facebook, they can fill up their profile page to put in where they're from, what schools they have attended, what their hobbies and interests are, and other such details. What Facebook essentially does is that it uses the information that people post on their profile pages to match the right ads for them. As such, it comes as no surprise why a music lover will receive

music-related ads, while someone who loves food will get ads on restaurants, coffee shops, and other such establishments.

This is where the power of Facebook Ads truly lies. Instead of creating ads directed to the general public in the hope that some members of the population will be interested in what you have to say, your ads on Facebook can be directed to target a specific demographic. A case study posted on Facebook itself shows the successful advertising campaign of a photography company on Facebook. Its target demographic is actually pretty specific: young adult women between the ages of 24 and 30 who are engaged to be married. By using Facebook ads, the photography company generated \$40,000 in revenue solely thanks to their ad campaign on Facebook (a significant amount, especially considering that the company invested \$600 in the campaign), and that's not even counting their qualified leads who are interested in doing business with the company in the future.

You can actually see how many Facebook users belong to the demographics you plan on targeting. You can view this by specifying the demographics. Facebook will then give you the number of users who fit the criteria you have specified. You can mix and match the criteria if you want to reach a broader audience.

What exactly can you specify when targeting your demographics on Facebook Ads? Pretty much just about anything, including location (even the state and city), age, gender, sexual orientation, profession, and relationship status. An advertisement that is directed for the general public is kind of similar to cold calls. Sure, there is that possibility that someone may take the bait, but there is a higher possibility that you may end up getting rejected, primarily because the people you are talking with aren't actually interested in what you have to say and what you are offering to them. For example, a Facebook ad about a barber shop in Houston, Texas won't really hold any appeal to someone who's based in Singapore. By specifying all of the nitty-gritty details, you will be able to ensure that your target audience will actually be the group that will receive the ads that you have developed. Sure, you will be addressing a smaller group, but this group is more likely to lead to good leads compared to addressing the general population. Targeting allows you to make copies that are written to

specifically address this demographic in order to make your products and services more appealing. This in turn can lead to higher revenue, especially since the people who will be seeing your ads are those who are actually interested in what you have to say.

A note: while micro-targeting is all well and good, don't become so specific that only a handful of people will end up fitting into the criteria you've set. Try to balance between the general and specific so that you will be able to come up with a niche market that belong to the same demographics without being so specific that you practically identify the names of the people who will only be able to fit in the criteria you've specified.

Create Facebook Compliant Ads

Of course, you can't just create any ad that you want. Facebook has established a set of advertising guidelines that you will need to conform with if you want your ads to be approved and displayed on the social networking site.

The advertising guidelines of Facebook include rules in:

- **Privacy.** Ads that are posted on Facebook should not contain user data, even if the person consents to its use. Furthermore, data collection and user data information should be used following Facebook's privacy policy, as well as the privacy policy of the sites directly connected to the advertisement. Ads should not violate the rights of any third parties.
- **Content.** All of the components in the ad, from the text to the images, should be relevant to the product or service being promoted. The ads should neither contain audio nor animation that plays automatically. The text should follow proper grammar. The ads should not be presented in such a way that would offend users. These should not contain spam as well.
- **Accuracy.** The ads that are posted should not deliberately mislead the audience or suggest false relevancy to any offers. The copy advertising

the products and/or services should be clearly seen in the proposed landing page.

- Landing page. The destination site of the ad should not prevent a user from navigating away from said page. Ads that link to landing pages that are deemed by Facebook to contain malware or lead to similar types of software will not be allowed by Facebook.
- Subscription services. Ads for subscription services may be allowed on Facebook, provided that the copy clearly stipulates the billing aspect of the service. Also, the landing page should clearly stipulate how much the subscription fees will be, come with an unchecked check box for subscription, and provide users information on how they can opt out of the service.
- Prohibited content. The ad should neither contain information nor target people whose personal characteristics fall within the following categories: religion or philosophical belief, race or ethnic origin, age, sexual orientation/ gender identity, medical condition (including any disabilities), financial status, membership to trade unions, or criminal records.
- Provocative topics. Any ads that promote products or services related to regulated goods and services (ex. alcohol, gambling, and tobacco) and topics deemed by society as sensitive (ex. dating services, contraceptives) should follow applicable laws and regulations, as well as industry codes. For example, Facebook ads promoting alcohol will not be displayed in countries such as Afghanistan, Pakistan, Saudi Arabia, Egypt, Kuwait, Libya, Yemen, Norway, Bangladesh, UAE, and any other countries that ban such type of advertisement. Ads that promote illegal products or services are not allowed. Ads promoting adult products and services are prohibited as well. Ads promoting dating sites are allowed, provided that these follow the dating targeting requirements. Ads promoting adult friend finders and related sites are not allowed. Pharmaceutical ads are not allowed, except for advertisements for certified pharmacies (prior approval should be gotten from Facebook). Ads depicting violence will also not be allowed by the site.

- Others. Any ad that is deemed by Facebook to be contrary to the website's advertising philosophy, any laws or regulations, community standards, and the like will not be approved. Furthermore, ads should not imply that Facebook endorses the products and services being promoted by the advertisement. Ads should also not contain any of the copyrighted material of Facebook.

According to Facebook, these guidelines are subject to change at any time, so be sure to check the website regularly to keep yourself updated on the rules established by the social networking website when it comes to ads.

Tracking The Progress Of Your Facebook Ad Campaign

You will need to keep track of the progress of your ad campaign so you will be able to determine whether or not your marketing efforts have been successful. Thankfully, Facebook allows you to track how your ads have been doing. By logging in to Facebook Ad Manager or Facebook Insight and then going to the "Reports" section, you will be able to get the relevant statistics about your ad campaign. These report sites give three kinds of reports that you can check in order to see how your ad campaigns are doing.

"Advertising Performance" analyzes the number of clicks that your ad gets, allowing you to see just how effective the ad you made is in pulling people's attention toward your landing page.

"Responder Demographics" provides you with information on the demographics of the people who click on the ad(s) you post on Facebook, allowing you to compare the population of people clicking your ads vs. your actual target audience (do note that "Responder Demographics" does not provide specific information about each Facebook user who clicks on your ads. Instead, it will give a more general picture on the demographics of those clicking the ads). You can also use the information that you get from the "Responder Demographics" report to make a new ad campaign based on what you see will appeal to the audience you're getting. "Conversions by Impression Time" reports the average time it takes Facebook users to convert into leads after they click on your ads.

Of course, it's one thing to want to know the statistics involving your ad campaign, and it's another to actually try to decipher a bunch of graphs without actually knowing what the elements are. Some of the elements you will want to keep an eye out on are:

- Total impressions. "Impressions" refers to the number of times your ad was displayed on pages of Facebook users.
- Unique impressions. "Unique impressions" refers to the number of times your ad appeared on the pages of unique Facebook users. This eliminates the possibility of the ad appearing two or more times on the pages of a single user.
- Total clicks. "Total clicks" refer to the number of clicks your Facebook ads got.
- Unique clicks. "Unique clicks" refers to the number of times unique users have clicked on your ads. This eliminates the number of times the same person clicked on your ad two or more times that is reported in "Total clicks".
- Total click through rate (CTR). Click through rate (CTR) refers to the number of clicks that an ad gets divided by the number of impressions within a certain time frame.
- Unique total click through rate Unique CTR refers to the number of unique clicks that you get divided by the number of unique impressions.
- Total spent. "Total spent" refers to the amount you will be paying based on what you agreed upon at the beginning when you signed up to create a Facebook ad.

You can get weekly or monthly reports, depending on your preference. Weekly reports will start on the Sunday that starts the week that you want to get the report on, while monthly reports start on the first of the month.

When Is The Best Time To Post Ads On Facebook?

Just because you can make ads doesn't mean that you should. There are some instances wherein it's better to hold off in posting ads and waiting for the right moment before you have these deployed in order to get a good return on investment. Some guidelines to help you determine the best time to post ads to increase ROI are:

- Putting yourself in the shoes of your target audience. When exactly do members of your target audience use Facebook? This won't be that much of a concern if your target market is comprised of students or other demographics that can have Facebook access just about anytime they want. However, for those who are targeting the working set, chances are, it's a better idea to have your ads appearing on Facebook over the weekend, since this is the time when your most members of your market are online, as weekdays are mostly devoted to work.

If you're not quite sure when the majority of your target market uses Facebook, take a peek at the statistics generated on Facebook Insight or Facebook Fan Manager. The reports should give you information on when most of your target market go online. By checking out the schedule of their online activities, you will be able to schedule when your ads will appear on the social networking website to increase your chances of your targets clicking on these to see what you have to say. To increase accuracy, you may want to monitor these reports for a few weeks to see if a pattern emerges with regard to your target market's schedule with regard to Facebook use. Keep an eye on traffic spikes since these can give you an idea about when to post your ads.

Of course, it's not just a question of the day that's important. Online marketers have noticed that in a lot of cases, members of their target market have a fixed pattern when it comes to the time that they log in to Facebook. Again, you can use the reports on Facebook Insight or Fan Manager to see whether patterns emerge. Alternatively, you can manually check the walls of at least a few of your target audience to

check out what time they usually post updates so you can get an idea on what time they are usually online. Once you find out their schedule in using Facebook, you can then schedule your ads to appear at the same time and day that most of your target market will be online.

- Do your research. If your ads are relatively new or if you feel that the statistical reports that you are getting are not providing you with enough information to gauge the best schedule in when to post Facebook ads, you can also take a look at the pages and ads of your competitors to see if they follow a schedule on when their ads will appear. Again, it might be a good idea to monitor this for at least a few weeks to check for patterns instead of just jumping in after a few days' worth of observations so you will actually be able to see if there really is an emergent pattern or if those first instances were just a fluke.

Some other tips you can also follow when it comes to posting Facebook ads are:

- Changing ads frequently. Even if you have the budget to have your ads appear on the site for a long time, people may become disinterested in clicking your ads just because they see the same advertisement over and over again. Changing ads frequently (as well as changing your landing pages for your ads) will mean that people will continue to be interested in what you have to say, because you are offering them something new every time.
- Recycle ads. If you're not a fan of creating multiple ads, you can actually pause ads and then reactivate these later on in order to keep your ad from becoming old (as well as to save money). Some experts suggest pausing your ads when these tire to 25% or less of the CTR you originally got from these, and then reactivating these later on.
- Changing your target market. This might seem like a huge risk at first, but taking this leap can actually lead to great rewards, especially if it actually turns out that you were targeting the wrong demographics in the beginning. If you can afford it, try to experiment and see which demographics respond to the different ads that you make.

- Try out Geo-targeting. Geo-targeting simply means setting a target market that is from the same location. This allows you to create an advertising campaign that is specifically tailored for them to increase the chances of lead conversion.
- Launching ad campaigns. Instead of just deploying one ad at a time, what you can do instead is to create an ad campaign wherein you will be releasing different ads at roughly the same time. This will not only generate more interest in what you're promoting, but will also give you an idea on what types of ads generates more responses (as seen in the number of clicks and even lead conversions). That way, you will be able to design your marketing efforts to follow what your audience is actually looking for.

As with other types of advertisements, the performance of Facebook ad campaigns will degrade over time, no matter how well-written the copy is or how often people have clicked it at the beginning. This is because as time passes, the novelty of your ad will wane, since most of the people who are interested in the advertisement will have already seen the ad and shown it to other people they know who might be interested in what you have to say. As such, while it may be possible for you to lengthen the duration in which your ads will be available for display to Facebook users, this may not be the most cost-effective way of advertising. By choosing the right schedule for your ads to appear, you will not only be able to save money in the process, you will also have a better chance of reaching your target market.

Setting the Maximum Bid

You will essentially be competing with other advertisers for advertising space. In order to determine what ads will be displayed, Facebook uses an auction system that is based on ad performance as well as how much you're willing to pay for the space. Increasing your maximum bid can improve the chances that it is your ad that will be displayed on users' pages and not your competitors.

The maximum bid (or simply called “bid”) refers to the maximum amount of money that you will be willing to pay for each click for CPC arrangements or for every thousand impressions for CPM arrangements (the next section will provide more information about CPC and CPM). Going alongside the maximum bid is the minimum bid, which, as the name suggests, refers to the minimum amount of money you will need to pay in order to have your ads displayed at least once on Facebook. Do note that even if your bid reaches the minimum requirement, it is still possible for your ads to not appear on the pages of Facebook, as the appearance of your ad on Facebook will also depend on how many advertisers are also competing for that same advertising space you want.

Facebook automatically sets a max bid on your account, and it also makes some suggestions on how much you bid based on your targeting options as well as the bids made by other advertisers belonging to the same niche as you do. You can always bid higher or lower than what Facebook suggests. The higher the amount of money you bid, the greater the possibility that your ads will be displayed on the pages of Facebook users. Make sure to choose how much you will be bidding based not only on what your needs are, but also on how much budget you have for Facebook marketing. Do note, however, that Facebook will only charge you the amount that you will need in order to win the auction, so it’s possible that you may end up spending less than your maximum bid. Even so, Facebook suggests that you enter your true maximum when bidding for ad space since this will show how much your capacity will be in paying for advertising space.

Some experts suggest that you bid as high as your budget allows in order to get more impressions and so you don’t miss out on clicks and impressions that you would otherwise would have received had you given a higher bid. However, this may not be the best option among marketers on a budget. A feasible alternative would be to make a small bid in the beginning just to see how many impressions you are making, and then work your way up from there if needed.

What’s great about advertising on Facebook is that you will be able to control just how much money you will be investing on the ads, so you don’t

have to worry about spending over your budget just because some overenthusiastic Facebook users click your ads several times. Aside from allowing you to control your maximum bid, you will also be able to control how much your budget will be for advertising on Facebook. By setting a daily or lifetime budget, you will effectively be alerting Facebook to avoid posting your ads once you've reached your budget limit. That way, you don't end up spending more money than what you originally planned.

CPC vs. CPM: Which is Better?

The previous section talked about bidding, and how your maximum bid indicates how much you're willing to pay for every click (CPC) or for every thousand impressions on your ad (CPM). This actually refers to the pricing schemes offered by Facebook that users can choose from. Cost per click (CPC), also known as pay-per-click (PPC), refers to the pricing scheme wherein you will only be charged for every ad click made by users. Cost per impression (CPM), on the other hand, refers to the pricing scheme wherein you will be charged for every 1,000 times your ad will be appearing on a Facebook user's page.

Even now, there is great debate on which of these two pricing schemes is the better option for users. In truth, both CPC and CPM have their own share of advantages and disadvantages. CPC can potentially lower the amount of money you will be spending on Facebook advertising since you won't be charged automatically each and every time your ad appears on a user's page. You will only be charged each time a user clicks the ad. What's more, even if your ads don't get clicked, you will still be getting exposure at zero cost. The downsides of a CPC arrangement is the possibility of becoming a victim of fraud (some marketers are known to click the ads of their competitors to make them pay more than what they planned) and its higher cost compared to CPM, which is quite cheaper compared to CPC. CPM is also easier to implement. The downside of this is the possibility of losing a lot of money in the process, since you will end up paying money whenever your ad pops up on someone's page, without even any guarantees that there are people who are actually checking out what your ad is about.

Given all of these, which is actually the better option, CPC or CPM? The answer is: it depends. Each advertiser will have a different set of needs, which is why some people are better suited for CPC while others will profit more with CPM. For example, those who want to spread brand awareness may be better suited for CPM, since they are more interested in making people aware about their company and/or their products through their ads than on clicks. On the other hand, those who are interested in chasing after leads might be better suited for CPC, since they have more confidence that the people who will be willing to click on their ads are also the same people who will be willing to shell out money in order to purchase the product that the company is selling to them.

Some experts also recommend your click-through rates (CTR) as basis to determine which payment scheme you should go for. If you have an ad that has a high CTR, then CPM might be a better option for you based on price, regardless of whether or not you want to get a lot of clicks. However, if you have a low CTR, then CTC might be a better option for you, since CPM will end up with you losing more money.

The bottom line is that you should weigh in what your needs and your budget are in order to determine which of these pricing schemes is the best option for you. You may want to test both schemes and then go for the choice that yields the best results.

Chapter 4

Go Further With Facebook Connect



Image: FreeDigitalPhotos.net

By now, you should have a Facebook fan page and some ads to get you started on Facebook marketing. While these two comprise the bulk of using Facebook as a marketing tool, these aren't the only things you can do with the site. A common mistake online marketers make is that they only stick to Facebook when designing and executing marketing campaigns. While is all well and good and allows you to generate interest about your brand and your products, this isn't nearly enough in order to unleash the full marketing potential of Facebook. In fact, you can actually go beyond Facebook as a website itself and focus on your own website, by integrating the features of the social networking website on to your own site through Facebook Connect.

Facebook Connect allows you to bring in the features of Facebook that users have come to know and love and putting these in your website to create a website that's completely yours but with all of the convenience and interactivity offered by Facebook. Studies today have shown that integrating Facebook to your website can actually lead to as much as 300% increase in traffic to your own website. This is because the followers you've built on your website can actually transition from solely relying on the updates from your Facebook fan page to following your own website in order to get more news and information.

What some advertisers actually do is that they combine the Facebook Ads and fan page with Facebook Connect in order to greatly increase the amount of traffic going to your website. The fan page and the ads are used in order to draw the interest of their target audience. Once they have gotten their attention, they will then gradually re-direct them to go to your website, even as they decrease the amount of investment (both in terms of money and effort) in the Ads and fan page so as to encourage the readers to become more involved in the activities in their own website.

Add the "Like" Button to Your Site

The "Like" button is easily the well-loved feature on Facebook, so it makes sense that you integrate it on to your website. The beauty about adding the "Like" button to your own site is that not only will you be able to know what topics your readers will be most interested in, you will also be able to receive mileage from those who have "Liked" your posts. Much like in Facebook itself, any "Likes" made by people on your posts will automatically be displayed on their wall, which means that people in their network can also be enticed into going to your website and reading what you have posted.

What's great about adding the "Like" button to your website is actually easy to integrate to your website. In fact, Facebook itself has made these little thumbs-up button available to just about anyone and everyone who owns the website, by introducing a plug-in that allows users to implement this button to their own site.

There are actually two "Like" button plug-ins that you can choose from. Both i-frame and JavaScript (or XFBML) allow users to customize the "Like" button that will appear on their website to make it look better when put on their website. The difference is that JavaScript offers more versatility (this will be discussed in greater detail in the next section).

To get the "Like" button, you will need to go to Facebook's "Like Button" page. This allows you to personalize the "Like" button for your website. Once you're done designing your website's "Like" button, you can then grab

the code and then paste it on to the HTML source of your web post to have this button integrated into this entry. You can also tweak with your website's settings itself so that the Like button will automatically show up on each post and page on your website. However, this will mean changing the programming code of your website, so if you're not familiar about how to do that, you can hire a programmer to do this for you.

Ensure That the "Like" Button Also Enables Comments

A "Like" button can already go a long way in giving you mileage, but putting in Facebook's comments section will practically take it out of the ball park. One reason why people love Facebook so much is that the website allows them to interact with each other, regardless of where their physical locations may actually be. By integrating the comments section on to your website, not only will the story that the person has posted on your post be published to their Facebook wall, it will also provide a medium for users to interact with each other, which in turn can generate even more interest to your website.

As mentioned earlier, there are two kinds of plug-ins that allow you to integrate the "Like" button to your website. If you want to enable comments to your website, be sure to choose the JavaScript (XFBML) version instead of the i-frame one. Not only will the JavaScript option give you the option to include a comments section directly linked to Facebook, effectively making each of your blog posts resemble a Facebook wall where you and your site visitors can interact with each other, you will also be able to enjoy other perks, including giving users the option to resize the button (important when there are pictures that will be posted), allowing you to receive an update every time a site visitor "Likes" one of your posts, and automatically posting thumbnail versions of the pictures of the people who have "Liked" your posts.

The i-frame version of the "Like" button *can* also allow comments from users, but only if you are using Facebook's "standard" layout with a page width of at least 400 pixels.

Higher CTR For "Like" Button with Photos

Putting images on your posts can actually increase the possibility of getting more "Likes", as well as getting higher CTR. One reason why photos are popular is because these break up the monotony. After all, not a lot of people get excited about seeing large blocks of text, no matter how interesting the content of the write-up may be. Be sure to not overdo it with the photos though, or else you will end up losing your audience to the images. Stick to one or two photos at most. An effective way, in which you can add interest to your posts, especially when it comes to your Facebook fan page, is to "tag" your followers on photos you post, as this will make them even more curious to see what you've posted. Make sure to not overdo it though, as some people can get annoyed if you tag them several times within a short period of time, even on things that they are obviously not interested in.

Some additional tips when it comes to photos: as quirky as it may sound, studies have shown that photos of people (especially those that show their faces, and particularly those of women) have led to higher CTR, especially if the picture depicts someone who looks like a "real" person than someone who is obviously a model, so you may want to take this into consideration when looking for stock photos that you can use to complement the text entry you will be posting on your website. You may also want to choose photos that feature bold, bright colors such as red and yellow, as these are more eye-catching and more likely to draw the interest of your audience than plain pastels.

Put the "Like" Button at the Right Location

When integrating the "Like" button to your website, make sure to position it in a location that is prominent enough to be easily noticed but discreet enough that it won't serve as a distraction while your site visitors are reading through your entries. Some suggestions on the best places for you to place the "Like" button in are:

- At the top of blog posts. Putting the “Like” button right beside or below the title of your post can entice readers to share what they have read on to their wall. Posting it at the bottom isn’t that great an idea, especially if your article is long. By then, most readers would have had enough and won’t have the patience to share what you’ve written down to the people in their network. If the “Like” button is at the top of the page, it’s easier for users to share the post to others, and they don’t even have to scroll down to the bottom of the page to do so.
- Above the fold. If you’re leery about putting the “Like” button at such a prominent position on your posts, the next best thing would be to put it above the fold. “Above the fold” simply refers to the area that appears on your screen when you load a page, the section of the web page that you can access without having to scroll down, up, or sideways to see. The reason for doing so is similar to the principle of posting the “Like” button at the top of blog posts, which is to entice readers into sharing your articles by making it easier for them to do so, since they no longer have to navigate the page to try and look for the “Like” button.
- On single pieces of content. If you don’t fancy the idea of having the “Like” button appear on every page and post on your website, you still have the option of putting the “Like” button to specific pages and posts. This can indicate a greater emphasis on the content that comes with this button, since it hints to readers that you deem the post important enough that you will want your viewers to share it with others.

Adding Activity Feed To Your Site

The Activity Feed displays the most recent activities that happened on your website, and it essentially syndicates the content you publish to your followers as well as the people in their network, which means an incredibly huge potential of you going viral. Any and all activities will be displayed on the feeds, including updates on who liked what content, the posts on your website users shared with others, and even if someone is actually logged in

to your site. Should a person be logged in to Facebook while checking out your website, the feeds will also show content about any activities done on your site by those in his or her circles.

Like the “Like” button, you can actually get the Activity Feed plugin directly from Facebook itself. All you will need to do is to get the code from Facebook and then paste it to your own site. Again, you can also get a developer to integrate the Activity Feed to your website if you don’t want to bother with tweaking with the content yourself.

Allowing Members to Log In To Your Site with Facebook

Membership websites are a great option for advertisers and website owners who want to offer exclusive content to their members. Unfortunately, it can be difficult to get people to sign up for websites, primarily because most individuals aren’t fans of filling out forms. As a result, they end up “lurking” in these websites, preferring to visit these websites without making their own accounts, even if they end up missing out on good deals.

Facebook and website owners have gotten around this difficulty by allowing users to log in to their site using their Facebook account. This is actually a very simple yet effective solution to the problem, since a large portion of the population already have their own Facebook accounts. This allows these individuals to gain access to exclusive content without having to go through the process of filling out an online registration form all over again.

Like the “Like” button and the Activity Feed, there is actually a plugin that you can use on your website that will allow users to log in to your site using their Facebook account. They don’t even have to type in their username and password in order to enter your site. Once they are already logged in to their Facebook account, they will already be able to go to your site and be automatically logged in, allowing them to check out the exclusive items you’re offering to your members without having to go through the process of typing in their username and password.

Chapter 5

Other Facebook Marketing Strategies



Image: FreeDigitalPhotos.net

Given all of the information mentioned in the past sections, you may already be thinking that everything that can be said about Facebook marketing has already been said, but this is far from the truth, as there are other Facebook strategies that you can use to generate traffic and increase lead conversion. The important thing is for you to engage your community and encourage them to participate in any events and activities that you plan on hosting, even if these events are only online.

Create Facebook Groups

Facebook Groups is actually the predecessor of the Facebook Fan pages. While it's true that Groups does not provide as much interactivity and flexibility compared to fan pages, these still have a certain appeal, especially if you're interested in developing a community within Facebook.

Like fan pages, Facebook Groups allow the group members to interact with each other and discuss topics that they are interested in, share photos, videos, and links, and other such activities. Unlike fan pages that only allow the members themselves to become followers, Facebook Groups allow members to invite those in their network to join the group, thanks to Facebook Groups' built-in "Invite" feature, and it even allows you to send

messages directly into the inbox of the members of the group. Another perk offered by Facebook Groups is that the groups a person is a member of will appear on his or her profile page, providing an opportunity for more clicks, since other individuals can click on the group's link on the profile page to see what the group is about.

The downside of FB Groups is that it limits the number of members who can be part of it. Currently, groups are allowed to have a maximum of 1,500 members. Should it surpass that number, Facebook will automatically remove the group owner's ability to send messages to the group, practically rendering it unusable.

Hosting Facebook Events

Another great feature of Facebook that you can use to your advantage is Events. When you create a Facebook event, what you will essentially be doing is creating an interactive guest list where invited people can actually talk with each other, swap photos, videos, and links, and just about all of the other features offered by Facebook Groups. This can be a very good marketing tool if you're planning on using this to promote a sponsored party, since this can create buzz about the event and make people excited about what they can expect from the party that you will be throwing. Furthermore, it also allows them to interact even after the event takes place, which can provide good marketing opportunities. Finally, hosting an event can also provide you with the opportunity to meet your client base face-to-face, which can also open several doors when it comes to marketing opportunities.

Facebook Marketplace

Marketplace is essentially Facebook's version of classifieds listings. Much like other classifieds, Marketplace allows users to post ads in exchange for a

small fee. What's great about Marketplace is that unlike other classifieds websites, Facebook is pretty stringent with their no-spamming policy, so you are less likely to become a victim of a scam should you be interested in checking out some of the offers in Marketplace. Furthermore, since Marketplace is tied with Facebook, you will actually be able to see the profile of the person offering the deal, allowing you to get an idea about whether or not this individual is trustworthy enough to transact with.

Facebook Apps

Of course, a discussion about Facebook wouldn't be complete without talking about the apps, especially Facebook games. According to Mark Zuckerberg, the man behind Facebook, one reason why Facebook is such a hit among people is because of the games on the website. In fact, more than half of the user base of Facebook actually plays these games, with a large percentage of them actually playing these games on a daily basis. There are even users who are willing to shell out money in order to get the exclusive in-game items, silent testament of just how influential these apps have in these people's lives.

Given these, it comes as no surprise why online marketers and manufacturers are now also tapping into these apps and games in order to advertise the products and services they're selling. They can have apps specifically designed for them or coordinate with publishers of existing apps and games to have them inject the company in the application in some form or the other (like the company's logo appearing on an in-game billboard, or an exclusive in-game item that resembles a piece actually designed by the manufacturer).

If you want to have a Facebook app made exclusively for you, be prepared to hire a developer to build this. This will mean spending money in order to get the app that you want. Even so, the pay-off that you can potentially get is lucrative enough that other marketers and manufacturers are willing to fork over the money with little to no complaint.

Facebook Contest

If you don't want to have to create an app but nonetheless want to generate as much activity as what you can get by launching an app, a great option that you can take would be to run a contest on Facebook. Lucky draws are always a good choice, as are contests that allow other members to vote on which entry they feel deserves to be the winner. These contests are easy to hold and easy to manage, so you shouldn't experience that much difficulty in managing these.

You don't even have to spend a lot on the prizes you will be offering. Small tokens or great deals may be all you need to give away as prizes. In exchange, you can potentially enjoy several benefits, including, including creating buzz among your target audience regarding your company, building customer trust, and encouraging interaction between you and your followers.

Conclusion

As the biggest website today, Facebook offers a lot of marketing opportunities and benefits that you can take advantage of and even have fun pursuing. However, while investing your time and money on the social network site can lead to a great pay-off, do bear in mind that Facebook is only tool that you can use to obtain your objectives. Don't become so focused on this social networking website that you end up ignoring all of the other options available to you to drive traffic to your site, build a community, and generate sales and conversions.

Also, do remember that it can take time for these strategies to work. Don't expect that your efforts will pay off overnight. The process of building a good community on Facebook can take time, so exercise patience throughout the process.

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Don Reid
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