Facebook Marketing Resource Guide

About Facebook - Facebook is used for sharing information, entertainment, links to content, and enticing an audience to click on content links. Facebook is the most popular platform with billions of users and Facebook also owns Instagram. Users are a wide mix of demographics and use the platform daily. A Facebook Business Page is recommended for all Businesses, but you must create a Facebook profile page first.

Who is on Facebook?

* There are over 2.4 billion people on Facebook, 43% female and 57% male
* 96% of Facebook users accessed via mobile devices
* 88% of online users between age 18-29 are on Facebook, 84% of age 30-49
* 82% of college graduates are on Facebook
* 72% of online users of income more than $75K are on Facebook

For Marketing Facebook is Best Used for;

* Creating Brand Awareness
* Lead Generations
* Conversions – Clicks to Website
* Customer Service

When are the most popular times to post to Facebook?

* B2C- 6-8:00 am and 2:00-5:00 Thursday – Saturday
* B2B- 6-8am, 12-1pm and 5-6pm Monday - Friday
* Each business and industry can be different. Once you have your Facebook Page up and running, use Facebook Audience Insights to see when your specific customers are engaging with you.

How Often to Post on Facebook?

* Marketers should make frequent posts, 5 or more times a week. Some industries are different so social listening will help you optimize this for your product or service. You can schedule posts on Facebook so a content calendar and planning ahead is recommended.

Marketing Tips

* Fill out the entire Profile section for your Facebook Business Page
* Keep posts to 80-160 characters.
* Post on a regular schedule
* 80% of content should be information and solutions for an audience, 20% is promoting a product or service
* Text posts should always include an image
* Link your Facebook Page on website and email
* Have a clear call to action on all posts and within the Facebook Page
* Use the Insights on your Facebook Page to see how posts are performing. Use more of the well performing content and less of the underperforming content. Do not blindly publish content without measuring the results.

Where to Start

* You must create a Personal Profile to set up a Business Page or Group
* Optimize your Business Page by having **a complete profile section** filled in with a relevant profile picture (usually logo), cover shot, engaging about section, call to action, and all parts of the profile sections filled out.
* Link to your Business Page on your website, in your email signature, newsletter, and other channels.
* Incorporate Facebook like and share buttons on your website and blog to make it easy for people to find, follow, and share your Page in one click
* Create a Vanity URL for your Facebook page to ensure you are found in searches.  [How to create a vanity URL in Facebook](https://7080815-520649574310515900.preview.editmysite.com/editor/facebook.com/username)
* Use native videos instead of linking to other platforms
* Use a variety of content including pictures, videos, infographics,  [other content ideas](http://weebly-link/610006311704156995).

Posting on Facebook - Free

* Main types of posts – Text with image, video, links, stories, ask a question, articles, Polls. 80% of posts are to share content and solve problems for your audience. 20% is promoting a product or service.
* A good Facebook Post has the following
	+ - A link to website or landing page
		- Brief text, 40 Characters or fewer
		- Gets published during peak times
		- Follows a regular posting schedule
		- Has a Call to Action
		- Provides timely information for an audience
		- Share posts on Personal Profile
		- Target trying to get Comments, Replies, Likes, Shares, Clicks
* Posts work best with text between 60-80 characters that include images. Keep in mind short content messages are read more than long detailed copy.  When posting to your Facebook Page, remember that the first 18 characters of a Facebook post serve as the meta description (what google uses to rank your page) in Google searches.
* Facebook Live can be used to record and post real-time videos.
* Connect your Facebook page with your Instagram Page if you have one.

Facebook Ads - Paid

* Once you have mastered the basics of managing a Facebook Page you can explore using [Facebook ads](https://buffer.com/library/facebook-ads) to reach a wider audience.
* Facebook advertising provides the most comprehensive targeting to help you reach the specific audience you have in mind. You can specify your target audience based on their location, their demographics, interests, behavior, and more.
* Through the [Facebook Ad Manager](https://buffer.com/library/facebook-ads-manager), you can create ads that’ll also show on Instagram, Messenger, and Audience Network (Facebook’s network of publisher-owned apps and sites).

Here is How to Run a Facebook Ad

1. Click on Ad Center at the top of your Facebook Business Page
2. Click on Create Ad
3. Choose an objective
4. Select the audience you want to reach
5. Decide where you want to run your ads
6. Set your budget (daily or lifetime)
7. Pick a format (Photo, carousel, video, slideshow, or collection)
8. Create a Business Manager Account and an Ad Account in Facebook to help manage Facebook and Instagram advertising strategy. Because Facebook owns them both you can manage both advertising strategy in the Facebook Business Manager.

Facebook Audience Insights

A free tool that can be accessed at the top of you Facebook Business Page. The tool provides information about your Facebook users including those who are already fans of your brand, as well as custom audiences like email subscribers or past website visitors. Use Facebook Audience Insights to measure the success of a post or ad and track the using habits of your audience.

Understanding the Facebook Algorithm

*The new Facebook algorithm works by prioritizing content posted from friends over publishers, with a focus on “meaningful interactions.” You should tailor your published content to promote positive engagement, or what Facebook has defined as “meaningful interactions” - Comments, Replies, Likes, Shares, Clicks (*<https://tinuiti.com/>)

Facebook Vocabulary

Facebook Profile

A profile is where you get started with Facebook. You have to set up a personal profile to have a business page, group or do most anything in Facebook. In a Facebook profile you can share information about yourself including interests, photos, videos and current activities. Your information will appear in a newsfeed, which your profile will also have so you can read what others posting. You can control who sees your information in the privacy settings. Anyone with an email can create a Facebook Page.

Facebook Page

Facebook requires every Facebook Page to be linked to a Personal Facebook Profile, but all the information posted on a page are separate from your profile. People will be able to learn about your business and connect with you. You can post information and updates on your business similar to a Facebook Profile. To set up a Facebook Page click on the drop-down icon in the upper-right corner of your Facebook Profile and select “Create Page”. [Facebook tool for creating a Business Page](https://www.facebook.com/business/pages/set-up)

Note – Facebook allows you to decide who sees your Personal Facebook Profile through [Facebook’s privacy settings](https://www.facebook.com/settings?tab=privacy), but your Facebook Business Page is public for anyone to see. People can like and follow your Facebook Page.

Facebook Group

Groups are where people with shared interests can communicate and share ideas. You can create a group about anything that interests you like sports, hobbies or a book club. You can customize privacy setting for permissions or to let anyone join your group. To set up a Facebook group click on the drop-down icon in the upper-right corner of your Facebook Profile and select “Create Group”.

Facebook Messenger

Facebook messenger is an App you can install in your Facebook Profile.

Messenger is an instant message service that allows Facebook users to chat with their friends, have group chats, send videos/pictures, play video games and more.

Note – Messaging works on a Facebook Profile, but you can’t initiate a private conversation from your business page, only reply to messages you’ve received. From a Business Page you can send a Messenger Link to initiate a messenger setting.

Facebook Stories

Facebook Stories is a type of post within Facebook launched in 2017 and is similar to Instagram Stories. Stories are visual not text based and disappears in 24 hours. Stories allow for more creative and frequent engagement that can feel for authentic.

Facebook Live

Facebook Live is another type of post within Facebook. Users can broadcast live videos from the Facebook mobile app and users can comment in real time. The host and viewers can interact. With video being one of the fastest growing trends on social media, Facebook live is also seeing growth.

Facebook Ads

With a Facebook Page you can create paid ads to appear in others newsfeeds along with posts. Facebook does a great job of helping you pick a target audience and set up your ads.

[*Facebook Ads Manager*](https://buffer.com/library/facebook-ads-manager)

Facebook Ads Manager allows you to run ads in Facebook, Instagram, or Messenger. It's an all-in-one tool for creating ads, managing when and where they'll run, and tracking how well ads are performing.

Facebook Business Manager

Facebook Business Manager allows businesses to manage business pages, ads, and other business tools like Pixels in one place.

Facebook Insights

Facebook Insights help you understand how your Facebook Page is performing, Facebook provides a helpful, comprehensive analytics dashboard within Facebook Insights.

Facebook Marketplace

On Facebook Marketplace, Facebook allows you to buy and sell products and services. Individual or businesses can use marketplace.

Facebook Pixel

Code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

*(Sources -* [*https://www.facebook.com/business/*](https://www.facebook.com/business/)*,* [*https://hootsuite.com/resources*](https://hootsuite.com/resources)*)*