

Facebook Marketing Secrets



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IMPORTANT NOTE:

This ebook is aimed at intermediate Facebook marketers, meaning most readers would need some experience with facebook and/or marketing and the technical terms associated with Facebook and facebook marketing to get the most benefit from this course.

If you are still new to facebook marketing, don't worry because help is on the way...

If you want to learn more about Facebook marketing in general and the complete step by step strategies, free and paid, to market with facebook, I recommend you check out [Facebook Marketing Extreme](#).

If you are interested in building a viral Facebook Fan Page from scratch and discover how to make money with it, get the full step by step, newbie friendly, [Facebook Fanpage Blueprint](#).

If you are new to facebook, you may also want to download a FREE report called, [How to skyrocket your business with Facebook](#).

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Introduction:

Thank you for purchasing Facebook Marketing Secrets. You have taken a wise step to discover new facebook marketing tips and to boost your online profits.

If you are totally new to facebook and facebook marketing, I suggest you read up a bit on [facebook marketing strategies](#) like creating facebook groups, [fan pages](#) and facebook advertising. This will help you a lot in understanding a lot of the facebook marketing secrets and tips in this ecourse.

Also, I would recommend that you read and reread the tips and make notes on the tips that is important for you. Some may be more suited for your business or situation than others.

Beware of information overload when you read all these tips in one go. I suggest you study only one, or a few tips at most per day and then try to apply them. This way you will benefit more from this course.

If you purchased the Audio files, you may also want to listen to them while you are busy working. Using more senses, improves learning.

Finally good luck with all your facebook marketing and your online business. I hope that you will become very successful and reach all the goals you set for yourself.

Without wasting your time any further, let us jump right into tip number 1...

1. What to expect out of Facebook Marketing:

Understandably, social media marketing and Facebook in particular is the answer to next gen marketing and the reason why everyone is eager to join the bandwagon. However, you must still work on your marketing campaign to achieve your goals; Facebook is a tool that you can use to accelerate the campaign. For a Facebook campaign to be successful, you must understand the goals of your campaign. Ask yourself questions like: Do you want to reach new customers or existing ones? Do you expect to generate direct revenue from this campaign? Are you trying to increase your referral business? Are you trying to reposition your brand or product? Do you want to improve the customer perception about your customer service? Are you trying to establish a platform for your future products or services? Answering these questions will help you decide how aggressive your marketing strategies should be. Design your marketing strategy bearing in mind that Facebook is an interactive medium.

2. Reaching out to the target group:

Do you know that with the ever-increasing Facebook users, the 35-45 year demographic is the fastest growing one? One of the main strategies to be successful in marketing on Facebook is to understand your target audience. It is not only easier, simpler and cost effective to use Facebook to reach out to your customers but also easier to reach out to people with similar liking, thinking and interest. Your marketing strategy for Facebook must include the following:

Create brand awareness,

Improve sales,

Provide a platform for your customers to communicate

The last strategy of communicating with your customers is very important and has a direct bearing on the first and second strategy. Once you address your customers' complaints and implement their suggestions, you can see improvement in your sales revenue and improved brand image. The recent AT&T's Facebook marketing approach is a strategy gone wrong due to negligence of customer complaints.

3. Find Fans for your Facebook Page:

Potential to reach millions of people is made possible through Facebook. You can market your product through Facebook pages. A page can have unlimited number of fans. When you start building your fan page, invite all your friends to be part of it. Once they add themselves to you fans list, this activity will be visible to their friends through the news feed. The main difference between Facebook pages and Facebook profiles is that the former is visible via Internet search engines. Once a member becomes a fan of your page, he/she can receive messages from your pages. Use the *share* option to share your page with other members; this helps in bringing more people to your page. Facebook has a flexible privacy model; you can share your page with only those you know or make it available on the Internet search engines.

4. Don't use traditional marketing strategies:

Implementing traditional marketing strategies doesn't attract customers on Facebook; it might rather backfire on you. An example of traditional marketing is 'controlling' your customers. Indulging in intelligent conversation with the Facebook members is a smart and productive strategy. Follow the four pillars of Facebook marketing, which are:

Communication

Collaboration

Education

Entertainment

Intelligent communication is one that will assist you in generating revenue for your company and at the same time provide customer satisfaction and loyalty by implementing their suggestions.

Collaborating on Facebook can be for various purposes such as viz., projects, events, exchange files and ideas. While project collaboration happens within the organization, events and exchange idea collaboration can be moderated to include the customers. This is a great place to build customer loyalty and brain storm for better product ideas. An *open event* on Facebook is visible to everyone on the events page and anyone can add themselves to the guest list. However, if you want guests by invite only, change the event to 'secret events' category.

5. Use your skills to educate and entertain:

You can use Facebook as a platform to educate your customers. There are many skills that people like to learn. It could be something as simple as mending a broken chair to fixing the computer. As an example, if you are trained in troubleshooting Windows 7 and have a license, you can post it on the Facebook pages. You can post videos too, to make it entertaining. Facebook is one of the best platforms to interact and reach out to your customers. Let us assume that you are a pastry shop owner who specializes in cakes and has a Facebook page too. Here is how you can market yourself on Facebook: Create a page that provides the tips for cake baking; post videos showing

the process and finally post pictures of pastry from your shop. When there is quality information available on your Facebook page, many members will become a fan of your page and also recommend their friends to visit your page. The live feed model of Facebook further makes it possible to share real-time conversation.

6. Establishing your presence:

It is an added advantage if you own a business where your employees are active members on Facebook because you can develop your presence using your employees. However, certain precautions must be taken to ensure that this process doesn't turn into a fiasco. It is important for all your employees to use the same name of your company on their profile/pages. When you start to create the page for your company, classify it and choose to go public; it provides more visibility to your page. Once you create a page under a particular name, you can't change it. The only way to get a new name is to create another page. Always remember to upload your logo since it represents your company and helps in branding.

7. Provide audio/video of your company/business:

How do you measure intangible assets? Can you measure your company's reputation or goodwill? No. So, how do you convince your customers about your reputation? One of the ways is through testimonials. But, it doesn't always work. A prospective client might ask, "Why should I believe in the testimonials?" A valid argument, indeed! Under these circumstances, it is easier to convince your client by taking him/her on a tour of your company. If your client is in a different country, wouldn't it be much easier and simpler to tour your company on Facebook? Yes, that is why you should upload videos

and photos of your company. If you are a manufacturing company, you can upload videos of the manufacturing unit and the implemented safety measures. If you are in hotel industry, shoot a video of the cooking process to prove your cleanliness standards and if you are a software company, post videos of employees working at their desks in a cosy atmosphere that helps boost productivity. These videos and photos will speak a lot more than words or any other testimony.

8. Establish your brand:

Brand is the way consumers perceive your company. To a parent, the brand 'fisher price' is related to quality and safety; similarly, for a sports person, Nike relates to comfort and performance. So, what exactly do you want your customers to associate your brand with? If you are a realtor, you might want your brand to be associated with trustworthiness or if you are an orthodontist, you might want to associate your brand with 'smile'. Whatever the case, you have to use a consistent design. A brand design can include logos, colours, catch phrases, name etc. You can't undo your brand features once it is established. So, it is important to think about what you want to convey through your logos, name, colour etc. McDonald's logo is a classic example of a simple logo that conveys a strong corporate image. Your aim must be to create a logo that by itself evokes perception about your product and services in the minds of your customers. However, do not try to copy logos from other organizations since they are copyright protected; doing so will land you in lot of trouble.

9. Engage in two way communication:

For any communication to be fruitful and bear results, it must be two way. As a customer, how many times have you felt that it is futile to complain about the poor customer service or the low quality of the products? It is not uncommon for people to experience sub-standard service for the money they pay. The most important thing after creating your Facebook page is to establish a two way communication with your customers/fans. Assume that you have a bed and breakfast business and have successfully established your Facebook presence but neglect communicating with your customers. Here is what will happen:

Your customers might write on your wall appreciating your customer service and when it goes unnoticed and un-reciprocated, the appreciation and communication declines and eventually stops – a very bad marketing strategy. When other customers see that you don't respond to feedback on your wall, they stop posting feedback and you lose a valuable resource to measure your standard of service and reputation.

So, take time and effort to answer to your customers' queries, to thank them, to apologise or just to stay in touch.

10. Sell products that align with your brand image:

Do you remember the failure of Colgate's Kitchen Entrees that never took off or that of Pond's toothpaste, which failed miserably? These are classic examples of products that are not in line of the brand image. Colgate has always been associated with dental and personal hygiene; for consumers to relate ready to eat meals with Colgate was not palatable. Consumers always associated Pond's with fragrance and freshness. So, when Pond's launched toothpaste, people couldn't relate dental hygiene with fragrance. The lesson learnt from the above examples: Do your homework before you venture into launching new products. You must understand your customers thoroughly to know their

likes and dislikes. Once you have established your brand on Facebook, remember that you can't undo the writings on your wall. You will be attracting thousands of fans for your page. Therefore, use discretion before launching a new product. For example if you are a flower shop owner, extending flower arrangement offer for special occasion falls in line with your brand but not selling sweets and confectionaries.

11. Reaching out to Influencers:

If you are a regular user of Facebook, you already understand the importance of connecting with Influencers. For those of you who are new to Facebook, Influencers are people who have the most friends on their list. Before you start connecting with influencers, take time to prepare a list of influencers you want to connect to. The best place to start is with your own friends list. Start conversations with the influencers by introducing yourself and take an extra effort to send personalised messages to each of them. If you do a copy paste job and send it to hundreds of influencers, your account will be marked for spam. Do not ask them to join your fan page immediately. Decide on a date you want to ask the influencers to join your fan page. If you have too many influencers on your list, you can have multiple launch dates.

P.S.: This is purely a guerrilla marketing strategy; collecting information about influencers is against the Facebook policy. However, the information is easily available; therefore proceed with caution when you collect the info. Remember not to abuse the system.

12. Setup Communities:

What if you are working for a cause and do not want public access to your pages? Is there a way around in Facebook to setup pages that have access for privileged members only? Of course, yes! These are known as '*Facebook Groups*.' Assume that you are involved in fund raising for battling 'cancer in kids' or 'feeding the malnourished' in the under developed countries, you can setup a Facebook group. You can setup three different levels of access viz., open, closed and secret. Invite your family and friends to join your group. There are many ways you can market yourself to raise funds. One of the ways is to create group with the message, "For every person joining the group, \$2 dollars go to the Cardiac Care Centre." You can come up with any message of your choice. This is a proven strategy to raise funds and expand your group.

13. Marketing a donation drive on your group:

Are you stressed about raising a certain amount of money within a short notice? Here is what you can do: Post a message on your Facebook group for a 'Matching donation drive.' In a matching donation drive, if you raise 'X' amount of money within say, 36 hours, one of the donors will match the amount raised. For this strategy to work, you must have a donor who is willing to match the raised amount. Another way is to link the donation amount to a date. For example, if you are raising money for your friend to undergo a heart surgery and her birthday falls on the 25th, you can host a birthday fundraiser event. Post a message asking members to donate any amount ending with 5; you must follow up your message with reminder emails.

14. Share/Create exclusive content with your group:

Now that you have a Facebook group, how do you engage its members? If you want your group members to visit the group regularly and participate in its activities, you must create and share content that will retain their interest in group activities. Assume that you are communicating with the same members on different social networking sites like twitter, LinkedIn etc and have returned from a holiday. Post your pictures and videos exclusively on Facebook. When your members don't find your photos on other sites, they will return to the group to view and participate in group activities. Sharing is one of the ways to maintain exclusivity and retain group members. Another way is to create videos and post it on Facebook. If you are an artist and your paintings have won awards, post it first on Facebook before posting it elsewhere. This is a great way to keep your group engaged.

15. Track your Competitor's Facebook participation:

No marketing is complete without assessing the market situation of your competitors. It is one of the main benchmarks to measure your own success. So, it is important that you track and assess your competitors' performance on Facebook. If you are in garment manufacturing business, you must be aware of the trendsetters in your business. You must know if your competitors are maintaining pages/profiles on Facebook, and on other social networking sites, or blogs. You can trace the activities using the Internet search engine. The next step is to monitor the quality and quantity of interaction on social media. Make a note of how frequently they update their fan pages, provide useful information, interact with their customers and deal with negative feedback. This will help you in understanding if your competitor is genuinely involved in the social media or is

experimenting with it. Your competitors' PR involvement in promoting the social media can be analysed through articles, blogs, magazines etc.

16. Measuring your marketing strategies on Facebook:

Once you have established and promoted your fan page/profile on Facebook, you must measure its performance to know if your strategies are successful. Prepare a basic comparison chart to analyse your performance. To begin with you can have a column with expected goals vs. Achieved goals. Some of the metrics for the chart are: daily updates on fan pages/ profiles. Updating your fan page a couple of times every day is an achievable and realistic goal; setting a goal to update your fan page every 30 minutes is achievable but not realistic because you wouldn't have important information to share with your fans every 30 minutes. You can also keep a score of number of fans added to your page every week and measure it against your preset goal. Not reaching the preset goal is an indication that either your goal is unrealistic or that the fan page promotion is lagging. Compare the number of fans added to your page to the number of fans added to your competitors' page. Finally be flexible with the metrics; you can always add and delete goals.

17. Create Facebook contest to invite people to your page:

You can invite as many friends as you want on Facebook. Sending out invitations to join your page is important to build a strong fan following and you can make the invite interesting through contests. If you are a restaurateur, run contests for the best recipes or provide online interactive games where the visitors can participate. If you are into

computer hardware, you can run a contest that addresses troubleshooting, networking etc. Make sure to distribute gifts and prizes to the winner and the participants. The best form of prize is the cash prize. You can attract many people to your page by running contests that have cash as prize. You can give soccer tickets or movie tickets too. Restart your contest at regular intervals. While large organisations can restart the contests at short intervals, it is difficult for small organizations to do so. Also, bear in mind that your contests must be in line with your product and brand.

18. SEO for your Facebook page:

A Facebook page that is written in accordance with SEO techniques will receive more traffic from search engines like Google and Bing. Google indexes its results and claims to have indexed more than 430 million pages in Facebook. Driving traffic to your website is possible in many ways. Assume that you are a retailer selling wedding gowns and already have a website. First thing to do is to link your website to your Facebook page/profile. This is a quick way to boost traffic to your page. Another way is to participate in discussions and forums and provide your signature with a backlink to your Facebook page. You can also link your page to relevant blogs. In the above example, linking with pages/blogs that relate to wedding gowns will boost your page ranking; not if you link it to blogs or posts that relate to interior decorations. If your page has more than 1000 fans, Facebook offers a vanity URL, which makes it easy to access your page. An example of vanity URL on Facebook is: <http://www.facebook.com/bananappeal>

19. Become a fan of other fan pages:

The number of fans on your fan page is a direct measure of the success of your page. However, there is another yardstick to measure your success – compare your fan page with another fan page in the same niche to measure your success. Assume you are an interior decorator with a huge clientele and you have most of them on your Facebook fan page. Now, if you want to know how you are doing compared to your competitors, research about other interior decorators on Facebook. Take a note of the number of fans they have and also their clients list. You must also research on: how do your competitors interact with the fans? Do they use the fan page as a means to sell their services? How creative are they with their page? What is it that attracts fans to their page? The best way to start your research is by becoming a fan on your competitors' pages. Interact with them; make a note of how soon they respond to your messages, the conversational tone, your eagerness to interact again, etc. Compare your fan page with your research; write down the pros and cons. Implement the necessary changes. You will see a big change in the way your fan page is received.

20. Marketing your Facebook Page:

There are two ways to market your Facebook page: one, you can market it on your own and two, your fans can market it for you. So, what are the activities that fall into the former category? Activities like editing your page info, commenting, adding applications, posting and sharing are the ways you can market your page. Edit your page info to update important events even though it is not advisable to update your info very often. Commenting improves understanding between you and your customers. As mentioned earlier in the book, your comments must engage and entertain your fans. Another way of marketing your page is through sharing an article or blog. This feature can be used in offices to boost and promote productivity. Facebook provides applications for games, entertainment, business, etc. All you have to do is add an application to your page

thereby creating a story for your wall. Adding a birthday calendar is a way to remember your friends' birthday; it also leaves a message on the wall about your activity.

21. Create a Viral Note:

One of the ways to tag people on Facebook is through notes; notes spread like wildfire and millions of people end up sharing your notes. The main attribute of a note is that it must be personal; it must be an engaging note about you. How do you create an engaging note? Here is an example: Assume that you are bored and decide to visit the library with nothing particularly in mind. How do you decide on what to read? First is the title of the book. A boring title wouldn't catch your attention even if the book was loaded with information. A note with a boring title will do the same. Write a short article that ends with a question; this will bring in responses from people. Release your note during peak activity time of your network; some networks are more active during weekdays and not weekends. Comment on your notes and reply to those who have commented. Write in a way that will create more responses.

22. Viral market your Facebook group:

Creating a Facebook group is easy; adding members to your group is not. It needs strong leadership qualities and artistic ability to create a unique Facebook group. To begin with, you need a title that reflects your group. For example: If you create a group for Joint Ventures, your title must reflect that the group is for JV and entrepreneurs looking for JV. Come up with catchy and easy to remember titles. Search for groups that have more than 1000 members and analyse their naming strategy. Come up with a strong graphic content that exudes the essence of your group. If your group is about caring for wildlife, the logo must capture it. Invite your friends to join your group; if the going gets tough, join hands with another friend and launch it together. Before you go ahead with your big launch, spread news about the launch through word of mouth. An even better way to launch is by turning it into an event. Provide incentives for people to join your group. It is very important that you have at least 500 members on your group for it to grow.

23. Provide fresh content/news feed everyday:

News feed is a way to promote you on Facebook. It is important that the news feed remains engaging, entertaining and fresh to retain members' support. You can start an online interactive magazine on Facebook to engage your members. The content must be fresh and you must update it at regular intervals. Your magazine dies if you stop publishing information. As an example: Assume you are from the fashion industry; you can share tips about everyday fashion, retro fashion, teen fashion etc. Remember not to fill in all the information in the first issue itself; doing so will leave you with very little information for the succeeding issues. Over advertising is counterproductive to your business. Insert your business advertisement at a strategic point. People don't like to see advertisements all through the magazine. A magazine with quality content is the best form of advertisement to promote your business.

24. Measuring the quality of your content:

Not all the members, fans, followers like similar content; some might prefer podcasts, blogs, articles, videos, audios over written content. Assuming that you upload content using all the available tools in Facebook, how do you measure its quality? Unless you measure, you don't know if your content is being accepted or rejected. Here are a few metrics to help you; remember to prepare a spreadsheet to note down the numbers. Register the reaction to your posts/videos/audios/blogs etc. Make a note of how customers respond to different types of contents. These two metrics will give you the basic understanding about the frequency of posting new content. Measure how people respond to contents unavailable elsewhere and whether they are disappointed not to find new content frequently. The measure is: a rise/fall in the members, new memberships, new signups for newsletters, and increase/decrease in comments, web traffic and referrals to your page from Facebook.com. The result must be recorded from 24 hrs after you post content.

25. Invest in Facebook ads to promote your page:

Despite all efforts to promote your Facebook page, you have to invest in Facebook ads to grow and add members. If you don't want to invest, you must be a famous company like Microsoft, Apple or be a famous personality like Oprah, David Beckham who doesn't need an introduction or promotional ads. Their fame is their main promotional tool. Most of the times, people look at generating clicks; you must rather approach the ads as a strategy to brand yourself. You must constantly be in peoples' mind to influence them to try your products, which comes with the hurdle of spending money. However, on Facebook, the users need not spend money to become a member or a fan. Assume that you are a photo studio owner specialising in infant pictures. Advertise your brand for

people to relate your product. They might not know you but they will instantly relate good looking infant photos to your brand and eventually become your fan.

26. The first stage of Facebook Sales Funnel – create awareness:

Marketing and Sales strategies followed on Facebook are slightly different from the traditional strategies. For example, on Facebook, you must create awareness about your product/service and also about your presence on Facebook. Your ads must intrigue people to visit your Facebook page. Now comes the tough part: how do create this awareness? Targeted ads are one of the ways to create awareness; it will cost you \$0.50 for each fan. The next way is through viral marketing; good quality content will automatically viral itself because people like sharing informative content. The next way is to cross promote. Here is an example: If you already have a website for your company, redirect your customers to your Facebook page. If you are worried that you will lose your customers, don't worry because cross promotion is two way. Once your customers are aware of your Facebook presence (and most of them might join your page too), redirect them back to your website.

27. Stage two – Educate:

Your customers fall under two categories – one those who know about you and your products and second those who don't. It is your responsibility to educate the latter group about your products and services. On any social media platform, it is necessary that you add a personal touch in your communication. Inform people about the products you sell. Assume that you sell imported silk items and is seasonal. You can leave a message in the information tab about the sale. Leave a message that informs you sell silk items; a couple of months before the actual sales begin, update the 'sales start from date' on the

tab. A month before the sales start, change the info to 'available list of products.' This approach equips members to be more receptive whenever there is a sale on your page. First time customers to your page will be more interested in the number of fans on your page and their comments about you. Your friends and community on Facebook is a reflection of you and if your customers can relate to this reflection, they will join your page.

28. Stage 3 – Engage/Entertain:

Engaging customers in conversation is the new form of marketing for the Internet. Traditional advertising strategies like 'talking to your customers' doesn't work on the Internet platform. There are different forms of activities, each with its own engagement level. Based on the activity level, engagement can be low, medium or high. Here is an example: You are a lawyer with good writing skills and your articles are liked by most of your fans. So, whenever you post an article, they click on the 'like button.' Here, the engagement level is low. If you were to shoot a video tutorial on 'practical tips to arguing in the court room', fans will interact with you via comments; the engagement level is medium. Now, assume you start a virtual courtroom and post mock cases, where your fans have a chance to argue against you, the engagement level will be high. However, the engagement level is purely based on personal likings. A high level engagement activity for one might be a medium level engagement activity for another and vice versa.

29. Stage 4 – Call for Action:

Once you have engaged your customers, the next step is to provide them with opportunities to take action. The opportunities must be varied and interesting; they must be presented at regular intervals to garner the customers' interest. It is this interest that

finally transforms into sales revenue. Some of the actions are: filling out forms, join a site, signup for a newsletter, offering discounts etc. Here is an example calling for action: Assume that you run an aromatherapy products shop. You can offer discounts that run for a couple of hours every month. You can also offer discount coupons at a spa for purchases worth \$100 or more. Your creativity is the limit here. You must however ensure that such activities are offered on a regular basis. This strategy mainly works for companies that are more concerned about generating sales revenue rather than branding themselves. Note: this is not a branding strategy.

30. Stage 5 – Re-engage:

In stage 4, some of your customers would have taken action. In this final stage, you must re-invent strategies to re-engage your customers. To engage in this activity, you must understand your customers' behaviours, needs and their value to your company. Based on the above understanding, you can re-engage your customers in the following way: Let us continue with the aromatherapy products example. Group your customers based on their like and dislikes. Some customers might be interested in products that relax, whereas others in products that rejuvenates etc. Run an hourly discount once a week targeting specific groups and make it attractive. You can also come up with names like rejuvenation hour, relaxation hour, etc, to go with the discount hours. Identify the group that buys from you. This is more of a trial and error process; the more you understand your customers, the better you are at re-engaging them.

31. Metrics for Advertising:

How do you measure if your advertising campaign is generating the required outcomes? One of the ways is to compare 'ideal goals' with 'achievable goals'. You will need fresh data for the comparison. For example, if you want to know how advertising will benefit your daily traffic, you need data that is collected on a daily basis. With Facebook, all the data are available on your profile/page or group. Here are some of the metrics that can be used for the analysis: If you have a fan page on Facebook, take a note of number of fans, likes, wall posts and comments. Derive data for these metrics – net number of fans added/lost per day, net number of likes per day, ratio of like to wall posts and ratio of comments to wall posts. If you have a profile, or a group, the metrics are: number of friends and number of wall posts; the derivative data remain the same. You can collect data about the number of active users of your applications and number of fans.

32. Facebook Insight:

Do you have a Fan page on Facebook? If not, here is a strong reason as to why you must have one – Facebook Insight. The Insight tool provides Internet marketing data for your fan page, which is currently not available for Facebook profile and groups. Here are some of the data available through Insight: A metric to measure the quality of your posts called 'Post Quality Metric'. It measures the quality and engagement of your posts in the last seven days. A graph that plots your customer interactions over a period, summary of activities such as, comments, wall posts, likes, etc, and demographics of fans. You can measure your Fan page performance by going through the graphs and how engaging your posts are. For example: the number of friends/fans per day is a measure of your presence and the importance of your brand to Facebook users. You can know if you are meeting your operational goals by looking at the number of posts per day.

33. Budget insights for your advertisements:

As with any process, it is important to allocate budget for advertising too. This is true irrespective of whether you have Facebook page/profile or group. Some of the key points to think through before starting your advertising campaign are: Limit your daily budget; it is a good idea to begin with minimum budget that can see you through the advert. You can raise this limit gradually. Sometimes the advertisements can be seasonal. For example, if you sell winter clothing, the only time you will need advertisements are during autumn end and winter. In this case, it serves no purpose to run the advert throughout the year. On the other hand, if you are a crockery dealer, you will require the adverts throughout the year. Sometimes you will need adverts for special sale and discounts. Finally, choose either 'Impression based Advertising' or 'Click-through Advertising'. Based on the target market that you have chosen, Facebook provides you details about the number of clicks or impressions you might receive per day.

34. Impression advertising vs. Click advertising:

Both Impression advertising and Click advertising have their advantages. It is easier to decide the type of advertising you want if you already have a budget for advertising and know the cost involved. Impression advertising guarantees certain number of impressions for the money you pay. As an example, if you agree to pay \$1, it will provide you with 1000 impressions and any number of clicks on the advert banner will not be counted. Now, assume you choose for click based adverts and pay \$1; it will cover you for a single click irrespective of the impression. The advantage of Click advertising is that you will know when your ad is clicked. However, if you already know the number of clicks you want to generate per day, Impression advertising might be a better option. Assume you pay \$100 for 100clicks/day; you might find out that you can roughly generate the same number of clicks by paying \$25 for 1000 impressions.

35. The Multivariate testing:

Sometimes, it is necessary to test data against 'either/or variables' to understand how well your organization is performing. Such a test is called Multivariate testing. For example, assume you have online store presence in the US, Canada and Australia. Understanding what it costs to engage in cost per click advertising in all the three countries will let you know the country generating the lowest cost per click. Assume you are a coffee shop owner and have come up with four images for the advertising campaign. How do you choose the best image? You run the same ad copy against the four images and calculate the set that gives the lowest cost per new fan. If you have multiple variables to be compared and do not have an idea about how each variable will impact your sales, multivariate testing is the answer. This is a quick way to understand what works best for the organization.

36. Effective advertising copy:

Facebook allows you 25 characters for the title and 135 characters for the body. You can't change the title if you are advertising a Facebook fan page; the title will be the name of your fan page. If you are advertising a group, application or website, you can edit the title. Images you upload for the advert are cropped to 110x80 pixels; make sure that the images look good after resizing. You have 160 characters in total to create an impression on people through your ads. Assume you deal with products that are 'against animal testing'; mention it in your ads. Tell people why your offer is irresistible and why they should care. Be human in your approach; remember that your ad appears alongside many other ads. Facebook provides you with segmentation reports. Make use

of the reports and create ads to appeal to a particular segment. Finally, tell people to take action on your advert with phrases like, 'come, buy now', 'make reservations today', etc.

37. Why go through Facebook Ad Reps?

As with any company, Facebook too has representatives to assist you with your ad campaign. If you are a large organization or a successful business person with ample advertising budget, place your ads through the reps. When you opt to launch your campaign through Facebook reps, Facebook assigns you a manager, who oversees all parts of the campaign that include creating an ad, placing a bid and optimize your campaign for success. Most important, your ad will appear on the home page of Facebook, a page that gets the maximum click-through rates. Moreover, the reps are capable of participating in engagement ads that generate revenue. Example of engagement ads are: send virtual gifts, conduct poll, add video comment, send RSVP to an event etc. If your organization is involved in increasing brand awareness, collecting data and improving customer engagement, Facebook ad reps is the best place to be.

38. Common ad mistakes:

After creating the ad, it must be reviewed and approved by Facebook to go live on the site. Approval will take anywhere between a few minutes to a day and sometimes even more than a day. Unapproved ads are visible on the Ad Manager page. Some of the common reasons for ads being unapproved are: Capitalization of the entire ad; this is equivalent to shouting at your customers and is considered 'spam'. Using slang, incorrect spelling and grammar is another common mistake; you can't come across as a

professional with bad grammar. Using derogatory, sexual or profane language; using symbols instead of letters – example: using b4 instead of before or using 4ever instead of forever, using wrong punctuation and incomplete sentences. If you try to advertise discounts and offers that appear deceptive, Facebook will not approve them; vaguely mentioning your company name, product info, special offers and misguided targeting. Remember that this is not a complete list of errors; it is just a list of the most common mistakes.

39. Variables for testing your ad performance (split test):

Even though there are numerous variables you can change to test your ads, there are four primary groups that you must test your ads against. *Ad Copy* – If you want to know how your ad is faring, ask users to click the like button. *Ad Image* – images work differently with demographics. For example: Assume you are an optical shop owner planning to advertise for the senior citizens. You can come up with images that advertise light weight frames, unbreakable frames, etc; note down the ads that perform well. *Interest groups* – You must test to know which demographic is more passionate and will click on your ads. In the above example, the teenagers might be more passionate about your ads with images that have fancy designs on its frames. *Demographics within interest groups* – once you have found your passionate interest group, you can test for demographic interests. In the above interest group, you might find that girls like frames in pink and lavender whereas boys will prefer them in copper, or black.

40. Facebook Landing Page:

Landing page is very important to Internet marketers. This is the place you actually call your visitors to take action. Action can be anything like signing up for a newsletter, buying your product or becoming a fan of your Facebook page. So, how do entice visitors to take action? Here are few points that every Landing page must include: Assume you run an online jewellery store. In your landing page, explain who you are and what your company stands for. The next step is to explain why the visitor must be interested in your company, or purchase your products, or become a fan of your page. If you deal in diamond jewellery, you can explain that you don't purchase 'diamonds' that sponsors terrorism. In the final step, explain who is in your community and allow the visitors to browse through the fan list. Visitors are attracted to fan page that has ability to attract more fans.

41. Improving your Landing page:

As with any marketing and sales techniques, writing a landing page is an acquired art. Here are a few tips that will help you to write a strong landing page for your Facebook page: When writing a landing page, use second person instead of first person; don't use words like I, Me, Our, We etc. Instead, use words like You, Yourself, Your etc. Provide the important info at the beginning and end of the page. Internet browsers do not have the time and patience to read long pages; most of them skim through pages. Your call for action must definitely be at either the beginning or end of your page. Providing links to other pages and websites is not a good idea; once your visitors go to other pages, the chance of converting them as your fan is minimal. Adjust your landing tab everyday and record the number of new fans you receive.

42. Event on Facebook:

You can set up an event on Facebook to host parties and conferences. To begin with, better to try something on a small scale – let us say that you want to throw a casual weekend party to celebrate your promotion. After you pick a venue, post the event on Facebook. When you create an event remember to select features like uploading videos, photos, attendee list etc. After you create the event, let people know about the event by sending an update. Also, remember to update your page status since this sends out the message to the news feeds. You can also choose to send out Facebook ads since they are powerful; if you want publicity for your event, Facebook ads do the needful. Now comes the most important part: Send out reminders. Even though people have noticed your event and are registering doesn't mean you should overlook sending reminders. Send information about sponsors, venue, timings and RSVP's.

43. Facebook Marketing strategy:

To prepare a marketing strategy for your Facebook page/profile, or group, there are few questions you must answer. First of all, you must know the reason behind launching a Facebook presence for your business. Are you doing it because everyone else is doing it? Or do you have a solid reason to do it? If you have a reason, what do you expect to achieve? Do you expect to bridge the gap between you and your customers? Do you expect to get a wider reach? Do you expect to use Facebook as a valuable resource for filling up vacancies? Have you set your goals? Do you expect to see a considerable improvement in your business through Facebook? If you are planning to be successful on Facebook, do you have benchmarks to measure your success? These are some of the questions you must ask yourself before launching a Facebook page. A page badly maintained reflects poorly on your organization or yourself.

44. Marketplace and Networks:

Facebook has its own classified listing and the application is called 'Marketplace'. You can either buy or sell on the Marketplace; if you are advertising on multiple networks, you have to pay \$1 per network. When you post a listing on Facebook and get a response, you can see the profile of the respondent irrespective of whether you are a friend or not. Remember not to spam on the listings; doing so will get your account blocked/deleted.

Facebook Network is a group page and is accessed by anyone who is a member of Geographical, Work or Educational network. The advantages of the Network are: any member of the network can post on the discussion forums and walls. The network is another way to know updates, posts, events, marketplace etc. Spamming is usually accepted on Network pages. However, the downside is that sometimes relevant messages can be considered spam too.

45. Contests on Facebook:

Hosting contests is one of the ways to promote your page on Facebook. You can keep the contest simple or make it complex. If you are a music store owner, you can ask the contestants to upload the best song of the 80's, or rare collections etc. A photographer can run a contest for the best wildlife photograph or most realistic photo of the year. You can also come up with an online quiz that will require a simple yes or no answer. The first place to start promoting your contest is from your existing customers. Send out friendly invitations to your family and friends and use different social platforms to inform your contacts about the contest. Be creative and provide attractive gifts. A gift doesn't

have to be expensive; it is the value that counts. An invitation to your product launch party or a chance to meet a distinguished personality is attractive too.

46. Surveys on Facebook:

If you are into market research, Facebook is one of the best places to conduct surveys. One of the ways to make people take your surveys is by making it interesting. Always conduct surveys exclusively for Facebook people. Doing so not only gives a sense of privilege but also helps to spread your page virally. Understand your goal behind conducting the surveys. Do you want to survey people to launch a new product or redefine a new product? Do you want the surveys as a means of primary research for your Thesis? If you are in FMCG sector, you might want to survey people on the quality of products versus the price. Before a product launch, you can conduct a survey to know how people will react to your new product. One of the best uses of surveys is benchmarking. Assume you work in a hospital; you can conduct surveys to know the time taken by other hospitals to attend to emergencies. With this data, you can improve your service quality. The possibilities are endless.

47. How to create a survey:

The first step is 'do not sound like a survey'. People are usually averse and don't like spending time on taking surveys. Therefore, it is important that you keep your survey short; come up with a list of all possible questions related to your topic. Revise the questions to keep the survey interesting and short. Divide your questions into 3 categories viz, essential, useful and fun to have. But, how do you know if a question is necessary or not? Write down the answer; doing so will let you know if the question is

essential. For example: asking people about the quality of food and waiting time to receive the order are essential questions; asking if the restaurant was full is useful but not essential. Always start the survey asking the best question; one, because incomplete surveys will still provide answer to essential questions and two, it is the best way to make people participate in your surveys. Finally, keep choices to a minimum, say not more than 4 or 5 choices.

48. Facebook Connect:

Facebook Connect is the blue button you see on websites. Using this button you can log into the website with your Facebook username and password. So, how does this help marketers? Facebook Connect provides more visibility to the websites and provides you an opportunity to connect with your customers, prospective buyers and brand loyalists. Facebook members can sign into blogs and forums to post comments and participate in discussions. (It wipes out the painful task of registering with a website to engage in a particular activity.) Commenting is the most popular feature of Facebook Connect. You can also share blogs, articles etc by using 'Share this' button. You can share stories too and push it on to your Facebook page. For example if you rate a Spa on Yelp, you can push to our Facebook wall through 'Facebook Connect' button. Facebook Connect has other uses such as social filtering, watching friend activity, etc.

49. Virtual Gifts:

Virtual gifts can be purchased for \$1 on Facebook that can be given to your fans/friends privately or publicly. If the gift is given publicly, the message appears on the person's wall; a private gift goes directly into the recipient's mailbox and is not displayed on the

wall. If utilised efficiently, virtual gifts are the most powerful marketing tool; they are affordable, unique and show that you care. Assume you run a local restaurant and keep track of your customers' birthdays. Here is what you can do with virtual gifts. Send a virtual gift with a customized message that offers them a free drink or dessert at your restaurant. You can also provide discount on orders exceeding a certain amount. In February 2009, Facebook launched 'Scheduled and Holiday virtual gifts'. The gift will remain wrapped till the scheduled date providing a chance for the recipient to know that someone is planning something on the special day.

50. Dealing with negative comments on Facebook:

When you decide to use Facebook for marketing purposes, you must be ready to deal with negative comments. Negative comments on your page/profile is certainly an eye sore and you might just decide to delete the message and move on – not an intelligent strategy. There is no such business which can satisfy the expectations of all their customers. Positive comments and appreciation about your products with nil negative comments indicates two things: one, that all your customers are extremely happy with your products/services, which is impossible and two, you are deleting the negative remarks thereby establishing yourself as a non- professional. So, do you have to respond to every negative comment? The answer is No. You will sometimes see a comment being repeated many times to either stress the importance of the issue or to provoke you (Provocation leads to a vicious circle of replies damaging your company's image in the process). Choose comments that exhibit genuine concern or require immediate product support.

51. Realistic approach to answering negative comments:

When you decide to answer negative comments on your Fan page, there are few points worth understanding. If you are in service industry and the comment is about poor customer service, provide contact info for the customer complaint department and cheerfully accept the blame. If the comment is about a shortcoming in one of your products, accept the suggestion and thank the person. If a comment is based on wrong assumption, try to reason it out with the commenter. What you must not do is threaten with legal action or get personal with the commenter. When you get personal about a comment, the back and forth comment get abusive and spiral out of control. If you are not able to help your irate fan due to lack of knowledge, say so; don't try to bluff your way through. Lastly, if you have strong opinions and leave negative comments on others' pages, be ready to face the same on your page.

52. What to do and what not to do:

Your Facebook page/profile might be perfect and successful. However, a small lapse from your side can prove disastrous for your reputation. So, here are a few tips to keep in mind to maintain your reputation. Assume it is weekend and you are just back from the weekend party; don't log into Facebook and post comments that you might regret later. In simple words, don't mix alcohol and Facebook. Remember important events like your fans birthdays and anniversaries; send them a gift or personalized message. Be cautious about whom you add to your page and the language you use. If you are reported for offensive messages, you will lose your Facebook account. Find the right application for your business and use it in your page; don't overdo it (1 or 2 applications is enough). Your wall reflects yourself; take effort to keep it clean by posting professionally crafted messages. Finally, don't add random people to your profile to convert them as your fan.

