Marketing Effectively on Facebook

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Key Principles
When marketing on Facebook

1. Build a sense of community
2. Have a human touch
3. Create fresh content
4. Have fun
5. Use the power of social proof
6. Measure results
Marketing on Facebook in 5 Steps

1. Business info
2. Posts
3. Ads & campaigns
4. Reviews & comments
5. Analyze results
Website. Address. History. Hours. Phone. Email.

Help your customers get to know you
1. Business info
2. Posts
3. Reviews & comments

Photos
High-quality + bright colors + striking image. Use slideshows.

Sentences
Concise + informal + proper grammar. 1/8th area. Use links.

Timing
Scheduled postings. Timely content.
1. Know the goals of your campaign
2. Set a budget for your campaign
3. Target the right audience: location, demographics, interests
4. Have a strong Call to Action: clickable buttons drive purchases
5. Analyze results
Know the goals of your campaign

Set a budget for your campaign

Target the right audience location, demographics, interests

Have a strong Call to Action clickable buttons drive purchases

Analyze results

Ads & campaigns

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Set a budget for your campaign

Target the right audience location, demographics, interests

Have a strong Call to Action clickable buttons drive purchases

Analyze results

Ads & campaigns
Star ratings encourage positive reviews.

Engage customers by inviting them to Like your page.

Comments Moderate and manage them.

Address customer concerns by paying attention to their reviews.
Analyze your advertising effectiveness

See your results for each advertisement

Examine analytics reports broken down by customer demographics, device, clicks

1. Business info
2. Posts
3. Ads & campaigns
4. Reviews & comments
5. Analyze results
A great example

Jack’s Abby craft lagers
It's a big day here, breaking ground on the site of Jack's Abby Beer Hall & Kitchen pato- in just a few weeks you'll be able to enjoy a pint and a pizza al fresco style! We hope to open this small 32-seat area in early June, we can't wait for you to check it out!
4.8 ★★★★★ 504 Reviews

People talk about friendly employees, wild mushroom pizza and chicken wings

Tell people what you think

Russell Dana Govettsen
4★ ★★★★ - October 29, 2016
I love the place with its Vermont feel to it due to the great staff and they have really good food choices too. The one disappointing thing they did was elimina... See More

Zachary Semken
4★ ★★★★ - October 4, 2016
Jack's Abby is arguably one of my favorite breweries I've visited in a while. On a busy night, parking can be a bit of a problem. From there, you walk through a... See More

Videos

Early this morning a gasket failed on a tank of Abbey ...

Our new bottling line in action!
Video of our hop being pic...
The rumors are true. We made the perfect porch-drinking beer and we packaged it in 40s. Can't commit to 40oz? Don't worry, we've got it in 12 oz. 12-packs, too. Framingham Lager was packaged in limited quantities so keep an eye out for a 12 pack at your local Metrowest packie. 40oz glass is brewery exclusive.
Thank you!
Appendix

Commonly used social media platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>93%</td>
</tr>
<tr>
<td>Twitter</td>
<td>79%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>71%</td>
</tr>
<tr>
<td>YouTube</td>
<td>55%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>45%</td>
</tr>
<tr>
<td>Instagram</td>
<td>36%</td>
</tr>
<tr>
<td>SlideShare</td>
<td>15%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>2%</td>
</tr>
</tbody>
</table>

Top benefits of social media marketing

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased Awareness</td>
<td>89%</td>
</tr>
<tr>
<td>Increased Traffic</td>
<td>75%</td>
</tr>
<tr>
<td>Develop Loyal Fans</td>
<td>66%</td>
</tr>
<tr>
<td>Improved Search Ranking</td>
<td>58%</td>
</tr>
<tr>
<td>Improved Sales</td>
<td>51%</td>
</tr>
</tbody>
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