



THE BEST MARKETING TIPS FOR FACEBOOK BEGINNERS



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The Best Marketing Tips for Facebook Beginners



**ARE YOU NEW TO THE WORLD OF DIGITAL MARKETING?
NOT SURE WHERE TO START?**

I've got one word to say to you... "Facebook".

Whether you've got a personal Facebook account or not, chances are you have heard of this social media giant. It's infamous for being the world's largest social network with over 2.27 billion active users, 1.5 billion which are active everyday! So, if you've got a business and you're not on Facebook, actively promoting and engaging with your audience, then you're seriously missing out. Facebook is a FREE marketing tool that allows you to access potentially 2.27 billion people all over the world.

Feeling overwhelmed? - That's okay, it's normal.

"Is my audience even on Facebook?"

The answer is: most likely, yes.

Facebook is the strongest social networking site across five generations, with a majority of Australians in every generation using Facebook.

The CEO of Roy Morgan Research says that, "Facebook is visited by over 17.1 million Australians in an average four weeks reaching over 83% of Australians aged 14+."

That's a whole lot of people!

What are you waiting for!?



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STEP 1:

Create a Facebook business page

Creating a Facebook business page is easy, it's like creating a personal profile except think of it as an information hub about your business for your potential consumer. Users will have the opportunity to 'like' or 'follow' your page.

What's the difference?

Like = when a person chooses to attach their name to your page as a fan.

Follow = when a person chooses to be notified of your updates in their newsfeed.

STEP 2:

Set up your page

A poorly set up Facebook page will hurt your business' credibility, so make sure that you take the time to properly set yours up.

Profile image: this is simple - your profile image should be a high def copy of your logo.

Cover image: tell a story about your business, provide your contact details or your elevator pitch. Again, make sure it's high def.

'About' section: keep it short and sweet, this appears directly under your logo and should only be a basic description of your business. You can include lots of details in the extended version of the 'about' section.

To make sure you cover everything, answer the following questions when writing your 'about':

Q1. What does your company do?

Q2. What makes your company different?

Q3. Do you have any quirky facts to share? If yes, what are they?

Tone tip: Keep your tone informal and casual on Facebook.

STEP 3:

Post things that are valuable

Don't be the kind of brand that posts endless updates on things that followers don't care about, instead post things that are relevant to your business, in moderation.

Often people don't know what to post, so here's a little list of ideas:

- Tell people about your brand
- Show people the face behind the brand
- Share your brand values
- Share links to blog posts that you've written
- Share links to relevant articles and videos that you think are valuable to your audience
- Run a competition or share a discount code
- Share tips and tricks that are industry related

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How often should you post?

There is no need to post more than twice a day, in fact, most businesses would post just once a day. Spamming your audience and clogging up their news feed is the quickest way to lose followers. So before you post anything, ask yourself: "does this add value?"

STEP 4:

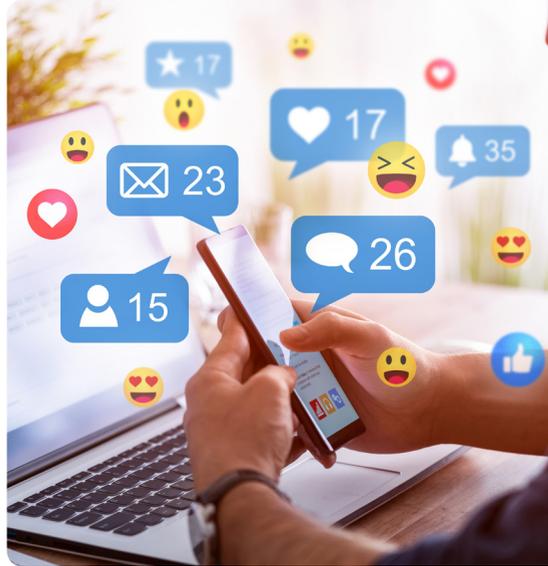
Stay up-to-date with your insights

Pay close attention to your audience insights, I recommend keeping a weekly or monthly report so that you're able to see what sorts of posts are working well and which ones aren't, that way you can adjust your content accordingly. Insights are also a great way to decide when to post things for maximum audience engagement.

STEP 5:

Get involved in groups

News flash: Facebook's main objective is to make money, how do they do that? By getting businesses to pay for Facebook ad campaigns and boosts. Why? Because the algorithm is designed to 'hide' business posts. How can you get around that? Make the most of Facebook groups. A good way to think of Facebook groups is as discussion forums for people who are interested in similar things, and although posting to groups is generally limited, getting involved in threads is a great way to get your brand out there.



STEP 6:

Targeted Facebook ads

If you are interested in spending money on Facebook ads then you'll be glad to know that Facebook offers amazing targeted advertising.

Make sure that when you are putting money towards an ad you aren't just 'boosting' a post. Boosts = less conversion. Also, it's important to be very picky with your audience, having a generic audience will mean that your ad gets shown to less people as it's competing against thousands of other businesses for the top spot.

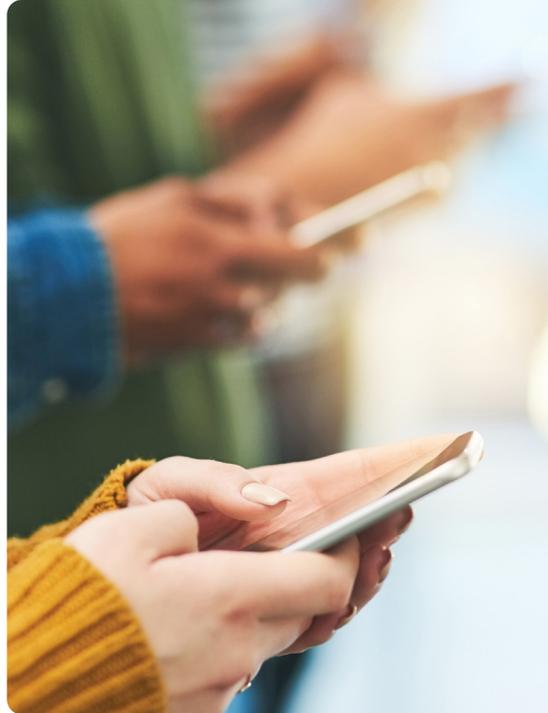
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STEP 7: Engage

As with all social media platforms, Facebook is all about encouraging your audience to reach out and engage with what you're putting out. Make sure that you're responding to comments and direct messages as soon as possible and keeping your audience up to date.

The most important thing to remember when marketing your business on Facebook is that it's a flexible platform, it allows almost any business to target their specific niche audience, but you have to take the time to learn who that audience is. By knowing your audience you'll be able to craft content that is relevant to them, so that they'll want to continue following you, getting to know you and what you have to offer. People will only purchase your product or service once they trust you and Facebook gives you a platform to build that trust.



STILL HAVING TROUBLE GETTING YOUR HEAD AROUND THE WORLD OF FACEBOOK MARKETING?

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