

## 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

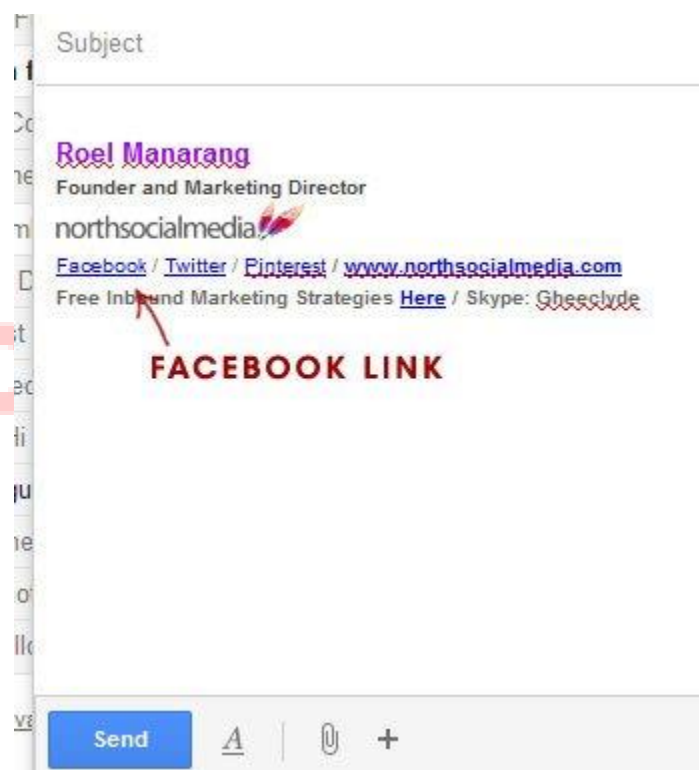
Remember that it is advisable to have a website for every business since it will function as your sales transaction hub or storefront where people buy your products or learn more about your services.

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