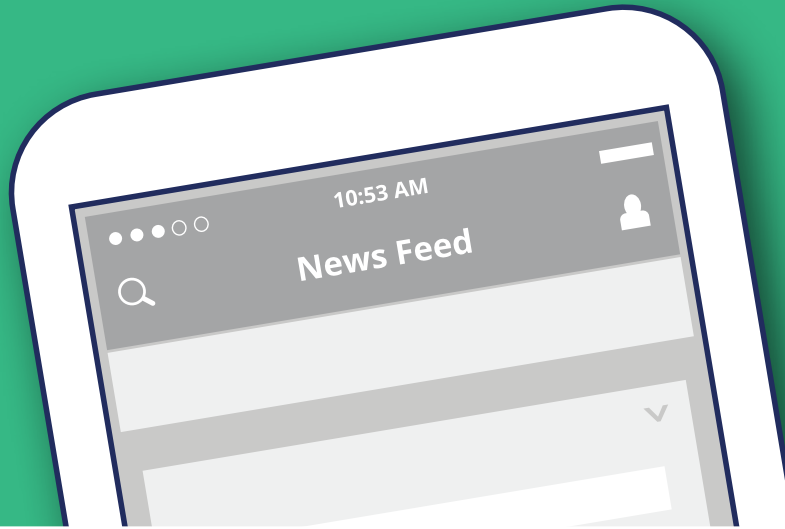


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Facebook Marketing in 2017



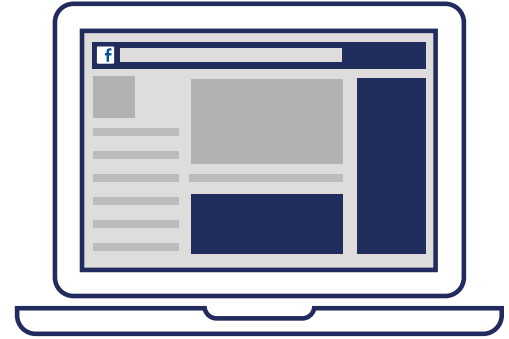


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Introduction

Facebook has been a useful social media tool for businesses for years. Facebook has implemented changes that have made posts from business pages appear less in Newsfeeds.



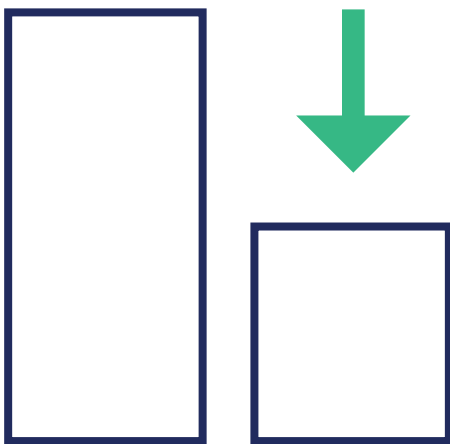
This guide will help you with the very basics of using facebook marketing for your small business and help you understand the following:

- decreased organic reach
- solutions to get posts seen
- advertising goals and basics
- managing ads and social presence

How can small businesses use Facebook effectively for marketing activities?

Get Your Posts Seen on Facebook

Organic reach is when your posts show up in your followers' Newsfeed. You may notice that your Facebook business posts do not get many likes and shares this way. This is because Facebook's organic reach is down. Photo and status updates are now shown to fewer and fewer people. For a user to see all of your business's Facebook content, they must now visit your Facebook page directly.



Organic reach of Facebook business posts has decreased from **over 20% to roughly 2%**

How can we fix the problem?

Your Facebook marketing strategy should include more shareable content and Facebook advertising!

Shareable Content is the Solution

Organic content is still valuable on Facebook. Just because the post reach is lower than before does not mean that no one will see your posts. Facebook rewards businesses for content that is liked and shared. What does that mean? The more people who like or share a particular post, the more that post will appear in the Newsfeed of other Facebook users. Post content that will engage your followers!



Facebook promotes content that users **like and share.**

What is Shareable?

Shareable content includes pictures and status updates that your customers will interact with. Post updates with information and content that potential customers will enjoy.

Examples of shareable content:

- Photographer posts "sneak peak" pictures of a wedding
- Restaurant posts Cinco de Mayo party menu and pictures with #cincodemayo
- Real estate agent congratulates a business on the purchase of their new storefront, and tags that business.

Ad Basics

Like other forms of media and communications, paid advertising on Facebook will go further than organic reach.

Advertisements should be visually stimulating. Your ad needs to be an eye-catching photo or video. In fact, Facebook actually imposes a rule that photos used in ads must contain less than 20% text. The less text, the better!

Determine Your Goal

Do you want to get email addresses to put on a mailing list? Do you want to generate buzz through a free giveaway? Do you want to get new customers with a discounted rate? Do you want to sell tickets to an event?

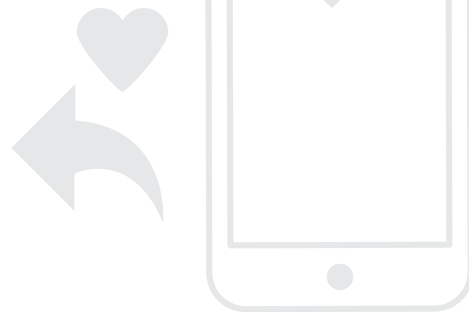
Call to Action

Tells the reader what to do.

- Download E-book Now!
- Visit our website to book an appointment!
- Free samples at 3PM!

Generate Website Traffic

Facebook ads can drive users to your website or generate leads for your mailing list. Focus on capturing new customers with a deal, incentive, or information.



Facebook Ad Targeting

Advertise based on:



Custom Audiences

users who have visited your website but did not become a customer



Behavior

the online activities of users, like travel or recent purchases



Location

users in proximity to a specific location (best for mobile ads)



Education

academic affiliations and networks on Facebook



Demographics

age, gender, family size, household income, etc.



Connections

people connected to your Facebook business page through your followers or friends of followers



Interests

Advertise to people with interests similar to your business based on their Facebook newsfeed activity.



Partner Categories

another business that you give permission to work on pages, ad accounts, or other assets linked to your Business Manager

Desktop VS. Mobile

Facebook differentiates between desktop and mobile ads due to the difference in newsfeed when a user is on the desktop versus their mobile device.

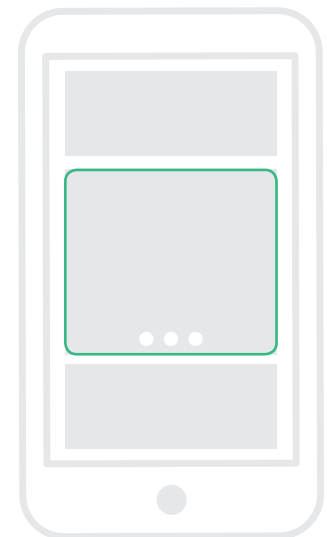
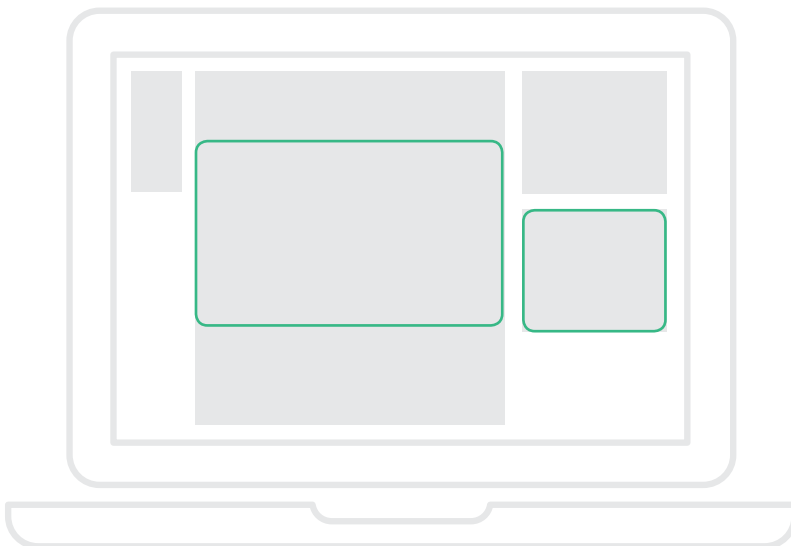
What's the difference between them? Log onto the Facebook app on your smart phone and on your computer and take a look! Here are the main differences:

DESKTOP

- Ads shown in Newsfeed & Right Column
- Ad type: Static, carousel, video, slideshow
- Good for Any Type of Advertising

MOBILE

- Ads shown in Newsfeed
- Ad type: Static, carousel, video, slideshow
- Perfect for Location Based Advertising



Measure & Manage Ad Results

How do you know if your Facebook Ad is working?

Facebook makes it easy to manage and edit your ads through their ad management and audience insight tools.

Monitor your ads based on:

- Demographics
- Page likes
- Location and language
- Facebook usage
- Purchases activity

View this information for three different groups of people:

- The general Facebook audience
- People connected to your Page or event
- People in Custom Audiences you've created

Facebook Ads Overview

Targeting

How People See Ads

Planning an Ad

Creating an Ad

Measuring Ad Results

Managing your Ads

Advertising Tips

Instagram Ads

Advertising Guide

Advertising Policies

Conclusion

- Organic reach has decreased from 20% to 2%.
- Engage followers with relevant, shareable content
- Tag other businesses and use hashtags in your posts to gain followers on facebook
- Consider Facebook advertising as an affordable advertising solution targeting people based on age, gender, location, and online interests
- Set a budget and monitor your Facebook Ads and results
- Propel Marketing is here to help you with your Facebook Ads

ThriveHive is an all-in-one Guided Marketing Platform that provides local businesses with a marketing plan, a professional website, and the tools and expertise to effectively manage all of your marketing efforts, all in one place.

See how ThriveHive can help your business grow!

[Request a Demo \(It's free!\)](#)

Have questions or need help with your small business?
Visit us at thrivehive.com

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