

Module 1: Why Use Facebook Marketing

Facebook is arguably one of the largest social media networks in the world. With over one billion users, if Facebook were a country, it would be one of the third most populous ones. It has more users than the United States has inhabitants. It stands to reason that Facebook is a great space for marketing.

As a member of Facebook, you have access to all one billion of those users in one way or another.

Why not take advantage of it?

Typically people don't use Facebook as a part of an internet marketing campaign because they aren't sure how. While it's not complicated to use Facebook for marketing, it does require a strategy.

First, let's define Facebook marketing. Essentially, marketing on Facebook is when you use the social network to expand your brand by engaging with people through status updates, groups and pages. This is a very simplified definition for something that has multiple layers. I'm going to peel back the different layers for you to show you how to get the most out of a Facebook marketing campaign.

The best way to do this is through a case study. Because Facebook has so many different elements that must be considered, it's best to take you

Facebook Marketing

through the process of actually doing a campaign and what that will look like.

Case Study: Nutrition E-book Marketing

Pete is an up and coming nutrition and fitness expert. He successfully lost over 70 pounds and fell in love with fitness and proper eating. He lost the weight by following a plan of clean eating and a varied workout regime of running, weight training, kickboxing and martial arts. He got his certificate in nutrition and wellness and wanted to use that knowledge to begin speaking about his experience and doing nutrition consulting work.

He wrote a nutrition e-book that tells the story of his struggle to go from eating very unhealthy foods to eating clean successfully. With a very limited marketing budget, Facebook is an ideal place for Pete to start building an email list of potential clients. The e-book is a great collateral piece to use to engage with people while demonstrating his nutrition expertise.

Pete isn't unlike most people who are using internet marketing to build a business. You may have an e-book or some valuable information to share but aren't sure how to go about getting people interested in what you have to offer.

Let's dive right into the world of Facebook marketing.

Module 2: Anatomy of a Facebook Page

Before we get into the nitty gritty of Facebook marketing, it's important that you gain some insight into the different elements of Facebook. Many people use Facebook on a regular basis but only really take advantage of a few of its features. While some people may be annoyed when Facebook introduces changes that ultimately affect the overall layout of the network, these changes offer users the ability to enjoy a much deeper use of the site. So let's take some time to get an understanding of the different parts of a Facebook page. Once you understand the elements of a page, you may be inspired to look for other ways to benefit from the robust features of a Facebook page. There are two different types of Facebook accounts; personal profiles and pages.

Profiles

Profiles are Facebook accounts created by individuals. In order to have a Facebook profile, you must be at least 13 years old. When someone wants to build a community around a profile, a friend request must be sent and accepted. Profiles have a friend limit of 5000.

Pages

Pages are Facebook accounts created by businesses and organizations. There is no age requirement on a page, but before one can be created you must have a personal profile. Pages have to be linked to a personal profile

Facebook Marketing

but there is no limit to the number of pages a person can manage. In order for the creator of a profile to build a community, people must be encouraged to like the page. Once someone likes a page, that page manager can communicate with that person. There is no limit to the number of likes that a page can have.

Since we're discussing using Facebook for business, we're going to focus on the anatomy of a Facebook page. This is very basic information that would be most applicable for a Facebook beginner. So if you aren't a beginner, feel free to skip this section and go to Module 3.

Below are two pictures of a Facebook page and an explanation of the different elements on it.



Figure 2-1

Facebook Marketing

1. Search bar

This is an internet marketers' greatest tool on Facebook. It gives you access to those one billion users. This is a pretty versatile and powerful search engine. It's powered by Bing and will search not only Facebook profiles and pages, but the web as well.

2. Page cover picture

This is just like the profile cover picture and can be used as a valuable marketing tool for businesses and organizations that create Facebook pages.

3. Main profile picture

With a profile, it's best that this be a picture of the person the profile belongs to. However, with a Facebook page this can be either a picture of a person or a logo. It should be an easily identifiable picture that someone can relate to you or your organization but it doesn't have to be of a person.

4. Page name

If you have less than 200 likes, you can change the name of your page. Once you get 200 likes, your page and its chosen name are set in stone. It's best to choose your name once and stick with it. Since a major benefit to having a Facebook page is the branding

Facebook Marketing

opportunities, it's not a good idea to change the name around once you've chosen one. Ideally the name will be that of your business or organization or something very similar.

5. Page likes

It's important that you keep up with how many people have liked your page. This represents your community and shows how much reach your page has. This is an important marketing tool because it provides analytics that show how many people your page can touch with its status updates.



Figure 2-2

1. Status box

Facebook Marketing

This is where you share updates with your page fans and visitors. You can post links, videos, pictures or text. When you share updates, people are able to interact with your page in a few different ways.

a. Like

When someone “likes” your update, it shows some level of approval of what you shared. Also, this activity shows up in that person’s timeline making it visible to their friends, which increases exposure for your page.

b. Comment

When someone comments on your update, they share a thought, video, picture or link that’s typically in response to your status update.

c. Share

When someone “shares” your update, it shows up as their status with an attribution link back to you as the originator of the update. This goes a long way towards exposure as well.

2. Recent posts summary

This is a summary of recent posts that have been shared on your page. It will consist of a combination of posts that you shared in your status box and posts that other people have also shared on your page. It shows visitors to your page how active it is.

Facebook Marketing

3. Most recent post

This is the latest post that has been shared on your page. As you share more posts, they will fill up this space and become a part of the timeline on your page. It will be what people see when they visit your page.

4. Sponsored post

This is an ad that is purchased by a business, organization or person and shared on Facebook.

As you prepare to dive into the sea of Facebook marketing, it helps to have some insight into the different elements of a page. It will help you gain a clear understanding of how the pieces can work together and how you can best exploit them.

Module 3: Who Benefits from Using Facebook for Marketing

While a solid marketing campaign can benefit any kind of business, not all businesses and organizations are a good fit for Facebook marketing. The underlying purpose of any business is commerce which is the activity of buying and selling. When it's broken down to the most basic common denominator, there are four main types of commerce that represent the different areas of business.

Business to Business (B2B)

Businesses that specialize in selling to other businesses would fall under the B2B classification. For example, manufacturers selling to wholesalers and wholesalers selling to retailers would be examples of B2B organizations. Typically the items being sold are in large quantities and are negotiated based on quantity. There are some companies that specialize in providing services specifically to businesses such as advertising, marketing, accounting and legal services. Businesses are entities that have a unique set of needs and can often benefit from working with an organization that specializes in this area.

Facebook Marketing

Percentage of B2B Small Business Marketers Who Use Various Social Media Platforms to Distribute Content

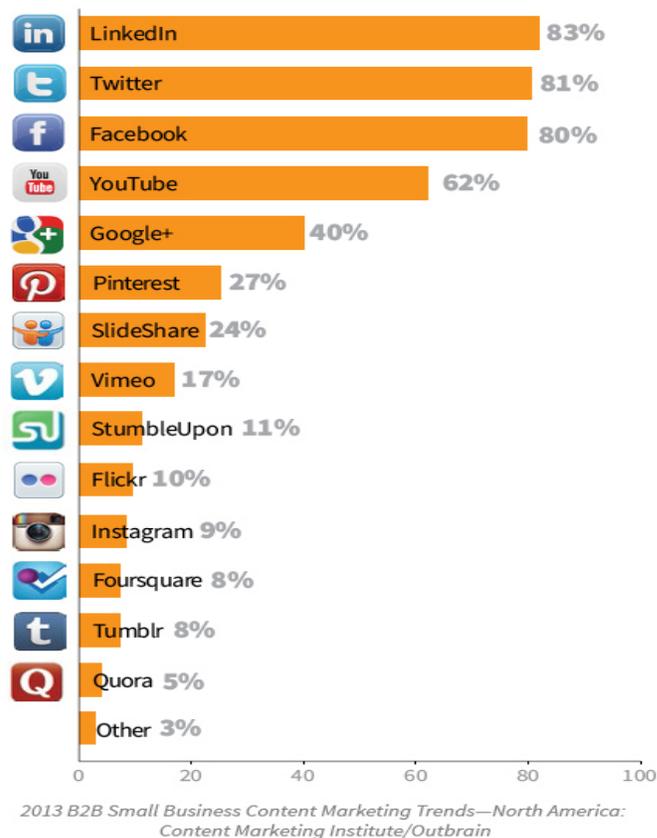


Figure 3-1

In Figure 3-1, Facebook is the third most popular social network for B2B companies. Because Facebook is about relationships and more companies are being encouraged to put a human face to their brand, it would be a benefit for more B2B companies to learn the tricks to marketing on Facebook.

Business to Consumer (B2C)

Facebook Marketing

Businesses that focus on selling to consumers or the general public would fall under the B2C classification. Retail companies like grocery stores, clothing stores, car dealerships and consumer service companies like spas, plumbers and bakeries are examples of B2C organizations. Any type of company that you would use as an individual would most likely be considered B2C. Typically products or services being sold by B2C organizations are offered at a set price and cannot be negotiated.

With B2C companies, Facebook marketing is extremely beneficial. While there are over one billion users on Facebook, only 13 million of them are business pages. While 13 million may seem like a large number, when compared to over one billion, it's only 1.3 percent of the total users.

If your company is B2C, you still have over 900 million potential customers at your disposal on Facebook.

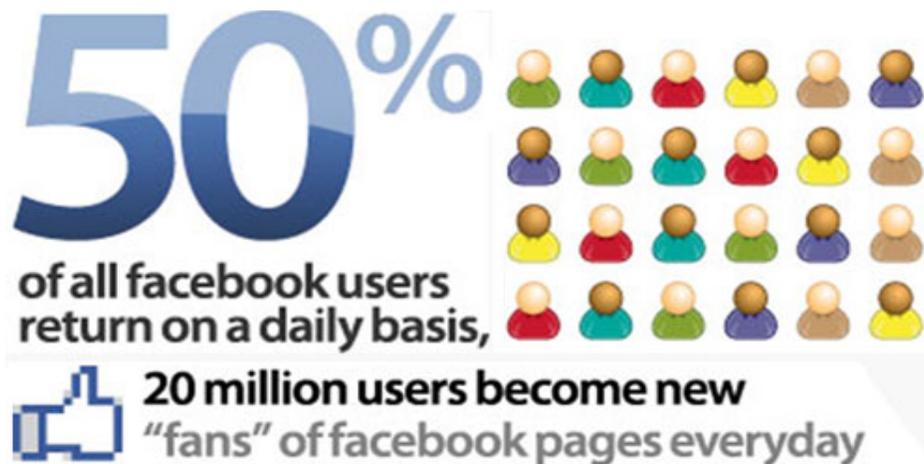


Figure 3-2

Since Facebook is a tool that has a lot of free features, it stands to reason that it should be a part of any B2C business marketing plan.

Consumer to Business (C2B)

Organizations that help facilitate transactions between consumers seeking businesses would fall under the C2B classification. This type of situation would be along the lines of contracting opportunities. Take our nutrition expert, for example. If he were seeking to find a good design company to handle the layout of his book, he could create an RFP or a request for proposal, make it publicly available and interested designers could submit proposals for the work.

This puts the power of decision in the hands of the consumer. There are companies that work to facilitate this process that help to make it easier for consumers to make their specific needs known to businesses seeking to gain their business. Websites like elance, guru.com and odesk are great examples of businesses that help facilitate the process between consumers and business. If you wanted to hire someone to build your website, you could create a profile requesting that the businesses on those websites submit a proposal for how they would complete the work and choose the company that best fits your needs.

Facebook marketing with C2B companies is beneficial but not as integral as other forms of marketing. Since businesses don't typically use Facebook to find resources, it's not a tool that's necessary for these types of companies to use. This doesn't mean that C2B companies should ignore Facebook entirely, though. Since there is a consumer element, there is a benefit in having a presence on Facebook. If consumers don't know that

Facebook Marketing

your company's services are out there, the businesses won't find value in using your company.

Consumer to Consumer (C2C)

Businesses that help facilitate transactions from person to person would fall under the C2C category. Websites that offer a platform where consumers can make their products and services available to other consumers like Craigslist and Ebay are examples of C2C businesses.

C2C companies are another group that should create a focused Facebook marketing campaign. Since consumers are the largest group of people using Facebook, it could really benefit C2C companies to use a page as a social extension of the existing website.

While these are the four main types of businesses, there is one more category that is increasing in importance as more businesses become aware of the importance of engaging with employees.

Business to Employee (B2E)

Business that help facilitate a commercial relationship between businesses and their employees would be considered B2E organizations. As a way to galvanize employees around the company brand and create another form of income, some businesses sell company swag to its employees. While employees often get branded items from their jobs for free, additional items

Facebook Marketing

like t-shirts, water bottles and notebooks are often sold via an employee website or portal.

Because B2E transactions are unique in that they don't typically make up the bulk of the company's income but they still affect the bottom line and must be managed. Companies that can understand and work within this framework would be very valuable in this environment.

B2E companies wouldn't necessarily benefit from a Facebook marketing campaign. Since Facebook is a social media website, many businesses don't allow employees to visit it while at work and it's not considered a work related tool. It wouldn't be a good use of time and resources for a B2E organization to create a Facebook marketing campaign.

The other types of business would be government oriented such as Government to Citizen (G2C), Government to Government (G2G), Government to Business (G2B), etc. Governments have been slow to adopt the use of Facebook and social media as a marketing tool. As a large organization with a lot of red tape and gatekeepers, it's going to take time before governmental organizations are able to fully take advantage of any potential benefits of Facebook marketing. It would stand to reason that since citizens = consumers, governments would want to use Facebook to engage with their constituents.

Facebook Marketing

Biggest B2C Content Marketing Challenge



2013 B2C Content Marketing Benchmarks—North America:
Content Marketing Institute/MarketingProfs

Figure 3-3

As you can see in Figure 3-3, lack of budget is one of the biggest marketing challenges for businesses. The great thing about Facebook is that it's free. While there is a time cost, taking the time to properly identify the type of business you have will go a long way towards you making the most of that time cost. So whether you're a small business owner or in charge of the marketing for a company that you don't own, this knowledge will help you provide a lot of great value.

Facebook Marketing

If you approach Facebook marketing like the beginning of an ongoing conversation with your audience, you will always find value in interacting genuinely. Customer feedback is one of the most valuable pieces of data collection a business can gather. Take advantage of it using Facebook marketing.