

Facebook for Business

by

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Agenda

- Edit Page
- Build an Audience
- Build an Advertisement
- Content
- The Value of Photos
- 5 FB Marketing Tips



Connect, Inform & Grow

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2017 Marketing Trends

Facebook for Business





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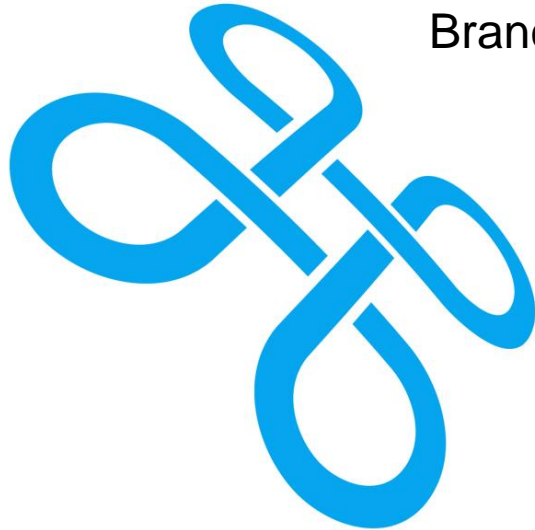


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Branched Oak Marina



the
ATRIUM
at Nebraska Crossing

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Championship **T**hinking **C**oach
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LIVING LEGACY



Preserve Your Memories
IT'S THE RIGHT THING TO DO

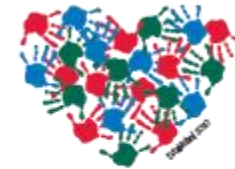
Nebraska Choral
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L and P Law



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*Developing Golf's
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Association of the
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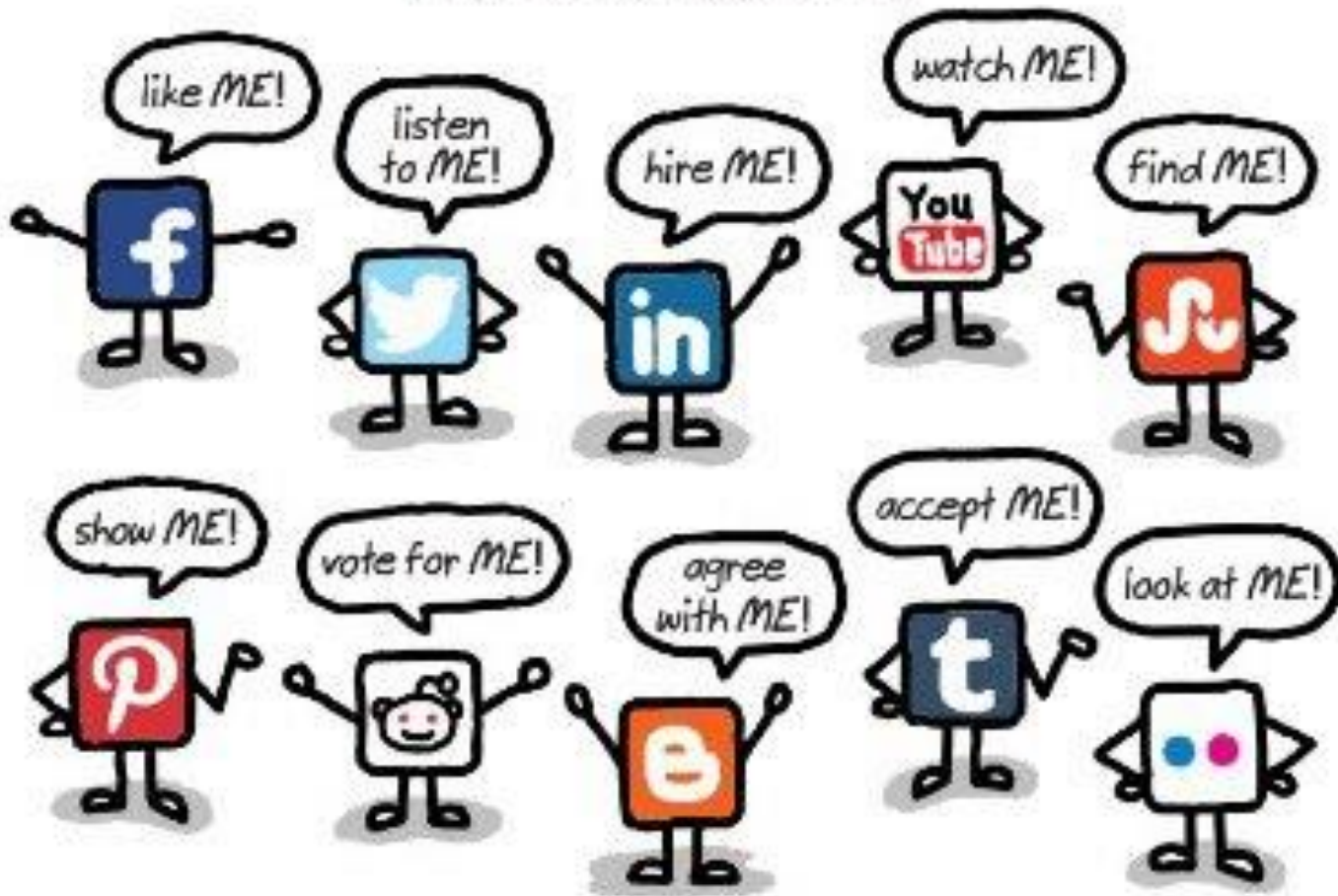
Too Many
Feathers Pet
Center



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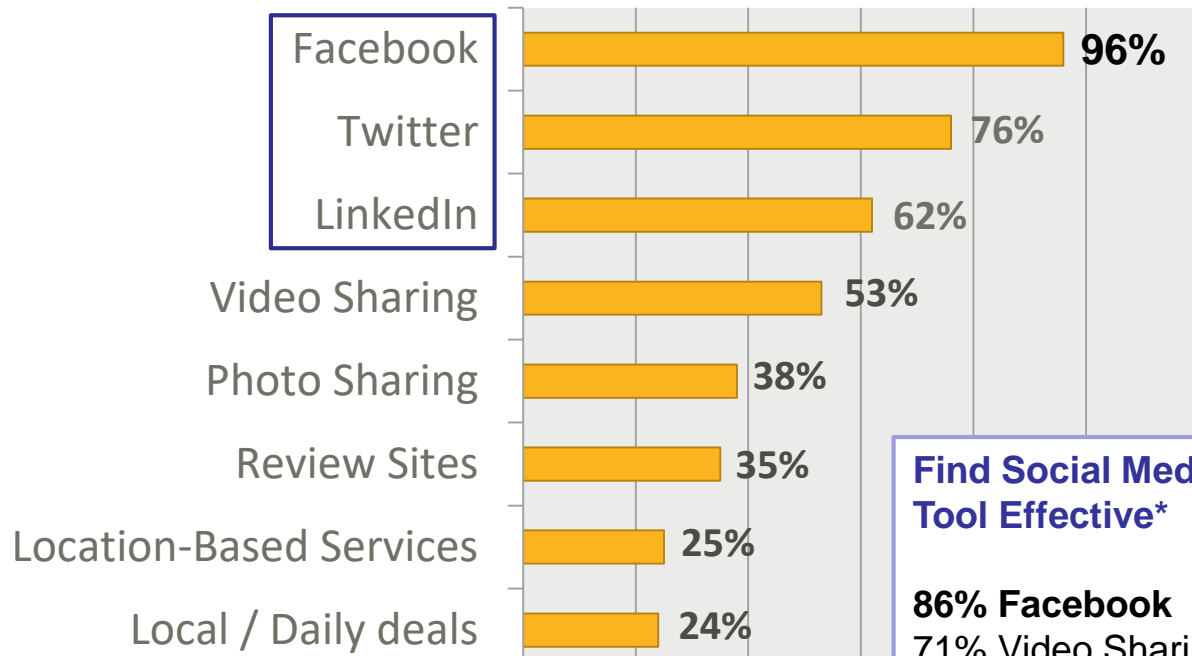
Facebook for Business

Social MEdia



New Tools Have Changed the Shape of Small Business Marketing

Tools Used to Market My Business



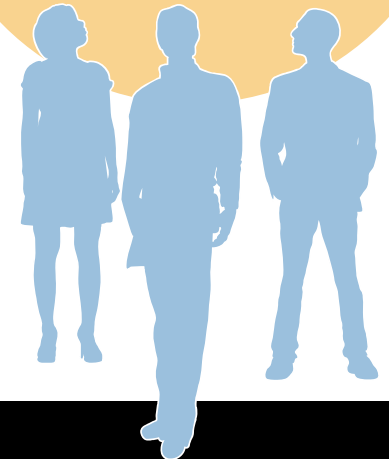
Find Social Media Tool Effective*

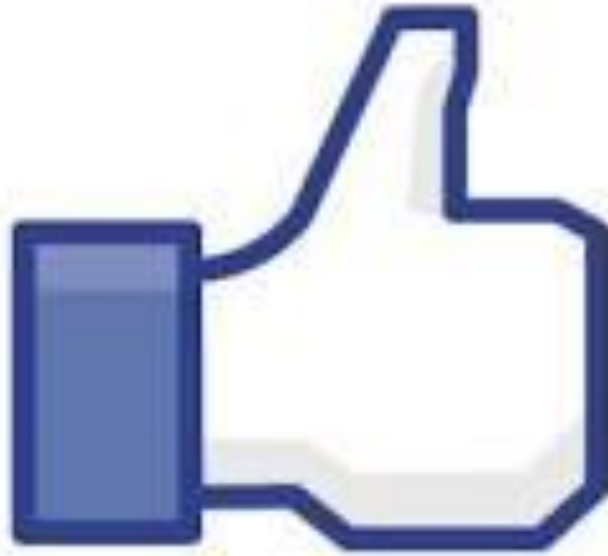
86% Facebook
71% Video Sharing
60% Twitter
55% LinkedIn
45% Local / Daily Deals

We have reached a point where:

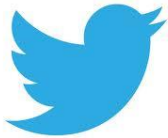
14% of people **trust ads**

78% of people **trust consumer recommendations**





Social Media Marketing



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Facebook Pages

- When you post to your Facebook page, the post will also post to your Wall and 6-10% of the people who Like your page's News Feed
- Fan's profiles cannot be seen from Pages
- Pages can send Updates but not personal messages

Finding Pages

- You can search for Pages by visiting the [Pages Directory](#). Browse to easily see your Pages, your friends' Pages, and view all Pages on the site
- When you search for a term or name on Facebook, you can filter the results to show only Pages.

2 Ways to Increase “Fans”

(Take a *Walk-Through with FaceBook First*)

- 1. Facebook
 - Natural distribution
 - Ads 
 - Promote traffic to your site
 - Fan of another Page
 - Affiliate with other businesses
 - Public support
- 2. Social Media
 - Invite visitors
 - Offer vs Offerings



Successful Pages

- Contain the
 - Freshest
 - Most engaging content
 - Creates comments
 - Videos viewed
 - Review written
 - Events attended
 - Generates News Feed stories



Audience Engagement

- Reporting and Insight tools available to Admins
 - Cumulative and week-over-week
 - Granular reports measure reach
 - Impressions, clicks
 - Fan adds
 - Gender and age
 - Video plays and wall posts
 -of visitors to the Page

Facebook Insights

- Finding them
- Reading them
- How to adjust your marketing based on Insights

Photo Sharing

- Facebook is the number one photo-sharing site on the internet
- To tag photos:
 - Go to the Photos page
 - Select photo you want to share (Tag)
 - Tag Photo will appear at the bottom of the photo
 - Select the tag's (person's) name from the box that pops up. If their name is not in the box, you can type it in the text field. If you need to tag yourself, select "me"
 - Repeat this process for everyone that you would like to tag
 - Click "Save Changes" when you are done

Facebook Ads

- Techniques
- First ad
 - Promote Page
 - Boost Post
 - Advertisement

5 Marketing Tips

1. Noticeable logo (same logo)
2. Post regularly
3. Calls to Action (CTA)
4. Give aways/coupons
5. Solid offers



Help Center

- Using Facebook
- Facebook Applications and Features
- Ads and Business Solutions



Questions?

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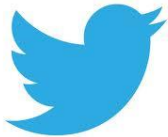
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