

WELCOME!

JANZEN MARKETING, LLC
INTERMEDIATE
FACEBOOK



JANZEN MARKETING, LLC
GROW YOUR BUSINESS

THE PARENT COMPANY FOR:



A Full Service Marketing Agency



Mobile Application Development Company for Small Businesses



Promotional Products and Advertising Specialties (anything with a logo)



Full Service Marketing Specifically for Contractors

**ANGELA JANZEN-FAIRBANKS,
OWNER**

**TYLER JANZEN,
CREATIVE ADMINISTRATOR &
SOCIAL MEDIA DIRECTOR**

WHAT WE'LL COVER IN THIS CLASS

- How to deliver quality content on your business page
- How to create a Facebook content calendar
- How and where to research content to share on your business page
- How to set up and execute paid Facebook ads
- How to reach customers that are relevant to your business (Targeting)
- Understanding Look Alike Audiences
- Understanding Facebook Analytics & Insights
- Q and A

HOW TO DELIVER QUALITY CONTENT

WHAT ARE THE 'NEW RULES'

MAKE YOUR BUSINESS PAGE SUCCESSFUL

- Promote lots of things on your Facebook Page
- Don't just toot your own horn
- Be genuinely interested in connecting and communicating with your audience
- Follow the tips outlined below to incorporate a variety of posts to engage with your potential customers
- Facebook plays favorites for those who utilize paid ads
- Have a mix of business promotion, video, blog excerpts, engaging questions, inspirational quotes and/or photos.....

CONTENT IDEA GENERATOR

- **Pose a problem and ask for advice.**
 - What would you do if....
 - One of our readers has a question Can you help?
 - We are needing to make a decision and are looking for feedback...
 - What advice would you offer to a person who is struggling with....

CONTENT IDEA GENERATOR

- **A contest post**
 - Several platforms out there will run your contest AND grab email addresses to add to your list as well.
 - Heyo
 - TabSite
 - ShortStack

CONTENT IDEA GENERATOR

- **Run a poll**
 - Polls can help you gain valuable insights from your audience.
 - Ideas to include in your poll might be:
 - What is your biggest challenge?
 - What products would you like to see us offer?
 - What strategy has worked best for you when it comes to _____?
- **Share the results of your poll** Offer the results in a free downloadable report in exchange for an email address.

CONTENT IDEA GENERATOR

- **Share inspirational images**
 - Encourage your fans and friends by posting inspirational and/or motivational quotes and images.
 - Do NOT use Google images for your pics. You could be opening yourself up for a lawsuit of copyright violation.
 - unsplash.com
 - pixabay.com
 - brainyquote.com/quotes/topics/topic_inspirational.html

CONTENT IDEA GENERATOR

- **Fill in the Blank**
 - Rephrase about any question as a filling the blank, and put it out there for the public to complete. This technique often receives more engagement than basic questions.
- **Follow Friday**
 - Allow your fans the opportunity to share a link to their website or Facebook page. This gives them a chance to showcase their business. It's a good way for your fans to meet new people and make new connections.

CONTENT IDEA GENERATOR

- **Seasonal Posts**

- Utilize any upcoming holiday by sharing a holiday picture or sentiment. Add personalization (your name or website) if possible.

- **Your Blog Excerpts**

- Go ahead and post a link to your blog, but be sure to include some additional context. Include a backstory or short excerpt from your post to that your fans will know what to expect when they follow through on your link.

CONTENT IDEA GENERATOR

- **For Fans Only**

- Develop a discount only for your Facebook fans. Use an image to promote so you will grab the attention of your fans and get more shares.

- **Do a cross promotion**

- Team up with a business that offers a complimentary product or service. This can help you both in cross promoting one another. Remember to tag each other in your posts so it will show up on both walls. You can also share each other's content.

CONTENT IDEA GENERATOR

- **Link to a tutorial**
 - Give your fans a link to a DIY tutorial for how to do something. This could be related to your industry, or even a seasonal item. These are awesome ways to increase engagement!
- **Have a Fan challenge**
 - Pose a challenge to your fan base to collectively do something as a group.
 - 30 days to a more organized house (post a daily organization tip)
 - 7 days to tighter abs (post a daily video or blog post sharing the best ab exercises, etc.)

CONTENT IDEA GENERATOR

- **Ask an expert**
 - Share a tip from an industry expert for solving a common problem or overcoming a challenge. The expert could even be you!
- **A personal post**
 - This is where you, as a small business owner, have a real advantage. Post a personal photo or story from time to time to let your audience know you are a real person. Share as much, or as little, info as you'd like about your personal experience. Photos of grandchildren, babies, pets, etc., are always a hit.

CONTENT IDEA GENERATOR

- **Share a struggle**
 - It's okay to share a struggle or vulnerability from time to time. This is a great way to make your brand more personable and more relatable. We don't need to be perfect in order for people to like us.
- **Share business pictures**
 - Share a picture of your business , employees or office. You can even share some customer photos (only with written permission). This makes your business much more relatable.

CONTENT IDEA GENERATOR

- **Make it personal**
 - Share something about you and your friends or family. People want to connect with real people. Remember, it's *relationships* first. Make that personal connection with people during your engagement.
- **Post video**
 - Facebook live videos are getting priority organic reach from Facebook right now.
 - Native video—uploaded directly to Facebook, not linked to Youtube.

CONTENT IDEA GENERATOR

- **Animated text overlay videos**
 - Put together a video of your pictures and include text overlay with your business information, website, phone, etc.
- **Animated GIFs (Graphics Interchange Format)**
 - This is a graphic image that moves. To make them work on Facebook, you have to copy and paste the URL of the animated GIF into the status update box. Then add text as usual. You cannot use
 - giphy.com
 - AnimatedGIF.net
 - GIFs.net

CONTENT IDEA GENERATOR

- **Word Searches**

- Put in a fun word search to something specific like a holiday, or a fun little personality quiz. "The first three words you see are what you want in life. What are they?"

- **Remember when or Throwbacks**

- #ThrowbackThursday is one of the most popular types of posts on both Facebook and Instagram

CONTENT IDEA GENERATOR

- **Welcome in the day of the week or the month**
 - Something like, "Welcome November! This month we can remember all those blessings we are so thankful for." What are you most thankful for?
- **Caption this**
 - Post a picture and ask your fans to 'capture this photo' is a great way to get some engagement.

CONTENT IDEA GENERATOR

- **National day of the week**
 - There is generally something for every day of the year. These can get a great deal of engagement if you create a graphic to go along with it. Remember to brand the with your website or info.
 - See nationaldaycalendar.com
- **Open ended questions**
 - Post a picture with a question that requires an answer other than yes or no. Or, you could post an easy yes/no question go make it easy to engage. A picture of a giant cheeseburger with a simple question of "Bacon or no bacon?" will spark some opinionated interest.

CONTENT IDEA GENERATOR

- **Real customer testimonials**
 - When you can, feature your fans or customer's positive comments and reviews. This will showcase your work in a positive light. 72% of consumers trust online reviews as much as personal recommendations.
- **Open ended questions**
 - Post a picture with a question that requires an answer other than yes or no. Or, you could post an easy yes/no question go make it easy to engage. A picture of a giant cheeseburger with a simple question of "Bacon or no bacon?" will spark some opinionated interest.

HOW TO CREATE A FACEBOOK CONTENT CALENDAR

START WITH A BLANK CALENDAR

- Work 30 days ahead (fill out November's calendar around the 25th of October)
- Start with a blank calendar and simply fill in your calendar ahead of time
- You've been given enough content ideas to fill out an entire month's calendar ahead of time.
- Schedule your posts in advance with Facebook's scheduling feature.

**HOW AND WHERE TO
RESEARCH CONTENT TO SHARE
ON YOUR BUSINESS PAGE**

WHERE TO GET CONTENT

LINKS AND CONTENT RELEVANT TO YOUR INDUSTRY

- Think of *authority links* that relate to your business.
 - Example: SalinaUsedCars
 - Aim posts at car owners, people looking to buy a car
 - Utilize tips and tricks for maintaining a used car, seasonal care
 - Resources to use (find reputable sources)
 - kbb.com
 - carcare.com
 - angieslist.com
 - cars.com
- socialmediaexaminer.com is another good resource

**HOW TO SET UP AND
EXECUTE EFFECTIVE PAID
FACEBOOK ADS**

3 STEPS TO CREATING COMPELLING ADS

1. Identify your business goals
2. Choose creative to reflect your audience needs
3. Define a theme that resonates with your audience

STEPS BROKEN DOWN

1. IDENTIFY YOUR BUSINESS GOALS

- Give potential customers a reason to stop and shop by using effective copy with an interesting visual
- Drive potential customers to your website with attractive product pictures. You want them to purchase from your website. Make sure that process is smooth, easy and seamless.

STEPS BROKEN DOWN (CONTINUED)

2. CHOOSE CREATIVE TO REFLECT YOUR AUDIENCE NEEDS

- Highlight how your products and services address your customer's needs and play a role in their lives. You want them to identify with your picture.
- Use different pictures to address different audiences. Even though you may be selling the same product to both men and women, you may want to use different pictures.

STEPS BROKEN DOWN (CONTINUED)

3. DEFINE A THEME THAT RESONATES WITH YOUR AUDIENCE

- Try to utilize a theme that reflects your business's brand or unique point of view...think of what makes your business stand out.
- Your theme can be an idea, such as how your product or service meets and ever day need, or a visual you use consistency through your other marketing platforms.

CREATING AN AD WITH THE ADS CREATE TOOL

CREATING YOUR CAMPAIGN, YOU WILL
SELECT THE FOLLOWING:

- Objective
- Audience
- Placements
- Budget and Schedule
- Creative

IDENTIFY YOUR BUSINESS GOALS

AD SET: CHOOSING THE BEST OBJECTIVE

- Send people to your website
- Increase conversions on your website
- Boost your posts
- Promote your page (get more likes)
- Get installs of your app or increase engagements in your app (only applies if your business has a mobile app)
- Reach people near your business (build awareness of your business in your local community)
- Raise attendance at your event
- Get people to claim your offer (limited time offer ad)
- Get video views
- Promote a product catalog
- Lead Generation
- Increase brand awareness

SIDE NOTE

After you choose your objective, you'll be prompted to enter a name for your campaign. I like to use the main idea of the campaign, plus the date.

IDENTIFY YOUR BUSINESS GOALS

AD SET: AUDIENCE

- Use targeting options, including age and gender
- Location: target or exclude people by their country, state, city and zip
- Interests: Reach specific audiences by looking at their activities, the pages they've liked and other closely related topics.
- Demographics: Refine with info people have shared on Facebook including education, employment and relationship status.
- Behaviors: Find people based on activities they do on or off Facebook, like purchase behaviors or intents, travel, etc.,
- Custom audiences: You can use email address, phone number and other customer data to create and save Custom Audiences and look alike audiences.

**HOW TO REACH CUSTOMERS
THAT ARE RELEVANT TO YOUR
BUSINESS (TARGETING)**

TARGETING

REACH ALL THE RIGHT PEOPLE

- Location: Reach your customers in the areas they live, or where they would do business with you.
- Demographics: Choose the audience that should see your ad by age, gender, interests and languages they speak.
- Interests: Choose from hundreds of categories like music, movies, sports, gaming, shopping and much more. When people are interested in your business, they will be more likely to take action on your ad.

TARGETING

REACH ALL THE RIGHT PEOPLE

- Behaviors: You know your customers. You can find them based on the things they do—like shopping and purchasing behaviors, the type of phone they use, or if they are looking to buy a house or car.
- Connections: Reach the friends of your current fans. It's an easy way to find more people to like your page.
- Partner Categories: These are targeting options provided by this-party data partners. With the platform, you can reach people based on online behaviors people take outside of Facebook such as owning a home, or being in the market for a new car, or being a loyal purchaser of a specific brand or product.

SIDE NOTE

CUSTOM AUDIENCES:

This lets you target people who are already interested in your business. These could be people on your email list that you upload.

LOOK ALIKE AUDIENCES:

This helps you find audiences who share similar characteristics and interests with your current customers.

IDENTIFY YOUR BUSINESS GOALS

AD SET: PLACEMENTS (DECIDING ON WHERE YOU WANT YOUR AD TO SHOW UP)

- Desktop news feed
- Mobile news feed
- Instagram
- Audience Network
- Desktop Right Column
- Facebook recommends showing across all platforms. If you don't want your ad shown in a specific placement option, click "*Choose Your Placements*" and uncheck the placement.

IDENTIFY YOUR BUSINESS GOALS

AD SET: BUDGET AND SCHEDULE

- Daily or Lifetime
- When you choose what you want your ad to be optimized for, you're indicating that you want to get the most out that result for the lowest cost.
- Ad scheduling
- Delivery type

IDENTIFY YOUR BUSINESS GOALS

AD SET: FORMATS AND MEDIA

- Choose the format of your ad (how your ad will appear), whether it's an image or multiple images.
- Then you can choose your creative (pictures, video, etc.)
- For images, you can upload your own, or from Facebook's free stock images. Use keywords to search for a relevant photo.
- For videos, you can choose to upload a new video, choose from a library of videos you've already shared on your page, or create a slideshow using multiple images.

IDENTIFY YOUR BUSINESS GOALS

AD SET: TEXT AND PREVIEW

- Here you will insert the text, website url, and other information.
- Once you're done previewing your ad, click Place Order to submit your ad for approval. Typically, it takes about 15 minutes for the Facebook ads team to review.

CREATING YOUR AD RECAP

- Choose your goal. Do you want to create more likes for your page, or drive people to your website or landing page?
- Choose your images. You can select up to 6 images. You can upload or use Facebook's professional, royalty free images.
- Choose where your ad will appear. You can run it in the newsfeed on the desktop, newsfeed on mobile, or in the right hand column on the desktop.

CHOOSE YOUR AUDIENCE

USE THE AD CREATION TOOL

- Select demographics like locations, age, gender and languages. You can also choose other traits like level of education, if they have children, if they are recently married, or if they own a home.
- Enter things your audience might be interested in and Facebook will suggest related terms you can also select. Click the + button to add the interest to your list and your ad will go to people interested in that topic.

**UNDERSTANDING
CUSTOM AND LOOK
ALIKE AUDIENCES**

CUSTOM AUDIENCES

WHY USE A CUSTOM AUDIENCE?

- They are already your clients! You can also combine custom audiences with other Facebook targeting, such as location, demographics, interests, behaviors and connections.
- Incredible Scale
- Real Identities
- Accurate targeting
- Measurable results

LOOK ALIKE AUDIENCES

WHY USE A LOOK ALIKE AUDIENCE?

- Look alike audiences can help you find people on Facebook who share similar characteristics with those who are already interested in our brand and products or services. You can target people who are similar to your existing customers.
- Same demographic and behavioral traits as your best customers. This can be useful for expanding your current audience by reaching people who are likely to be interested in your business.
- You can drive more traffic to your website by targeting people who are similar to those who have visited your website.
- Can now also scale to new countries.

OVERVIEW OF LOOK ALIKE AUDIENCES

CREATE A SEED AUDIENCE

- Side note—you need to have at least 100 people in your seed audience to create a look alike audience.
1. Create a custom audience first by using the Facebook pixel.
 2. Your Facebook page.
 3. Your CRM database—import your data to Facebook to create a look alike audience.

OVERVIEW OF LOOK ALIKE AUDIENCES

OPTIMIZING FOR SIMILARITY OR REACH

- If you optimize for similarity, you'll find people who closely match the characteristics of the people in your seed audience. This includes the top 1% of people in the selected country who are similar to your seed audience.
- Or, you can optimize for reach. Your audience will be larger than optimizing for similarity, but less similar to your seed audience. This includes the top 10% of people in the selected country who are similar to your seed audience.

OVERVIEW OF LOOK ALIKE AUDIENCES

BEST PRACTICES

- Expand your reach. Expand your audience due to limited reach from a small custom audience seed list.
- Use specific seed audiences. Use seed audiences that are specific to the objective you want to achieve.
- Refine your targeting. Layer on other native targeting options like age, gender, and interested to reach even more people who are likely interested in your business.
- Segment our audience. If your seed is large compared to the country size, your ad can perform poorly because your seed audience is too diverse. Try segmenting your audience to a smaller target group and then create look alike of that audience.

OVERVIEW OF LOOK ALIKE AUDIENCES

STEP BY STEP INSTRUCTIONS

1. Go to the Ads Manager and click on Create Ad in the top right hand corner.
2. Click on Tools and select Audiences from the drop down menu.
3. Click Create Audience and select Look Alike Audience.
4. Choose an existing seed for your look alike audience.
5. Choose the size of your audience. A smaller audience will have more similarities with your seed audience. A larger seed audience will be less precise, but can offer you more reach.
6. Click Confirm.

UNDERSTANDING FACEBOOK ANALYTICS

WHAT ARE AD REPORTS?

- Ad reports gather and display your most important metrics from your current campaigns. The metrics in these reports will help you learn how you're reaching your business goals as well as who is engaging with your ads.
- Locate your reports in Ads Manager and you'll automatically see data from the default report called 'Spent last 7 days' for your active campaigns.
- Items you'll want to look at:
 - Results, reach, cost, amount spent
- Run ads ad hoc or schedule. I look at them daily and do not schedule.

WHAT ARE AD REPORTS?

- Things to look at:
 - Demographics (sex and age)
 - % of clicks (CTR)
 - % of Impressions (number of people who see your ad)
 - Don't spend more than \$1 per like.
 - Look to see which pictures are getting the most traction and delete the non performers.

WHAT ARE INSIGHTS?

- Look at Insights daily. Go to Insights, then overview.
 - Actions on page: The number of clicks on your pages info and call to action buttons.
 - Page views: The number of times people viewed your page and its sections.
 - Page likes: The number of times people liked your page.
 - Reach: The number of people your posts have reached plus like, comments and shares.
 - Post Engagement: The number of times people have engaged with your post through comments, like, shares.
 - Videos: The number of times the videos on your page have been viewed for at least 3 seconds.

IF YOU GET STUCK...

REACH OUT TO US!

- By Phone: 785.212.1626
- Email: info@JanzenMarketingLLC.com
- from our website www.JanzenMarketingLLC.com
- Slides are available at janzenmarketingllc.com/CLASS

