

Facebook 101

Presented by Jemma Mrdak
Dak & Co



About Me

- Background in Comms/PR.
- Started my blog/Instagram account (A Stylish Moment) 7 years ago. I know how important it is for a brand to develop a strong social media presence!
- Launched Dak & Co 4 years ago as I love working with brands and businesses to develop content for their online platforms.
- Developing unique, creative and shareable content that can elevate and highlight a brands story is what I love to do!

@astylishmoment & @dakandco on Instagram



What we will cover

Getting started with the platform

- Importance of social media
 - Facebook fun facts
 - Goals & objectives
 - Best practices

Strategy & Implementation

- Creating a Facebook marketing strategy
- Increasing reach & growing an audience
 - Content development
 - Facebook advertising

Monitoring Progress & Analysing results

- Analytics & how to know what to track

Why is Social Media Important?

- Social media posts drive targeted traffic.
- Social media marketing helps a brand understand their audience.
- An active social media presence builds relationships with an audience.
- A strong social media presence builds brand loyalty.
- Social media is a great vehicle for publicising important company news and messages.

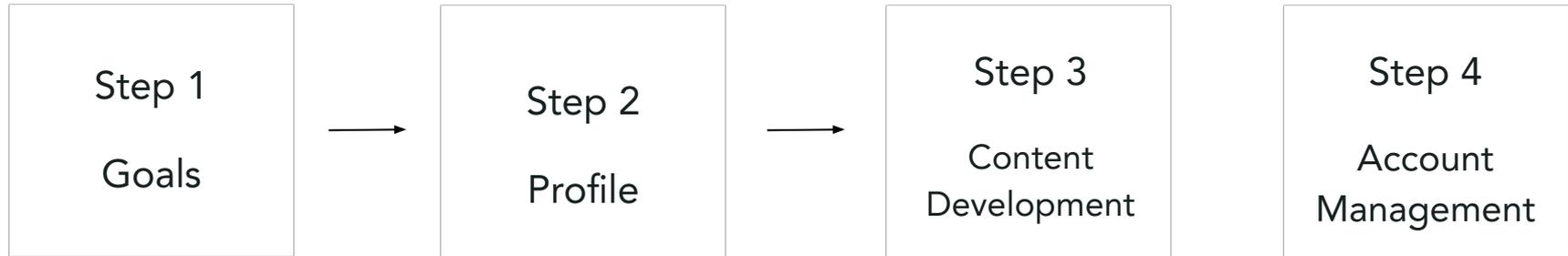
Facebook Fun Facts

- Facebook is easily Australia's most widely used social network
- Over 17.1 million Australians aged 14+ (83%) visit Facebook in an average four weeks, an increase of almost 4.2 million (+32.4%) from four years ago.
- Your audience is using Facebook, and your competitors are too.

- Facebook has 15 million monthly active Australian users.
- 6 in 10 Australians use Facebook.
- 1 in 2 Australians use Facebook on a daily basis.
- Facebook is the most popular social media platform for business owners to use.
- Almost two thirds of consumers (64%) will be more likely to trust a brand if they interact with consumers in a positive way on social media.

Strategising on Facebook

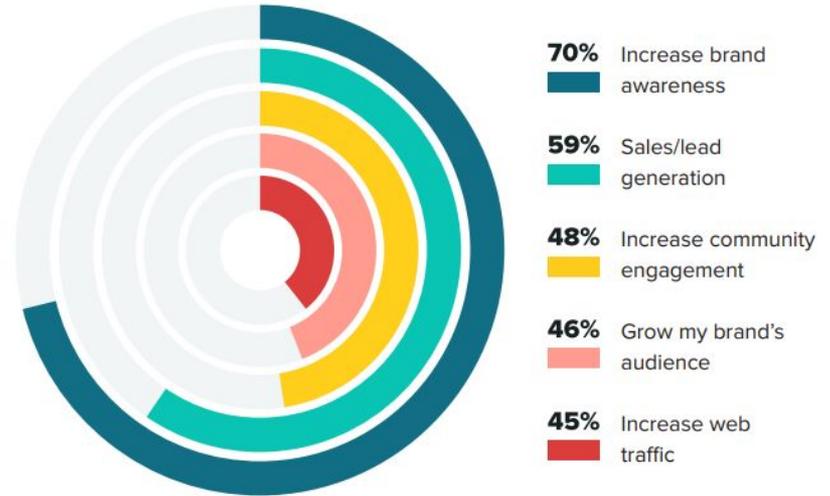
- May seem like a platform that you feel you HAVE to have a presence on.
- From social selling to community-building and beyond, there's a reason why Facebook is still relevant and an important platform for businesses.
- However, you need a clear-cut, actionable strategy if you want to grow a presence and attract customers.
- Majority of consumers today turn to social media to research products and services. Since Facebook is still the most active social network, it's a prime place to build your presence.



Social Media Goals

- Goals hold you accountable: you're able to point to the specific steps and actions you're taking to meet your business' needs.
- Goals help you get somewhere with your social media.
- Goals help you set a budget for social media advertising
- Ideally you should set 2-3 goals per social media strategy/ digital marketing campaign.

Social marketers' top goals for social



Remember: goals, priorities and expectations vary from platform to platform.

Setting up your Facebook Business Page

Think of your Facebook presence as your business' central hub away from your website, allowing you to do the following:

- Encourage new bookings and appointments;
- Curate customer reviews;
- Run Facebook-exclusive promotions and ads;
- Engage customers and take questions from prospects; and
- Boost your business' organic search rankings.

Setting up your Facebook Page

Name/Username

- Your @handle and your Facebook identity.
- Part of your Facebook profile URL and holds a prominent location at the top of your profile page.

Profile Photo & Cover Image

- Relevant to your brand's visual identity.
- Cover photo - make it stand out (Canva).
- Sleek, high res and not too "busy."

Templates & Tabs

- Customize which tabs appear on the sidebar of your Page ("Reviews," "Offers," etc).
- Templates available for a variety of categories.
- Make sure you have the Services, Reviews & About tabs.

The screenshot shows the top navigation bar of a Facebook page. The tabs are: Home (highlighted with a blue underline), About, Services, Reviews, and More (with a dropdown arrow). To the right of the tabs is a blue button with a thumbs-up icon and the text "Liked". Below the navigation bar, the "About" section is visible on the left, and a dropdown menu is open on the right. The "About" section contains two information items: one with an 'i' icon stating "Dak & Co specialises in supporting businesses with their social media management, strategy and all other digital marketing needs." and another with an 'i' icon stating "Dak and Co is brought to you by Jemma Mrdak, a Canberra based communications professional". The dropdown menu lists the following options: Videos, Photos, Groups, Offers, Email Signup, and Community.

Setting up your Facebook Page

Business Key Details

- Ensure these are all filled out.
- Contact information (email, phone number), hours and location are make-or-break for determining whether or not someone can actually reach your business via Facebook.
- Make sure up to date/ relevant.
- "More Info" - highlight your company's unique story, personality and relevant products or services that you offer.

Have a Call to Action

- One of first things you see on cover page.
- Good to link to booking platform, website etc

Imagine that somebody's learning about your business for the very first time: what would you want them to know about you?

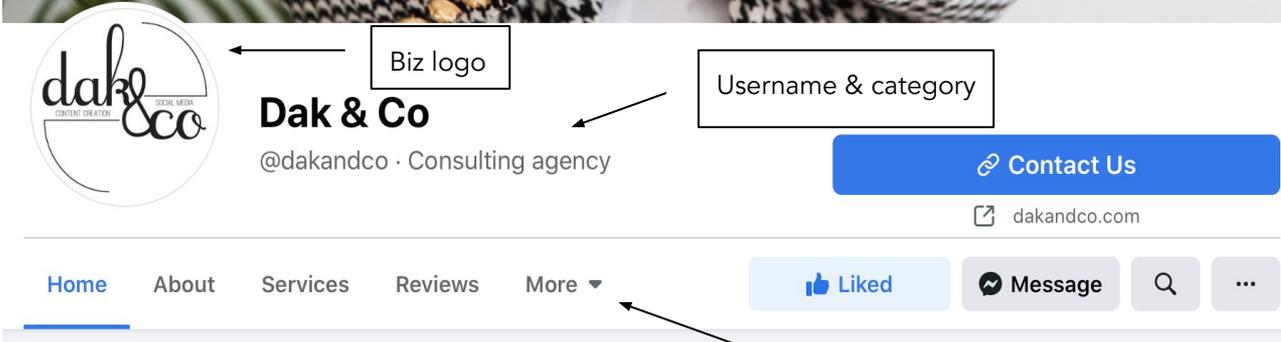
Enable Messenger

- Makes it easier for people to contact you.
- Many people don't like to talk on phone - so will use Messenger to communicate with businesses.
- Customise with auto-replies, away messages and other greetings to ensure that visitors get the information they need when they try to get in touch.

Facebook Cover Examples



Cover image - sleek, inviting, stands out - can also be a video or photo gallery.



Biz logo

Username & category

Call to Action

- Contact us
- Visit us
- Book now

Tabs

Creating Content for Facebook

Eye Popping Imagery

- Photos featuring some sort of striking creative trademark, whether it be a stunning setting or bright color scheme, are the types of posts that reel in the “likes” and comments.
- Either work with a photographer to get images or use a smartphone.

People centric Imagery

- Center your content strategy around people. Specifically, highlighting the humans who support your business.
- Going behind-the-scenes - showcasing team.
- User generated content.

Question based posts

- Facebook business Page represents a place to build a sense of community. That means picking the brains of your followers by going back-and-forth with them.
- Captions focused on questions serve as a natural call & response for your followers.

Videos

- Video content is among the most popular and shared around social media, Facebook included.
- Use Facebook to share longer form videos OR links to websites that feature videos.
- Facebook Lives.

Creating Content for Facebook – Examples



Go-To Skin Care

3 Aug · 🌐

30-60 seconds! A rushed rinse and repeat won't cut it to remove makeup, SPF and 3pm croissant flakes. Applying your cleanser a little h... See more

Hang on.
I should be
cleansing
for *how long?*



Qantas ✓

17 Sep · 🌐

Miss taking to the skies together? Us too! We've designed a special scenic joy flight on board our 787 Dreamliner for those who just want... See more



Great Southern Land scenic flight
on sale 12pm AEST 17 September



Great Southe
on sale 12pm

Facebook Best Practices

When Facebook adopted its latest algorithm, the chances of your published content being seen by all of your followers dropped significantly. Facebook purposefully places users' most sought-after content at the top of their feeds. Your goal shouldn't just be how to beat the system, but instead increase your odds of making it into those exclusive feeds.

1. **Take advantage of Facebook videos:** videos earn 135% more reach than posts with only an image.
2. **Keep posts short & specific:** 40-character Facebook posts receive 86% more engagement over others.
3. **Know target audience:** You have a heap of competition, so what makes you different, unique or better among the rest?
4. **Post frequently & timely:** look to post once a day - morning or evening.
5. **Highlight & engage with customers:** The Index discovered 90% of social media users have gone to a network to communicate directly with a brand at some point in their lifetime.
6. **Understand your analytics:** Impressions, post engagements, link clicks, organic likes, unlikes, total fans.

6 Ways to Increase Organic Reach & Grow Audience

1. Use Facebook as a Community Hub
2. Funnel Traffic From Other Pages
3. Find & Collaborate With Influencers
4. Know Your Optimal Times to Post on Facebook
5. Schedule Consistent Content
6. Don't Just Rely on Organic Content

6 Ways to Increase Organic Reach & Grow Audience

Facebook organic reach is extremely tough for those looking to boost their Facebook Business Page without ads. But there are ways to improve your reach and build a Facebook audience.

1. Use Facebook as a community hub
 - Why should people follow you on Facebook? If there's no reward for hitting the Like button, most users won't bother in the first place.
 - Making a hub for discussions. Whether it's weekly chats, a place for digital industry gatherings or simple Q&As, making your Facebook Page the go-to spot will help.
 - Offer your fans something unique that they can only get on your Facebook Page.
 - Private groups, weekly lives etc.

6 Ways to Increase Organic Reach & Grow Audience

2. Funnel Traffic from other Pages

- Consistently remind audiences in other channels about your Facebook presence.
- Link on your website, newsletter, in-store etc.
- Cross promote on your other channels.

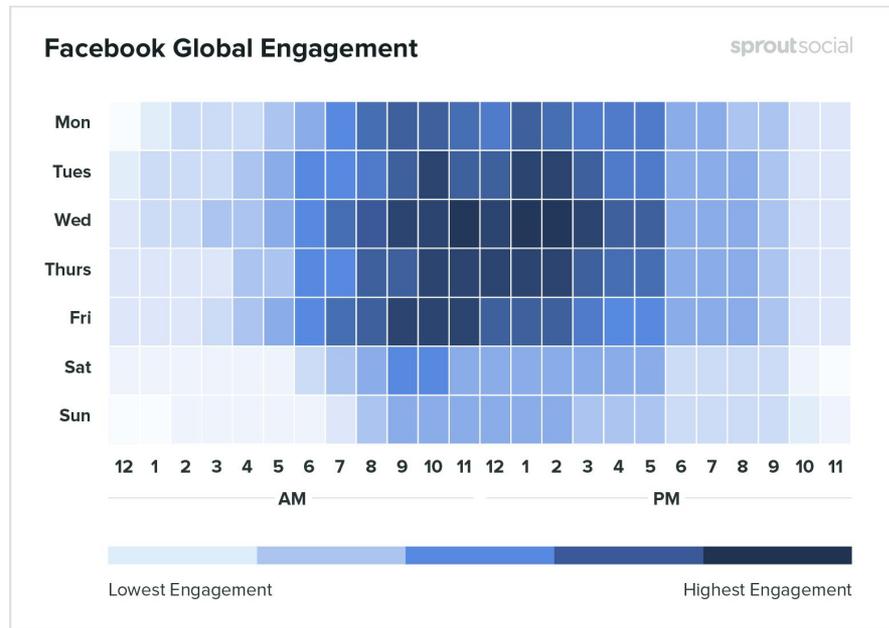
3. Work with influencers

- Influencer marketing entails a paid or unpaid relationship with an Influencer with a sizeable, engaged follower count.
- Influencers' audiences should ideally mirror your own *or* allow you to tap into a new sect of users that you're trying to reach.

6 Ways to Increase Organic Reach & Grow Audience

4. Know your Optimal times to Post

- Out of the major social media networks, it's one of the few places users don't like brands to be too active.
- When you publish your content and how often, matters when it comes to engagement.
- Most brands publish daily or on a near-daily basis.
- Post minimum 4 times a week, maximum 6-7.
- The timing of your posts impacts how likely your followers are to see them.



6 Ways to Increase Organic Reach & Grow Audience

5. Schedule Consistent Content

- Increasing Facebook organic reach is about being persistent and reliable with your content.
- You ultimately build trust with users as you post in relative themes.
- Some brands who rely on topical events, may need to update content to match breaking news or industry updates, others rely on sharing deals etc.
- The main goal should be to provide content your target audience wants.

6 Ways to Increase Organic Reach & Grow Audience

6. Don't just rely on Organic Content

- Facebook has quickly become one of the biggest paid social ad channels. This means you have to include paid strategies into a successful Facebook marketing plan.
- Use organic content to analyse and test to see what works best. Once you understand more about what your audience wants, your brand can then use the same content strategies for paid ads.
- It's smart to A/B test content on paid and organic channels as well.
- Users tend to act differently when it comes to paid and organic content.

Defining your Content Pillars

A content pillar is a subset of topics or themes which create the foundation for your overall content strategy.

Also known as buckets, pillars represent relevant topics for your target audiences.

Why Brands Need Content Pillars

The benefits of coming up specific content pillars are three-fold for brands.

- Organisation - Instead of just creating content on-the-fly, distinct content buckets help you create a calendar that covers the necessary topics for your brand.
- Targeting - Defined pillars serve as a guide for crafting specific content for specific people (hint: so you don't ignore part of your target audience).
- Ideation - Coming up with fresh ideas is often cited as a huge pain for brands: content pillars automatically hone in on relevant topics for you.

Defining your Content Pillars

- Before you can define your pillars, you need to define your customer personas and profiles.
- When your personas are crystal clear, you know exactly what to craft in terms of topics, formatting and everything in-between.
- Not only do you then know what to create, but what sort of message to send to each subset of your audience.

The most important aspect of social media content pillars is coming up with a calendar.

In short, your content calendar serves as a sort of week-to-week outline of...

- What content you're posting
- Which audiences you're targeting
- Which social channels you're hitting

Example of Content Pillars

Fitness brand that's primarily targeting millennial women on Facebook. Content categories might be composed of...

- Motivational content (quotes, inspirational text overlay photos)
- Workout tutorials
- Recipes - via blog posts on their website.
- "Action" content (photos or videos of their clients, customers or followers)

Within these categories you have personas such as... Total newbies to fitness, new Mums looking to get back into a routine, people trying to achieve or maintain a weight loss goal & seasoned gym goers.

When it comes to content development... you need to consider; what problem are you solving?

- Ideally, your product or service solves a problem you know your audience has.
- By the same token, your content should coach and educate your audience through this problem as they begin to identify and address it.
- A sound content strategy supports people on both sides of your product: those who are still figuring out what their main challenges are, and those who are already using your product to overcome these challenges.
- Your content reinforces the solution(s) you're offering and makes your customers more qualified users of your product.

Facebook Advertising

Why use Facebook advertising?

- The targeting capabilities on Facebook are far more advanced than any other social media platform.
- Facebook advertising allows people to get in front of their perfect audience on a regular basis.
- You can target your ads to reach different people based off of demographic information such as age, gender, geographical location, as well as their personal preferences.
- Another benefit of Facebook advertising is that they make retargeting easy.
- Remarketing, often referred to as retargeting, is when you show an ad to those who may have clicked on your website before but, for whatever reason, didn't make a purchase.

Facebook Advertising

The outcome of your Facebook Ads campaign will depend heavily on the product you're promoting, the audience you're targeting and the quality of the ads you've created.

- It's worth putting in the time to build a relevant and engaged audience.
- Find your balance. When targeting non-fans, it's all about trial & error to find the perfect ad style.
- Don't over do it by constantly bombarding an audience with ads. Know when to push forward with new content and when to bow out.

All in all, Facebook Ads are fast, cheap, and effective for businesses of all sizes.

Facebook Ads - Cost & Format

THE COST

- Costs are relatively low compared to other social media networks or digital marketing strategies.
- You're always in charge & will never spend more than your max.
- Minimum \$5 per day - but really does depend on your budget. Start with \$200- \$500 per month.

FACEBOOK AD FORMATS

- **Static image ads:** images of your product or brand, that can include text and links to your website.
- **Video ads:** You can either opt for a single video or advertise in a carousel, which showcases up to 10 videos (each with its own link) in one ad.
- **Collections:** multiple products to browse that link to website.
- **Boosted Post:** an ad that promotes a post that's already on your page to get higher engagement with your current audience and reach new users who don't yet follow you.

4 Signs It's Time For Facebook Ads

1. Your website is optimised;
2. You have the budget for ad testing;
3. You already have a social media presence; and
4. You are confident with what your selling/
promoting.

6 Steps to Get Started



1. Facebook Business Manager

Create an account on business.facebook.com to get started – this is where you'll run your Facebook Ads account, create ads, establish pages for your business, and more. You can create a new ad account or integrate an existing one.



2. Install Facebook Pixel

It's a way to connect your Facebook page with your website.

Without it, you can still set up ad campaigns, but you won't know if an ad drove sales or how many sales have come from your Facebook campaigns.



3. Create Audiences

Custom Audiences section of Facebook Business Manager to draw from sources like engagement, website traffic, and customer files to build a retargeting audience.

Lookalike Audiences: to understand what else your audience might be interacting with on Facebook, giving you a better chance to capture them.

6 Steps to Get Started



4. Design Your Campaign

- Pick your objective: website visitors, contact us, bookings etc.

Can choose how much to spend, where you want your ads to appear, and which of your audiences you want to focus on, whether you're looking for retargeting or prospective targets.



5. Choose Your Ad

- Choose your ad format : image, video, collections, boosted post.



6. Optimise your Campaign

- Check your ads daily to see how they're performing, but don't be tempted to change them immediately. It can take a while to see results.

Importance of Facebook Analytics

Like most metrics, looking at one engagement metric might not give you all the context you need to make full decisions for your strategy.

Looking at a combination of metrics is a great way to learn more about what levers you can pull to meet your specific goals.

For example, a post that receives a lot of likes but not comments or shares isn't always bad. The post intention could've been to present a beautiful image and a caption that isn't meant to be a call to action.

But, if there was a call to action that encouraged comments and shares, then the lack of them could mean a poorly performing caption.

Engagement: Likes, comments, shares and clicks

- It essentially boils down to how much audience accounts are interacting with your account and how often.

- Likes, Comments, etc: Individual engagement metrics like a Share, add up.
- Post engagement rate: The number of engagements divided by impressions or reach. A high rate means the people who see the post find it interesting.
- Impressions are how many times a post shows up in someone's timeline.
- Reach is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).

When it comes to tracking Facebook Likes and shares, it's easy to monitor these metrics through Facebook's Page Insights. Here you'll be able to measure your reach, engagement—including post clicks, Likes, comments and shares—and ad spend (if applicable) for each post you've published.

A few other things...

- Metrics are important because they tell you if a campaign or strategy is successful over time.
- They give you instant data.
- Every audience is different. If your ideal buyer isn't inclined to hitting "like", but is still purchasing or visiting your store; don't beat yourself up about it.

Track what makes sense and actually reflects success.

13 Facebook Post Ideas

1. Ask questions

2. Behind-the-Scenes

3. Trending topics

4. Branded graphics

5. Tell stories

6. Videos

7. Product photos

8. Infographics

9. Show your personality

10. Blog posts

11. Industry tips

12. Contests and giveaways

13. Discounts and sales

Thanks for watching!

Any questions?