

Lesson no. 1: Introduction of Social Media Marketing

1. WHAT IS SOCIAL MEDIA?

Websites and applications that enable users to create and share content or to participate in social networking.

Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. But if we use the term to describe a site like Facebook, and also a site like Digg, plus a site like Wikipedia.

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks



2. UNDERSTANDING THE EXISTING SOCIAL MEDIA PARADIGMS & PSYCHOLOGY

- Social media is eating the world.
- Facebook alone has over 1.5 billion users – nearly 50% of the entire internet's population.
- Throw in LinkedIn, Pinterest, Twitter, Instagram, and region specific social networks like Vkontakte and Sina Weibo and Wechat, and you'd be hard pressed to find anyone who's online but isn't on social media.
- What has led to the rise of these social networks? What kind of people do they attract?

3. HOW SOCIAL MEDIA MARKETING IS DIFFERENT THAN OTHERS

First let's look at the basic meanings of the acronyms and then how each applies to a basic website.

- a) Search engine optimization (SEO): following some of the Google rules in order to increase the chances of the Google search engine listing your site near the beginning of a list for particular keyword searches.
- b) Search engine marketing (SEM): in addition to doing SEO to get to the "top" a website owner can now buy advertising or pay to have an ad at the top of a search engine results list; these can be things like pay per click or Yahoo or Bing ads.
- c) Social media optimization (SMO): basically when using social media (Facebook, Twitter, etc.) you are making your profile more visible, your social network activity and published content can then be found more easily by people searching for resources and information that matches your content.
- d) Social media marketing (SMM): in addition to the SMO, you guessed it, you pay to have an ad on the social media. This is how the Facebook ads show up on your page.

SMM broadens your customer reach and allows you to build your brand like you used to with bulk mail outs. SMM is the digital version of the old neighborhood shopper's guide, only better. Notice that you get an ad right after you searched for an item on the internet. That is because the internet keeps no secrets and what you are looking for lines up with what someone else is advertising. It works out for both parties. You can easily "window shop" for items you want or need and the seller builds his client base within the designated area of his business.

Lesson no. 2: Forms of Internet Marketing

1. FORMS OF INTERNET MARKETING

Internet marketing is one of the most affordable yet effective and efficient forms of business marketing. Whether you have a small or big business, online marketing can be your ladder to further success.

Here are the 10 common types of Internet marketing:

i. **SEARCH ENGINE MARKETING (SEM)**

SEM is a form of online marketing that targets the users of search engines, such as Google, Yahoo, and Bing. Search engine marketers aim to increase the visibility and ranking of the websites or landing pages they promote in the search engine result pages (SERPs). SEM can be accomplished using either paid search marketing (paid placement or inclusion in the SERPs) or through free algorithmic search engine optimization (SEO) techniques.



ii. **SEARCH ENGINE OPTIMIZATION (SEO)**

SEO is the process of optimizing content or websites so that they show up in search results in search engines like Google. Search engines decide which websites to show for a search term based on keywords mentioned on the website and links that refer to this website. That means SEO has a lot to do with using the right keywords or keyphrases in the copy of a website or within the content you want to show in search and getting links to this website or content.



iii. **SOCIAL MEDIA MARKETING (SMM)**

SMM involves different strategies and tactics to gain website traffic or attention from people in the social media websites or networks, such as Facebook, Twitter, YouTube, Google+, LinkedIn, Pinterest, WordPress, Blogger, and other social media communities online. SMM can overlap with content marketing, viral marketing, and word-of-mouth marketing as it uses people's attention to spread information over the Internet. Social media marketing can also include paid promotion through paid advertising offered by Facebook, Twitter, and other social networking sites.



iv. **EMAIL MARKETING**

Email marketing is a form of direct marketing that involves sending commercial information or customer relation messages to a group of people who are either prospective or existing customers using electronic mails or emails. Email marketing includes opt-in email advertising, where subscribers consent to receive messages from companies or websites they trust.



v. **AFFILIATE MARKETING**

Affiliate marketing is a type of online marketing in which a business collaborates with its affiliates to promote its product or service and increase sales. Affiliates are usually composed of online publishers (website owners, bloggers, and social media users) who promote the product of the merchant (the business or primary seller) and are rewarded for every visitor or customer brought to the business through their own marketing efforts.

They serve as the intermediaries between the merchant and affiliates (publishers). They usually take care of the payment of rewards to publishers based on CPA (cost per action) or CPL (cost per lead). Affiliate marketing may overlap with other types of Internet marketing like SEM, SMM, and email marketing as they can be used as strategies and techniques to boost promotion of the merchant's products.



vi. **CONTENT MARKETING**

Content marketing is considered as an umbrella term for all marketing practices that use content to attract and engage target audience and influence them to make profitable consumer actions. Content marketing utilizes content, like articles, images, presentations, and videos to achieve a marketing goal. It is considered as a broad function since it can be used to successfully implement other types of Internet marketing. For example, search marketers strive to improve the quality of a website content to boost its SEO and ranking in the SERPs. Social media marketers also try to create interesting and viral content to attract more attention from people in the social media and encourage viral marketing.

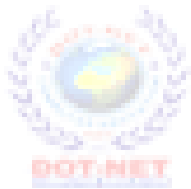


vii. **PAID SEARCH MARKETING**

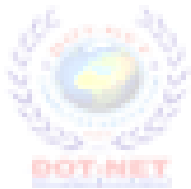
Paid search marketing includes PPC (pay-per-click) and PPI (pay-per-impression) marketing offered by search engines, like Google AdWords and Bing Ads. On the other hand, SEO involves improving the elements of a website like its title, content, keywords, images, structure, navigation, and inbound links in an attempt to increase its search engine algorithm score and rank higher in the SERPs.



A word cloud centered around the terms 'PAID SEARCH' and 'MARKETING'. The words are in various colors and orientations. Key terms include: BUDGET, ADVERTISING, LOCALIZE, ANALYSIS, SEM, AD, LAND PAGE, PROMOTION, BID, CLICK, TARGET, DISPLAY, PAID SEARCH, CONTENT, PPC, KEYWORDS, CAMPAIGN, AD COPY, PAY-PER-CLICK, RELEVANCE, GOGGLE ADWORDS, LOCATION, RATE, KEYWORD RESEARCH, and CALL-TO-ACTION.



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Lesson no. 3: Facebook Marketing

1. FACEBOOK MARKETING

I. UNDERSTANDING FACEBOOK MARKETING

Well, Facebook Marketing can be simply defined as the practice of using Facebook as a platform to carry out the marketing activities of a company. The gateway of this market place is the Facebook pages. With over 1.23 billion users and still counting.

II. PRACTICAL SESSION 1

i. CREATING FACEBOOK PAGE

You can create a page within the Facebook mobile app as well as on the desktop site.

To create a page:

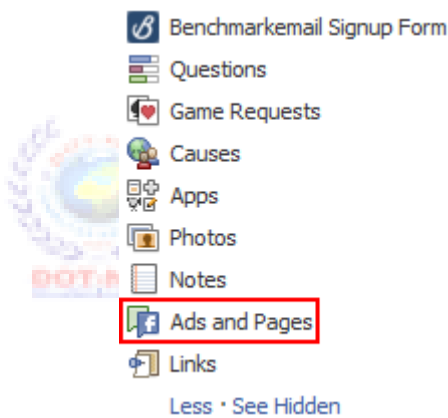
- a) Go to facebook.com/pages/create.
- b) Click to choose a page type.
- c) Fill out the required information
- d) Click Get Started and follow the online instructions.

NOTE: Anyone can create a Page, but only official representatives can create a Page for an organization, business, brand, or public figure.

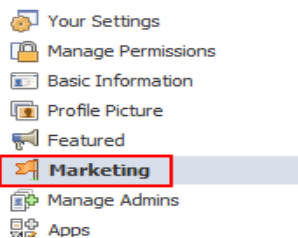
ii. UPLOADING CONTACTS FOR INVITATION

Invite your customers and contacts to join your Facebook Fan or Business page by following the steps below:

- a) Log in to your Facebook account.
- b) Go to your Fan or Business page by clicking on Ads and Pages on the left panel. (If you don't see Ads and Pages, you may need to click More at the bottom of the panel to see a full list of your applications.)



- c) Click the Edit Page button.
- d) From the menu on the left, select Marketing



- e) Click Tell Your Fans.
- f) A pop up window should appear. Browse for the file (it is best to use and Excel spreadsheet) containing the contacts you wish to upload under the Upload a Contact

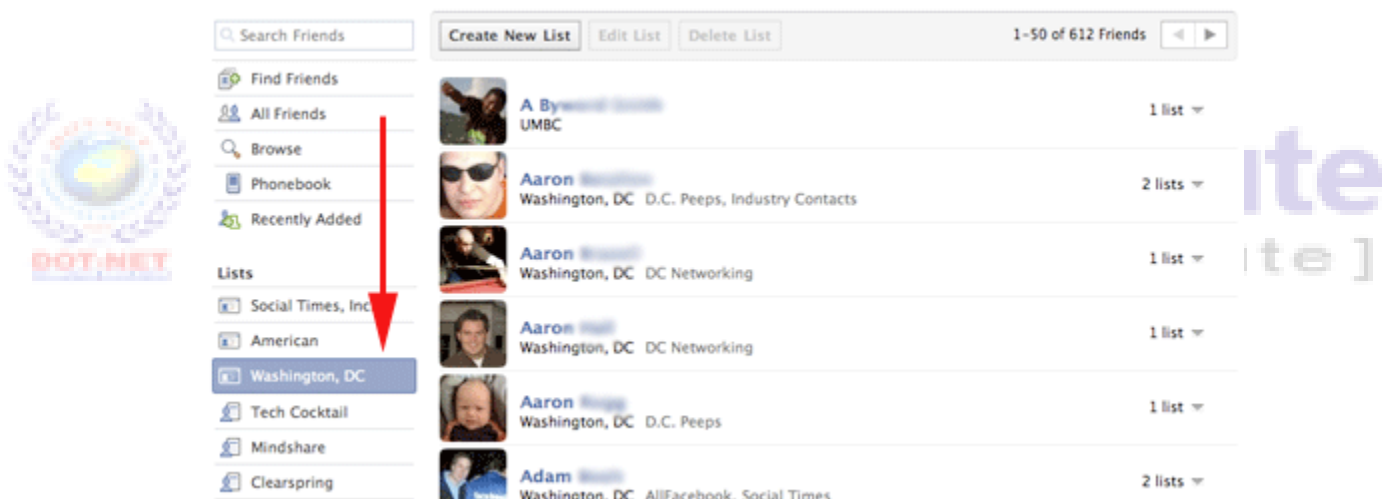
Fileoption. (If you don't have a spreadsheet, export your contact list from your Benchmark Email account.)

- g) Select the file you wish to upload and click Upload Contacts.
- h) A list of all the file's email addresses should appear.
- i) Select Preview Invitation.
- j) Review the message that you will send.
- k) If you have obtained all necessary opt-in confirmations, check the box at the bottom of the preview and click Send.

iii. EXERCISE ON FAN PAGE WALL POSTING

Here are 5 great ways to grow your Facebook fans:

a) Invite People From Your Facebook Friend Lists



You can invite these lists as groups to your Facebook fan page instead of sending individual invites. This is the easiest and fastest way to jump-start your fan base.

When you click “Suggest to Friends” on your fan page, start typing in the name of your friends list in the filtered friends section; for example, “Social Media Professionals.” This will

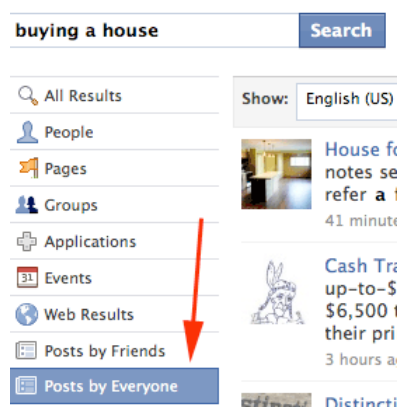
automatically send an invitation to your fan page to all of your colleagues listed in that category.

It's possible that it may take a while before you start seeing those familiar faces pop up in your fan page because people are busy. There have been a few occasions where I've gently nudged them with an individual invite, but I keep that to a minimum.

As you add more people to your network, remember to go back to your same lists and send the invite to the new people you've added. The names of those who have already been invited will be grayed out and the invite will only be sent to your new contacts.



b) Find People With Facebook Search.

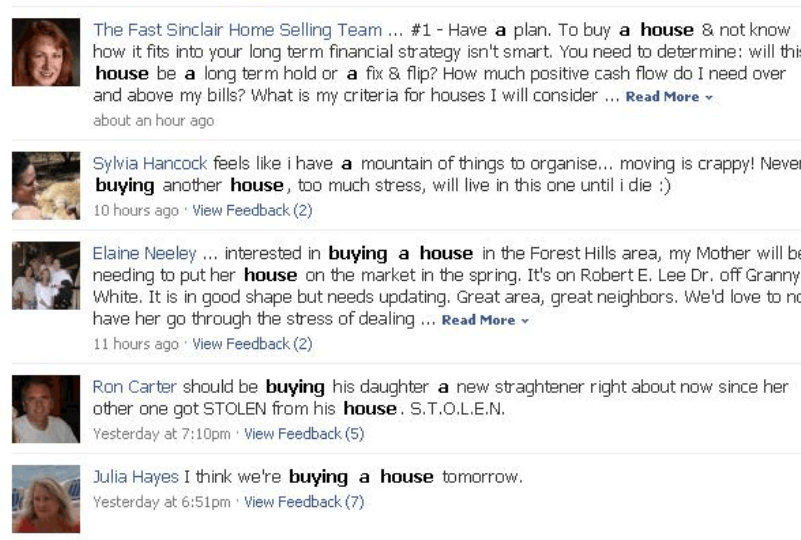


The updated Facebook Search feature (see the Search bar at the top of Facebook) gives you a view into conversations of your

friends and status updates that may even show you who may be looking for the services you provide.

There is even an option to search “Posts by Everyone,” which gives you a glimpse into conversations of people who may not even be connected to you. After entering a search term, there will be a display, “Posts By Everyone.” This allows you to view conversations from others who aren’t in your friend lists.

Here is a screen shot when I entered “buying a home” in the Search field:



The screenshot shows a list of search results for the term "buying a house". On the left side of the screenshot, there are two logos: the DOT-NET Institute logo (a globe with "DOT-NET" text) and a large red letter "D" above a grey letter "A". On the right side, there is a large, semi-transparent watermark that reads "tute itute]". The search results list five posts:

- Post 1:** Profile picture of a woman. Text: "The Fast Sinclair Home Selling Team ... #1 - Have a plan. To buy a house & not know how it fits into your long term financial strategy isn't smart. You need to determine: will this house be a long term hold or a fix & flip? How much positive cash flow do I need over and above my bills? What is my criteria for houses I will consider ... [Read More](#) v about an hour ago".
- Post 2:** Profile picture of a woman. Text: "Sylvia Hancock feels like i have a mountain of things to organise... moving is crappy! Never buying another house, too much stress, will live in this one until i die :) 10 hours ago · [View Feedback](#) (2)".
- Post 3:** Profile picture of a woman. Text: "Elaine Neeley ... interested in buying a house in the Forest Hills area, my Mother will be needing to put her house on the market in the spring. It's on Robert E. Lee Dr. off Granny White. It is in good shape but needs updating. Great area, great neighbors. We'd love to not have her go through the stress of dealing ... [Read More](#) v 11 hours ago · [View Feedback](#) (2)".
- Post 4:** Profile picture of a man. Text: "Ron Carter should be buying his daughter a new straghtener right about now since her other one got STOLEN from his house . S.T.O.L.E.N. Yesterday at 7:10pm · [View Feedback](#) (5)".
- Post 5:** Profile picture of a woman. Text: "Julia Hayes I think we're buying a house tomorrow. Yesterday at 6:51pm · [View Feedback](#) (7)".

As you can see, there is a person saying “I think we are buying a house tomorrow.” If this person is already in your contacts list, the following is a very easy conversation starter: “Hi ____, I saw your Facebook comment about your plans to buy a house

tomorrow. Do you need any help with school information in that particular area?”

There is another person stating that they plan to stay in their house for a long time. This can be a potential candidate for a loan refinance. Again, if this person is already a friend on Facebook, it would be very easy to start a conversation without sounding like an annoying sales person.

c) Attract People With Facebook Social Ads

Social Ads provide advertisements alongside your Facebook sidebar which show related actions your friends have taken on the site. These actions may be things like “Leah is now a fan of The Offspring. Would you like to become a fan too?” It is possible to tailor ads to your friends and their interests, which makes it more appealing for them to take action because you are interested as well.

This strategy requires a small budget, but can be very effective in finding your target market. It is very important to do a Facebook search with specific keywords in your particular niche to find out if it’s being talked about on Facebook (see #2 above).

If you click on “Promote With an Ad” on your fan page, you can start a campaign. You can set a daily spending limit of \$10, \$25, or other appropriate amount. Because I market mostly to businesses with my keywords (such as *real estate broker, loan*

officer, real estate investor, and so forth)—which are in numerous profiles as job descriptions—I have been able to use Facebook Social Ads effectively for my fan page.

It's possible to run your Facebook ads for only 4 to 5 days with a \$25 per day budget. Then stop the ad for a few weeks if you like and run the same ad again. This allows your fan page to grow in spurts and I have found it to be very effective in growing my fan base without spending a lot of money at once.

d) Facebook Fan Page Twitter App

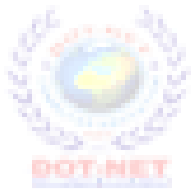
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There are other Facebook and Twitter integration applications; however, this is the one that leads people directly back to your page. This gives them an option to become a fan of your page right at that moment if they click on the bit.ly link from Twitter.

e) Facebook Fan Box Widget

The Facebook Fan Box Widget is a great feature to add to your blog or website. This widget allows you to show your fan base and allows others to become fans instantly. This is just one way

to promote your page across several social media sites. It is important to cross-reference all of your social media sites so others can find you and your websites on other networks.



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Lesson no. 4: Creating Facebook Page

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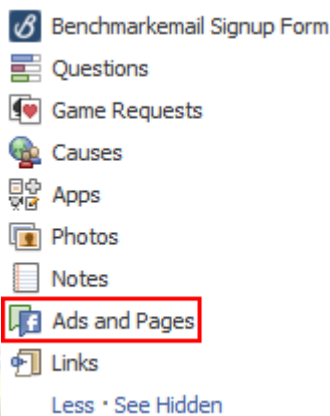
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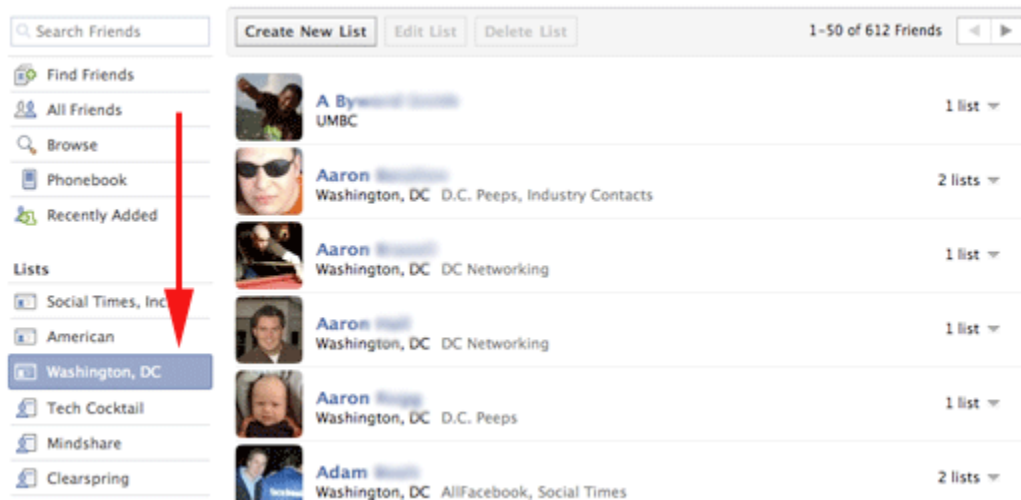
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Lesson no. 6: Exercise on fan page wall posting

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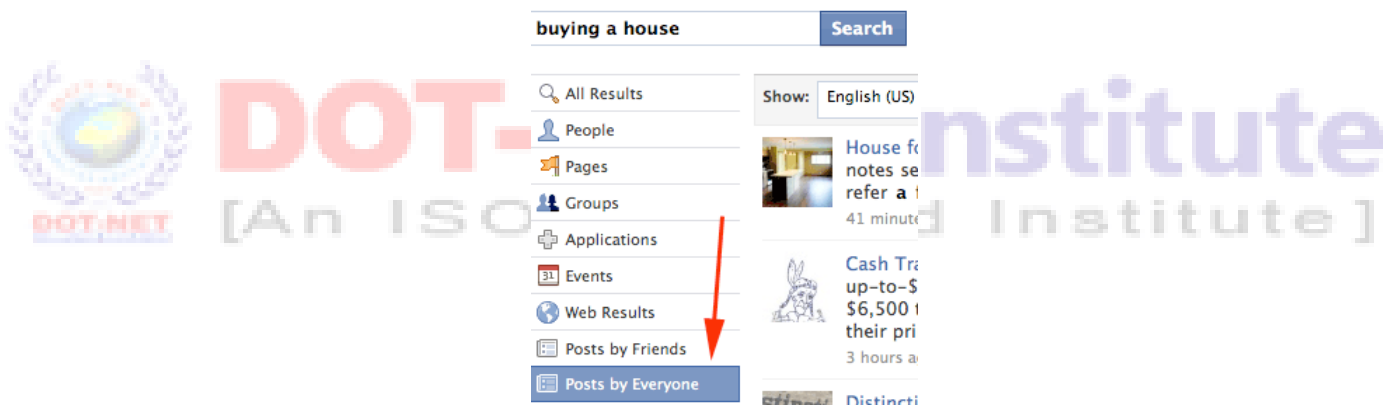
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about an hour ago
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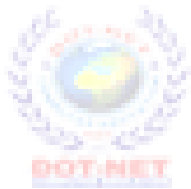
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Lesson no. 7: Increasing fans on fan page

I. INCREASING FANS ON FAN PAGE

i. ENGAGING CONTENT

Make sure all posts add value in some way, either through entertaining or providing solutions to problems for your visitors. Just as the actual copy should engage, so should photos. Also, make sure a photo is used in every post

This all leads to your current page followers sharing your content on their personal pages, which helps attract new page likes. Remember, content truly is king across all online marketing channels. In regards to promoting yourself in posts, the standard practice across various verticals is 20% promotional and 80% non-promotional.



ii. LIVE VIDEOS

Last summer, Facebook said that users spent 3x more time watching Live Video over traditional video. This trend continues, and all the top companies are using them, from Dunkin Donuts to

Airbnb. Live video engages by nature and helps others share, which will assist in reaching a new audience and bolstering likes. A great example is a BuzzFeed live video from last summer. The live video showed two employees trying to explode a watermelon with rubber bands, something you'd expect from the masters of click bait material.

The results? Facebook reported that during the 45-minute video's peak, over 800,000 viewers were watching. Talk about going viral, and many of those watchers joined the page because of the traction the video was receiving.



iii. POST REGULARLY

This is simple — have a routine for posting. If you have many divisions, post X amount of engaging content for each division at scheduled times during the week.

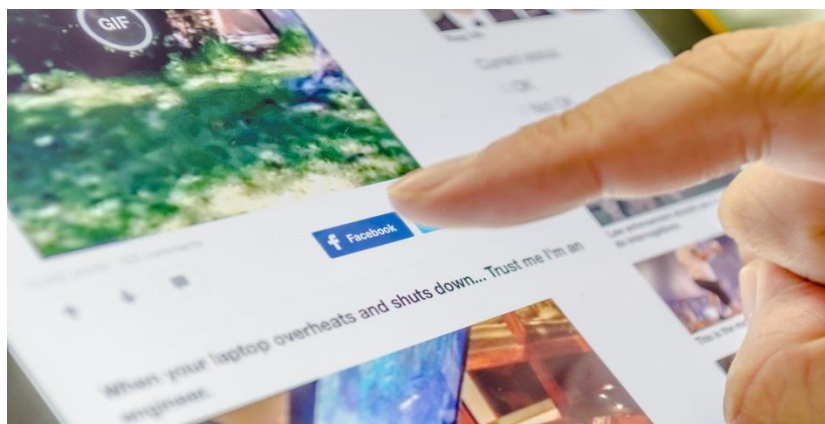
For example, in the digital marketing world, content marketing posts may run once a day around noon, whereas technical SEO related content may run every day around 3 pm. Also, make sure experts are helping create the posts for their respective divisions.

Capture an audience and make the feed consistent, week-by-week, day-by-day. Humans crave consistency, and it will help your online social media presence.



iv. PROMOTE PAGE ON OTHER SOCIAL MEDIA CHANNELS

Cross-channel marketing in social media is vital for new Facebook page likes. Have Instagram, Twitter, LinkedIn, or Snapchat accounts? Promote your Facebook page across all of those channels. A good rule is to promote your Facebook page on these channels at least bi-weekly to capture the most amount of likes to your Facebook page from new viewers.



v. CONTESTS

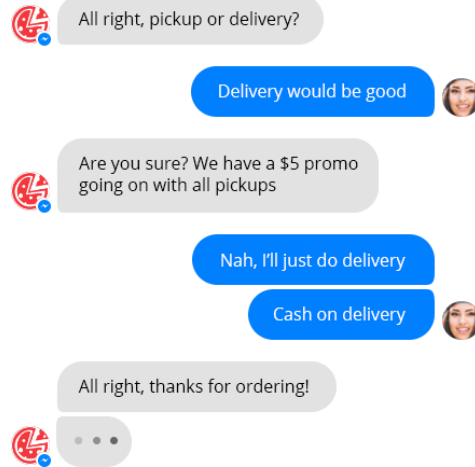
Who doesn't like a contest, or anything free for that matter? Be creative and create a few contests every month, and give away free swag or services. Make sure the content engages, which will help your audience share your page, and attract their friends.



vi. ENGAGE: MAKE REPOSENSE A PRIORITY

Although over 60 million businesses are on Facebook, only 87% of posts are responded to by business page owners. Be part of the 13% that actually responds, and witness more traction in current page like interaction, which will lead to more shares and new likes.

The size of the business shouldn't matter; if you're larger, you'll have your own social media people who take care of all this work. But for smaller companies, recruit — don't appoint — team members who display a passion for Facebook outreach. Divide the workflow of each of these social responders by expertise for the subject of engagement.



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Lesson no. 8: How to do marketing on fan page

HOW TO DO MARKETING ON FAN PAGE (concerned part)

The most effective Facebook marketing strategies for businesses that anyone can do.

i. Leverage the Existing Traffic to Your Site

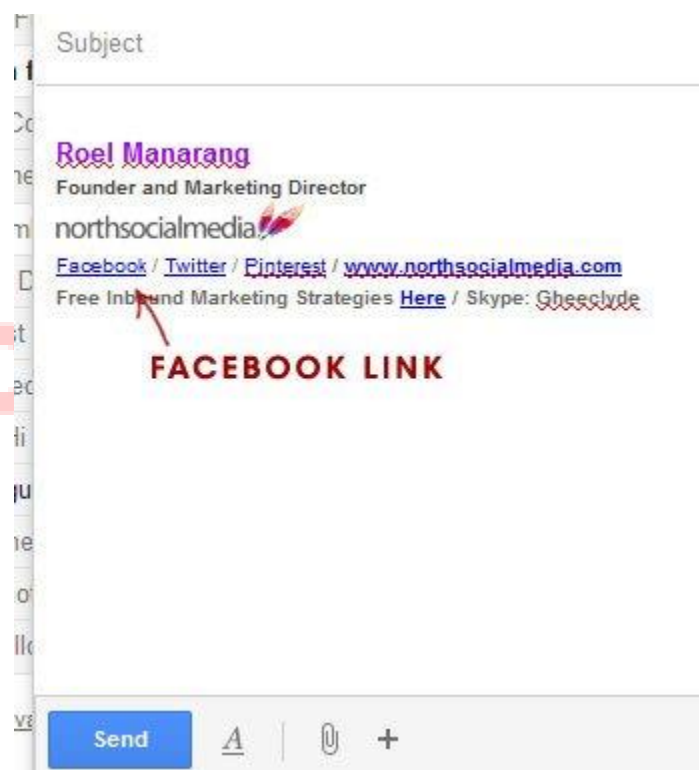
Remember that it is advisable to have a website for every business since it will function as your sales transaction hub or storefront where people buy your products or learn more about your services.

You can easily leverage the existing traffic on your site by putting social media icons that can be seen and clicked, which are direct links to your Facebook page and any other social media account pages you have. Refer to the picture below as an example.



ii. Use Your E-mail Signature to Display Your Fan Page URL

If you're using e-mail as one of the ways to contact or reach your customers, using your e-mail signature to display your fan page URL will be effective. Having your social media pages URL beneath your e-mail messages or at your signature will make your recipient see it easily and probably click it, which can convert into traffic or a following.



iii. Send Out an E-mail Blast

Letting people know that you are on Facebook is the first goal you should achieve. Sending an e-mail blast is just one of the best ways to do this.

Few of the great e-mail marketing tools are MailChimp and AWeber.

You might want to consider sending an e-mail blast between Monday and Wednesday mornings for most conversions. A study from HubSpot, The Science of Email Marketing 2012, stated that morning e-mails get high CTR.

iv. *Determine the best day to post*

Perhaps my favorite feature that Facebook Pages have is the Insights. By going to your Posts Insights, you will be able to see the average time when your fans are online. In case you're planning to schedule three posts, you might want to check the best hours that your fans are online and select those hours on scheduling your post.

You can access your Posts Insights by following the steps below:

- a) Go to your Facebook Page.
- b) You will see "See Insights" above your Page, click it.
- c) You will see your Insights overview from there, find the Posts tab and click it.
- d) Hover your mouse on the day you want your post to be scheduled and you will be able to see the best hours that your fans are online.

v. *Use the Facebook Plugins*

Integrating Facebook Plugins on your website will give you more advantages on branding awareness and followers increase on Facebook. For blogs or websites with sidebars, you may want to use the Facebook Like Box or Like Button.

For your website pages and blog posts, it is best to use the Like Button, although you can use them both! You may want to consider doing experiments on what's the best Facebook plug-in for your website

vi. Use Facebook ads

You may hate it, but investing on Facebook ads will give your business a lift especially if you're a start-up or a small business.

Facebook ads aren't expensive as you might think; you will love them once you tried to test them to get the best conversion that can impact your followers and your business growth.

Consistent testing and experiments are necessary once you use them.

Facebook ads currently help you create your campaign depending on the results you want to gain:

a) *Facebook Page Engagement*

Ads that boost your posts and increase likes, comments, shares, video plays, and photo views

b) *Facebook Page Likes*

Ads to build your audience on Facebook

c) *Clicks to Website*

Ads to encourage people to visit your website

d) *Website Conversions*

Ads to promote specific actions for people to take on your website; you'll need a conversion tracking pixel to measure your results

e) *App Installs*

Ads to encourage people to install your app

f) *App Engagement*

Ads that get more activity on your app

g) *Event Responses*

Ads to promote your event

h) *Offer Claims*

Ads to promote offers you created; you'll need to use an offer you've created on Facebook or create a new one

Lesson no. 9: Fan Engagement

FAN ENGAGEMENT

i. TELL STORIES

People remember stories! The reason why stories work is because it's personal and your fans will probably have similar story or situations that they are doing through. This allows you to connect with them on a personal level.

ii. POST AT THE RIGHT TIME

I'm sure you heard about this. The best time to post is:

12 PM

3 PM

7 PM

Every study will show a different results because the best time to post varies based on industry and demographic.

iii. POST AT NON-PEAK HOURS

Sometimes you should avoid posting at the busiest times of the day.

Why? Lots of businesses fight to appear in the news feed at those times. It's just too competitive to compete in the newsfeed.

What you should do is experiment with posts at non-peak hours to determine whether you can reach more fans.

iv. POST ABOUT TRENDING TOPICS

If you don't know yet, the news feed algorithm will reward posts that are about topics trending on Facebook.

What you can do is find potential topics that your customer will be talking about. For example, if you know your customers will be watching the football match, you can post content around this, and ask which team they'll be supporting. It's a fun way to interact with your fans.

v. POST BEHIND-THE-SCENES OF YOUR BUSINESS

Behind-the-scenes photos humanize your business & help you stand out from the competition. Today transparency is what fans want. More businesses are opened to this idea and are seeing great results in terms of engagement from posting these type of posts.

vi. USE 3P's OF POSTING

To make sure you get engagement and reach on your page. Use the 3 Ps of posting to adjust to whatever algorithm changes Facebook throws your way.

Personal

Purpose

Promotion

The 3Ps will allow you to spice up your content and add value to your fans.

vii. FEATURED LIKES

Speaking of *Likes*, did you know your fan page can now display five favorite likes of its own? Southwest's fan page is a great example of using this feature to market related brands of subsidiaries of your brand



- Wall
- Info
- Rapid Rewards
- No Change Fees
- Bags Fly Free
- More LUV
- Photos (2,417)
- Live
- More -

About
Welcome to the Official Southwest Page! We will not address... See More

1,345,086
people like this

- Likes See All
- Southwest Airlines Kansas City
 - Denver International Airport
 - Southwest Airlines - Washington/Du...
 - Southwest Airlines Panama City Beach, FL
 - Southwest Airlines-PHX



Wall Southwest Airlines · Top Posts ▾

Share: Post Question Photo Link Video

Write something...

Southwest Airlines
Visit <http://bit.ly/eem3ei> and check out our InAirtainment page for more information on how you can get a free 20 song playlist of jams featuring emerging artists "about to fly" in their music careers. And while you're there, stock up on music, movies, TV shows, apps, games, and more before your next flight. Offer ends soon...don't miss out on this awesome opportunity!

Southwest Airlines
www.southwest.com
Southwest Airlines

3 hours ago · Like · Comment · Share

111 people like this.

View all 19 comments

Jeanette Cox Now that you will be taking over Airtran (who accepts BillMeLater as a form of payment) are you going to accept BillMeLater as a form of payment as well?
about an hour ago · Like

Michael Maffei Looking forward to Southwest coming to Atlanta and knocking Delta off their holier than thou perch.....Can't stand Delta. Southwest is a great airline and loved flying them when I lived in Nashville.
about an hour ago · Like

Write a comment...

Steve Shan
I am getting tired of this message

We are currently unable to complete your request due to an undefined error. If this is the first time you have seen this message, please go back and try again. If you continue to have difficulties, please contact a Southwest Airlines Customer Representative for assistance at 1-800-1-FLY-SWA (1-800-435-3379).

See More

3 hours ago · Like · Comment

You can also feature the fan pages of your partners, and connect with them in hopes that they will feature you on their page as well. Here's how to do it!

Setting Your Fan Page's Featured Likes

Step 1. Using Facebook as your fan page (as detailed in the previous section), be sure to like the pages you want to select as *Featured Likes* first.

Step 2. Go to your Facebook fan page and click the *Edit Page* button.

Step 3. Find the *Featured* settings and click on *Edit Featured Likes*.

- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured**
- Marketing
- Manage Admins
- Apps
- Mobile

Likes:

5 featured likes

These pages are shown on the left of your page. Up to five pages are shown at a time, and you can specify which of your liked pages always rotate there by selecting them as featured.

[Edit Featured Likes](#)

Step 4. Check the box next to the five fan pages you want displayed in your *Featured Likes* section.



a)

b)

Unfortunately, there is not a way to see who has set your page as a featured like yet. But as you can imagine, this feature will probably lead to more likes from other fan pages, or likes for your subsidiary pages from your main page.

viii. TOP FIVE PROFILE PHOTOS

The new top strip of five profile photos is a great way to display the best of your brand. It can be used in a variety of ways, such as:

- a) A vendor displaying their latest products.
- b) A corporation showing off the well-recognized faces of the brand.
- c) A freelancer giving a quick presentation of their latest designs.



Verizon Wireless

Company



Wall

Verizon Wireless · Top Posts



Verizon Wireless

DROID DOES CARRY-ON. Pair up with the ultimate business partner, Droid 2 Global. Qualifications include a 1.2 GHz processor, slide-out keyboard, 3.7" touch display and built-in mobile hotspot. With the ability to download, e-mail, and browse in more than 200 countries, you're unstoppable on an international scale. <http://pub.vitrue.com/8E1>



Droid 2 Global

Source: pub.vitrue.com



4 hours ago via Verizon Publisher · Share

ic 223 people like this.

View all 134 comments



Verizon Wireless

The vast amount of coverage on Verizon's NHL GameCenter LIVE™ turned an ordinary fan into the all-knowing Hockey Oracle. Click here to put the Hockey Oracle to the test <http://pub.vitrue.com/CzG>



The Hockey Oracle

Source: pub.vitrue.com



Selecting the Top Five Photos

These top photos are automatically chosen from your fan page's default photo album. Here's how to make sure the right images that best represent your brand show up in the top five above your wall.

Step 1. Go to your Facebook fan page and click on *Photos*, then the *Upload More Photos*.



Step 2. Use the *Select Photos* button to upload photos from your computer to your profile.

Step 3. Create a new album for your uploads.

Step 4. After you enter details about your photos and either publish them (or skip publishing them) to your wall, go to your page's wall. If you have more than five photos, you can choose which one will be in the top five by simply hovering over unwanted photos and clicking on the X to remove them.

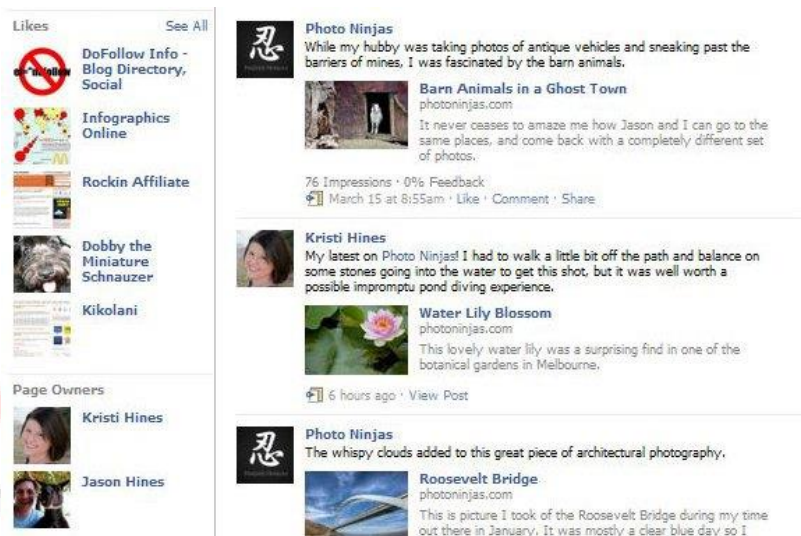


One thing I should warn you about – you may not have full control over your top five photos right now! If you allow people to tag your Facebook fan page in photos, then the latest tagged images will show up in this top five strip on your wall. You can

either be vigilant and keep an eye on new photos, removing them as they come along if inappropriate. Alternatively, you can do the following.

ix. SHOWING PAGE OWNERS

New option for Facebook fan pages is to show *Featured Owners* of the page, which shows up under the fan page's *Featured Likes*.



The screenshot shows a Facebook fan page interface. On the left, there is a 'Likes' section with a 'See All' link. Below it, there is a 'Page Owners' section with two owners listed: Kristi Hines and Jason Hines. On the right, there are several posts from 'Photo Ninjas' and 'Kristi Hines'. The posts include text descriptions and images of barn animals, water lilies, and a bridge. The 'Page Owners' section is highlighted with a red box, indicating the focus of the text.

Some fan pages may want to keep the page owners / administrator private, but a benefit of making them public in some cases would be if one or more of the page owners would be more easily recognizable than the page's brand. For example, I usually don't become a fan of any random blog, but if I saw that it was a well-known blogger behind that fan page, I might be more likely to become a fan.

Setting Featured Page Owners

The following steps will allow you to display your featured page owners.

Step 1. Go to your Facebook fan page and click the *Edit Page* button.

Step 2. Find the *Featured* settings and click on *Edit Featured Page Owners*.

Step 3. Check the box next to the page owners you want displayed, similar to what you do with the *Featured Likes*.

The one thing you should keep in mind is that this is essentially linking the page owner's personal profiles on the fan page. You will want to be sure that each page owner agrees to having their personal profile displayed prior to publicizing them as owners.

x. **LINKING TO A FAN PAGE FROM A PERSONAL PROFILE**

If your fan page's brand has employees who are willing to promote their employer, here is a way to get them to share the fan page with their connections.



xi. **ADDING A FAN PAGE AS AN EMPLOYER**

Here are the steps to adding a fan page to a personal profile as an employer, like I have done with the fan page for Vertical Measures.

Step 1. Be sure you have liked the fan page with your personal profile first.

Step 2. Go to your personal profile, click on the *Edit Profile* link above your top five featured images and navigate to the *Education and Work* section.



Step 3. If you have your company in your list already, but it isn't linked to the company's official fan page, then you will want to click on the *X* link next to their listing and remove them first.

Step 4. Start typing in the name of your employer in the *Where have you worked?* box next to *Employer*. If they appear in the dropdown, then click on their name, but if not, just hit enter to add them. It will usually connect to the fan page if you have liked them. Then continue to fill out your employee details and click *Add Job*.

Step 5. Go to view your profile and confirm that it has added your employer's fan page link to the top information.

You can also use this same approach to get the fan page of your website or other favorite fan page listed at the top of your personal profile, using the "position" of blogger, owner, founder, photographer, etc. by using the fan page as the employer.

Also, if you have multiple employers, you will notice only one shows up on the front of your personal profile. This is usually the one with the most recent start date that is also checked as a

place you currently work. Therefore, if you are trying to get one in particular up there, you will have to make your start date for that one more recent than the others.

xii. WHERE ARE MY TABS?

The last thing I'd like to talk about, since it is something that people have gotten pretty used to, is the movement of the custom tabs from the top of your fan page to the left side menu, underneath your fan page's profile picture.

So how do you promote these items now that they have moved from the top of the fold?

Promoting Custom Fan Page Content

Step 1. If you had a lot of custom tabs, you can prioritize them by clicking on the *Edit* link below them, and then dragging the ones you prefer under the *Wall* and *Info* items which cannot be moved.

Step 2. You can still have one tab that shows to anyone who isn't a fan yet. Go to your Facebook fan page and click the *Edit Page* button. Under *Manage Permissions*, choose the tab you would like as the *Default Landing Tab*.



Step 3. If you want to drive visitors to a specific tab on your fan page, you can link to it directly by clicking on the tab's link from your fan page and then copying the URL from your browser.



Lesson no. 10: Important Apps to do fan Page Marketing

IMPORTANT APPS TO DO FAN PAGE MARKETING

i. FACEBOOK PAGE APP SUITES

a) HEYO

Heyo allows you to easily create contests and campaigns for Facebook with customizable templates.

b) RIPE SOCIAL

Ripe Social offers 11 apps to build a custom Facebook Page. It's an affordable way to build a custom brand on Facebook, with a-la-carte options to choose from.

ii. FACEBOOK TAB APPS

a) PAGEMODO

Pagemodo will help you create custom tabs for your Facebook Page. If you're looking to add a welcome page, show maps, offer coupons, and feature your products, you can quickly and easily create professional Facebook tabs for your business.

b) TABFOUNDRY

Tabfoundry offers an easy way to build contests and custom tabs on your Page. Instead of pre-determined tabs, Tabfoundry gives you a blank canvas with handy drag-and-drop widgets. The Tabfoundry Campaigns app is free with a Hootsuite account.

c) TABSITE

TabSite allows you to build promotional tabs for Facebook, which includes things like contests, sweepstakes, lead capture, and video. You can create tabs in a matter of minutes.

iii. FACEBOOK EMAIL CAPTURE AND CONTACT FORM APPS

a) MAILCHIMP

By integrating MailChimp with your Facebook Page, you can grow your email list and share your campaigns. Once you've integrated MailChimp with your personal Facebook profile, you can run MailChimp on your Pages

b) AWeber

AWeber allows you to sync your email marketing campaigns to your Facebook Page. With the app you can quickly and easily place an AWeber web form on your Facebook Page to capture leads.

iv. FACEBOOK ECOMMERCE APPS

a) *FACEBOOK SHOP*

With Facebook Shop, an app developed by Shopify for your Facebook Page, you can sell products directly on your Page and allow customers to go through the complete checkout process without ever leaving Facebook.

b) *STOREFRONT SOCIAL*

With Storefront Social you can start a Facebook Store and start selling all over the globe. You can add products to your Facebook shop, customize your offerings, publish to your Facebook shop, customize your offerings, publish to your business Page, and set up a checkout system.

c) *SHOPIAL*

Shopial lets you connect your online store to Facebook in just a few simple steps. You can advertise your products, create ads, and get reports for them.

v. FACEBOOK CONTEST AND PROMOTION APPS

a) *WOOBX*

Woobox allows you to create sweepstakes, coupons, and contests for your Facebook Pages. You can easily install a campaign as an app for your Page and Woobox has ready-made campaigns to get you started.

b) *SHORTSTRACK*

With Shortstack you can build engaging campaigns, contests, and promotions for Facebook. You can set up voting and entry restrictions within the app.

c) *WISHPOND*

Wishpond offers 10 apps that make it easy to create social promotions for your business on Facebook. You can run sweepstakes campaigns, photo contests, video contests, and referral promotions.

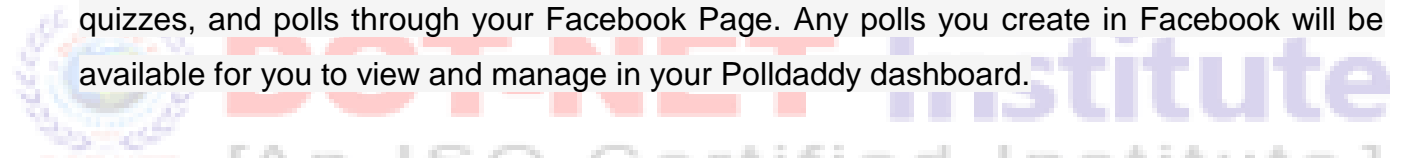
vi. FACEBOOK QUIZ AND POLL APPS

a) *POLLS FOR FACEBOOK*

Setting up a poll with Polls for Facebook only takes a few minutes. You can create fully customizable forms, expand your reach, and chart your results.

b) *POLLDADDY*

Polldaddy has an integration with Facebook that allows you to run Polldaddy surveys, quizzes, and polls through your Facebook Page. Any polls you create in Facebook will be available for you to view and manage in your Polldaddy dashboard.

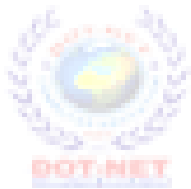


Lesson no. 11: Facebook Advertising

FACEBOOK ADVERTISING

Have you ever wondered why you see the ads you see? We want to help explain our ad system and the controls you have across your ad experience on Facebook, Instagram and other places you might see Facebook Ads.

Our ad products let businesses and organizations connect with the people who are most likely to be interested in their products and services. We believe the ads you see across the Facebook family of apps and services should be useful and relevant to you.



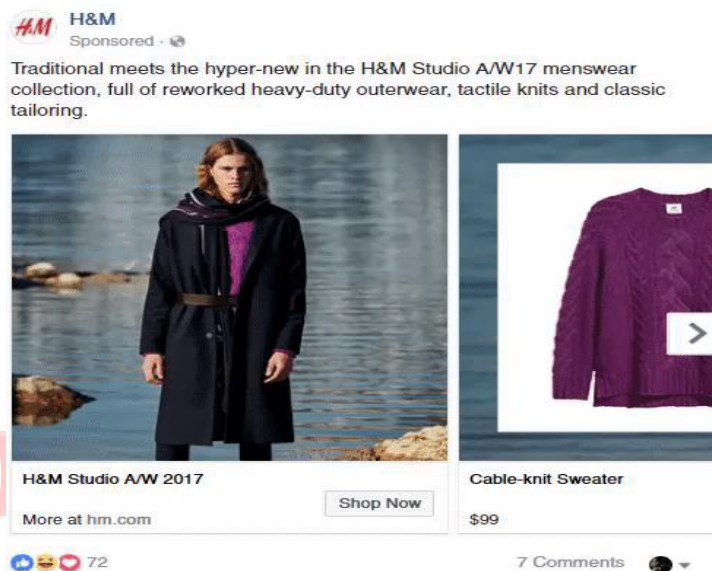
DOT-NET Institute
[An ISO Certified Institute]

Lesson no. 12: Types of Facebook Advertising

TYPES OF FACEBOOK ADVERTISING

i. CAROUSEL ADS

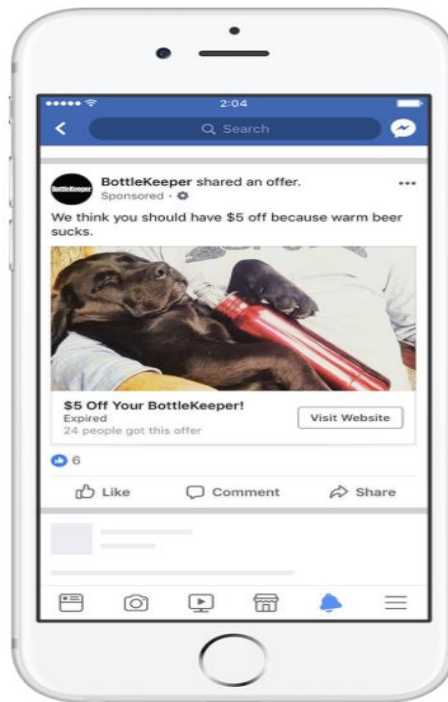
Facebook carousel ads are noted to boast a lower cost-per-conversion and cost-per-click compared to static ads. Interactive and mobile-friendly, creative marketers love to use carousels to show off products and tell stories.



ii. OFFERS AND HOMEPAGE ADS

Even with all of Facebook's functionalities, brands always have the option of keeping their ads simple.

Want to include a discount or promo code? No problem. Traditional Facebook ads such as this one from BottleKeeper can funnel traffic from the social network back to your site. These sorts of ads are great for retargeting, reminding people who've visited your site to engage with you again.



iii. VIDEO ADS

Video content marketing is booming, especially on Facebook where users spend triple the time interacting with video as opposed to text or image-based content.

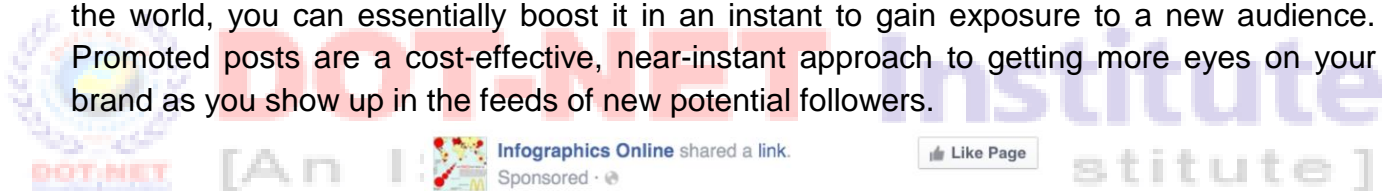
You can think of a video ad as a sort of mini commercial for your brand. Videos are a great way to stop scrollers in their tracks to see what your ad is about. Meanwhile, you also have the opportunity to tell your ad's story without requiring users to leave Facebook.



iv. BOOSTED AND PROMOTED APPS

Perhaps one of the easiest ways to run an ad is by simply promoting your existing Facebook content.

If you have a high-performing piece of content or product launch that you want to share with the world, you can essentially boost it in an instant to gain exposure to a new audience. Promoted posts are a cost-effective, near-instant approach to getting more eyes on your brand as you show up in the feeds of new potential followers.



Like Comment Share

v. LEAD ADS

Akin to a traditional lead magnet, lead ads allow users to download content from your brand directly from Facebook. Ideal

for brands promoting webinars or downloadable PDF's, these types of ads serve as a reminder of Facebook's potential as a list-building tool. If you have a piece of educational content that your audience is hungry for, lead ads are the way to go.



AdEspresso ✓
March 7 at 10:07pm · 🌐

How was your last Facebook ad?
AdEspresso & Hubspot analyzed 111,018 Facebook Ads to find the secret formula for a perfect Facebook Ad.
Get this Free Guide Now!

THE SCIENCE OF SUCCESSFUL FACEBOOK ADS
[Download Now!](#)
HubSpot AdEspresso

Learn The Secret Formula For Successful Ads!
The secret to the perfect Facebook Ad is just one click away! You'll immediately receive an email with direct download link!



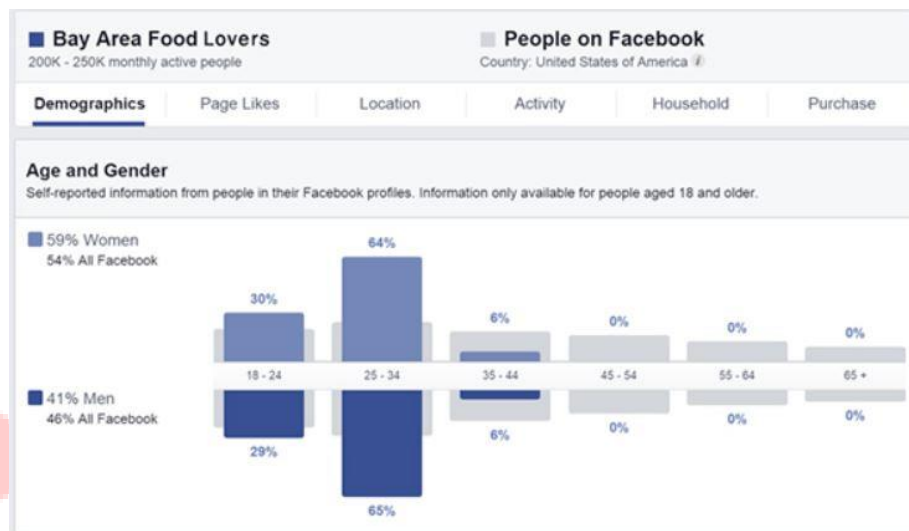
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[An ISO Certified Institute]

Lesson no. 13: Best Practices to Facebook advertising

BEST PRACTICES TO FACEBOOK ADVERTISING

i. CHOOSE THE RIGHT TARGET AUDIENCE

Let's start with a reality check. Your Facebook ads are only as effective as how well you can define your audience.



And sure, you probably think that you know your target audience pretty well, right? Their wants, desires, pain points and what makes them tick.

But harnessing the power of Facebook's ad platform comes down to your audience's *demographics*. Data points such as age, location, job roles and interests are paramount to making sure you're reaching the right prospects.

For example, according to one of Facebook's own client case studies, ad targeting resulted in 3 times higher ROI alongside a

respective CTR and significantly lower cost-per-action. Those numbers are nothing to scoff at.

ii. TEST DIFFERENT FACEBOOK AD TYPES

What separates Facebook from other ad platforms is its variety. The freedom brands have in terms of customization provides seemingly endless possibilities for creative, compelling ads.

Additionally, just about any given goal for your Facebook advertising strategy is fair game.

Looking to drive app downloads? Check.

Need to show off products and offers? Check.

Want to advertise your latest webinar or case study? Check.

And that doesn't even scratch the surface of what's possible via Facebook advertising. Below are five of the most popular types of Facebook ads for brands:

iii. TAP INTO THE POWER OF FACEBOOK REMARKETING

If you're on the fence about your audience or what type of ad to use, don't panic. The process of setting up a campaign can be daunting as you wonder whether or not your hard work will pay off.





As a result, you might want to consider honing your Facebook advertising strategy on your existing leads. Through remarketing, Facebook allows you to serve ads to a custom audience of people who've interacted with your brand before based on a Custom Audience. These interactions might include:

- a) People who have previously visited your website
- b) People who have made a purchase on your site in the past
- c) People on your email list

Create a Custom Audience ✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

	Customer File Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
	Website Traffic Create a list of people who visited your website or took specific actions using Facebook Pixel.
	App Activity Create a list of people who launched your app or game, or took specific actions.
	Engagement UPDATED Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel

These people represent your hottest leads who already know your brand and what you're all about. This makes it easier to give them that extra little "push."

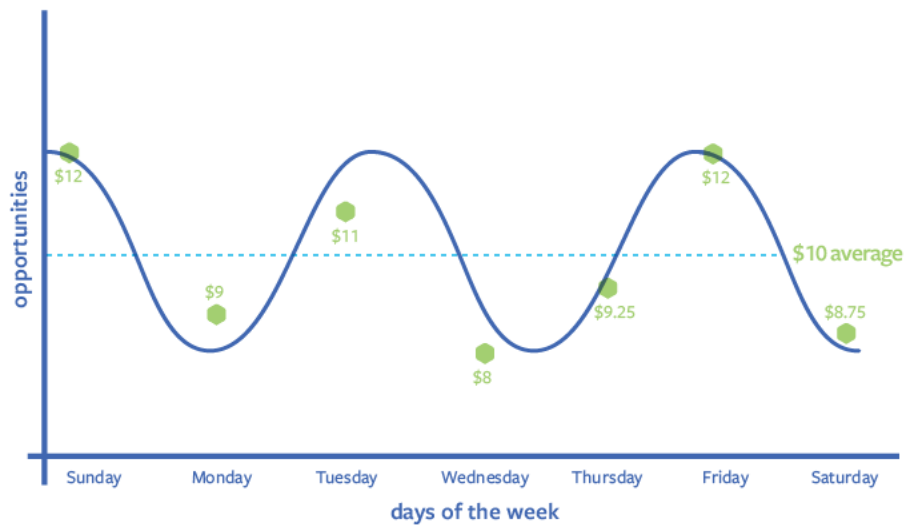
iv. RUNNING BUDGET FRIENDLY FACEBOOK ADVERTISING STRATEGY

Facebook ads are lauded for their impressive CPC and ability for brands to define their own budgets.

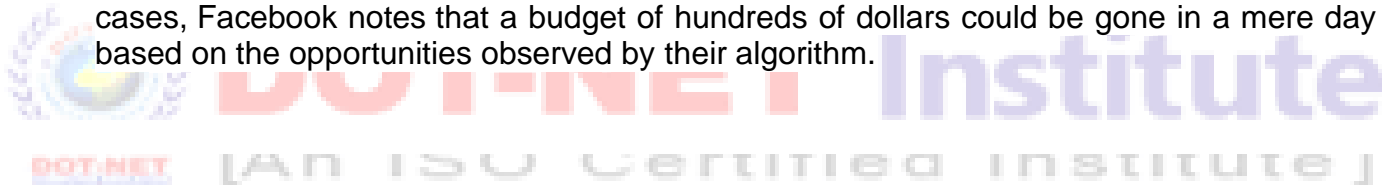
But poorly targeted campaigns that are left unchecked can quickly get pricey. Facebook advertising cost varies depending on your industry and size of your audience, as well as the timing and optimization of your ads.

Facebook allows you to set your budget on either a daily or "lifetime" basis. On a daily budget, Facebook determines the best opportunities to serve your ad based on an average over

the course of time. Facebook may exceed your budget by 25% if they deem necessary based on the opportunities available.



On the flip side, you can set a flat fee budget (aka “lifetime” budget) where Facebook will spend as much or as little of your budget as they see necessary over time. In some cases, Facebook notes that a budget of hundreds of dollars could be gone in a mere day based on the opportunities observed by their algorithm.



Lesson no. 14: Understanding Facebook best practices

UNDERSTANDING FACEBOOK BEST PRACTICES

i. TAKE ADVANTAGES OF FACEBOOK VIDEOS

In the past few years, Facebook videos grew significantly in popularity. Thanks to quick recipe videos from Tasty and Chewbacca-masked moms, people turn to Facebook for engaging content.

Video shares on Facebook grew by 100% over the last year as well. Now more than ever, your business has the chance to take advantage of a flourishing content stream. In the past, the trend was to use images to drive further engagement—which is still not a bad option.

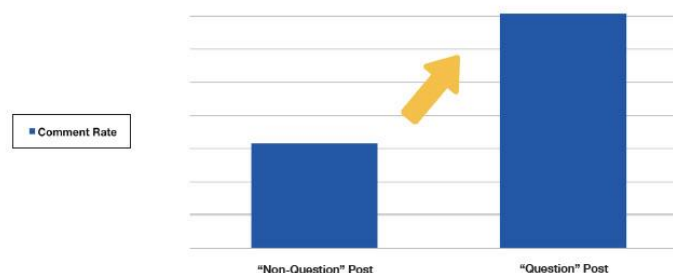
ii. KEEP POST SHORT AND SPECIFIC

Facebook is unique in the way it can post images, videos, short or lengthy text.

However, many marketers see success on Facebook when they're short and succinct with content. Like we mentioned earlier, keeping your customer's attention is critical. This is why so many brands have seen success with shorter content on Facebook.

Ask questions to spark dialogue –

"question" Posts generate Comment rates **double** that of "non-question" Posts.



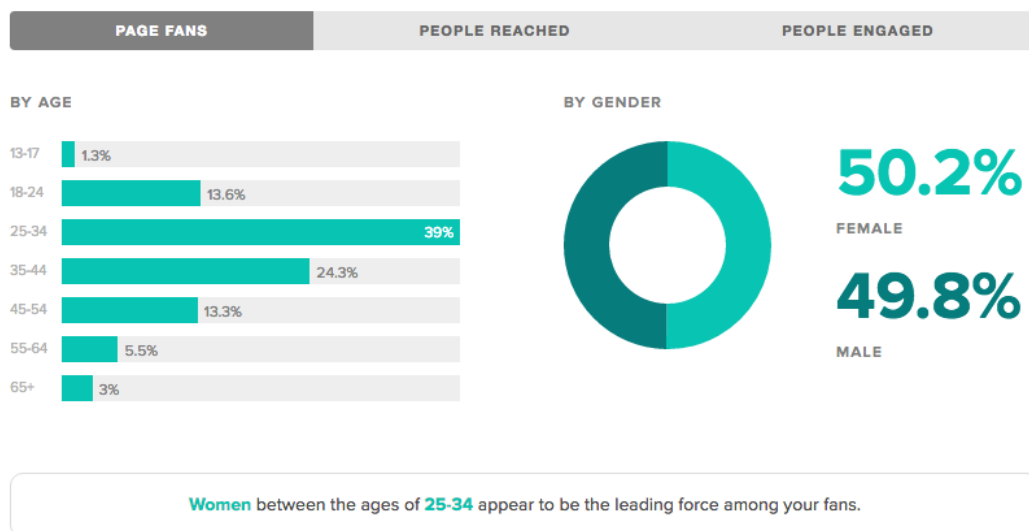
iii. KNOW YOUR TARGET AUDIENCE

Your Facebook demographics tell you everything about your customers. Study this core group inside and out to know who to target. Your social media demographic scan change per network. It's not easy keeping track of something that's

constantly evolving unless you have the tools to measure and report on your demographics.

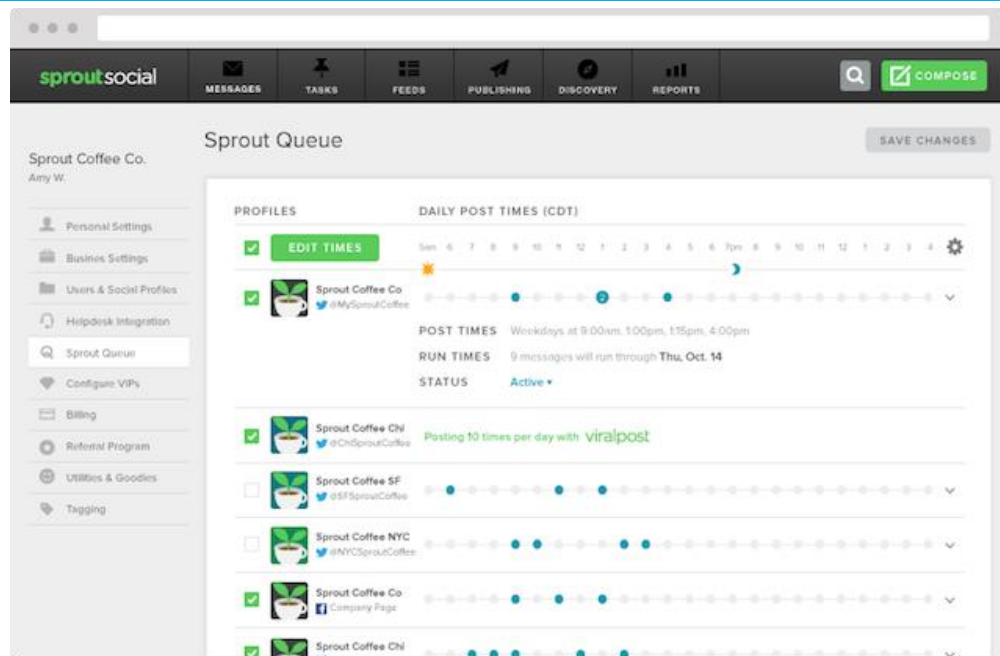
By using a third-party social media management tool like Sprout Social, you gain in-depth insights to user demographics that go above and beyond what's provided only on Facebook. Sprout's Facebook demographic reports can help paid search, advertising and social media marketing teams hone in on their core audience.

Demographics



iv. POST FREQUENTLY AND TIMELY

Your overall post frequency and subject matter can change for each network. Facebook is no different and the network tends to flourish on brevity.



Use Sprout Social's ViralPost. This amazing feature posts your Facebook content when your audience is most likely to be engaged. Take out the guesswork and know you're posting at the best times with ViralPost.

v. USE TRENDY TOPIC AND HASHTAGS TO STAY RELEVANT

Trendjacking is a social media term that refers to hopping on a trending topic to promote your brand. It's one of the harder social marketing tactics because it can often backfire for brands.

Simply take caution when posting on trending topics, but don't be afraid to get in the conversation. Or you can use hashtag tracking tools to discover what people are saying about you on social.

Lesson no. 15: Understanding edge rank and art of engagement

UNDERSTANDING EDGERANK AND ART OF ENGAGEMENT

EdgeRank takes into consideration which stories an individual user has shown interest in in the past, and attempts to show them more stories that are similar, and less stories on topics and from Pages that the user may not be as interested in.

In other words, Facebook tries to hide the stories it thinks you'll find boring, and only show those you should be interested in.

This is why we talked about how Facebook may be hiding posts from your Facebook Page and how to instruct your followers to make sure they're seeing more.

XII. PRACTICAL SESSION 2

i. CREATE FACEBOOK ADVERTISING CAMPAIGN

- a) Log in to your Facebook Ads Manager and select Audiences
You'll find Audiences in the dropdown menu when you click on Business Manager at the top left-hand side of the screen.

- b) Click on Create Audience and select Custom Audiences
Again, you'll find Create Audience at the top left on your screen. For retargeting, we're going to select Custom Audience, which will allow us to set up a campaign that reaches people who visited a website.

Audiences

[Create Audience](#) ▾ [Filters](#) ▾ [Customize Columns](#) ▾ [Create Ad](#) [Actions](#) ▾

	Type	Size	Availability
Custom Audience			
Lookalike Audience			
Saved Audience			


c) Select Website Traffic


You have some options here, but for retargeting, we're going to focus on website traffic so that we're reaching the people who got to your site.


Create a Custom Audience ✕


How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

 **Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

 **Website Traffic**
Create a list of people who visit your website or view specific web pages

 **App Activity**
Create a list of people who have taken a specific action in your app or game

 **Engagement on Facebook** NEW
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

[Cancel](#)

d) Select your target audience from the dropdown menu

You'll be taken to a screen, as seen below, that allows you to create your audience. You have the option of targeting the following:

Anyone who visits your website, People who visit specific pages, People visiting specific web pages but not others, People who haven't visited in a certain amount of time

a) Custom combination

Create Audience ✕

Pixel ? ● **Acquisio's Pixel**
Pixel ID:

Website Traffic ? **People who visit specific web pages** ▼

Include people who visit any web page that meets the following rules.

URL contains ▼ Add URL keywords

In the Last ? days

Include past website traffic

Audience Name
[Add a description](#)

⚙️ Cancel Create Audience

Just to show you how it looks, we set up a custom audience targeting people who visit our blog. As you can see above, you can target a date range, give it a name, and you're ready to get started.

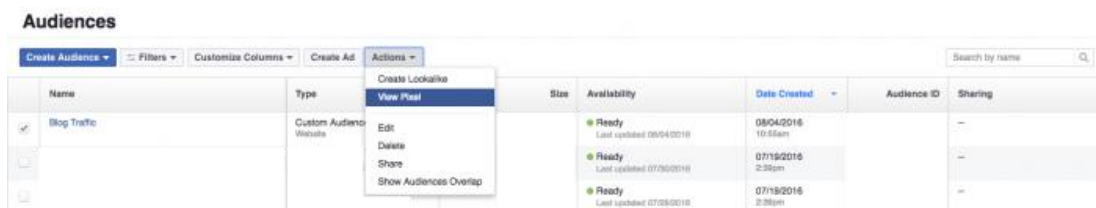
b) Get your pixel code and place it on your website

If you don't already have pixel (tracking) code on your website, you'll need it in order to start retargeting.

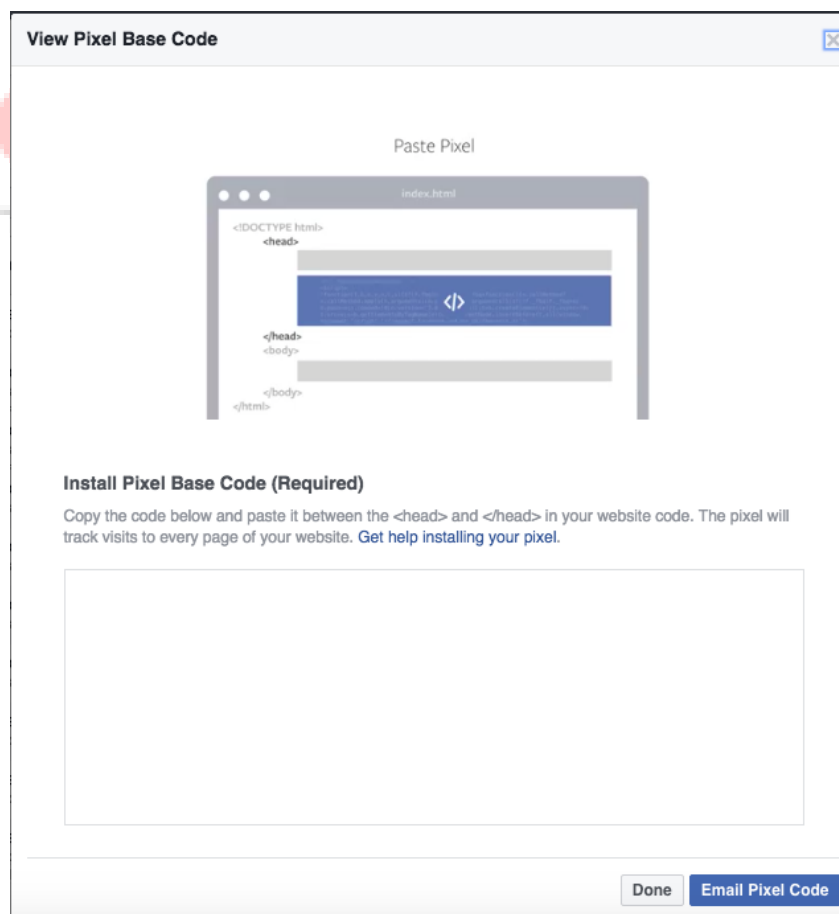
What is pixel code? It's the code that you'll need to put on your website to track visitors. Why is it called pixel code? The code will place a tiny 1x1 pixel on your website that is transparent and can't be seen. It allows the visitors to your site to be tracked. By knowing they've seen the pixel, you know they've been to a particular page of your website or have taken a particular action.

Here's how to get the code: In your Audiences section of Ads Manager, you'll find your new retargeting campaign. Select it,

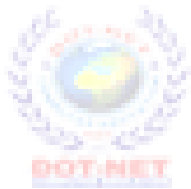
and then click on Actions and click View Panel in the dropdown menu, as you see below.



You'll then get your pixel base code (we've blurred ours in the image below, but this is where you'll get it), which you can place on your website if you're capable, or have your developer put it in there.



And now you're ready to go!



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