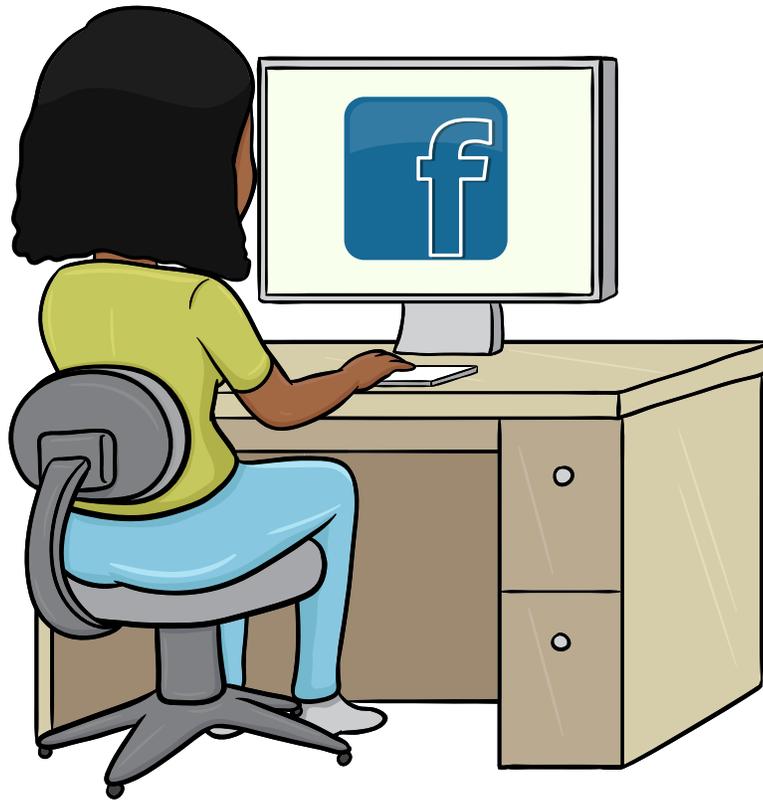


FACEBOOK MARKETING

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Using Facebook To Market Your Business Or Product



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Introduction to Facebook Marketing

As of January 2017, the social media and World Wide Web giant Facebook claimed 1.79 billion active users. Notice the descriptive adjective "active" was used there. This means these are Facebook accounts which show regular and continual activity. Only roughly 47% of the global population of 7.3 billion people use the Internet or 3.4 billion people. In other words, more than half of everyone on the Internet, 52.65% to be exact, is regularly active on Facebook. Estimates show that Facebook users spend between 40 and 50 minutes of each day on FB.

Translation: Your prospects and potential customers are on Facebook, and they spend a lot of time there.

You may have the greatest product ever conceived and created in your field. It solves every possible problem your ideal prospect has not been able to solve in the past, requires a smaller investment than lesser capable products, and is simple to use. None of that matters. If you have the world's greatest, "catch a fish with every cast" fishing rod and reel, it is going to be a failure if you don't know where the fish are. You are wasting your money if you don't market where your audience is, and as the above statistics show, your potential customers are waiting for you on Facebook.

"Only 6.7% of companies on FB actually advertise there."

May 2017 Amy Porterfield - Facebook Expert, Blogger, Podcaster

That stat should get you excited! Just by advertising on FB, you jump ahead of most or all of your competitors. This is huge. Since you can spend as little as \$5 a day advertising, this means even the smallest of budgets can reach their audience on FB. Also, Facebook has multiple advertising methods you can advantage of.

You can also simply open a personal account and begin posting content, which doesn't cost a thing. There are paid advertisement methods as well, and they all have their own positives and negatives. Business pages are good for driving engagement, and so are Facebook groups. In this introductory guide to Facebook marketing, all of those aspects of broadcasting your business on the world's largest social media site are covered.

You will also discover why it is crucial you use video on Facebook. You will learn why it is important to become very good at targeting your advertisements to the right audience, the specific avatar that is looking for the products and solutions you offer. When you are finished reading this FB marketing guide, you will be better prepared than most or all of your competition to harness the traffic on the world's busiest website, to help grow your business and improve your sales and profits.

Creating a Facebook Business Page

The first step to promoting your business online is to set up your Facebook business page. The following 12 steps walk you through the process of quickly creating a Facebook presence that announces your business to the 1.79 billion active FB users that could potentially become your customers.

1 - Open a Personal Facebook Account

You need to have a personal Facebook account before you can create a business page. Keeping the two separate is easy if you don't want people on your business page to see your personal Facebook activity, and vice versa. Head over to Facebook and provide the following information to create a personal account.

- First name
- Last name
- Mobile number or email
- Password
- Birthday
- Gender

If you already have an account, simply log in.

2 - Create a Business Facebook Page

Once you log into your personal page, look at the upper right-hand section of your screen. You will see an arrow pointing down, and when you click on this, a drop-down menu opens up. Select "Create Page," then choose from the following options the one that best applies to your business.

- Local Business or Place
- Company, Organization, or Institution
- Brand or Product
- Artist, Band or Public Figure

- Entertainment
- Cause or Community

3 - Enter Business Information

This includes a section where you choose three categories that relate to your business. You have just 155 characters to describe your business here, so be short and to the point, including any relevant keywords and phrases. Don't forget to add a link to your website or blog. You will also be asked to verify you are authorized to represent your business.

4 - Upload a Profile Picture

Make sure this picture is visually appealing, represents your business, products or services, and is at least 180 x 180 pixels. Don't be skimpy here, and use any old picture you have lying around. You want a high-quality picture, so you might think about hiring a professional photographer.

If you own a restaurant, provide a picture of your menu. If you represent a dentist, add a picture of someone with a great smile. You can alternatively use your business logo. Just make sure whatever picture you use, it represents your business perfectly. This is the picture that will show up in news feeds, the one that people will relate to you and your business.

5 - Add Your Page to Your Favorites

At some point during the process, you will be asked to make your business page one of your personal page favorites. This gives you quick access to your business page from your personal account, and shortly after doing this, you'll start to see your personal followers become fans of your business page.

6 - Eliminate Any Duplicate Pages

At this point, FB will ask you to claim any other business pages you have created. You may have developed a page in the past and forgotten about it. If an old business page has Likes, use it instead of creating this new page. Having

multiple pages confuses your followers, and can do more harm to your business than good.

7 - Select an Audience

This is a fantastic marketing tool that Facebook offers for free. If you never spend one penny on Facebook ads, this simple step in the business page creation process can allow you to hone in on the audience you believe is perfect for your business. If you own a boating and fishing store in Jacksonville, Florida, you can target men between the ages of 25 and 60 that live in that city, if that is your most relevant demographic.

You will also be asked if you want to target people based on their interests. Think carefully about doing this. While this seems like an excellent way to choose an audience full of fishers and boaters, this could backfire on you. Most people don't include all of their interests on their Facebook page. So if you choose this process to laser target your audience, you could decrease your prospect pool drastically.

8 - Add a Cover Photo

Congratulations, you are done! You now own a Facebook page that represents your business. It is time to add a cover photo, a high definition photo, picture or image that is 851 pixels wide by 315 pixels tall. This is a much bigger billboard than your profile pic and is a great place to add text to your image to include business information. One cool option that Facebook offers allows you to create a button directly beneath your cover photo. Options include a large, visible blue button with white print that says Call Now, Contact Us, Send Message or Book Now. Use this button to link to your email opt-in page, blog or website.

In May of 2017, FB announced you can now add video to your cover photo. This is huge. A little later you will find exactly how powerful video is for driving engagement and "connecting" with your audience.

9 - Pin a Post

Before you start inviting friends from your personal page to your business page, you need some content posted. Write a great post and "pin" it to the top of your page. Any time you publish a post on FB, you have the option of pinning it to the top of your page.

This ensures it is the first thing anyone sees when they get to your business page. Make sure this post announces your business and delivers any relevant details and information. Once you have some content on your business page, go back to your personal page and invite all your friends.

10 - Fill In Your About Page

If visitors to your Facebook business page are interested in what you have to say, one of the first things they will do is click on the About tab. You would be surprised at the number of business owners who have little or no content on their About page. This is one more opportunity to get the word out about your business, so use it well. You can add a map, store hours, and links to your website or blog, make special offers and include a link to your opt-in page to build your list.

11 - Claim Your Unique Vanity URL

Once you have earned 25 Likes, you can claim your vanity URL. Why would you want to do this? You can answer this question for yourself by looking at the following two links.

[www.facebook.com/pages/Your-Business-Name /5478569871236](http://www.facebook.com/pages/Your-Business-Name/5478569871236)

www.facebook.com/YourBusinessName

It is easy to see how your vanity URL (the second link) better identifies your business and makes your business name memorable. This also helps with search engine ranking, especially if your business name has a keyword or phrase in it that is related to your market or niche. You may want to think about this when creating a name for your business. If your name is Susie and

you own a bakery in New York, you could call your business "Susie's Bakery." Choosing "New York Cakes and Cookies" as a business name instead helps you in local search results on Google and Facebook, and better identifies exactly what you do.

To claim your vanity URL, log into your Facebook account. Then head over to the following address in a new browser tab or window.

www.facebook.com/username

Choose your business page from the drop-down page menu. Here is where you choose your business page name. Remember that this will be displayed after "facebook.com/" in your vanity URL. You are not allowed to use spaces or symbols. Make this memorable, catchy and relevant to your business. Click "Check Availability" to see if anyone else has already used this name. Click confirm or try a different name until you get one that is available.

That's it! You will be given your new vanity URL, which you can start sharing everywhere.

It will look something like this ...

www.facebook.com/YourBusinessName

12 - Create a Custom Facebook Tab

Facebook gives you the opportunity of creating custom tabs. This allows you to build your email list, promote an upcoming webinar, display happy customer success stories or do just about anything you want. Develop the content that you want to see on your tab. This needs to be created on your website or blog. Make sure your content is 810 pixels wide, so you maximize the space you are given.

Head over to <https://developers.facebook.com/apps> and log in with your regular Facebook account. Select the "Add a New App" button, and then

choose "Website." Next, you want to skip the "Quick Start" wizard Facebook offers because it is sort of confusing. Instead, click on "Skip and Create App ID." Choose a "Display Name," which is the text your custom tab will display on your business page. So call this "Free Gift," "Get More Information" or whatever is relevant.

Select "No" when asked about test versions, and then choose "Apps for Pages" as your category. Click "Create App ID," and you will be taken to the Facebook app dashboard. Here, choose "Settings", then "+ Add Platform" and "Page Tab". Now you want to add the URL to the content you created on your website or blog earlier. Choose "Wide Page Tab (810 pixels)", skip the "Page Tab Image," and select "Save Changes."

Now choose the "Settings" section of your app dashboard. Click "Basic," and copy your app ID. This will be a long number of about 16 digits. Replace "YOUR_APP_ID" in the custom URL below with your app ID. Just below your app ID on the basic settings page, you will see your "Secure Page Tab URL." Copy this, and place it in the section of the URL below that says "YOUR_URL."

```
http://www.facebook.com/dialog/pagetab?  
app_id=YOUR_APP_ID&next=YOUR_URL
```

The new URL you created will look something like this ...

```
http://www.facebook.com/dialog/pagetab?  
app_id=1546958298917818&next=https://www.YourBusinessName.com/  
custom-facebook-tab
```

Copy and paste this URL into your web browser. When you do this, you will be given the option of which Facebook page you would like to add this custom tab to. Then click the blue "Add Page Tab" button in the bottom right-hand corner of the pop-up.

Congratulations!

You have created a custom tab. Go to your Facebook business page and click

on it. Make sure everything works smoothly. If this process seems confusing or you don't have the time to do it yourself, there are freelancers on Fiverr.com that can handle the job for you for less than \$20.

Facebook Cover Photo Do's and Don'ts for Your Business

The first thing people notice when they hit your business page is your cover photo. This is a great place to deliver information about your business and a captivating, engaging photo or image as well. Just remember that Facebook has several guidelines you must abide by. This image cannot be "deceptive, misleading, or infringe on anyone else's copyright" according to Facebook. Also, as mentioned earlier, make sure your photo is 851 pixels wide by 315 pixels tall.

Facebook used to have a "20%" rule, meaning that no more than 20% of your image could include text. While that rule does not apply anymore, images capture and hold attention better than text does. Add whatever relative text you need to broadcast your business information, and leave out any unnecessary text. Make sure your cover photo is not too "busy." In other words, make the focus clear and simple.

Keep any important content above the halfway point of your cover photo. This ensures your message gets across, regardless what size screen your page is accessed on. Keep your image aligned to the right, since your profile pic will block out a small, square section of the bottom left corner of the cover photo.

Facebook announced in April of 2016 that more than half of its users access the site on mobile devices. On the smaller monitors and screens of mobile phones and tablets, a much larger portion of your cover photo is not seen. Your profile picture and the page name show on top of the cover photo, unlike the experience on a laptop or desktop computer. This means that basically content on each side of your photo will be clipped off.

This is why you want your most important content in the middle of your photo.

A veteran move here is to place important text just to the right of center. On the bottom right-hand side of your cover photo, FB places "Sign Up," "Like" and "Message" buttons. By placing engaging text directly above these buttons, you draw attention to them, improving the likelihood that someone will engage with your page. Don't forget; you can now add video to your cover photo.

Video engages like text and images simply can't, so consider using this new feature to draw attention to your business. Since this is relatively new, if you add a video to your cover photo you will be one of the first to do so, which immediately puts you ahead of your competition.

Now that your Facebook business page is up and looking great let's look at a few ways you can use the Facebook advertising platform to build your audience and grow your business.

Introducing Facebook's Ads and Marketing Guides

Facebook wants you to succeed. They want your advertising experience on their site to be simple and headache-free. That's why they have compiled (and frequently update) a handy advertising guide which is located at the following link.

<https://www.facebook.com/business/ads-guide/>

Once there, you can click on the name of the place where you want your ad to be seen (mobile news feed, for example), or the advertising result you're looking for (lead generation, traffic or brand awareness, etc.). When you do, Facebook displays the different aspects of a successful ad, shows you what your ad will look like, and tells you exactly what you should put where. This can be extremely helpful in getting you the success you are looking for with your FB marketing efforts.

FB has also created a marketing guide. This covers advertising as well, but will additionally show you how you can use free methods to promote your business. You can find that resource at the link below.

<https://www.facebook.com/business/overview>

How to Get Setup for Facebook Advertising

Once you have set up a Facebook personal or business page, your advertising account is already in place. However, Facebook wants to make sure they get paid. So you will have to add a credit card or some other form of payment your account. To do this, and get started with Facebook advertising, go to the Facebook Ads Manager. You can access it at the link below.

<https://www.facebook.com/business/learn/facebook-ads-reporting-ads-manager>

Consider this your ad campaign "command center." Choose the "Ads Manager" menu, and then select the "Billing and Payment Methods" option. You will be prompted to enter your password, and then choose the "Add Payment Method" button. Currently, you may fund your advertising and marketing efforts with a Facebook ad coupon, online banking account, credit or debit card, or PayPal account.

Next, choose "Set Account Spending Limit." Enter the maximum amount of money you want to spend on a particular campaign. When this limit is reached, FB will stop posting your ad. You can reset this limit at any time, and whether or not your ads go out quickly or slowly does not depend on this number. Only the targeting options you chose earlier are used to decide if your ads go out.

The Different Ad Types on Facebook

As of early 2017, Facebook offers several options for marketing through their advertising platform. Bear in mind that FB is constantly tweaking their marketing options. They want to find out what works best for you, so you make money. If you don't make money, you won't advertise through them. So they are always coming up with new ways to market on their site, testing and experimenting, so these same advertising options, which FB calls objectives, may be different in the future.

You choose a different ad type depending on one of the following results you are trying to achieve.

- Brand awareness
- Reach (reach people near your business)
- Traffic (website clicks)
- App installs
- Video views
- Lead generation
- Product catalog sales
- Engagement (get someone to claim your offer)
- Engagement (increase page likes)
- Engagement (boost the performance of your post)
- Engagement (improve the response to an event)
- Conversions (increase conversions on your website)

Once you choose an objective, you will be able to target your ads to specific demographics. These kinds of tools are what make advertising on Facebook so powerful. By testing and experimenting while spending a very small amount of money, you can see exactly what audience delivers the biggest return on investment. Then you can ramp up your ad spending, and automatically increase your sales and profits simultaneously.

Get Good at Facebook Ad Targeting

Amy Porterfield is a Facebook, marketing guru. From 2010 through the end of 2015, she reports having spent more than \$500,000 on Facebook advertisements. An Internet marketer who is paid very good money to handle social media advertising by other 7-figure-a-year Internet marketers, Amy Porterfield does not spend that kind of money unless it is providing an extremely attractive return on investment (ROI).

What is her #1 tip to get the most out of Facebook marketing? She says that once you get really good at ad targeting on the Facebook advertising system, you have a virtual money machine you can rely on to build your list, develop a fan base, and make sales and profits literally on demand.

In other words, get to know your marketing avatar very specifically, the exact type of person you are trying to reach.

Facebook will help you do this. They offer detailed targeting, which is an advertising option available in the "Audience" section when you are creating an advertisement. Detailed targeting offers a wealth of possibilities. You can target ...

- Location (cities, neighborhoods, countries, etc.)
- Age
- Gender
- Education level
- What people share on their timelines
- Interests (Hobbies and pages they have liked on FB)
- What apps people use
- What ads they click
- Purchase habits
- Recent life events
- People on your email list
- Specific pages they engage with
- What mobile device they use
- Many more options

With these and other targeting options, you can really hone in on your perfect prospect. Facebook allows you to include or exclude certain groups of people, and you can use either "or" or "and" filters as well. In other words, you could go after Facebook users who have visited your website "or" claimed an offer from you. You can alternately say that someone has to be interested in fishing "and" own their own home "and" live in Timbuktu before your ad is presented to them.

The Facebook Advertising Campaign Structure

Now you are ready to create advertisements. Facebook structures advertising through 3 separate levels.

1. Campaign
2. Ad Sets
3. Ads

Each campaign you run will be the objective you chose earlier. You can run different campaigns for different purposes at any time, and run multiple campaigns simultaneously. Inside each campaign, you can run several ad sets. In each set, you choose who you are targeting, how much you are spending and your ad placement. In each ad set, you can have multiple advertisements. This allows you to test things like different images, different blocks of text and different offers.

To give you a real-world example, let's say your objective was to accomplish the following three goals:

1. Drive Traffic to Your Blog
2. Build Your Email List
3. Make a Discounted Offer on a Product or Service

You would create a different campaign for each one of these objectives. To drive traffic to your blog, you could create two different ad sets, one to target your current customers, and the second for marketing to those people on Facebook that are in your home city. Then you could make as many advertisements as you want in each ad set to help accomplish the goal of sending traffic from Facebook to your blog.

You would also do the same with your other two objectives.

Those multiple advertisements need images plus text plus links. Here is where split testing several different advertisements reveals which ad works the best for you. After testing repeatedly, you shut down those ads which are not

working, and spend your time and money on the one or two advertisements which deliver the best return on investment.

The "Where" of FB Ads

In the ad creation process, you will need to choose where your ad will be placed. This is where on Facebook you want your ads to show up. As of mid-2017, you have the following choices:

Desktop News Feed

This placement shows your ad in the news feed when your audience visits Facebook on desktop computers and laptops.

Mobile News Feed

This ad placement is obviously going to apply to anyone on a mobile device, and this shows up in the person's news feed. You can even select a specific device, for example, users on an iPhone 5, and even the operating system that is installed on the device.

Desktop Right-Hand Column

Pretty self-explanatory, this option shows your ads in a right-hand column if someone is accessing Facebook from a desktop computer, and also on a laptop.

Instagram

Facebook has added the option of advertising on Instagram. Anyone accessing Instagram from an Android or iOS platform will see your advertisement if they fit your target criteria.

Facebook's Audience Network

This is a network of Facebook approved mobile websites and applications. If you choose this placement option, you must also select mobile news feed.

Choose Your Budget

It's important to set a budget. This way you don't get out of control and spend more money than you can afford to. When you are starting out advertising on Facebook, trying to find out what works and what doesn't, you probably want to spend a minimal amount of money. To access this section go to the "Ad Set" section of your ads manager. You can alternately select the "Create Ads" option from the drop-down menu available at the top right corner of any screen when you are logged into your Facebook account.

You can set daily or lifetime budgets. Lifetime budgeting lets you set a campaign start and end date. Clicking on the "Advanced Options" button gives you the following possibilities.

- Optimization For Ad Delivery
- Bid Amount - Automatic or Manual
- When You Get Charged
- Ad Scheduling
- Delivery Type

Optimizing for ad delivery means choosing either link clicks to your website or a URL, or impressions. Impressions mean that any time Facebook shows your ad, you will get charged, whether someone clicks on your ad or not. Manual bidding means you enter the highest amount of money you are willing to pay per click, while automatic bidding lets Facebook set the bid, using their algorithm to hopefully get you the best price and the most clicks.

Ad scheduling lets you schedule when your advertisement campaign runs. You can choose from standard or accelerated delivery types. Selecting the standard option will show your advertisements throughout the day, and accelerated will display your advertisements as quickly as possible.

Creating Your Ad

Now it is time to actually make your ad!

Depending on the objectives you chose, you will be given different ad creation options. It is here that you select media, text, and links to create one or more ads in an ad set. You will be given images which show exactly how your ad is going to look, and at any time you can click the blue "Learn More" button beside any advertising format to get an in-depth explanation. Once you select an ad type, you have to choose your media. You can browse the free stock images Facebook offers, or upload your own pictures or videos.

Facebook recommends an image size of 1,200 by 626 pixels. A secret the pros use here is to choose an image that is at least two times bigger than the recommended minimum. This ensures you get the biggest ad picture on Facebook, and it guarantees a high-resolution image as well. While FB removed the 20% rule concerning text on your cover photo, it still applies here. Your image may not include more than 20% text, or it will not be approved.

Now choose the text that will display beneath your ad. This is your call to action (CTA).

You will see just below the "Image" option; there is a button labeled "Text." Click on this and enter the textual content of your ad. Facebook will automatically generate a headline for you, and it is usually a good idea to delete this and create your own. You also want to include a short, clickable CTA, which includes the URL where you want Facebook users to go. At any time you will be able to look to the right of the Ads Manager screen to see a preview of your progress.

Look over your ad. You can do this by clicking on the "Review Order" button beneath your ad preview on the right of the screen. If everything looks great, click the green "Place Order" button, and you are done.

Congratulations! You have created your first Facebook ad. While your ad is

running, return to your Ads Manager to check on its performance. Whether your ad is successful or not, the information you receive is invaluable for future Facebook marketing purposes. Now let's take a look at a few no-cost ways to market your business on Mr. Zuckerberg's site.

Free Marketing Methods for Facebook

While the Facebook advertising platform can be extremely profitable, there are also things you can do to get the word out about your business without spending a penny. The following free marketing methods have proven successful for marketers across a multitude of niches and topics and can help the business owner with a small budget to maximize his or her Facebook marketing experience.

Facebook Groups

You can create Facebook groups for free. You can also join other groups relevant to your industry. This is an easy way to grow your reach and meet others who are interested in just what you have to offer.

Facebook Stories

Facebook Stories is FB's answer to SnapChat. According to Facebook, this application lets you "... share multiple photos and videos as part of a visual collection on top of your news feed". When you add a new photo or video to your story, it appears in the "New Stories" section at the top of your news feed. This story only lasts 24 hours, and the application includes special camera effects, direct sharing with specific friends and a spot that shows which stories are disappearing soon.

Facebook Live

This is a relatively new resource. Facebook understands the power of video, which we discussed earlier. They also know that a lot of users prefer live video for the ultimate in engagement. Facebook live allows you to pre-schedule and present a live video session. A veteran marketing tactic here is to publish a few posts the day before and the day of your live video, to build your audience.

Facebook Places

This addition to the Facebook application lets you "check-in" when you arrive at a specific location. Just like its rival FourSquare, this shows you where your friends are, and also displays your location to your Facebook friends. This is a great free marketing tool if you run a local business and want to get people to a product launch, sale or grand opening.

Facebook Events

You can advertise a live or virtual event for free. You can allow your event to be open to anyone or private, inviting just your followers or members of a specific group or page. This is a calendar-based resource which lets you notify Facebook users of upcoming product launches, discounts, webinars, etc.

Post Frequently

The simplest, cheapest and easiest way to market your business on Facebook is to post updates regularly. Whenever you publish content on your business page or personal page, your friends and followers are notified. There is an old marketing adage that says the squeaky wheel gets the most oil, meaning that more you share content, like or comment on someone else's content, the more likely you are to reach your target audience.

Add Images and Video to Your Posts

Images connect with an audience better than text, and video is the most engaging media of all. Think about it. Would you rather read a 100% text-based post, or watch a short and engaging video on Facebook? Start adding images and video to all your posts.

Add Facebook Social Buttons to Your Website or Blog

There are plug-ins and software that make it drop-dead simple for people to "like" your Facebook page from your website.

Be a Social Butterfly

Spend time on the business pages and groups that are relevant to your niche. Comment frequently, and make sure the content you share there is full of value.

Get Social

Promote your Facebook business page on your other social media accounts. Offer a freebie, discount or incentive to anyone that heads over to your Facebook page from Twitter, Pinterest, LinkedIn and the other social media sites you are a member of.

Run a Contest or Giveaway

Social media sites like Facebook are perfect for giveaways and contests. RaffleCopter, ViralSweep, Heyo, and WooBox are just a few of the many social media contest applications you can use to drive engagement on your Facebook business page.

Use the 80/20 Rule

It bears repeating that Facebook is a social site. People don't go there hoping that someone will try to sell them something. This means you should adopt the 80/20 ratio when you post content on FB. You should be offering and sharing and commenting on content 80% of the time, and delivering promotional content just 20% of the time.

Let Third-Party Facebook Apps Market Your Business for You

You probably have a lot going on in your personal and business lives. On top of that, you might be overwhelmed by the idea of marketing your business on Facebook. Why not use proven technology to handle the job for you? There are plenty of really good third-party marketing applications that take the guesswork out of promoting your business on Facebook. You can promote your brand, increase your visibility and get more sales and profits by using any of the following apps.

AgoraPlus

This company offers 10 Facebook page applications to help you market your business. Whether you want to get more Likes, build your email list or send FB users to your website, AgoraPlus can help.

FanAppz

Marketing online is all about turning web surfers into fans, and fans into customers. FanAppz helps you do exactly that, by helping you build your email list, collect more Likes, and learn about the interests and demographics of your business page visitors.

North Social

Creating great business pages and promoting your brand is easy with the 19 Facebook apps North Social offers.

Heyo

Heyo was mentioned earlier for promoting contests and giveaways, and the company also offers pre-designed templates you can use to drive traffic to your website or develop leads. The easy to use, drag-and-drop editor means you don't need to know how to write code, and you can be up and running in minutes.

TabFusion

Remember how earlier we mentioned that it was important to create a custom tab on your business page? If the process seems too technical for you, let TabFusion do the work. They also offer Facebook apps that help you post photos, videos and more.

TabSite

As you can probably tell by the name, this application helps you build tabs so you can grow your email list or promote contests, giveaways, and deals.

HootSuite

This social media marketing provider makes it easy to schedule your Facebook updates. You can manage your pages, groups, events, and profiles with this popular application.

Why You Absolutely Must Use Video on Facebook

You probably see lots of videos on Facebook. You may think that Facebook is predominantly a video-driven service, since video grabs your attention so well, delivers powerful messages very quickly, and is extremely memorable. This is because the human brain processes video and images 60,000 times faster than text. In just a few seconds you truly can deliver a memorable message with video that text-based marketing simply can't compete with.

Also, the Social Media Today website reports that **just 00.90% of all the content and posts on Facebook have video**. That means 99.10% of the posts and updates you see on that social media site do not have any video. Even so, those less than 1% of posts with video are responsible for 7.15% of all reach on Facebook. Reach is used here to mean that someone who saw content did something with that content after viewing, like clicking on a link, sharing on their own Facebook page, liking, commenting, etc.. They took action.

To relate those two statistics another way, this means video is 7.94 times as efficient at getting your marketing message across than text or images on the world's largest social network.

Social Media Today reports that the success of video marketing on Facebook as a way to connect with your audience continues to be better than any other marketing method, month after month, and year after year. This is no doubt due to the following statistics, which give you an idea of how important it is to include video in your FB marketing plan.

- Facebook users view a staggering 100 million hours of video on that site every day.
- More video content has been uploaded to the World Wide Web in the last 30 days than television has posted in the past 30 years.
- 80% of potential buyers say a how-to video or demonstration video is extremely helpful when they are thinking about making a purchase.

- Video marketing experts estimate that in the year 2017, video will comprise at least 74% of all web traffic.
- Video will make up at least 80% of worldwide Internet traffic, and 85% of web traffic in the US, by the year 2019.
- 92 out of 100 mobile video viewers share video content with others.

Whether you are just beginning your Internet marketing career or have been marketing on the web for years, those statistics should have you watering at the mouth like one of Pavlov's dogs. From the statistics above, you can see your audience is practically screaming at you, "We want video! We want video!" Even a rookie marketer knows that when you give your target audience what it wants, you have a much better chance at achieving your business goals than if you ignore what your market is telling you.

If you feel uncomfortable in front of a camera, hire freelancers to make videos for you. You can also use screen capture software to record whatever you are seeing and doing on your computer screen. Video PLR sites sell videos on a truly endless number of topics that you can re-brand as your own and use any way you see fit. Regardless your business goals, whether you want to build your list or increase sales and profits, budget some time and money to create videos for Facebook. Then share them on video sharing sites like YouTube, SnapChat, and Vimeo.

Top 10 Tips for Facebook Marketing Success

1 - Get comfortable shooting video, or pay someone to make videos for you. As a reminder, 99.10% of all Facebook posts are text-based, but video accounts for approximately 7.15% of all engagement and reach on FB. This means video is nearly eight times more likely to connect with your audience than text on Facebook.

2 - Create a Facebook business page and promote your business for free. The initial step to letting FB users know about your business, products, and services is to build a business Facebook page.

3 - Get really good at Facebook ad targeting. Experiment, test, and retest, until you know the exact audience, you should be targeting on Facebook. This allows you to spend the least amount of money for the highest CTR, sales, and profits.

4 - Make a great cover photo. This is free advertising for your brand, so use it as a billboard. Include text in your photo and info about your business. Don't forget that you can now add video to your cover photo.

5 - Your profile pic shows up in news feeds. Make sure it represents your company and brand well.

6 - Do a good job on your About page. When someone goes there, they are expressing an interest in knowing more about you and your business, so make it shine. Include links to your website, social links, and your contact info.

7 - Build a custom FB tab. This is an excellent way to build your list. Give away an opt-in freebie in exchange for Facebook users signing up to your email list or newsletter.

8 - Claim your Facebook vanity URL. You need 25 Likes to claim the "Facebook.com/YourBusinessName" URL that reminds FB users of your website or business name.

9 - Pin a Post to the top of your page. When you announce a new product, publish a new blog post or launch a giveaway or contest, pin it to the top of your feed, so it is the first post your business page visitors see.

10 - Post regularly, and don't get "salesy." Have fun, and let down your hair. Engage and chat with people. FB is all about socializing, so the more you act social and connect with your audience, and the less you focus on trying to make a sale, the better your experience will be.