

Facebook Marketing 2013

The Essential Things You Must Know to Generate Leads Through Facebook in 2013.



by Jo Barnes

1st Edition

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Introduction

What This Book is About

"The purpose of a business is to create and keep a customer." - Brian Tracy.

That's what this book is about. Facebook is a hugely powerful medium for achieving both those goals, in a non aggressive, goodwill generating and amazingly viral way!

There are only a few key points you need to know, though. You do not need to know the ins and outs of every Facebook feature to market effectively using this platform. You need to know the 20% of things you **MUST** be doing daily and weekly that will give you the 80% of results.

That's what this book is. A book walking you through the key actions you should be taking to make the biggest difference to your business in the shortest amount of time possible.

All the information contained within this book are strategies I use every day to build my own business and whilst there have been some significant changes to the way Facebook handles businesses this year, I still find it to be the most powerful marketing medium on the web today.

Remember, you need to be where your customers are. So, no matter how many changes Facebook makes and whether you agree or disagree, as long as the bulk of your customers are still surfing their newsfeed, that's where you need to be popping up!

So before we delve into some super powerful strategies, it's vital you understand where marketing is going and how you should be looking to use Facebook and Social Media in general, in your business moving forward.

In all my years of marketing and running businesses, I don't think I have seen changes this huge, this fast. So pay attention, stay ahead of the game and don't get left behind!

The Future of Marketing

Two friends, John & David lived in a little village called Storybridge. Both John & David loved books about the universe and the wonders of the world.

Every day, they would head into different parts of the village, where they had small stalls to sell their books.

David's books were double the price of John's and yet, every day he would come home having made three times the sales John had.

John had a brightly coloured stall, with big painted signs displaying his book titles and covers. He had the word sale, slashed all over the stall and he would stand and shout, "Come and buy my books, half price today! Learn about the wonders of the world with my beautiful books."

He also had leaflets on the village pin board, advertising his books and a small ad in the local village newsletter.

David's stall was equally as colourful, but he had no sale pricing or 'Buy Today for only Half Price' signs. David had displayed all of his books on open shelves and in front of the stall; he had chairs and a small coffee maker. Every day, David would open his stall and at various times during the day, invite people to sit with him while he read the stories out loud.

David also had leaflets up on the local pin board, but they advertised his reading sessions. His ads also invited people along for a coffee and story.

Everyone loved David. He was so giving of his time and every day, he would lead them into a land of adventure and fantasy with his fantastic stories.

So captivated were the crowds with David's stories, they returned time and time again and bought many books with which to continue their adventure and delight their own friends and family.

The moral of the story?

David attracted people to him by giving great content before asking for the sale.

John in a sea of other advertising and special offers, simply got lost and primarily ignored.

Don't let your business do the same!

The future of marketing is bright and warm. The future is about attracting people to your brand with stories and valuable content. Gone are the days of the hard-nosed, pressure style sales that many of us dislike.

Whatever you want to call it whether it's attraction marketing, relationship marketing or inbound marketing, the fact is, to survive and thrive as a business in the coming years, you must embrace 'giving first' in all areas of your business.

Why Facebook is Such a Powerful Force to Help us Achieve This

The beauty of Facebook is the ability to get in front of our target market with our message.

What's particularly powerful is the mix of both outbound and inbound marketing.

Inbound marketing is a term coined by Hubpost's CEO -

It's marketing with a magnet, not a sledgehammer — marketing based on content that attracts and nurtures prospects, not spam that interrupts them.

In other words, it's about attracting people to you and your content. It's about publishing, distributing and sharing valuable information that will improve the lives and businesses of those around you, thereby inviting them to consume more of your material and tell their friends about you.

Conversely, outbound marketing is anything paid for. Things like Facebook Ads, Google PPC, and Promoted Posts. These are all considered outbound marketing.

Here's the key. You need to use outbound marketing to direct people to inbound messages.

So rather than sending paid traffic straight to a sales page, you need to be sending them to a piece of valuable content, whether that be an article, a webinar, an image, or a free ebook.

The different forms of Facebook advertising allow us to achieve this, quickly and easily. The viral nature of Facebook take our advertising dollars and stretch them much further, as people watch others take action and choose to do the same, based on the social proof.

What I love about Facebook is that it pretty much houses everything we need to make this inbound marketing strategy work beautifully, all in one place.

You have the platform with which to post a huge variety of different types of content, you have the word of mouth element and you have the paid media side.

All of this under one roof with a seventh of the world's population at your fingertips.

If that doesn't give you a fair chunk of the market to go after, I'll never know what will!

Social Integration is in Everything We Do

There is no doubt that content marketing works. Content can be anything from informative articles, info graphics, great images, games, questions, surveys or anything that connects you to your audience and builds a deeper relationship.

This is the world we live in now; a world of connectivity, where communication, word of mouth, opinions and reviews are at our fingertips.

In today's world, there are so many supplying what we need or desire that our buying decisions are based on our opinion of a company or even more importantly, based on a friends opinion of a company!

However, sales messages still work. That is, provided you get the right message in front of the right market at the right time.

Don't be fooled into thinking that the only way to market is through content and long term relationship building. Copy is as powerful today as it always was and very clever advertisers can build trust through one ad, one sales letter, or one campaign.

However, if you mix sales copy with social proof, now we're talking!

It's about communicating with people on many different levels, appealing to their different modalities or personas, as well as where they are in the buying cycle.

There have been many scientific studies done about buying cycles and when, where and how people will buy from you.

But let's keep it simple here. If you create fantastic and valuable content that connects with your audience, create viral conversations, word of mouth recommendations and a great reputation and you couple this with cleverly written sales copy, good advertising and great offers, there's your perfect marketing mix!

It's really time to recognise that social integration is now part of everything we do as businesses.

Social Media isn't so much a marketing strategy as an overall business strategy. It's how we attract new customers and it's how we communicate and retain current customers.

It's also fast becoming a way for companies to communicate with staff and colleagues through the use of groups and communities.

Twitter is the fastest real time newstream in the world, with huge world events and disasters being tweeted before they even reach the newsroom.

Business and marketing is about service and communication. Social Media is your primary outlet if you want to be at the forefront of your industry.

Embrace it!

How Should You as a Business Use Facebook Moving Forward

You have three key entities:

Your Business Page

A Facebook Group

Your Personal Profile

The key benefits of a business page are:

- Brand your Business
- Create Targeted Ads
- Promote Your Posts
- Build and Advertise Landing Tabs
- Measure and Understand Your Audience Demographics/Actions

Other general benefits are:

- Build Followers (fans)
- Communicate with Customers and Prospects
- Create Offers and Discounts
- Connect with Your Audience
- Have an E-Commerce Tab
- Create Pinned Posts

A Group gives you the ability to:

- Build a Community
- Offer Support
- Create a Network
- Build a Customer Database (alternative to email marketing)
- Build Your Profile

Your Personal Profile when used for marketing purposes gives you the ability to:

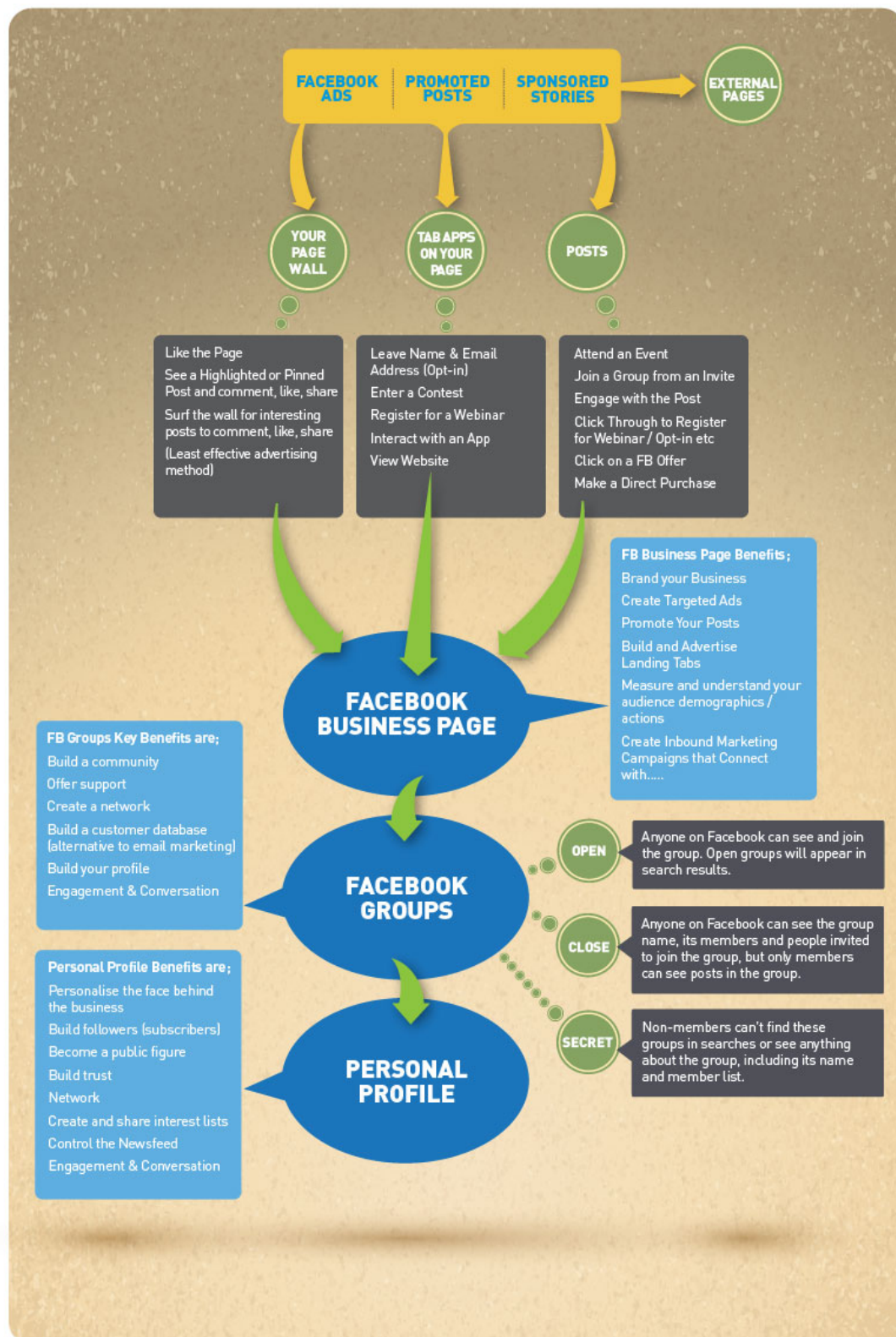
- Personalise the Face Behind the Business
- Build Followers (Subscribers)
- Become a Public Figure
- Build Trust
- Network
- Create and Share Interest Lists

There are two key strategies you need to adopt when it comes to marketing on Facebook:

1. Outbound
2. Inbound

In other words, you need to use both paid advertising and promotion, as well as, content, attraction and relationship marketing.

Here is a diagram looking at how everything fits together on FB.



Now please note in all the strategies contained within this book, we will be sending all outbound marketing initiatives to inbound marketing activities. In other words, all our paid ads will be going to content based promotions, as opposed directly to sales pages.

However, I am going to be sharing some incredibly powerful strategies, which can help you build a trusted relationship quickly, build immense goodwill and create immediate sales to your products or services.

How to Use This Book

I have split the book into two parts.

Part 1 is a Quick Start Guide to Lead Generation.

As per the above diagram, we will be exploring Landing Tabs, Facebook Ads and Promoted Posts.

Please note, it is a mix of driving completely new cold traffic to our content, products or services and also, getting in front of warm traffic, which are people who have already expressed an interest, but perhaps haven't taken any significant action yet.

In simple terms, we'll be advertising to those who have never heard of us and to current fans that are not yet paying customers.

Part 2 is much more about the long game. It's what happens during and after you have generated all these fabulous new leads. It's all about communication, engagement, leading warm prospects to take more action with you and building your reputation, your profile and your community on Facebook by using pages, groups and your profile.

I have also created a video course to accompany this ebook, you can see details of that by [clicking here!](#)

Ready?

Let's Dive In!

Part 1

The Quick Start Guide to Lead Generation on Facebook

Landing Tabs, Facebook Ads & Promoted Posts

Landing Tabs are undoubtedly, my most powerful tool. In fact if you have a quick read of the 'About the Author' page, you'll see that I have built my entire business by using Landing Tabs on Facebook.

They are so powerful that I have written a separate, entire book all about Landing Tabs on Facebook.

You can download that book for free here. [Click Here to Access Facebook Landing Tabs Ebook.](#)

In summary, we're going to have a look at why they're so powerful and how to use them to your greatest advantage.

Not only that, I want to explain to you why Landing Tabs are actually more important now on Facebook than ever before and why I'm so glad I have used them since day one!

In order to get more customers for our business, we need to generate leads. We need to have a steady stream of people interested in our products and services that we can connect with, engage with and sell to!

That's the bare bones of it. Many people, seeing the power of Facebook over the years have built themselves Facebook business pages and spent time and money generating 'likes' or fans, as they used to be called.

The idea being that they could then fill their business page with interesting content, discounts and offers and their fans would see these offers and buy.

The challenge with that model is that people aren't on Facebook to buy. They are there to socialise. They want to chat with friends, to communicate with others and to read interesting tidbits that can add value to their life and the lives of those around them.

In more recent times, many more businesses have utilised Facebook business pages as a marketing tool, but haven't really exploited them to their full potential and that full potential is to use Landing Tabs.

A Landing Tab is commonly known as a Squeeze Page in the online marketing world.

In other words, to 'squeeze' a name and email address out of a potential customer so that we can begin email marketing campaigns, in order to get directly into the inbox of said customer and persuade them to engage with our products and services and ultimately, purchase from us.

So you may be thinking, well isn't that what a Facebook business page does, but without the need to get the contact details. It gets the 'like' and then, gets directly in front of the potential customer via the newsfeed and persuades them to engage with our products and ultimately, purchase.

In theory, this is what many businesses have been trying to achieve over the last few years.

The reasons this process doesn't work are because firstly, not every post gets in front of your fan via their newsfeed. This has always been the case. This is not a recent change. The recent Facebook algorithms have reduced the number of fans who see your posts, but there has never been a time when all of your fans would see all of your posts.

Secondly, as I said above, people aren't on Facebook to buy, so no matter how many offers you place in front of them, your conversion rates will be lower than when someone is visiting your website specifically with a purchase in mind.

So, the flow of a Landing tab is to utilise the power of Facebook to generate the targeted leads. It should attract the prospective customers to your page and your tab and then, encourage them to leave you their name and email address so that you can market to them via email.

This achieves two things.

Firstly, they have a significant interest in what you have to offer. So much so that they're leaving you their contact details for it. This is a targeted lead.

Secondly, you are taking them off of Facebook and onto a platform that you have more control over.

Please remember, Facebook is a 3rd party platform that is free and owes you nothing!

If they decide to change the algorithms, make changes, shut your account down or anything else, they can. It's their prerogative.

Therefore, you must have another way of communicating with your customers and getting your products and services in front of them.

Hence, you can now see the importance of taking your potential customers off of Facebook and into your own database.

I will just touch on the most recent algorithm changes to highlight how important this is. You may or may not be aware that only 10% - 15% of your fans will ever actually see your posts in their newsfeed.

So, if you have been spending money over the years to get those likes and now expect your offers to be shown to each and every person who liked your page, unfortunately, you are very mistaken. The only way to get in front of all of your fans is to utilise something called, 'Promoted Posts.'

This is a new way of advertising on Facebook that ensures your posts get into the newsfeed of all your fans.

Many people are up in arms about this change and believe Facebook to be ripping them off or charging them twice.

Imagine if many of those people would have had landing tabs in place and had actually taken a large percentage of their fans off of Facebook and were now communicating via email. How many of their fans would they be getting in front of now?

I probably reach over 60% of my fans these days and I don't have to use promoted posts to do, although these are a powerful tool in their own right, but more about that in a moment!

So let's have a look at the different types of landing tabs you can use.

To be honest you are only limited by your imagination, but I tend to use three main types:

1.The Standard Optin Landing Tab

Please leave me your name and email address and I will give you a free.....

1.The Contest

Please leave your name and email address to win a free.....

1.The Webinar

Please leave your name and email address to register for this free training on.....

As I said the sky is the limit with this, although you could have self evaluation tools, free apps, polls, surveys or whatever you can think of to encourage someone to leave you their contact details.

The main goal of the page, however, is that you get the name and email address and any other details you may want to gather about your prospective customer - telephone/ mailing address/ demographics, etc.

The only thing I would say is that the more information you ask for, the less people will leave the details, so at this early stage, keep it simple. You can go in for more information later.

When I say the main goal being to collect their details, I see many businesses making the mistake of putting heavy branding all over their page with lots of talking about the company. That's not the goal. You can do that with your timeline and wall. This page is just about getting those details, so it's vital you keep it simple.

Here are some examples of optin pages:

Discover How to Reach Over 60% of Your Fans Using Facebook Landing Pages!

Download my FREE Ebook today and find out why Facebook landing tabs are more important than ever before!



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
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