

## 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:

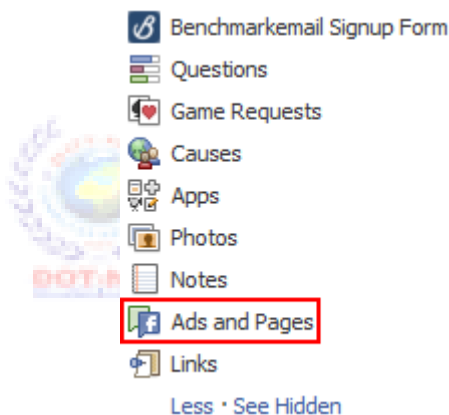
- a) Go to [facebook.com/pages/create](https://facebook.com/pages/create).
- b) Click to choose a page type.
- c) Fill out the required information
- d) Click Get Started and follow the online instructions.

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.)



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- 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

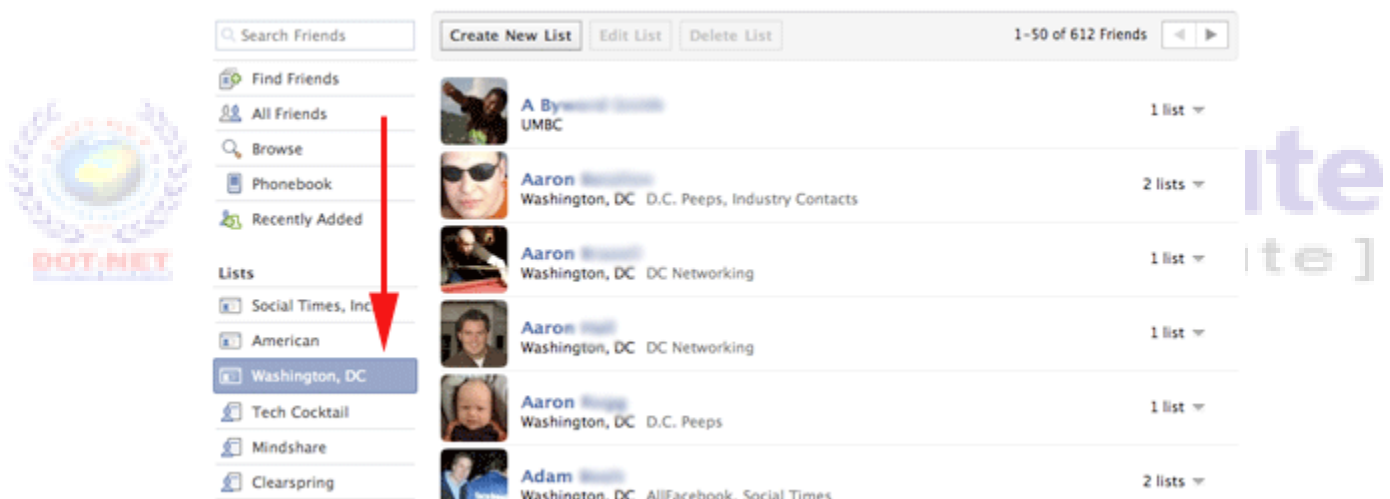
Fileoption. (If you don't have a spreadsheet, export your contact list from your Benchmark Email account.)

- 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

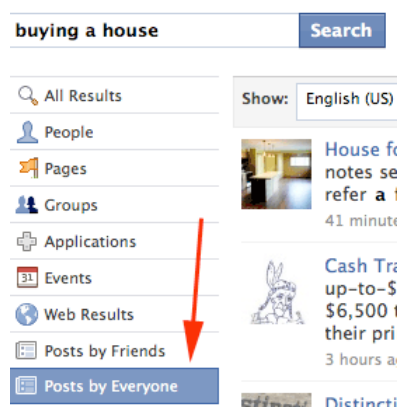
automatically send an invitation to your fan page to all of your colleagues listed in that category.

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.*

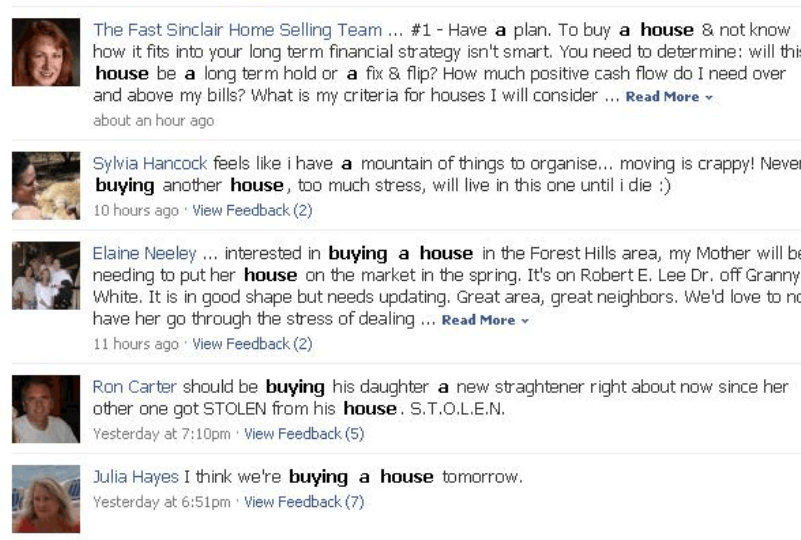


The updated Facebook Search feature (see the Search bar at the top of Facebook) gives you a view into conversations of your

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:** 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](#) about an hour ago
- Post 2:** 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:** 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](#) 11 hours ago · [View Feedback](#) (2)
- Post 4:** 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:** 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*

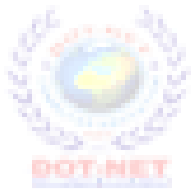
The Facebook Fan Page Twitter application is a great tool that brings your Twitter following back to your fan page. When you post a status update, a link or a photo (you can choose) on your Facebook fan page, there will be an update to Twitter with a shortened bit.ly link back to your fan page. This is just pure genius to drive traffic from another source right to your page.

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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