LocBox

A BULLETPROOF GUIDE
TO FACEBOOK MARKETING
BEYOND LIKES
Facebook Is Too Good (and Too Big) to Ignore

Worldwide, people invest a lot of time using Facebook. More importantly, YOUR CUSTOMERS spend a lot of their time on Facebook. Just look at the impact Facebook has had on how people spend their online time.

Source: Facebook 7-1-2014 as catalogued on statisticbrain.com
Facebook Isn’t Just for Connecting with Friends

It is an extremely valuable channel for your small business to reach and grow a pool of potential customers, engage with them online, get them to buy from you, and get their help to repeat the cycle.

- **Active Facebook users**
  - Every month
  - 1.23 billion

- **Of Facebook users**
  - Check their accounts more than 5 times daily
  - 23%

- **Of Facebook fans**
  - Like a page to get a coupon or discount
  - 42%

- **Of businesses**
  - Have found a customer on Facebook
  - 52%
Facebook Can Be Risky for the Uninitiated

Many businesses try Facebook but abandon it too early. You attempt a few things that don’t produce results and decide Facebook marketing isn’t for you. However, your payoff for investing in Facebook is really just proportional to your knowledge of good Facebook strategies.

When you learn the marketing approaches that work and see some success, you’ll realize Facebook has huge potential and that you can get really good at it!
Putting the Pieces Together...
3 Step Recipe for Building Your Business through Facebook

1. Grow Your Audience
2. Engage Your Fans
3. Monetize Them
Facebook Fans Might Just Be The Holy Grail For Marketers

Facebook Fans are people who have liked your business’s Facebook page. Fans start seeing the posts from your page in their news feed. Effectively, they’ve expressed an interest in your business and have given you permission to “talk” to them on Facebook. This is the Holy Grail to a marketer because unlike email addresses that change every 6 months, almost no one changes their Facebook account…ever.

It is estimated that 25-50% of email addresses in business lists change every year

17% of Americans create a new email address every 6 months
When you have an irresistible Facebook presence, customers will naturally want to become fans. Organically acquired Facebook fans come from a kind of online word-of-mouth where your current fans like and share your engaging content.

Some special kinds of content, like video loaded directly into your status updates, will allow people to directly Like your page from the content.

Sometimes all you have to do is ask. Ask your fans to spread the word about your page, share some good content, or recommend you to their friends.

Especially if you’re just getting started on Facebook, your business might need a little extra boost. Get quick exposure to potential customers through paid ads, promotions, and sponsored or “boosted” content on Facebook. You can target this content to friends of fans and other custom audiences.

Just make sure to follow the same content rules. Make it compelling, entertaining, and eye catching so you can grab the attention of Facebook users you reach.
We established that Likes are a cornerstone in Facebook marketing. You can get people to like your page and become fans through paid and organic approaches. But did you know you can use your Fan base to attract more Fans?

Facebook allows you to target your content and advertising to friends-of-Fans. That means your engaging content and compelling offers can reach beyond the folks who’ve liked your page. It’s almost like having your Fans share their address books with you.
Moreover, Facebook has a feature that allows you to create "custom audiences" by uploading your existing email addresses. Facebook finds those users by email address and lets you target these groups with content, offers, and advertising. Wow! You can market to Facebook users who haven’t yet liked your page. You can also create custom audiences from visitors to your website by adding the Facebook tracking pixel to your site.

"Look-a-like" audiences are another way to target Facebook users. Look-a-likes are people that are similar to a customer list you care about. They might have the same interests (e.g. people who like the same movies as your audience or people who have the same interest in politics) or characteristics like gender. You can target look-a-likes too!
You’ve heard it before...content is king. It’s even truer on Facebook. You need to plan on posting multiple types on content, offers, images/memes, video and more anywhere from several times a week to several times a day.

Remember, you’re trying to reach your Fans to have them not only share your content but to engage more Fans. So, a good mix of entertaining content is what the marketing doctor prescribes for Facebook.
Other forms of effective content include structured campaigns comprised of Facebook contests, questionnaires, quizzes, and special occasion offers (birthday or anniversary). How many times have you seen a Facebook post from one of your friends that shows their results from a quiz? Which celebrity are you most like? What job would you best at? The list goes on...because people engage with that content in Facebook, and they turn over their email address in the process.
Paying for exposure works here too. Posting content to your Fans is free, but reaching 10x that many people will cost you some paid promotion. But remember, every time your content reaches someone new, you have the chance of making them a Fan and growing the entire Facebook universe for your business!
All of this audience building sounds fun right? But how does that lead to growing your business? The answer: it’s the critical click or “conversion” that we’re after.

When you’ve got your audience engaged, sprinkle in an offer campaign. Make sure you target the right people. Maybe create a custom audience of your local customers and offer them a walk-in deal. Target other customers with online promotions. Don’t blast out a generic “our business is the best” message. Be deliberate in targeting valuable offers to the right audiences.
The examples shown here have a couple things in common that make the offers work:

1. They are visually impactful
2. They have a clear call-to-action
Like other things you do to grow your business, it takes a consistent effort to make the system work for you. Whether you do it yourself or get expert help to build and run your Facebook campaigns, if you invest in Facebook tactics that work – the ones outlined here – your business will reap the benefits of more customers and increased revenue.
LocBox developed an innovative online marketing platform with the tools and measurement needed to bulletproof your Facebook marketing. And like every great provider of tools, LocBox has a team to help you take your Facebook performance to new heights. We’ve helped 1000s of business owners expand their fan base, engage new customers, and ultimately drive more business. We’re here to help.

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