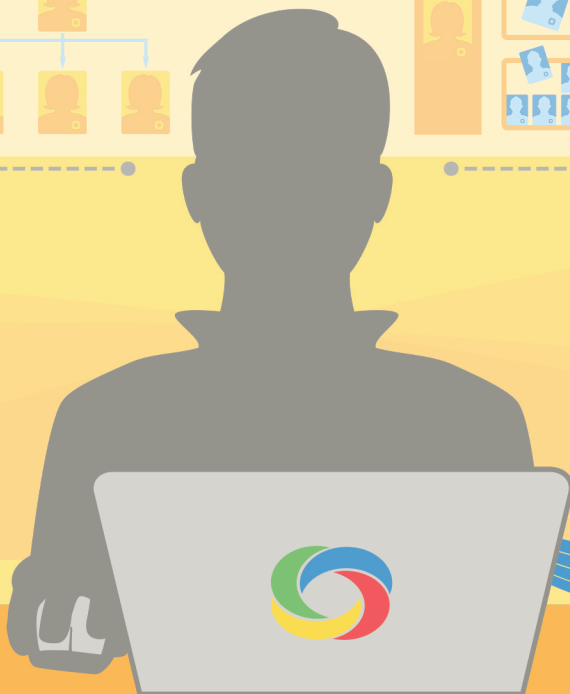




Getting Started with Facebook

4 CRITICAL TIPS FOR SUCCESS



So you've decided it's time to create a Facebook fan page for your business...





Congratulations! You are now on your way to driving more customer engagement and increasing sales for your business.

We get that you have a lot to do as a busy online retailer. And we understand that's probably why it took you a while to join the social network that boasts more than 1 billion daily users. With the large pool of customers and potential customers, your company can't afford to not be on Facebook.

Marketing your business on Facebook provides an excellent opportunity to find your fans and regularly reach out to them with announcements, updates, special promotions, and other offers that will help turn them into repeat customers. Not only are you able to connect with your current customer base, many other users will find your page through their friends or just by searching on Facebook.

For these reasons, marketing on Facebook is an essential channel to add to your marketing arsenal. We know you want to increase the reach of your brand and focus on reaching the audience that is most likely to buy your products or services. To successfully market your business on Facebook, there are some essential tasks you need to complete first.

This guide will give you the tools to jumpstart your social media marketing efforts, including how to:

-  Make it easy for your current customers and potential customers to find you.
-  Be authentic and responsive when interacting with your Facebook Fans.
-  Stay top of mind with your fans while gaining new followers.
-  Strengthen campaign performance by utilizing Facebook's Page Insights section.



1

Make it Easy for People to Find You!

First, it's important you make sure your current customers and potential customers can easily find your company page. There are two major steps you should take to ensure that people discover your Facebook presence.

Choose Your Profile Picture Wisely

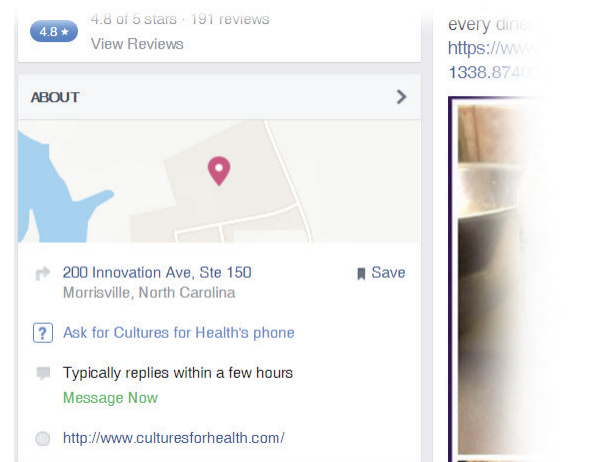
Your profile picture should **clearly represent your brand**. Just like the name of your company page, your profile picture is important in helping Facebook users find you. Because your profile picture is one of the first things people see when visiting your page and it shows up as a thumbnail on all of your posts, make sure your fans are able to associate that picture with your brand. We suggest using your company logo or a picture of your most popular product.



Your profile picture is one of the first things people see on your page and it shows up on all posts.

Don't Neglect the About Section

You wouldn't leave the about section blank on your website, so **don't neglect filling out this section** on your Facebook page. Because the about section is often the first place people look when they scan your page, because it's right beneath your profile picture. Cover your bases and make sure that you are displaying enough relevant information about your company, such as what you sell, your website, what times you are open for business, etc. This section is meant to help answer your customers' initial questions without making them dig.



The about section is often the first place that people look when they scan your page for information.

2

Being Authentic and Timely Creates a Positive Reputation with Your Customers

Facebook may be a whole new ball game for you, but that doesn't mean that you should abandon your previous branding efforts. Yes, Facebook is full of noise and often companies think they need to pull gimmicks to have solid following. But they're wrong. **Knowing your audience is one of the pillars of improving your audience.**

Be authentic in serving the customers who already love your brand and watch potential customers gravitate to you as well.

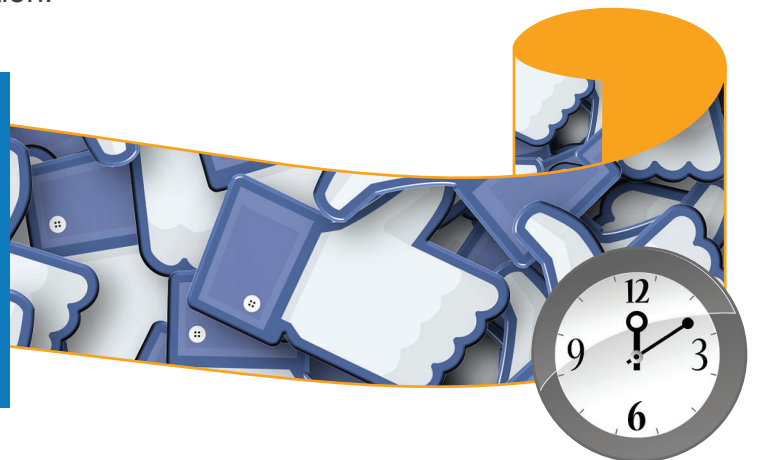
Respond to Your Fans within an Hour

Your response time to your customers is one place you will either create a positive reputation or strike out and leave your customers with bad expectations of your customer service. According to research from The Social Habit, more than 40 percent of consumers who complain on a social media platform expect a 60-minute response time. Yes, that's pretty darn fast, but in our fast-paced society, it's to be expected. While being quite that fast may not be feasible for every business, dropping the ball by **not responding in a timely manner is definitely a taboo** for business that want to succeed on Facebook.

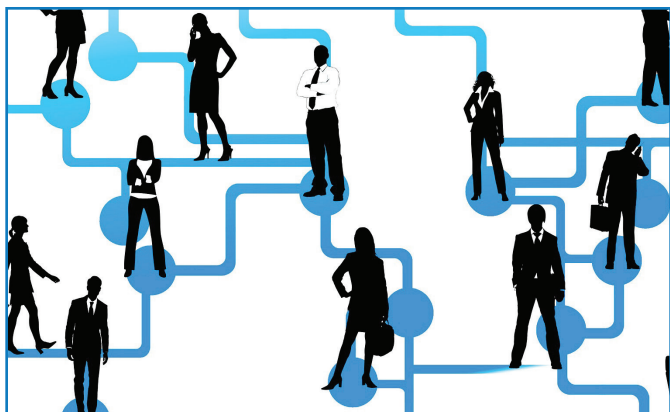
Not being timely on such a fluid and popular platform can majorly backfire. Whether you receive a positive or negative comment from a follower or customer, you should do due diligence to answer them as soon as you can. Even if it will ultimately take time to get them the right answer, you still need to **reach out and indicate that you're working on their issue** or that you appreciate their feedback. Ignoring commenters could create possible anger or disappointment, and your reputation might be called into question.

More than 40% of consumers who complain on a social media platform expect a 60-minute response time.

Whether the feedback is positive or negative, let them know you appreciate their post in a timely manner.



3 Maximize Engagement to Stay Top of Mind with Your Fans and Gain New Followers



Getting the most engagement out of your social media posts is critical to improving your marketing efforts on Facebook. When setting out to maximize engagement with the connections you already have and the new connections you're hoping to secure, try to focus on the following:

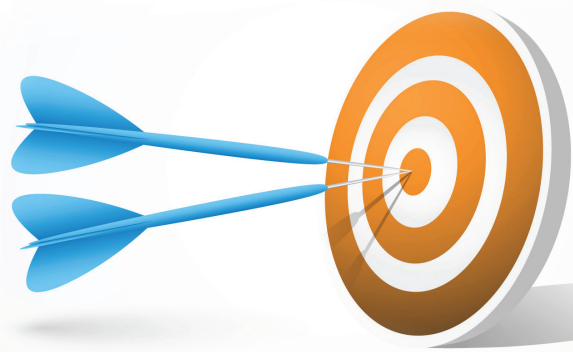
Align Copy and Visuals

Let's say you're running your newest marketing campaign on your Facebook Fan page. To make it a big hit, **include the campaign visuals and copy in your cover photos, pinned posts, and the call to action in your profile.**

For example, if you're promoting a new product, create a cover photo that highlights your newest promotion. But don't stop there. Next, publish an organic post that links to the landing page that is highlighted in your newest promotion. Then ensure that the call to action in your profile also includes a link to the correct landing page.

Tailor Your Organic Posts

If you think targeting on Facebook is just associated with paid content, you're mistaken! You can also **use Facebook's targeting tools to segment your organic posts by several demographic factors**, including gender, education, location, and more! This way you're showing your posts to users who may have more appreciation and need for your brand, product or service, which will help you see an increase in your fan page engagement.



Use targeting tools to show your posts to specific users who may have more appreciation and need for your brand, product or service.

Focus on a Few High Quality Posts (No Facebook Spam Allowed!)

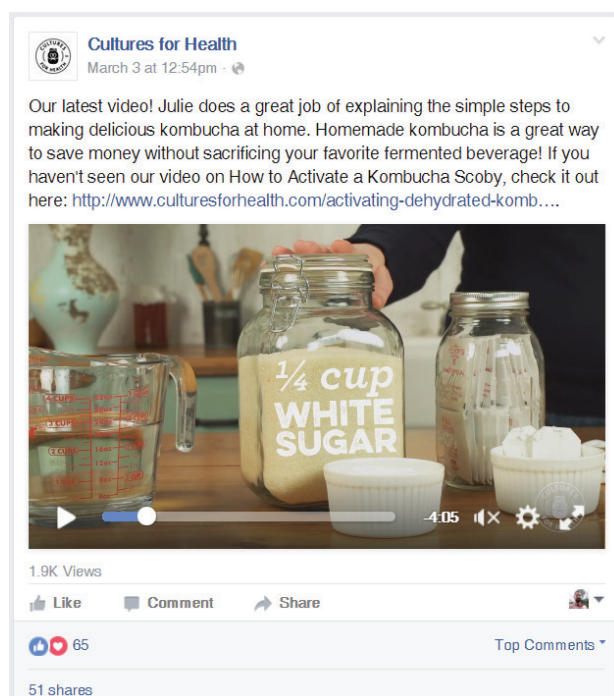
A recent HubSpot study found that Fan Pages with fewer than 10,000 followers received fewer clicks per post when the number of posts increased. More specifically, HubSpot's research revealed that companies with fewer than 10,000 followers that posted more than 60 times per month received 60 percent fewer clicks per post than companies that posted five times or fewer over the course of one month. This information indicates that **your customers only want to hear from you a few times per day, so focus on creating higher-quality posts** than a high volume of posts to lead to higher engagement numbers.

Facebook is All About the Visuals

Not only should you focus on quality, but you don't want to forget to incorporate multimedia to the messages you send to your followers. Facebook is all about the visuals. People love to see high-quality images or entertaining videos. Research shows that the use of **visual content in Facebook campaigns can even generate 65 percent more engagement** after only one month.

Once Again, Timing is Everything

When you post is also an important factor when putting together your campaigns. Recent Facebook data indicates the posts published between 1PM to 4PM have the best clickthrough and share rates. However, this time frame may not work the best for your specific business, so make sure you're testing your efforts to figure your business's best publishing time frame.



4 Don't Be Complacent with Your Marketing Efforts - Always Test

Let's face it, there are a lot of great strategies for marketing on Facebook, but the truth is, there's no guarantee that what worked for another company will work for you. Since no two companies are alike, a strategy that ended in a homerun for one company may only get you to first base.

Use Data to Determine Which Ads are Winning for You

Fortunately, it's easier than ever to run tests and find the strategies and tactics that yield the best results for your business.

Ensure that you have a solid plan in place to track your results. **One suggestion is to use URLs with UTM variables and use Google Analytics to track which posts are driving traffic and conversions to your website.**



Take Advantage of Facebook's Insights to Track Results and Optimize Campaigns

Facebook also allows businesses to track their results through their Page Insights feature. Facebook's Page Insights section is a great way to see which of your posts are getting the best results, as well as a helpful source of ideas to build up your audience engagement. Some of the specific insights you'll find in this section on Facebook include:

- 👍 Where your page's Likes come from and how many people have liked or unliked your page in a certain time period.
- 👍 How many people saw your posts, liked, commented on or shared your posts, and the total number of unique people who saw any activity on your page.
- 👍 How people find your page and if people are talking about your business on their timelines.
- 👍 What types of posts people are responding to and what other successful pages do to reach their customers.
- 👍 Information on your audience by gender, location, and language.

You can also [link your Facebook activities to your Google Analytics account to receive even more information about the performance of your Facebook marketing efforts](#). Once you have a solid testing method, you can tailor your content strategy to post more content that works and less content that doesn't.

Even if your marketing is improving year over year, you never want to stop testing. There are always ways you can make improvements to stay top of mind for your target audience.

Each year, reevaluate your strategy. Prove your assumptions wrong, and create goals that will keep you on a trajectory for success.



Free Account Review: 3 Key Steps

Step 1: Schedule

Once we receive your request, expect a call from one of our Retail Digital Marketing Consultants within one business day. We'll coordinate the best time for your campaign review, and then send a calendar invite with the GoToMeeting details.

Step 2: Attend the Virtual Meeting

We'll get right down to business. Here are some questions we'll try to answer during your Diagnostic Review:

- Are your campaigns **bleeding money** through misdirected ad spend?
- What 5-minute changes can be made to **immediately** increase your marketing ROI?
- Where are you limiting **potential profitable growth** in your campaigns?
- How many of your products are being **ignored** by your marketing efforts?

Step 3: Start Making Profitable Changes

Our reviews are designed to give you actionable advice for your unique account that you can start applying right away to cut spend and increase profits!

Schedule Your 20-Minute Account Review Today!

www.ROIRevolution.com/reviews

What's Your Next Move?

Are you ready to tackle the next steps in furthering your 2016 marketing reach? Once you have your Facebook business page up and running, we suggest one of two paths:

OPTION 1 - Get More Facebook Content

If you want more information to kick start your marketing efforts through Facebook, [check out our white paper and web clinic replay on Facebook Ads for Ecommerce](#) as well as some other helpful material from top-notch resources.

 **Download Resources** at www.ROIRevolution.com/facebookresources

OPTION 2 - Get a No Obligation 20-Minute Account Reviews for Facebook or Other Paid Search Campaigns

Using Facebook ads, you can extend the life of a successful organic post by putting a budget behind it and selecting a target audience that will find a need for your product or service. Advertising through Facebook will help you move beyond likes and shares to actual purchases and email subscriptions to your site. If you're interested to see if there are opportunities to improve your paid digital marketing efforts whether through Facebook or Google AdWords, take advantage of our Free 20-Minute Account Reviews.

 **Take Action** at www.ROIRevolution.com/reviews

Once you fill out your information, one of our experts will review your campaigns to see if there are opportunities for improvement. If we believe there are areas to enhance campaign performance, our experts will leave you with actionable advice tailored to your specific campaign and company. [On the next page, find out what you can expect when you sign up for a Free Account Review.](#)



Robust Technology. Responsive Experts.

We are ecommerce marketing experts who manage over \$200 Million in ad spend yearly for our 260+ clients, operating out of 7 different countries.

Our unique approach puts our proprietary software suite in the hands of dedicated account teams whose singular focus is delivering remarkable results for our clients.

Dedicated to Achieving Client Success through:

- Industry-leading paid search management or Google, Bing, and Yahoo.
- Reaching and expanding your audience through Facebook Ads management.
- Driving additional customers and sales through Amazon Marketplace management.
- Giving clients a competitive advantage with our ecommerce-empowered proprietary software suite.
- Offering expert resources and Special Reports such as this one!

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