

SOCIAL MEDIA MARKETING

# 5 ways to gain business via Facebook

## With this article we are going to make the following two assumptions:

1. Unless you're still living in the Stone Age, your business has a Facebook page.
2. Unless you employ a full time super ninja social media manager, you're not taking advantage of all that Facebook has to offer when it comes to generating business.

If these two assumptions are true, you are missing out on multiple marketing and advertising tactics that will take your business to the next level. First, let's cover the basics.

### Facebook is more than just having a page and posting about your latest sale.

Facebook offers multiple advertising and marketing options that allow you to precisely target the customer base you are trying to reach. Whether you are looking to increase your app downloads or generate buzz around your latest blog post, Facebook provides the vehicle to get to your destination.

Simply select your preferred method and Facebook is very good about walking you through the steps.

#### **Note**

We've got a document available in the Resources section that explains how to set up and use Facebook Paid Advertising.

The screenshot shows the Facebook Ads Manager interface. On the left, a sidebar lists various advertising objectives: Page Post Engagement, Page Likes, Clicks to Website (highlighted with a blue arrow), Website Conversions, App Installs, App Engagement, Event Responses, and Offer Claims. The main area displays the 'Clicks to Website' objective, featuring a mouse cursor icon, the text 'Clicks to Website' and 'Get people to visit your website.', a text input field labeled 'Enter URL to promote', and a 'Continue' button. At the bottom, a note reads: 'Want to track conversions on your website? Switch to Website Conversions.'



## But let's go beyond basics now

Facebook is more than just the advertising options presented.

What makes your Facebook marketing strategy actually successful is how you use the options you have at your fingertips.

So join us as we think outside the box for just a minute and discuss 5 strategies that tap into the Facebook goldmine.

### 1

## Videos = Success

Videos have the highest engagement rates by far.

If you're going to advertise, why use something less than the best?

Seriously... why would you?

**A picture may be worth a thousand words, but a video is worth a thousand likes.** Use the Content Research section to find relevant video material from YouTube and schedule it for your social audience. Ideally you should be creating your own video content. It's easy to create videos and the equipment is in nearly every everyone's pocket!

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*Your iPhone or Android phone is perfect as a video camera.*

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Microsoft Windows comes with Movie Maker which makes producing professional video a doddle.

**Create your own YouTube channel** by signing up at YouTube.com and following the instructions. You can search for your own videos and schedule them via the Content Research section of the control panel.

### 2

## Upload guaranteed customers

**Did you know Facebook allows you to upload your mailing list, letting you target users you already have a relationship with?** One of the true values Facebook presents is the ability to narrowly target your marketing campaigns. How much narrower can you get than users that have already “liked” you once before? Upload your current lists and reach customers from different angles. Multiple shots at the same target only increase the odds of hitting the bullseye.

Unfortunately **you’ll need to log in to Facebook directly for this one**, you can’t upload your mailing list via the control panel.

### 3

## You scratch my back, I’ll scratch yours

When you’re looking to grab someone’s attention, it really comes down the age-old truth of, “can you provide value?” But with Facebook we take this time tested principle and add a slight twist. **Encourage users to click on your ads by offering something of value... but don’t give it to them until they like your page or provide an email address.** It’s a win-win situation. They get what they want, and you get access to a potential sale down the road.

Asking a user to Like your page before giving them a valuable PDF download is a relatively easy task. Speak to your web designers and get thinking about what content you could put in a PDF. You already have that knowledge... you just need to put it in a Word document along with your Logo, web and contact details and click SAVE AS PDF.

If you sell sheds then title it “10 things you must ask a supplier before buying a shed”. If you sell cleaning services then title it “10 things you must check before retaining a cleaning provider”. Name it something punchy and you’ll get more downloads and more emails / likes. Get your web designers to Google “Facebook like before download” to find some techniques to enable this.

### 4

#### Tag, you're it

Let's step even further outside the box and explore advertising on Facebook without even using their advertising tools. There's nothing sweeter than the sound of your own name, so with this in mind, **try tagging other companies or people in your posts.** This is a great way to maximize the exposure of every post. Once the person accepts the tag, and possibly even shares it, your post just multiplied in magnitude of reach.

### 5

#### Get interactive

Very few things are more valuable to your business than an active client community. Don't just post, use Facebook as a marketing tool for people to participate!

**Try hosting a contest and giving a prize to the winner.** This will get people talking and sharing.

**Try asking questions to your users.** If they feel they have a say in what you're doing, don't you think they'll be more interested in purchasing?

**Post pictures of happy customers.** Ask every customer for a testimonial and then Post testimonials of satisfied customers.

**Have a vote or share competition with a picture.** We could keep going forever in this area. The point is: Interactive customers are purchasing customers.

**So there you have it 5 tips to improve your bottom line via Facebook. You don't have to be an expert, all you have to do is realize how powerful of a tool Facebook can be if you apply just a little creativity to it. And when you do... you'll be glad you did.**