

# 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

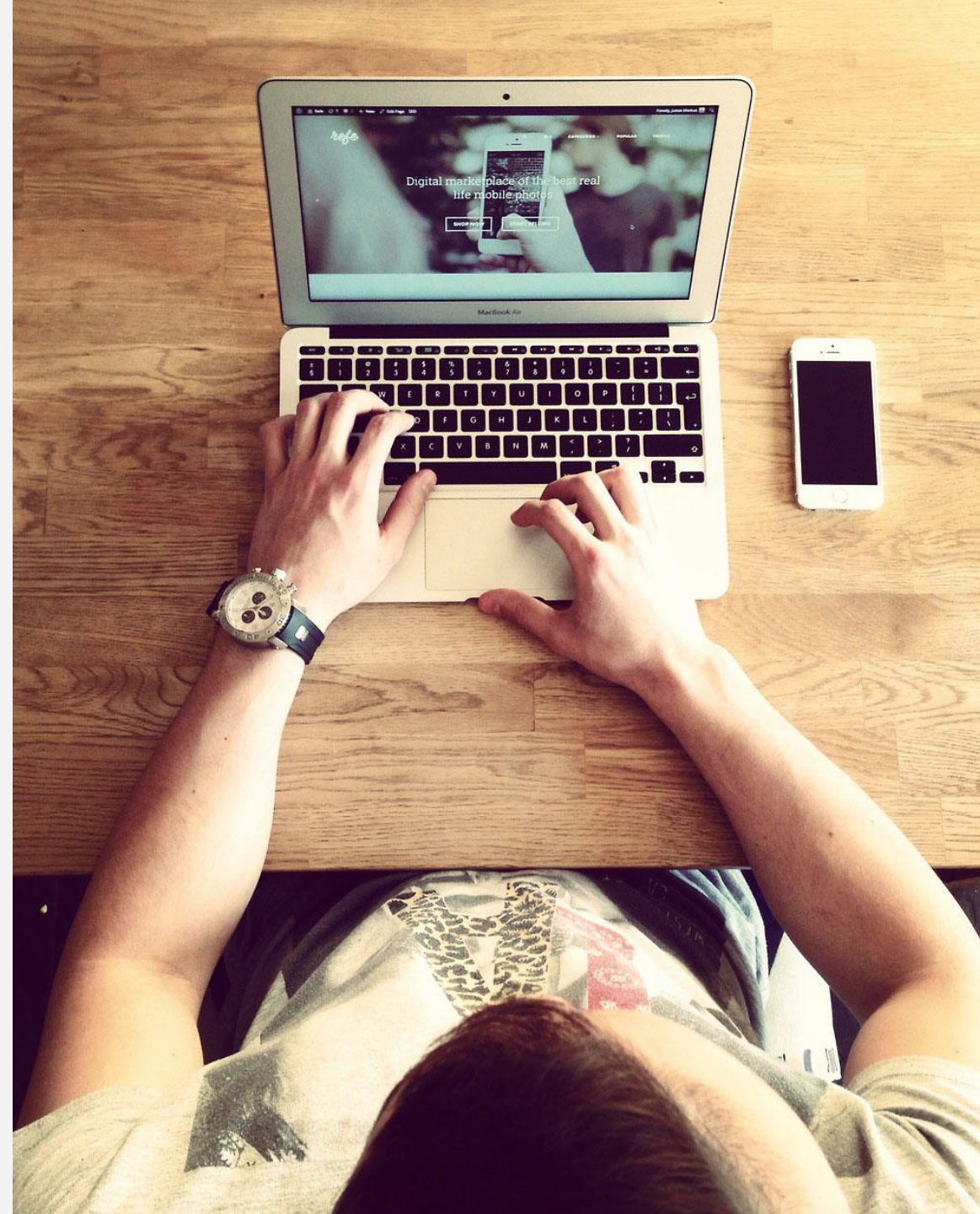
Have fun

5

Use the power of social proof

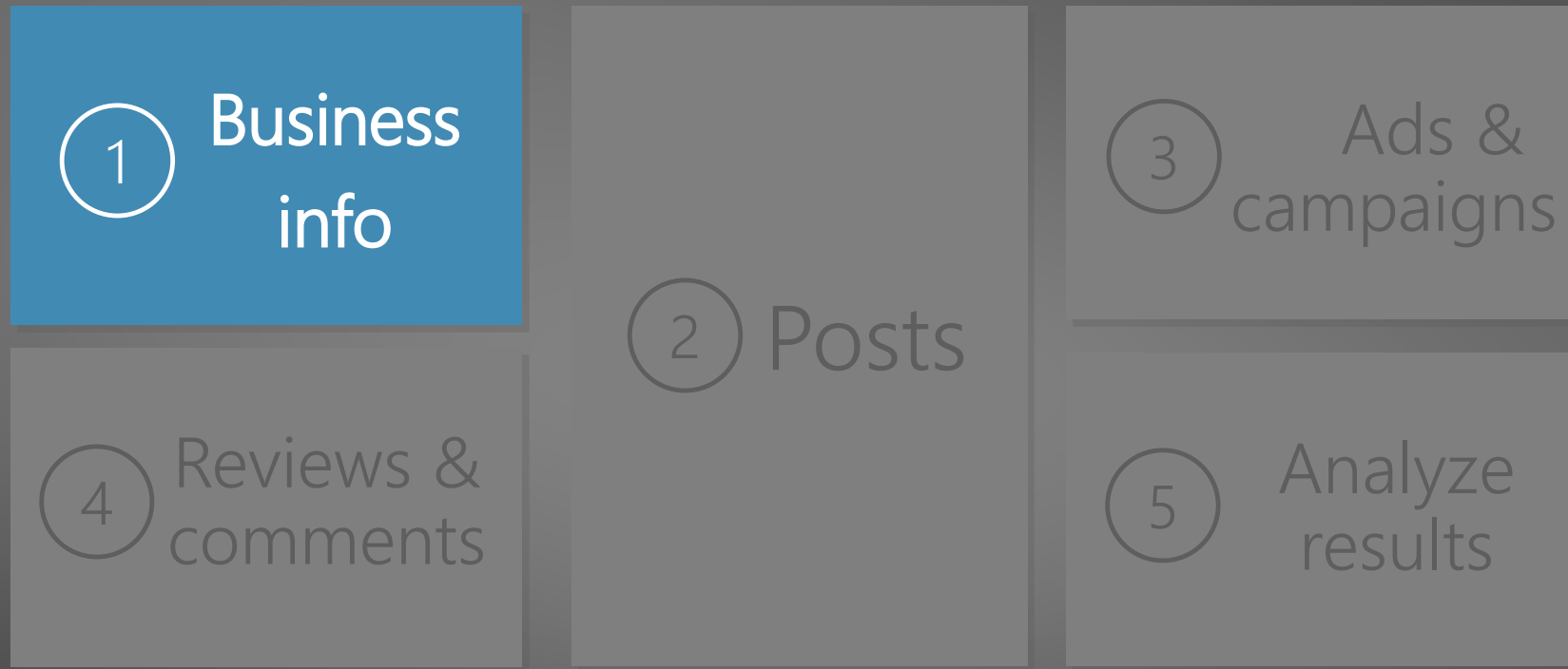
6

Measure results





# Marketing on Facebook in 5 Steps

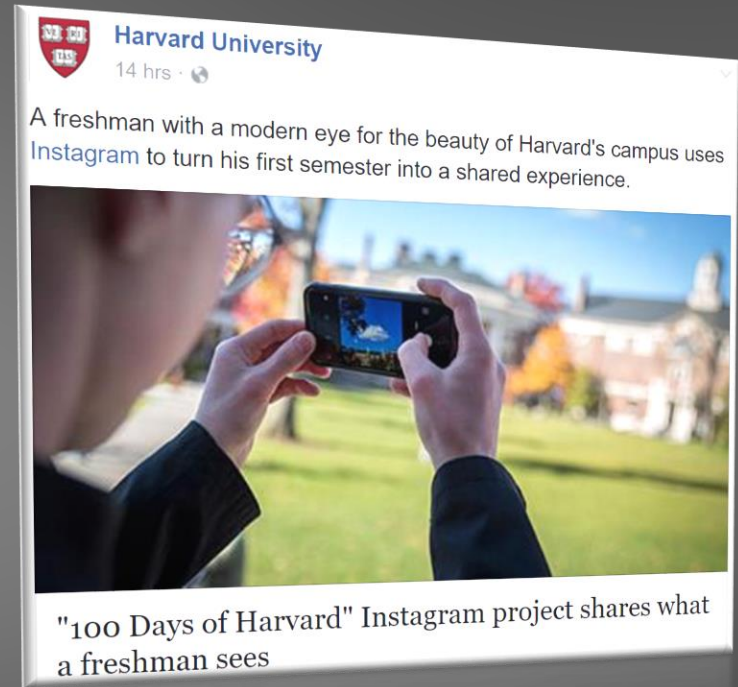


Website. Address. History. Hours. Phone. Email.  
Help your customers get to know you

1 Business  
info

4 Reviews &  
comments

## 2 Posts



Photos

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



Sentences

Concise + informal + proper grammar. 1/8<sup>th</sup> area. Use links.



Timing

Scheduled postings. Timely content.

① Business  
info

② Posts

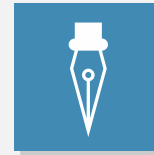
③ Ads &  
campaigns

④ Reviews &  
comments

⑤ Analyze  
results



Know the goals  
of your campaign



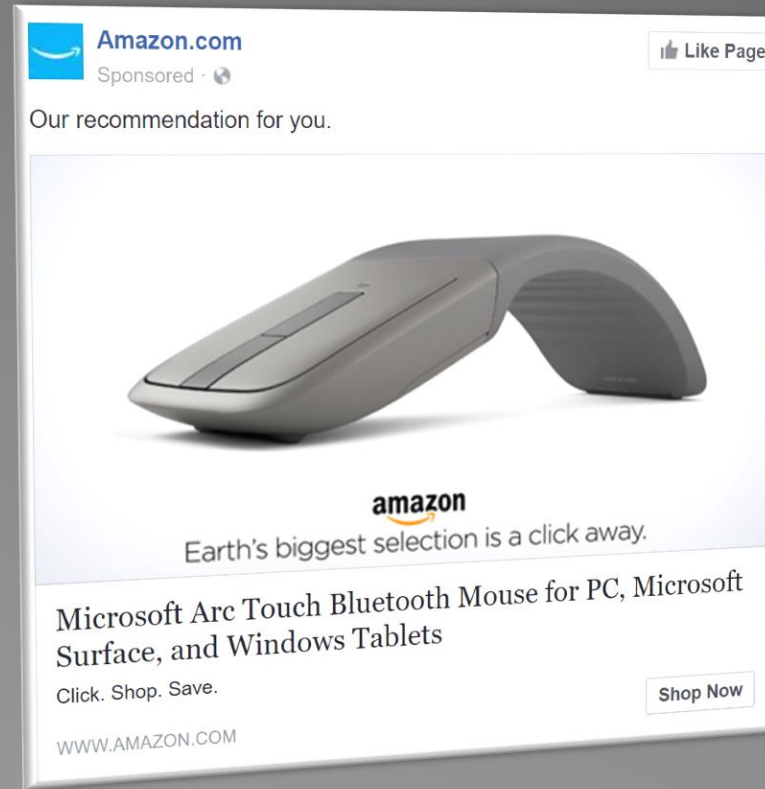
Target the right audience  
location, demographics, interests



Set a budget  
for your campaign



Have a strong Call to Action  
clickable buttons drive purchases

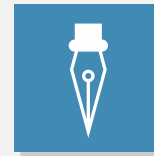


### 3 Ads & campaigns

### 5 Analyze results



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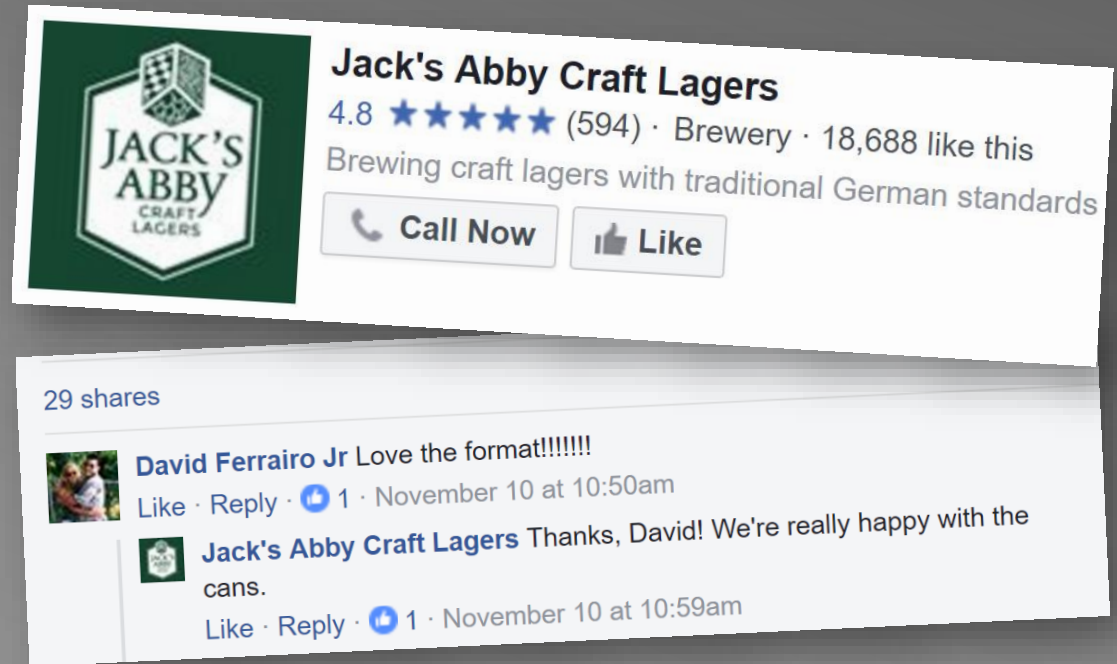


1

Business  
info

4

Reviews &  
comments



Star ratings

encourage positive reviews



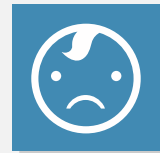
Comments

Moderate and manage them



Engage customers

by inviting them to Like your page



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



Business  
info



Posts



Ads &  
campaigns



Reviews &  
comments



Analyze  
results



A great example

Jack's Abby craft lagers





Jack's Abby  
Craft Lagers  
@jacksabbycraftlagers

Home

About

Photos

Events

Reviews

Likes

Videos

Email List

Posts

Create a Page



Like Share Save More

Call Now

Status Photo / Video



Write something on this Page...

Photos

See All



Upcoming Events

See All



Brewery  
in Framingham, Massachusetts

4.8 ★★★★★ Opens in 15 minutes

Search for posts on this Page

Invite friends to like this Page

Brewing craft lagers with traditional German standards and American innovation. Visit the Beer Hall & Kitchen in Framingham MA open Tues-Sun.

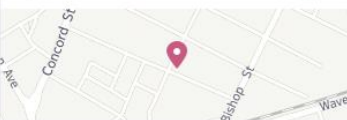


18,680 Likes  
Judy Blomquist and 2 other friends like this

22,187 people have been here

About

See All



100 Clinton St  
Framingham, Massachusetts

(508) 872-0900

jacksabby.com/

Hours 11:30AM - 10:00PM  
Opens in 15 minutes

Popular Hours

Mon Tue Wed Thu Fri Sat Sun



Jack's Abby Craft Lagers

May 16 · 🌐

It's a big day here, breaking ground on the site of the Jack's Abby Beer Hall & Kitchen patio- 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!



Like Comment Share

295

Top Comments

27 shares



Write a comment...



**Brendan Decker** Congratulations. Your Munich Helles Lager is very very good. Love your beer lineup!

Like · Reply · 1 · May 16 at 1:27pm



**Colleen Kegler Benson** Eric Benson when we are back in July!

Like · Reply · May 16 at 1:41pm

## Reviews

See All

4.8 ★★★★★ 594 Reviews

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



Tell people what you think



**Russell Dana Govertsen**

★★★★★ · October 28, 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 Semcken**

★★★★★ · 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

See All

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



45 115

Our new bottling line in action!



88 15

Video of our hops being pic...



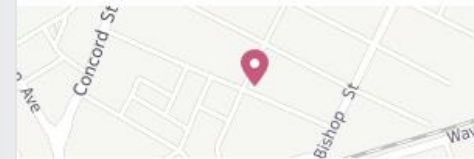
37 6



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## About

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## VISITOR POSTS



**Michael Engel**

Today at 10:41am

Just checked out Jack's Abby last night and was blown away!!! The House Lager is truly a world class beer. Why didn't anyone tell me about this place sooner? Great food and a great atmosphere. This is everything a beer hall should be. Prices were also very reasonable. I'll be back soon. Thanks Jack's Abby!!!!!!

1 Like  
[Like](#) · [Comment](#)



**Brienne Allan**

Today at 10:40am

Home is in the craft lager brewery ❤️

5 Likes  
[Like](#) · [Comment](#)





## Jack's Abby Craft Lagers

June 7 · 🌐

The rumors are true. We made the perfect porch-drinking beer and we packaged in it 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.



👍 Like    💬 Comment    ➦ Share

👍❤️😂 493

Chronological ▾

94 shares

[View previous comments](#)

2 of 67



**Pete Felber** Drinking one right now, another tasty beer !!

Like · Reply · June 8 at 4:28pm



## Jack's Abby Craft Lagers

March 11 · 🌐

They're hereeee! Swing by the Beer Hall today and grab cans of Excess before they hit stores!



👍 Like    💬 Comment    ➦ Share

👍❤️😂 48

Chronological ▾

3 shares

[View 1 more comment](#)



**Kevin Athas** When are we going to start seeing these in stores?

Like · Reply · March 17 at 3:04pm



**Jack's Abby Craft Lagers** they should already be out in limited quantities. Many stores in MA got 1 or 2 cases

Like · Reply · 🇺🇸 1 · March 17 at 3:48pm



**Joe Kiggen** When are these coming back? Even the beer hall was out on Sunday.

Like · Reply · April 5 at 10:19am



**Jack's Abby Craft Lagers** Possibly by the end of the week

Like · Reply · 🇺🇸 1 · April 5 at 10:40am

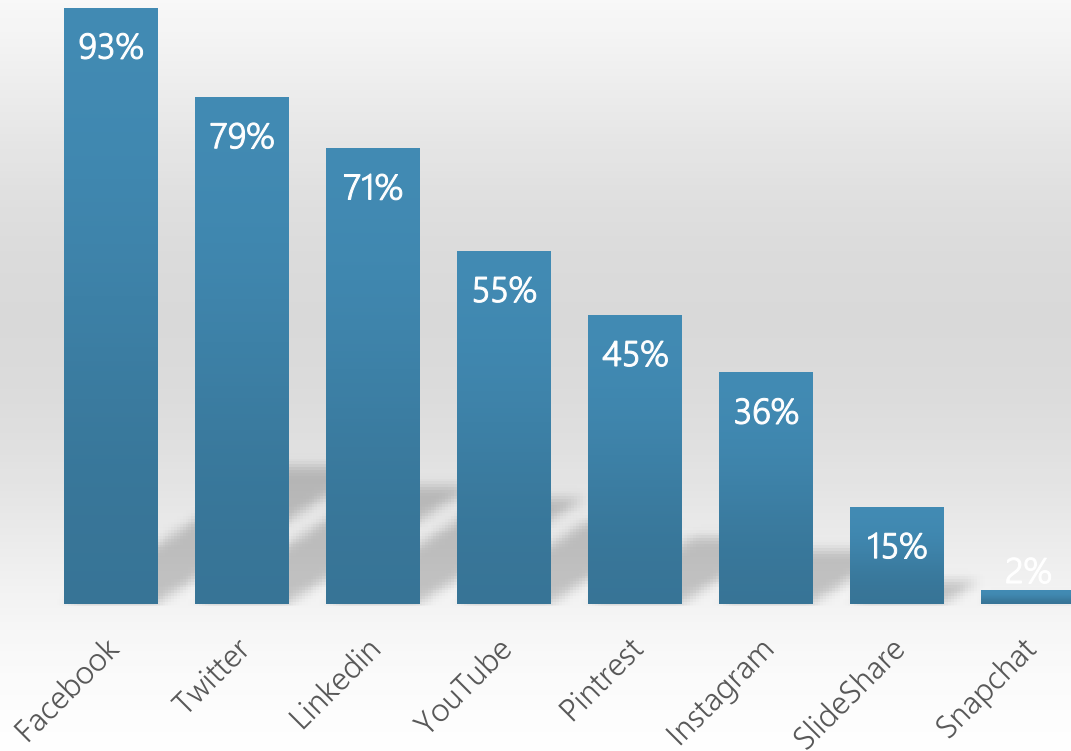




Thank you!

# Appendix

Commonly used social media platforms



Top benefits of social media marketing

