



FACEBOOK FOR BUSINESS

Your Facebook Page is a critical component to help consumers find you online.

RAVEN⁵
Unique as your customers.

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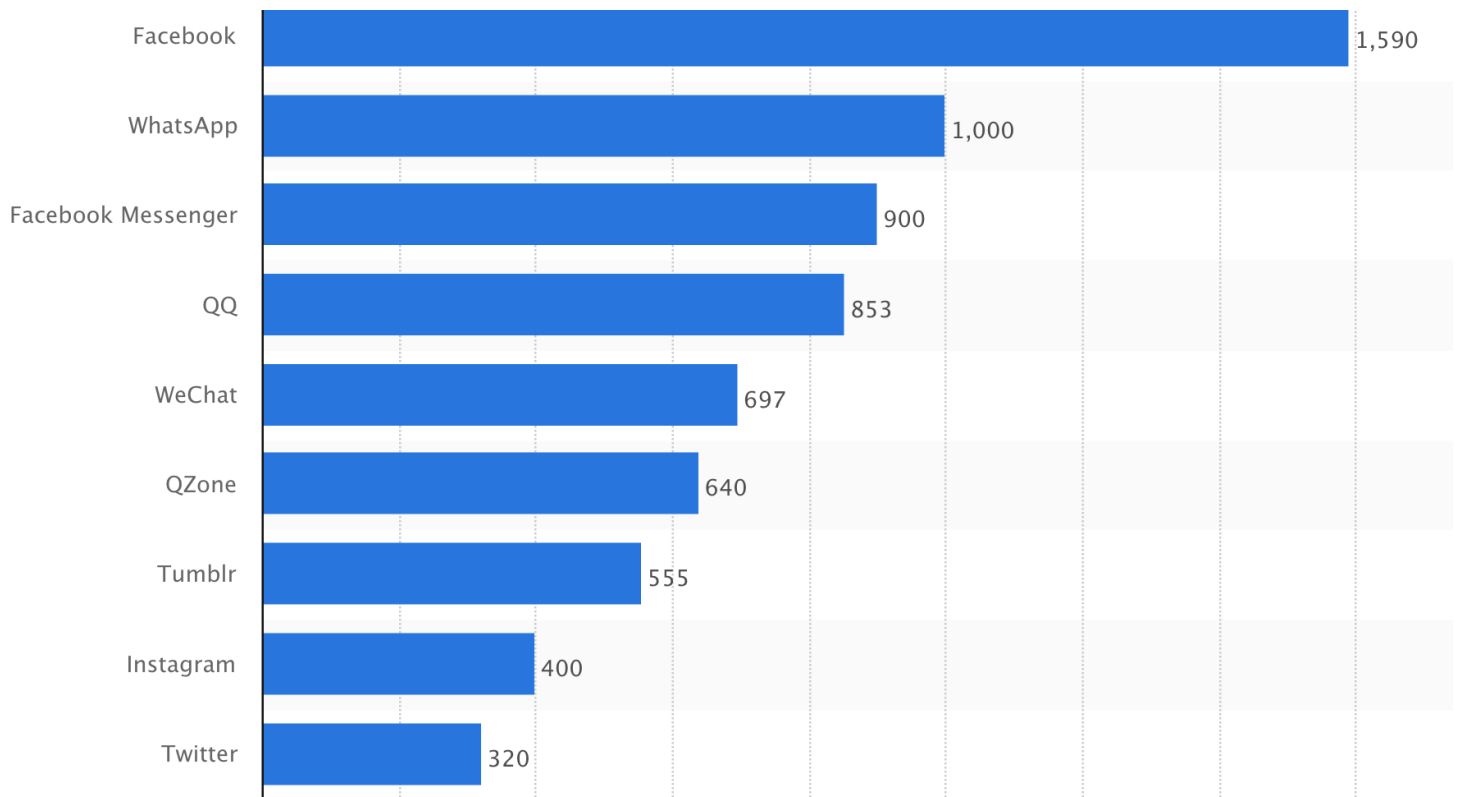
Introduction to Facebook for Businesses

Today, it is absolutely critical that every business have an online presence. In the Information age, you need to make yourself available to people that are searching for the products or services that you provide. People no longer want to be sold to; instead, when we want something, we go seek it out. With so much information available on the Internet, more and more people are going online to find information about businesses, products, services, etc.



As part of your online presence, your Facebook Page is a critical component to help consumers find you online. Facebook continues to take the title of the most widely used social network as of April 2016, with 1.59 billion monthly active users. That's a lot of people, and one thing we can be sure of is that your customers are using Facebook. Many of these people will also expect you to have a Facebook page. According to a HubSpot report, 95% of millennials, 87% of 30-44 year olds, and 70% of 45-60 year olds expect a brand to have a Facebook presence.

Monthly Active Users by Social Networks (In Billions)



Your Facebook Page

Your Facebook profile should be completed, with a profile picture (logo), cover photo, description of who you are and what you do, your business address, hours, and contact info.

Choose a profile picture that represents your brand and is recognizable. Generally, your logo is the best choice. Your cover photo is something you can be creative with, but we recommend something that keeps with the overall look and feel of your brand.

The “About” section is where your customers and prospects will go to look for information about your business. This section allows you to display:

- Business address
- Phone number
- Hours of operation
- Products and/or services
- Price range
- A menu
- Milestones

Ensure this section is filled out completely. Here are a few tips to enhance your profile:

- Incorporate relevant keywords into your description to help your page get found in search results.
- Leave visitors with a call to action and tell them what to do next. Eg. Visit your website, sign up to your mailing list, visit your blog, buy now.

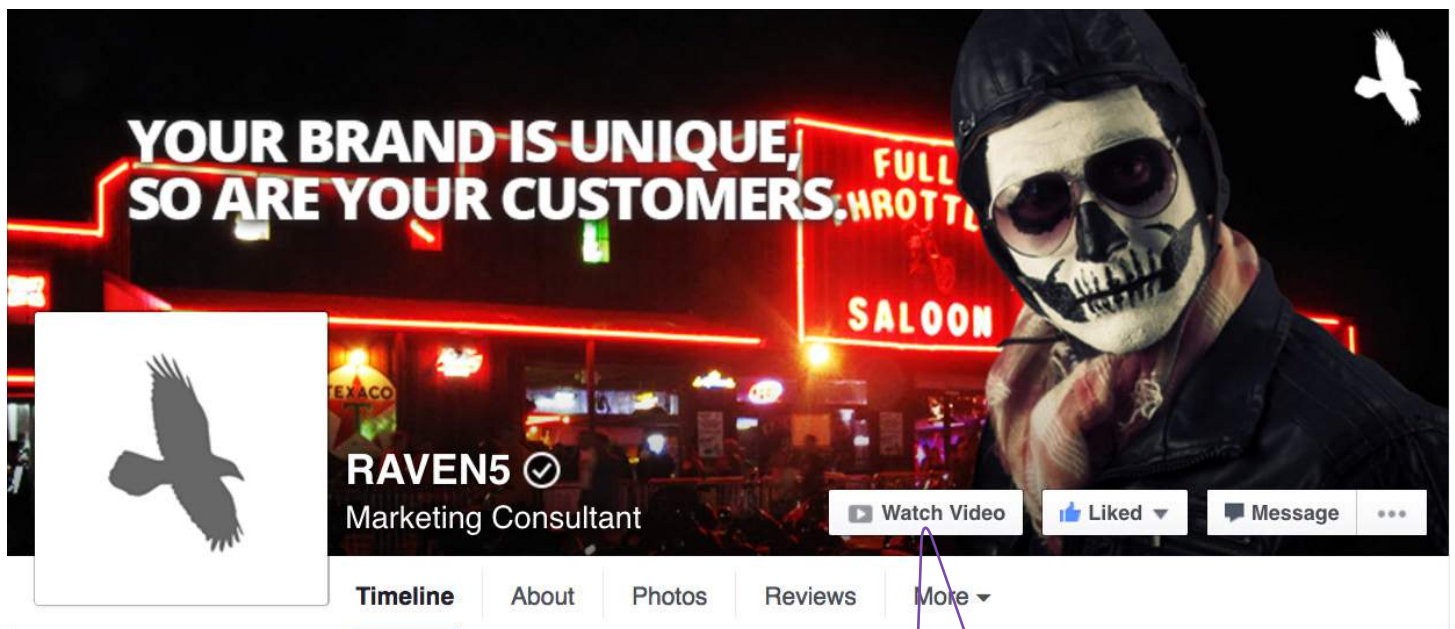
Tip: Include links in your profile picture and cover photo descriptions as an extra chance to send users to a destination of your choice (ie. Visit your website, visit a sale page).



The Call-to-Action Button

A “call-to-action” button can be placed at the top of your page and links to a destination of your choice. Choose from:

- Book Now
- Contact Us
- Use App
- Play Game
- Shop Now
- Sign Up
- Watch Video



The “call-to-action” you choose should align with your business goals. “Sign up” if you’re trying to build your email subscriber database or “Shop now” if you’re trying to sell products online via an ecommerce store. If you have multiple goals, it’s a good idea to test out different call to action buttons and determine which delivers the best results for your business.

Posting to your Facebook Page

Over the past few years many businesses have been complaining that Facebook's organic reach has been constantly declining. In fact, according to Ogilvy, **organic reach has declined to 6%**, a drop of 49% since October 2013. However, you still need to post organic content to your Facebook page still to help increase the reach and engagement of your posts. Here's a few more tips:



Create and stick with a regular posting schedule. According to a SimplyMeasured report, 65% of top brands post an average of five times a week or more. This may work for you, but we recommend testing different posting frequencies to see what works for your audience.



Keep it to the point. Short posts generally receive more attention as Internet users have become accustomed to scanning content as opposed to reading it.



While running a campaign, use your cover photo, call to action, and pinned post to help promote it. Make sure that everything fits with the look and feel of the campaign and that everything is cohesive.



Focus your posts less on selling and more on content that encourages engagement. Have a healthy balance to encourage more people to interact with your page, which in turn will increase the reach of your posts.



Utilize the "Pinned Post" feature. A lot of visitors will only ever visit your page once. "Pin" an interesting, unique, or eye catching post that will encourage visitors to hit the "Like" button.



Post images as a picture is more likely to attract attention than a simple status update, or even a shared article. Overlaying text on your shared images – and thus converting them into elaborate CTAs – is a great way to increase their marketing potential.



Offer 'exclusive' discounts and offers to your fans.

Posting to your Facebook Page Cont'd



Incorporate Native Videos into your posting strategy – Videos produce even more engagement than image posts, but ensure they are uploaded directly to Facebook. Videos are now the most effective post type for reaching users organically. Add a call to action at the end of your videos such as 'Watch More', 'Sign Up' or 'Shop Now' to increase their marketing potential.



Use shortened URLs when promoting blog posts, ebooks or landing page offers, because you'll need to include the URL in the image description. Usually, Facebook removes URLs and simply includes a preview with a clickable title, but for images it can't do this. A long URL will seem unsightly; so always use a URL shortening service like Bit.ly or Goo.gl, which will also track clicks for you.



Hashtags - use them very much like you would on Twitter, but try to keep it focused as they can be quite polarizing. Use too many and you risk annoying people. When used correctly, hashtags can help extend the reach of your posts and help you reach a new audience. Remember to keep your hashtags consistent across all your social networks.



Use holidays, events, and current trends to connect with your fans. This is a fun way to interact with your followers and to encourage engagement

Posting via 3rd Party Services

Save time managing your social media accounts by utilizing a social media management tool.

These tools allow you to:

- Monitor and engage in conversations
- Schedule your posts in advance
- Use RSS feeds to automate content posts
- Measure your growth

Here are 10 popular social media management tools:



Facebook and Contest Marketing

Contest marketing is a phenomenal tool to add value to your Facebook page and get people talking about your brand. With any contest, social sharing is an important part of the process. With RAVEN5's contest marketing programs, Facebook shares account for 35-70% of new traffic to the contest, and Facebook sharing reaches anywhere between 7 and 14 generations (i.e. she shared with a friend, that friend shared with another friend, who shared with another friend and so on).

This is referred to as "friend-to-friend" marketing, which works on the premise that if you are interested in "hockey", there's a good chance that you have friends both online and offline that are also interested in "hockey". This approach is effective because 81% of people are influenced by what their friends share on social media. According to Nielson, 84% of consumers either completely or somewhat trust recommendations from family, colleagues, and friends about products. Contests are fun, engaging and interesting to existing customers and appeal to prospects.



A successful contest will engage your current customers and get your brand and your Facebook page seen by numerous new prospects. The best part is, existing customers will find new customers for you!

Facebook Insights

The insights tab provides you with a wealth of information about your Facebook fans and users who visit your page. Insights allow you to analyze the demographics of your audience and to see how they are responding to your posts.

The screenshot shows the Facebook Insights dashboard for a page. At the top, there are navigation tabs: Page, Messages, Notifications (with a red badge '2'), Insights (selected), Publishing Tools, Settings, and Help. Below the navigation is a sidebar with 'Overview' selected, and other options like Likes, Reach, Page Views, Actions on Page, Posts, Events, Videos, People, Local, and Messages. The main content area shows a 'Last 7 days' filter and an 'Export' button. There are six data cards: 'Actions on Page' (May 6 - May 12) with a calendar icon and the text 'Not enough data for this range'; 'Page Views' (May 6 - May 12) showing 6 total page views with a 57% decrease; 'Page Likes' (May 6 - May 12) showing 'You don't have any Page Likes yet'; 'Reach' (May 6 - May 12) showing 6,436 people reached (0% increase) and 212 post engagements (11% increase); and 'Videos' (May 6 - May 12) showing 1 total video view (100% increase). Below these cards is a section for 'Your 5 Most Recent Posts' with a legend for Reach (Organic / Paid), Post Clicks, and Reactions, Comments & Shares. A table lists two posts with their respective metrics and 'Boost Post' buttons.

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/11/2016 4:10 pm	Find new customers today! Join us on Tuesday at 12pm EST for a #			195	0 0	Boost Post
05/08/2016 11:10 am	Contest marketing provides FIVE unique benefits in one simple prog			198	2 0	Boost Post

Page Insights should be reviewed with regularity, as this data can help you determine which content types and topics resonate with your audience. Determine what your audience wants to see, and tailor your content and delivery methods accordingly.

Advertising on Facebook

Facebook Advertising is a great tool to help your business increase brand awareness, connect with new prospects, and drive sales. If you've been marketing on Facebook for a while, you know that it can be extremely difficult to reach people and grow your following with organic posts alone. Facebook Advertising provides you with enhanced targeting capabilities, A/B testing abilities, creative flexibility, and more.

Many business owners may tell you that advertising on Facebook doesn't provide returns but that is simply untrue. In order to be successful with Facebook ads, you must do some testing to find out what works for your audience. Test a couple of different approaches, then take the metrics from these tests and reapply them to your end goal. Keep in mind brand awareness is still a valuable marketing tactic.

Before you get started, it's important to establish your business objectives. You need a goal in mind to determine which type of ads you should use. Choose from:

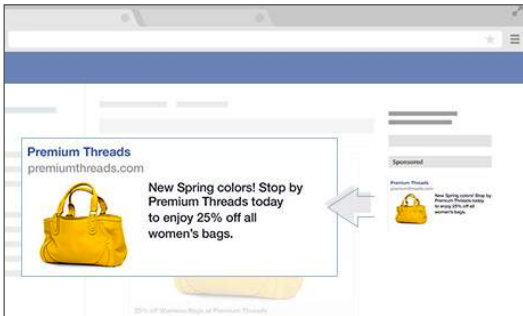
- Clicks to your website
- Website conversions
- Page post engagement
- Page likes
- App installs
- App engagement
- Awareness
- Event responses
- Offer claims
- Video views
- Lead generation

Fun Fact: In the past and still today with most traditional advertising, you did not have the ability to see insights like these nor truly have a measure on your ad's performance. The information age has changed everything.

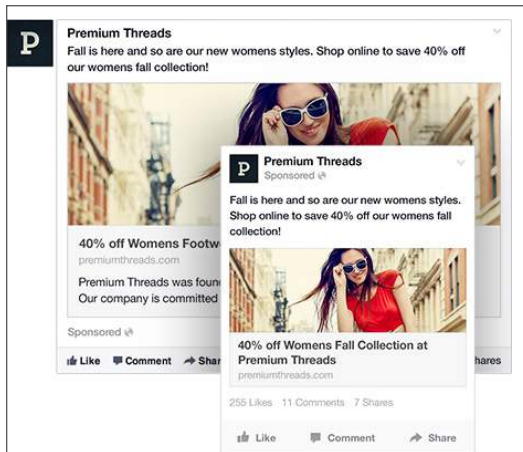


Driving Traffic and Leads to your Website

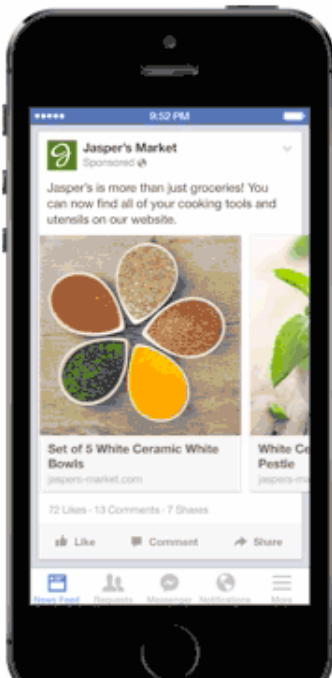
Use these ad types to direct users to a dedicated landing page on your website:



Domain Ad: Placed in the right desktop column only (no mobile support), this type of ad will bring users to your dedicated landing page and allows you to choose a title, brief description, and the URL to be displayed.



Page Post Link: Can be placed in both desktop and mobile newsfeed, as well as the right desktop column. This is the most common ad type, featuring a large image, description, and a link to a destination of your choice.



Multi-product: Multi-product ads are extremely valuable for eComm advertisers. They can be placed in both desktop and mobile newsfeed, and allow you to promote three different products in one ad, each with its own title, link and picture. This ad type allows you to drive users straight to a page where they can purchase.

Building Likes and Increasing Engagement

Use these ad types to build likes and increase engagement on your Facebook page:



Page Like: Can be placed in both desktop and mobile newsfeed, or the right column. Includes a brief description, picture and a visible call to action to “Like” your page right from the user’s newsfeed or right column.



Page Post Photo: Can be placed in both desktop and mobile newsfeed, or the right column. Includes a description and a large image. The image is the focus in this ad, so make sure it's a good one. You also have the option to insert a link into the post description; however, the link is a secondary focus of the ad so it's important to note that it likely won't drive as much traffic as other types of ads would.



Page Post Video: Can be placed in both desktop and mobile newsfeed, or the right column. Includes a description and an embedded video of your choice. Brands utilizing this ad type are seeing huge engagement levels according to Facebook. You can include a Call to Action with this ad type.

Facebook Advertising – Targeting

Ads can be targeted using the following criteria:

- Location: Country, state/province, zip/postal code or your local business area
- Demographics: Age, gender
- Interests: Hundreds of categories such as movies, sports
- Behaviors: Purchase behaviors, type of phone they use, pages they like
- Connections: Reach those who like your page or app and their friends (like-minded people)
- Custom Audiences: See next page

With Facebook Advertising, you decide who will see your ad and its audience can be as broad or specific as you want, depending on your advertising goals.

Custom Audiences

Custom audiences are a powerful tool and can be leveraged in many ways:

- Help keep your brand top of mind
- Allow you to reach “lost” customers and remind them that they’ve purchased from you before
- Allow you to send customers offers or rewards through Facebook
- Allow you to target people that are similar to your customers with Lookalike Audiences
- Help build your page Likes
- Facilitate upselling
- Help reach your customers across multiple platforms

Each type of custom audience has its own unique benefits and best-use cases.

Retargeting to Custom Audiences

Retargeting is about reaching people who you already have a relationship with and targeting them with Facebook Ads. People rarely buy the first time they see an offer; retargeting to these people will help keep your brand top of mind and gives you a second chance to convert them into customers.

Facebook gives you multiple ways to reach these people with your brand, product, or service to increase their chances of converting. With custom audiences, you can remarket to:

- Website visitors
- Facebook fans
- Customer list
- Lookalike audiences

Creating a Custom Audience

1. Website Visitors

To create a Custom Audience of website visitors, Facebook provides a tracking code for you to install on all of the pages that you want to track on your website. Once a visitor lands on your website, Facebook has the ability to recognize these users if they have a Facebook account and automatically add them to an Audience which can then be targeted with ads on Facebook.

2. Facebook Fans

Creating a Custom Audience from your Facebook fans allows you to target people who are already fans of your page. If you already have a large following, some of your Facebook Fans are very likely already customers. This can be a very powerful way to promote a new product or upsell to previous purchasers, as it's easier to sell to your current customers than it is to find new ones.

3. Customer List Custom Audiences

If you have a list of contact information for your current customers, such as email addresses or phone numbers, export them from your address book or CRM and import them into Facebook Ads Manager. You can then target your Facebook ads at any users Facebook finds as a match for your list. Generally, Facebook can match between 30-70% of the contacts on your list, depending on the list quality. This is an effective way to increase your page likes, extend the reach of your posts, or convert customers.

4. Lookalike Audiences

The Lookalike Audiences extension allows you to match users who aren't already your followers, to the custom audience lists you create. You can choose to match the users in your custom audience by one of two ways:

1. By Similarity, matching the top 1% of users most similar to your audience
2. By Greater Reach, matching the top 5% of users

Considerations

Facebook is a powerful marketing channel for businesses of all sizes. Yet many business owners report that their efforts aren't as effective as they would like. In a survey of over 3,700 marketers, Social Media Examiner found that only 45% felt their efforts on Facebook were working.

If you are one of them, it may be time for an overhaul. With an optimized profile, strategic posting, and effective advertising tactics, you too can be successful and generate a positive ROI for your business with your Facebook page and Facebook Advertising. But don't take our word for it – check out success stories of brands who have accomplished their goals by advertising on Facebook. You may even come up with some ideas for your own business while you're at it.

Ready to go?

sales@raven5.com or
1-855-543-8345 x 700



**Creating experiences as
unique as your customers.**

RAVEN5 finds new prospects and engages existing customers via contest marketing programs that utilize social sharing technology.

Additional Sources & Links

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