

# FACEBOOK FOR BUSINESS - WORKSHOP

## GROW YOUR FACEBOOK BUSINESS PAGE FAST, EFFECTIVELY, AND FREE WORKSHOP HANDBOOK

**How to create and implement an effective Facebook content marketing strategy with confidence and ease.**

**with Val Cozens**

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Use this handbook during our workshop as a visual aid, to take notes, and to use as a guide to continue developing your Facebook page..

Please leave your mobile phone on, and switched to silent.

During the activities you may like to check differences between the laptop view and the mobile view..

Mindset  
Strategy : Structure : Content  
Tools, Tips, Resources

## **1 - Mindset**

Your goals

Your audience and their social media headspace

Your headspace and your approach to your page

Behaviour of the facebook platform

### **Your Goals**

Common broad social media goals:

- Raising brand awareness,
- Increasing brand engagement,
- Increasing website or store visits and purchases

List 3 goals or goal ideas

How will you track your goals

### **Your Audience**

Your page is all about your customers, and your business meeting them in a social situation.

Test different:

- types of content
- ways of saying it
- types of posts
- times of day

### **The Facebook Platform**

## **Strategy**

### **Ideal Customer Profile**

Effective communication. Tailored sales message. Reduced marketing cost.

2 ways to discover your ideal customer profile in the back of this handbook.

### **Page Optimisation**

Activity notes

### **Overall Business Marketing Plan**

How will you use Facebook to support your overall marketing plan?

## **Content Creation**

Why are you creating facebook content?

The content creation strategy:

Create when?

Create how often?

Create how many posts in one session?

Post how often?

Schedule all in advance?

How will you document this strategy?

Who else could contribute?

What other social accounts will you share to, if any?

Ad account need to be set up?

## **Page Insights and Goal Tracking**

1. Overview: How your Page is doing
2. Likes: Where your Page Likes came from
3. Reach: What's your reach and what factors affect it
4. Page Views: Who viewed which section of your Page
5. Actions on Page: What people did on your Page
6. Posts: How well your posts are performing
7. Events: How successful your event pages are
8. Videos: How well your videos are performing
9. People: Who liked, saw, or engaged with your Page
10. Messages: Response times and Messenger analytics

## Structure

Think about your ideal customer

Types of posts

- Status (text only)
- Images
- Videos
- Live's
- Links
- Shares
- Events

Is anyone else contributing content?

Remember that you can - and probably should - create content on the go AS WELL as on a planned schedule.

Decide which posts you have Boost budget for and how much to spend. Use the Insights area.

## Content

Facebook Live and video are the most consumed content. Live can be done from mobile or computer.

Upload video directly onto your page.

Mobile Apps:

Types of content:

- Educate
- Inspire
- Engage
- Share
- Sell

## *Ideas and Inspirations*

Complementary and similar pages

Existing information, documentation, how-to's, user guides, pamphlets

Information etc that can be created

Specials or events you already do

Be personable - behind the scenes, inside the tool box, team on the job, product use demo,

Other business who sells something that matches what you sell

Remember to:

### *Tools to create content*

Canva.com

vidwiz.com

Your phone

Splice (mobile app)

### *More inspiration and content sources*

GO FOR IT ! START CREATING !

## Tools Tips & Resources

Set up your strategy, structure and content on an editorial calendar. Google calendar is awesome. So is Trello.

Engagement on your posts builds audience trust + tells Facebook you are awesome - get involved in the comments.

Often check: Am I talking about my customers or myself?

A well set up page with consistent posting and engagement will always have better results on any Ad spend.

Revisit your Ideal Customer targeting each 3 to 6 months.

Respond to any reviews you receive.

Regularly remind your audience of your website and/or phone number and/or physical location.

Play in the Insights area often, get familiar with it.

Consider a post-scheduling online tool.

Research your competition, what are they doing on social that's working.

Be strategic about your engagement on others pages - like, comment, share as your page.

Set your profile to the 'See First' Follow settings of your business page and of any other business page you'd like to watch more closely.

Use groups strategically - both Facebook groups and local business groups.

Do regular Live's so your audience gets used to tuning in with you.

Millions have walked this path before you, look online for blog posts and respected social media businesses who report on social media trends and behaviours.

- \* MariSmith.com
- \* BoomSocial.net
- \* SproutSocial.com
- \* SocialMediaExaminer.com
- \* Blog.BufferApp.com
- \* Trello.com

***You can't break Facebook - be confident :-)***



## Where To From Here?

### Other digital marketing opportunities that can have a huge impact on a local business

- Your Website (you can have your main website + a mini site purely for lead generation)
- Google Local (aka Google My Business)
- other Social Media (if your business is very visual, use Instagram or Pinterest)
- Google/Apple Maps (consider tourist mobile-search behaviour if you serve tourists)
- Youtube (all videos you create for Facebook can also go here)
- Email marketing ( VERY FEW local businesses do this)
- SEO (often very easy at the local level)

### **If this workshop rocked your socks off, here are some other ways to work with me**

- ☆ This Facebook For Business online workshop as a 3 hour, live, Face to Face Workshop
- ☆ Facebook Marketing Post Live Workshop Support fortnightly group calls
  - *Internet video calls for 1 hour*
  - *A short tutorial then your questions answered and technical problem solving*
  - *Ability to share your screen*
  - *Monthly subscription for as long as you need - 2 or 3 months is often enough*

Facebook Marketing 1 on 1 Consultations

Facebook Advertising - Intelligent Boosting & Local Ads

Local Business Digital Marketing Consultations

Local Business Digital Marketing Workshops