

FACEBOOK MARKETING GUIDE



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FACEBOOK MARKETING GUIDE

Even if you work with a social media marketing company, educating yourself on the latest in marketing strategies is key to your success. Facebook is now a smart and cost-efficient marketing option that benefits publishers and businesses offering better exposure and the ROI they need. This guide covers two important features Facebook offers to enhance user engagement and build your audience. It also covers common mistakes to avoid and Facebook publishing tips to boost your social strategy.

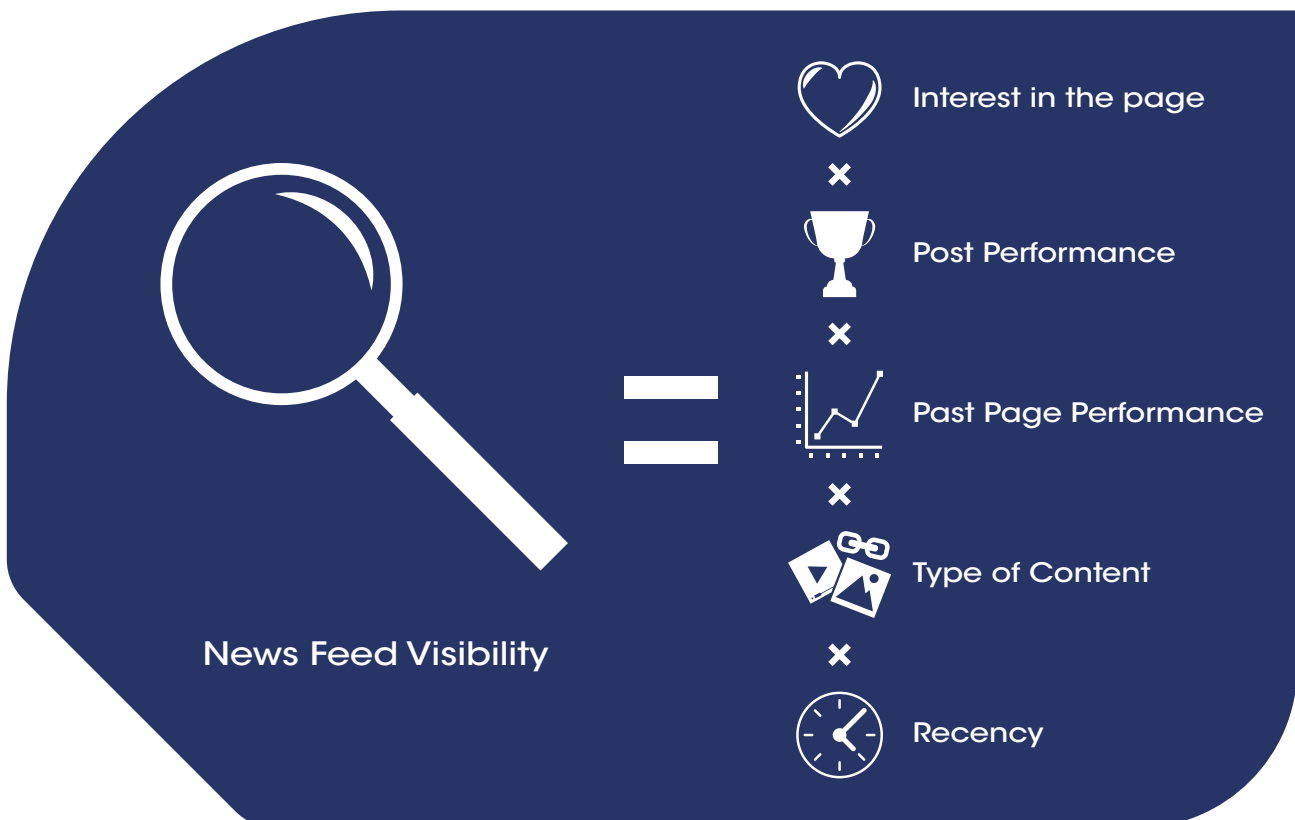


NEWSFEED ALGORITHM FOR RELEVANT SOCIAL MEDIA MARKETING

The newsfeed is where it all begins. Facebook tracks the behaviors and habits of users to make decisions about what type of content to display. Users see content based on active stories—who posted it and how likely they are to comment based on previous behavior. If a story is relevant to the user, it will be posted on their feed based on engagement history.

The algorithm uses four core factors to make those decisions based on relationship and interaction with the individual. These factors include: inventory, signals, predictions, and score. But they also add other factors to make predictions of users, like the following:

- *Likelihood of a click. How likely are they to click?*
- *Is it informative?*
- *Will they like, comment, or share?*
- *Will they spend time with the story?*



These indicators help determine a single score so you can direct your content to interested audiences. Your social media marketing strategy just got more relevant! Facebook does a superb job tracking the uniqueness of each Newsfeed, so you get the most bang for your buck.

Facebook is stepping up to the plate to combat fake news and offensive or problematic content while offering tools to support local communities and news organizations. Facebook is focused on three themes of Discovery, Integrity, and Partnerships to guide future efforts and maximize the platform for both users and publishers/businesses alike.

Facebook is implementing an explore tab that features Story Formats, Local News, and Monetization Products to help you tell more compelling stories and to assist users to discover news they wouldn't normally know is out there. Take advantage of the new Instant Articles with call to action buttons that allow you to directly benefit from the advertisement.

Maximum exposure and a broad, organic reach means improved performance for your Facebook advertising. You can now provide more compelling content to your existing target audience, and boost relevance to increase that audience. It's a win-win for everyone.



TARGETED/LOOKALIKE AUDIENCES FOR FACEBOOK ADVERTISING CAMPAIGNS

Businesses can utilize targeted or lookalike audiences to build new audiences and increase conversions. There are advantages to using these audiences, but one of the biggest is the ability to scale campaigns very quickly, and is often used in a digital advertising agency.



WHAT IS A LOOKALIKE AUDIENCE?

A lookalike audience helps you find more of your ideal customers. You create a source audience based on targeted demographics and your lookalike audience will, essentially, warm up cold audiences at the top of your sales funnel.

Facebook utilizes a percentage sample based on preference and country, so new audiences are found that mirror your existing source. It is the most effective and advanced way to target and build your audience.

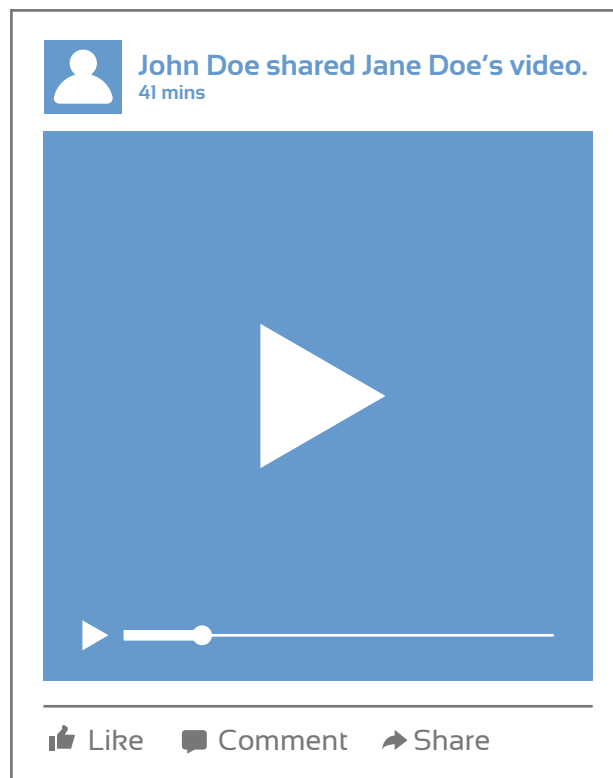


■ THERE ARE FOUR TYPES OF LOOKALIKE AUDIENCES:

VIDEO LOOKALIKE

Video is one of the best content performers on Facebook to build brand recognition and trust. Using your target audience, the lookalike audience helps find new people based on previous watchers.

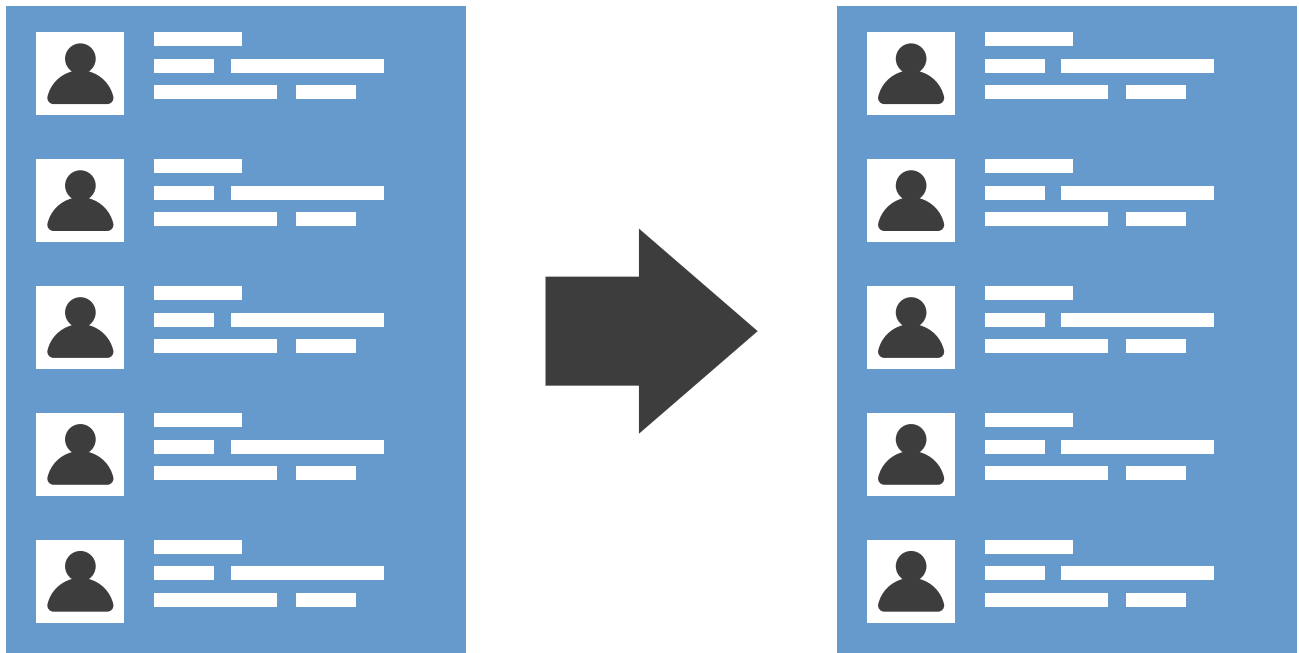
You'll need to create a custom video audience as the source for the lookalike, and will be able to segment viewers based on level of engagement and video preference. Facebook allows audiences to be created at every engagement level, enhancing the effectiveness of your campaigns.



THERE ARE FOUR TYPES OF LOOKALIKE AUDIENCES:

SET UP EMAIL LIST

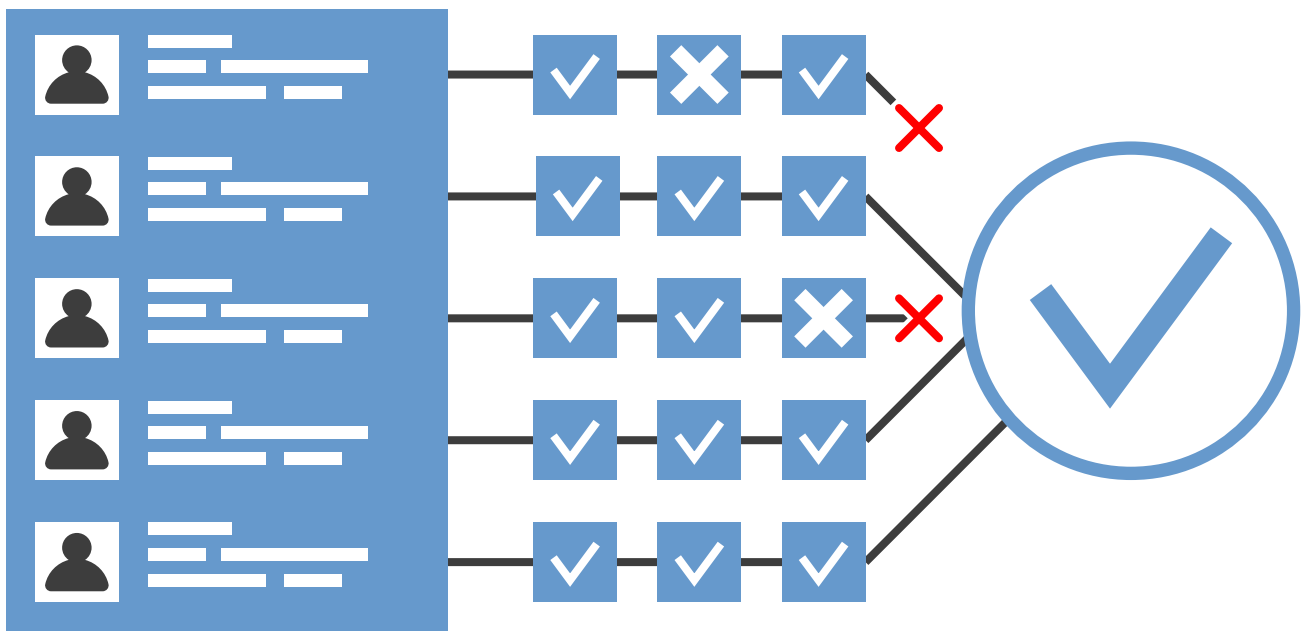
Using any existing customer list to use as the source, you'll create a custom email audience of subscribers. During this process, you'll choose country and other identifiers to help create a lookalike audience that mirrors your current subscriber base.



THERE ARE FOUR TYPES OF LOOKALIKE AUDIENCES:

CREATE CONVERSION

These lookalike audiences allow you to find new target audiences using a custom website audience of individuals who have completed specific conversions. For instance, individuals who have used a discount code can be used as your source audience. You'll need conversion tracking to set parameters for creating the custom website lookalike audience. Facebook sends a notification once the information is accepted and the list is completed.

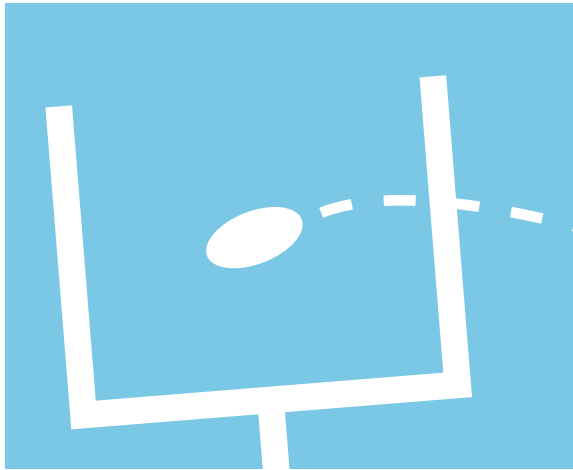


HOW TO AVOID COMMON FACEBOOK MARKETING MISTAKES

Social media marketing is a craft, and an ever changing one at that. It can be daunting, but with a few tricks up your sleeve you can navigate the maze of advertising with ease, and save yourself both time and money. To avoid headaches and get the best ROI follow these tips:

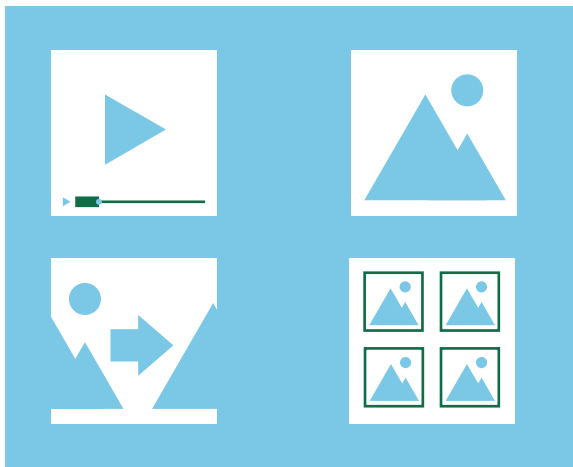


HOW TO AVOID COMMON FACEBOOK MARKETING MISTAKES



NO GOALS

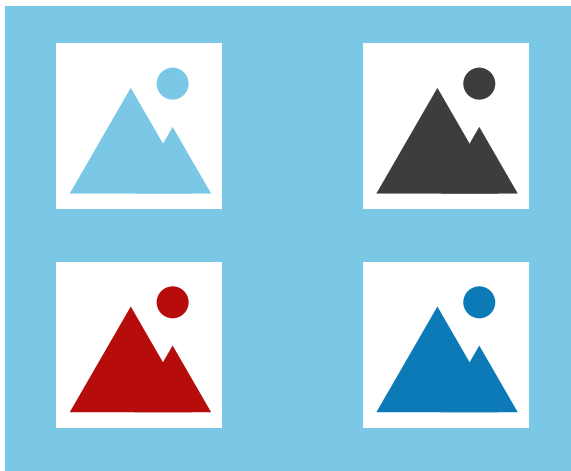
Without a goal, you can't track your efforts. Keep specific goals in mind, check them regularly, and change when needed. You must have metrics and you must use them to hold your goals accountable to know if your advertisements are working for you. Evaluating goals through the click-through rates, post-level engagement, and the number of "likes" are good starting points.



WRONG AD FORMAT

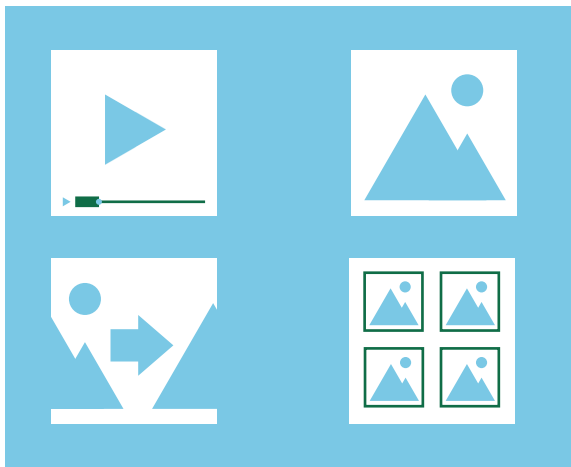
Facebook offers many different ad formats. Study them carefully and choose the best one to fit your goals. Then, after you've run the ad campaign for awhile, check in and analyze its performance. This is the part people most often forget. Spend your money wisely by remembering to check in on campaign performance and change ad formats as needed.

HOW TO AVOID COMMON FACEBOOK MARKETING MISTAKES



ONE AD SET

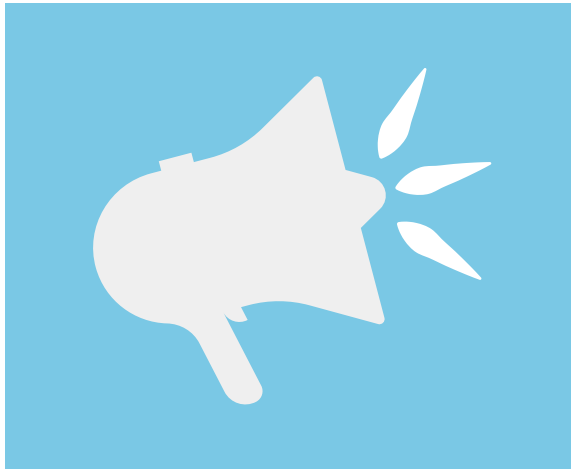
You have many different target audiences, so you need more than one ad set. Your goal is to expand your reach and diversify your audiences. If you keep all your ads in one set, the likelihood of them all being shown to enough people to track performance is slim to none. Keep no more than five individual ads in a single ad set and you'll do just fine.



TARGETING

Outline specific targets you want to reach. If your targets are too broad, you'll miss the mark and waste money. Make sure your campaigns reach the audiences that care and convert. In doing so, you maintain and enhance your brand image.

HOW TO AVOID COMMON FACEBOOK MARKETING MISTAKES



NO CTA

You've captivated your audience and now you need them to act. There's no need to beat around the bush. Your call to action should be straightforward, clear, and persuasive. Best practice? 14 words for ad post text, and 18 words for your link description.

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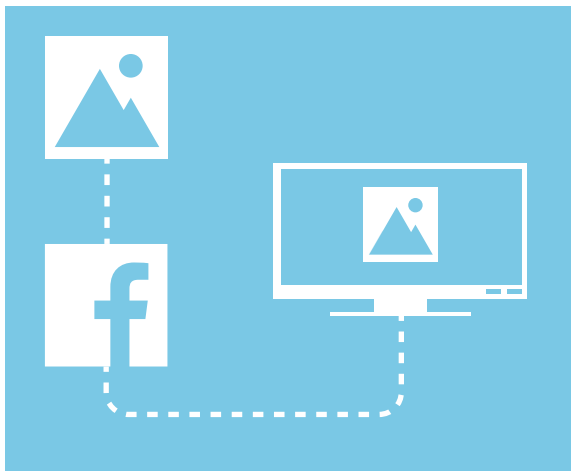
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TOO MUCH TEXT

Filter out the fluff. Don't make your audience work so hard. Capture their attention and ignite curiosity, that's it. Facebook rejects text heavy images because they don't perform well, so you're best off keeping it pithy from the start.

HOW TO AVOID COMMON FACEBOOK MARKETING MISTAKES



IMAGES

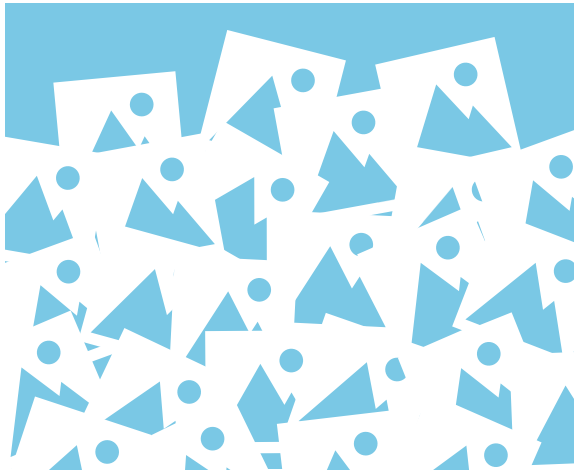
Facebook provides ideal image sizes to enhance your advertisement engagement rate and increase optimization. If you ignore this and input incorrectly sized images, you end up with wonky shaped ads that don't perform well. Boo. Also, make sure your image is eye-catching and relevant.



TESTING

Test your ads to make sure your audience sees what they are supposed to. Active tests of your headline, images, CTA, and all other elements will ensure optimal performance.

HOW TO AVOID COMMON FACEBOOK MARKETING MISTAKES

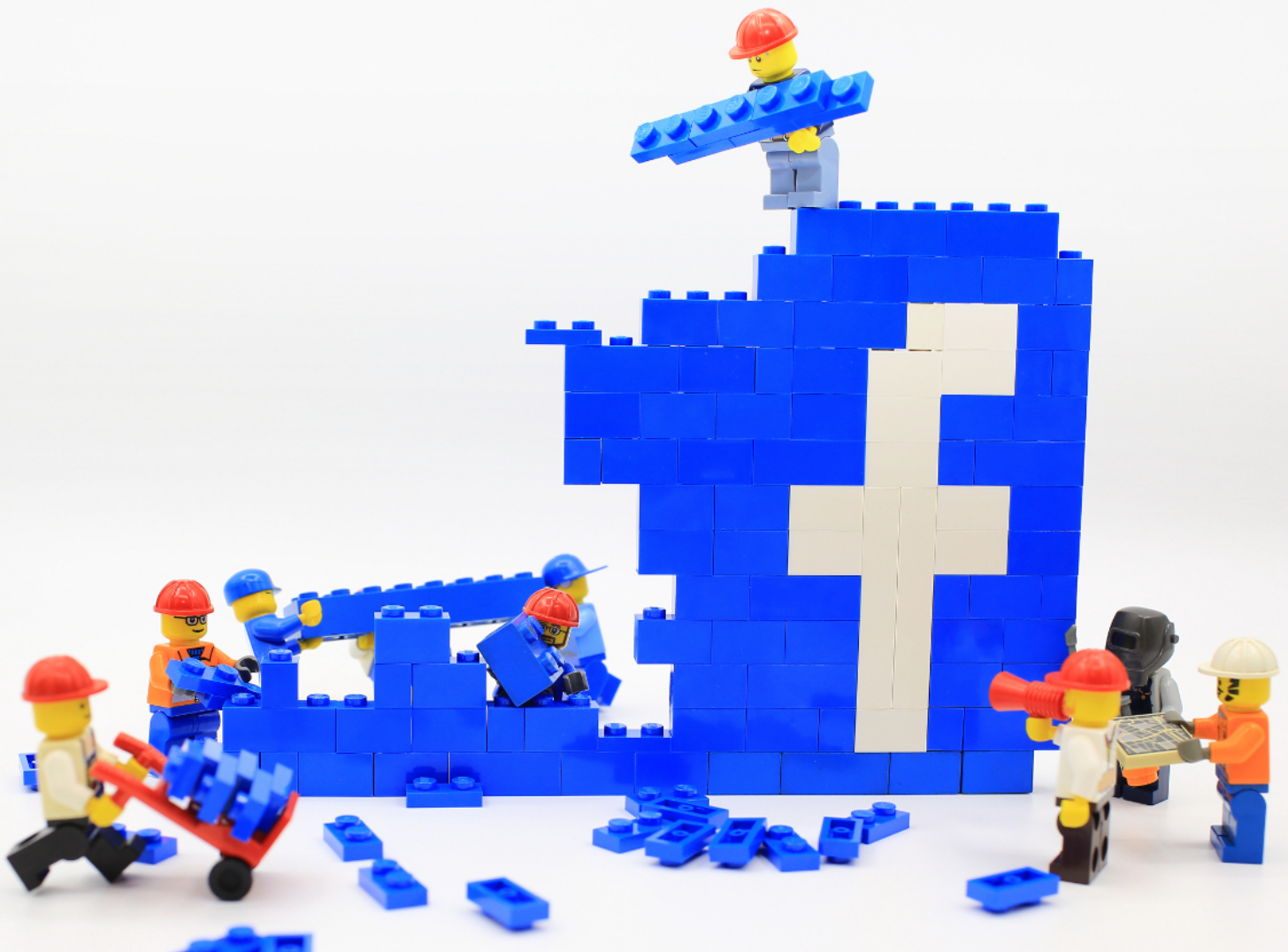


OVERDOING IT

Make sure your audience sees what they need to, but don't overdo it. Inundating your audience in ads can tarnish your brand reputation. Make sure you always offer something of value and press pause on your campaign if you suspect saturation.

USE FACEBOOK TO ENHANCE YOUR SOCIAL STRATEGY

Facebook designed several publishing tools to make your life easier. For marketers, these tools assist in building your brand while turning leads into conversions. Here's what you need to know:



USE FACEBOOK TO ENHANCE YOUR SOCIAL STRATEGY

FACEBOOK LEADS

You can design lead forms to collect direct leads from Facebook. The lead form can be used in conjunction with other platforms like Infusionsoft, Marketo, Maripos, and Sparkroom, or third-party tools like LeadsBridge.



A lead form template with a dark blue background. At the top is a white tag with the word "Sale" in a script font and a white circle. Below the tag are four white input fields with dark blue text labels: "NAME", "PHONE", "FAVORITE PRODUCT", and "FAVORITE COMPETITOR". At the bottom is a dark blue button with the word "SUBMIT" in white.

RECORDED AND LIVE VIDEO

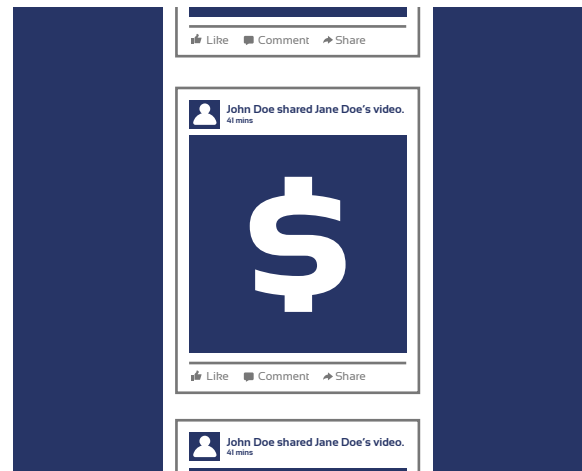
Managing the videos you post in the Publishing Tools Video Library section is easy. It displays your shows, current videos, view count and date of addition. Stream live from your desktop, or use Open Broadcaster Software to view your analytics.



USE FACEBOOK TO ENHANCE YOUR SOCIAL STRATEGY

INSTANT ARTICLES

Manage your instant articles from Publishing Tools while using your RSS Feed to auto-publish. From there you can easily choose whether to monetize your instant articles, update the look and feel, and even unpublish articles as instant articles so users need to go to your website instead.



PRODUCT SALES

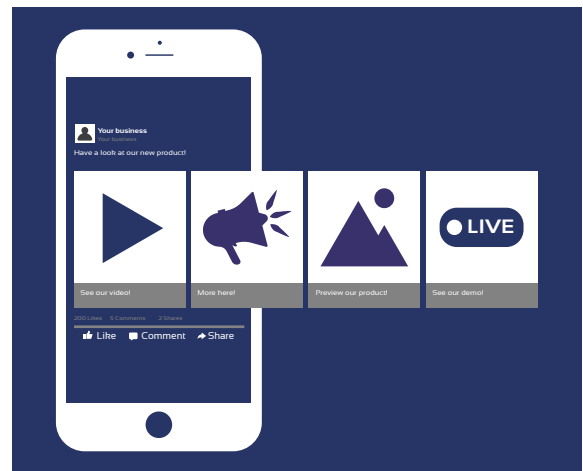
Publishing Tools has an Add Shop Section so customers can buy products directly from your Facebook page. You can manage your entire shop within the Publishing Tools dashboard.



USE FACEBOOK TO ENHANCE YOUR SOCIAL STRATEGY

CANVAS ADS

Create interactive ads for mobile users through Facebook Canvas. These customized ads use carousels, photos, text, video and more to create landing pages for mobile users to increase engagement.



SCHEDULE POSTS

Save time on your team by pre-scheduling all your posts. Spare them the monotony of day-to-day social media assignments and save yourself money by ditching third-party scheduling tools.



IN CONCLUSION

Now you have a basic understanding of how Facebook advertising can help engage users to monetize your social media marketing. You have a working knowledge of successful Facebook advertising campaigns you can use to guide your future marketing strategies.

Hiring a digital advertising agency to create your campaigns, or a social media marketing company to provide insight and direction can provide winning results as well. The rest, however, is up to you.

Best of luck!



ABOUT US

KNG Marketing Partners is a marketing firm based in Jacksonville, FL. Who we are is defined more accurately by who we are not. We do not have a Madison Avenue pedigree and we are not a boutique agency. Most importantly we are not a company built on a menagerie of flowery buzzwords and industry jargon...we are not a cliché. We are the marketing company who understands that successful advertising campaigns are built around the consumer, not the advertiser. We are true partners for our clients because our success hinges on yours.

KNG Marketing Partners is the collaboration of two brothers driven by core values instilled in us by our company's namesake, Kathleen Nester Graves, who spent her lifetime inspiring others. We are an extension of your business. We are a source of fresh new marketing ideas and revenue generation.

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