



How to Create a Facebook Strategy for Busy Businesses

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Design  **Promote**
OUR BUSINESS IS TO GET YOUR BUSINESS NOTICED

Design & **Promote**



What We Do

- Custom Website Designs That Convert More Visitors Into Customers
- Search Engine Optimization
- Website Content Creation, Pages, Blogs, White Papers
- Website A-B Split Testing
- Newsletter Design & Management
- Logo Design, Email Signatures & Branding Guidelines
- Social Media Strategy, Social Media Design & Implementation
- Business Photography Featuring Google 360 Virtual Tours

Facebook Tips & Stats

- You shouldn't start a social media strategy before your content marketing strategy.¹
- 80% of social media users prefer to connect with brands through Facebook.³
- Split your social media budget for creating and managing content.⁵

Tips for Creating Your Facebook Business Page

- Create an attractive header graphic. Again, you want strong visuals.
- Fill out all your information and choose up to 3 categories.
- Include a great description about your company in the about section.

The screenshot shows a Facebook Business Page for 'Design & Promote'. The header features a dark red banner with the text 'Our Business is to get Your Business Noticed.' and 'web design || seo || social media'. A phone number '630.995.7109' is in the top right. The profile picture is a square with the text 'Design & Promote'. The cover photo shows a computer monitor, a laptop, and a smartphone displaying website designs. The page name is 'Design And Promote' with a 4.7 star rating (7 ratings) and 2,048 likes. The 'About' section lists services: Advertising Service, Web Design, Graphic Design, Design & Promote is a Website Design / Social Media / Search Engine Optimization / Internet Marketing Firm. Results are the only option for our clients. Navigation tabs include About, Photos, Web Design, SEO, and RSS/Blog.

Social Media Calendar

Create a calendar each month or for the year. Use excel to create a calendar. Keep it on your desktop or print it out.



What to Include:

- Major Events
- Blog topics—categorize them. E.g., informational, promotional, client success stories.
- Business Events
- Work Anniversaries
- Company Birthdays, etc...Lay it out!

Color Code Topics

Editorial Calendar Sample

Blog Calendar	Topic/Title	Details	Keywords	Audience	Call To Action	Pictures/Visuals
MONDAY						
Author:	Mary					
Due Date:	3-Mar-2014					
Post:	3-Mar-2014					
TUESDAY						
Author:	Josh					
Due Date:	5-Mar-2014					
Post:	11-Mar-2014					
WEDNESDAY						
Author:	Mary					
Due Date:	12-Mar-2014					
Post:	12-Mar-2014					
THURSDAY						
Author:	Josh					
Due Date:	13-Mar-2014					
Post:	13-Mar-2014					
FRIDAY						
Author:	Mary					
Due Date:	21-Mar-2014					
Post:	21-Mar-2014					
SATURDAY						
Author:	Josh					
Due Date:	26-Mar-2014					
Post:	29-Mar-2014					
SUNDAY						
Author:	Mary					
Due Date:	27-Mar-2014					
Post:	30-Mar-2014					

What Kind of Content to Include

- Your Website/blog should be the hub of your marketing channel
- Infographics
- Presentations– Upload onto SlideShare and share out on Facebook
- Curated content from industry sources—provide your own commentary on what's going on in the industry

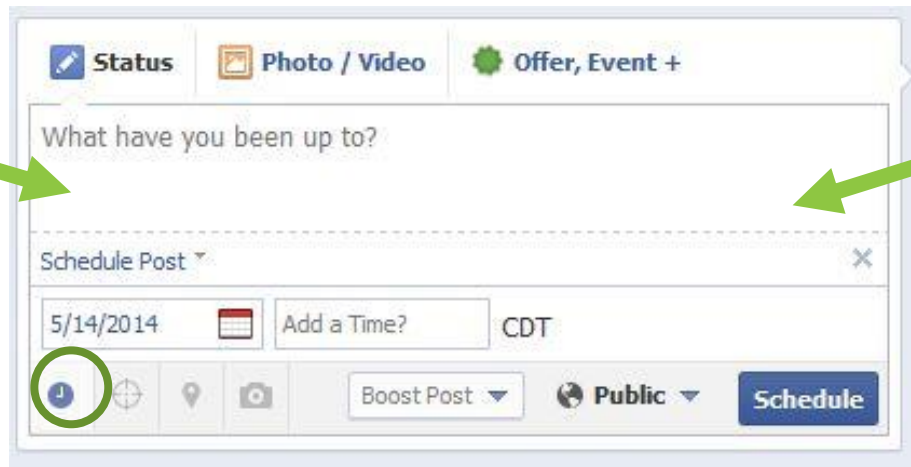
How Often and When to Post

- Posting depends on your business and who your target audience is. If Facebook is your main marketing channel, then you should post at least once a day.
- Get your entire team on board, make page admins and discuss what your goals for social media are.
- Some sources say to post 5 to 10 times a week.⁸
- We find that weekends and after hours get the best response rates.

Schedule Posts

Posts with images have the highest engagement rates.

Great size for pictures is 800x600.⁶



The screenshot shows the Facebook post creation interface. At the top, there are three tabs: 'Status' (selected), 'Photo / Video', and 'Offer, Event +'. Below the tabs is a text input field containing the placeholder text 'What have you been up to?'. Below the text field is a 'Schedule Post' dropdown menu with a close button (X). Below the dropdown is a date and time selector showing '5/14/2014', a calendar icon, 'Add a Time?' text, and 'CDT' time zone. At the bottom, there is a row of icons: a blue circle with a white 'i' (highlighted with a green circle), a plus sign, a location pin, a camera, a 'Boost Post' dropdown, a 'Public' dropdown, and a blue 'Schedule' button. Two green arrows point from the text on either side of the screenshot towards the 'Schedule Post' dropdown and the 'Public' dropdown.

Be sure to respond to comments and talk with your followers.

The more engagement you get, the more others will see your post.⁷

The Possibilities With Facebook Advertising

- Social media isn't free. Smart marketers are allocating more of their marketing budgets and time to social media.
- Facebook's targeted audience feature makes it easier to reach the right audience and measure your advertising efforts.



Create an Offer



OFFER PREVIEW

A preview will also be sent to sweetie2691@yahoo.com..



Design And Promote posted an offer

Yesterday

Take 25% off your total purchase!



25% off

Expires 6/13/2014

Get Offer

Like · Comment · Share

Create Offer

Title

25% off

Description

Take 25% off your total purchase!

Image

Upload or select an image for your offer



Expiration Date

6/13/2014

Claims Limit

No Limit 10,000

Choose Audience

Location

Naperville, IL

See More Audience Options

Boost Your Offer

\$7

\$26

\$39

\$52

Other

Not Now

EST. REACH

1,000 - 3,000 people

More Options



Engaging With Your Followers



Meet Our Staff
Photos



Real-time Marketing



Facebook Albums

Spread pictures out 3-4 at a time.

Be Mobile Friendly

- Mobiles are great for capturing visuals on the go.
- Snap a photo while you're on the go. Tag clients and check-in to Facebook places.
- 70% of your fans will be seeing your posts from a mobile.⁶



Resources

1. <http://www.bloggingprweb.com/content-marketing-keep-em-coming-back-for-more>
2. <http://www.webbyawards.com/socialmediareport/webbyawards-socialmediareport.pdf>
3. Walter, Ekaterina and Jessica Gioglio (2014) *The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand*. New York, NY: McGraw-Hill
4. <https://www.facebook.com/business/goals/drive-in-store-sales>
5. <http://www.toprankblog.com/2013/04/real-time-marketing-smarts/>
6. <http://m.entrepreneur.com/article/227590>
7. <https://www.facebook.com/business/products/ads#offers>
8. <http://blog.bufferapp.com/social-media-frequency-guide>

Design & Promote Resources

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