

# In A Fog About Facebook Marketing?



## SWIM, DON'T SINK

YOU can do this, one step at a time.  
Facebook Marketing may keep you and your business from going underwater.

### Think Strategy!

Why do you need a marketing strategy?  
How will a strategy benefit your business?

Create your marketing goals!

- Goals:
- keep you focused
  - allow you to measure progress
  - keep you on track
  - give you motivation

Identify your demographics

- Gender
- Age
- Interests

Identify what your business is:

- List your service?
- List your product?
- List the reasons your service or product benefits your target audience.

### Aim For A Target!

Who is your target for marketing?  
Where will you find them?  
How do you know your business will benefit them?

### Who Are You?

Business Profile Necessities

- Cover Photo
- Profile Photo-Usually a logo
- Follow Facebook Tips to complete your business page
- Check out Page Setting: Templates and Tabs
- Add Collaborators
- Publish your post

What is needed on a business page profile?  
Does it highlight your product or service?

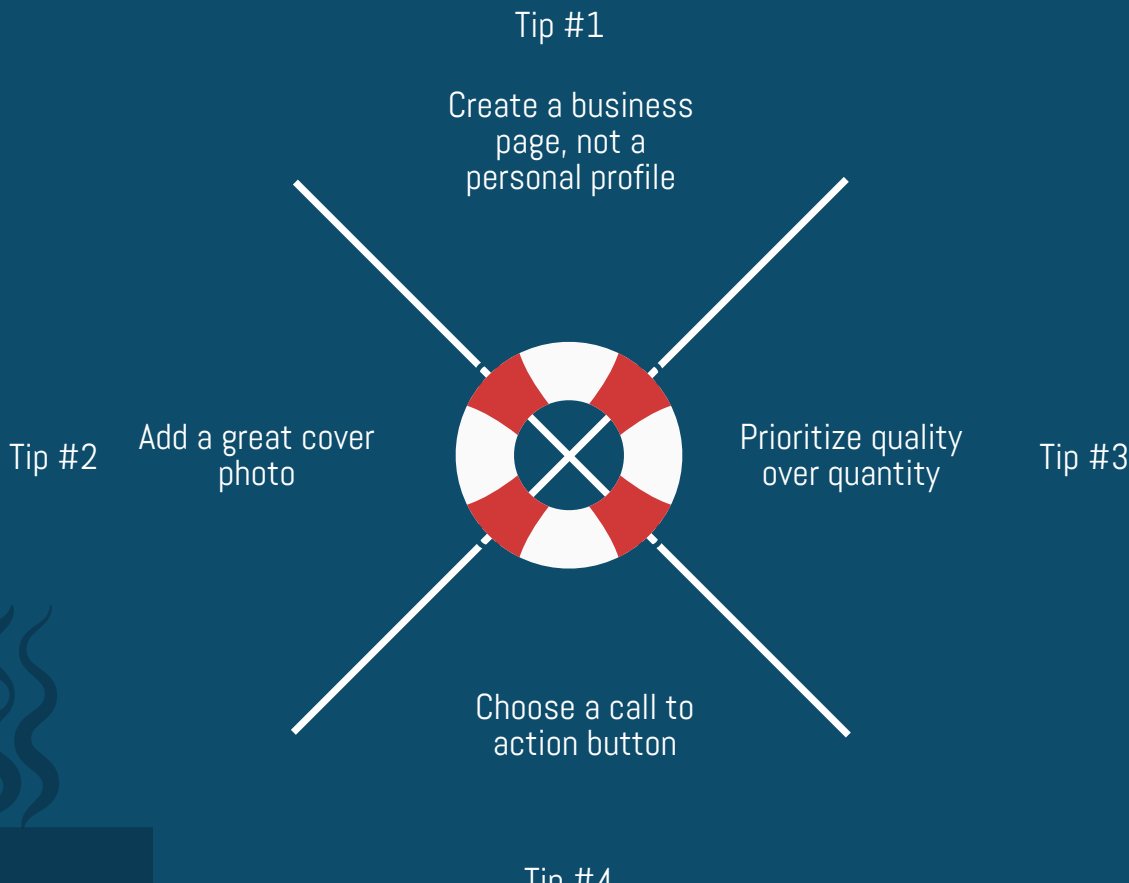
### Content: Make or Break!

What is content?

Content:

- personal status
  - images
  - infographics such as this
  - facts and stats
  - videos, polls, tips
  - any promotional content you write.
- Content engages customers

## WHAT CAN YOU DO ABOUT IT?



### Time for a Promotion

Are you a Whale or a Shark in your marketing approach?

Will you swim through the advertising market with your mouth open taking large gulps of marketing tactics to siphon the "krill" of the market?

Timing is critical

Will you carefully study the market and take a bite out of the area you desire?

In this ocean, content is king

Swim?

### Need a Boost?

What is a boosted post?  
Why should I boost a post?

- Boosting posts
- increases visibility & readers
  - is fee based marketing

- Boost any business post by:
- Clicking the little blue button
  - Choose your audience
  - Choose the amount you want to spend
  - Choose the number of days your post will run

Here's the catch!

- Open your Facebook Business Page
- Click INSIGHTS Overview: Page likes, post reach, engagement

It is the tools you need to reel in live customers

### Analysis Paralysis

Facebook Insights  
What worked?  
What did not work?

Sink?