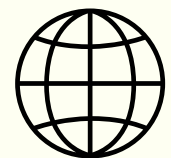# Facebook Marketing 101

Facebook Marketing Guide

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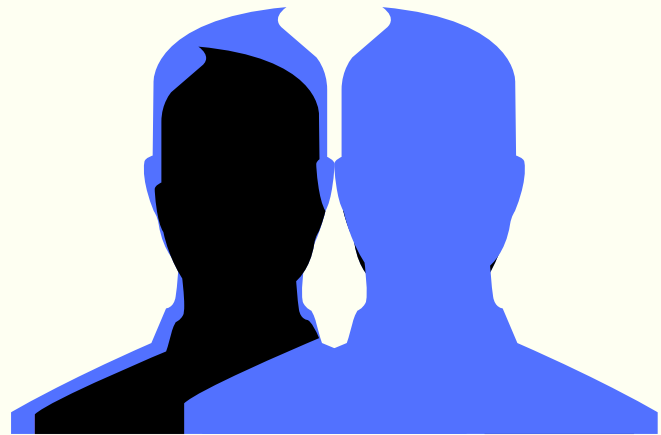
mohinisinghdotin@gmail.com
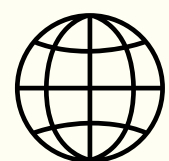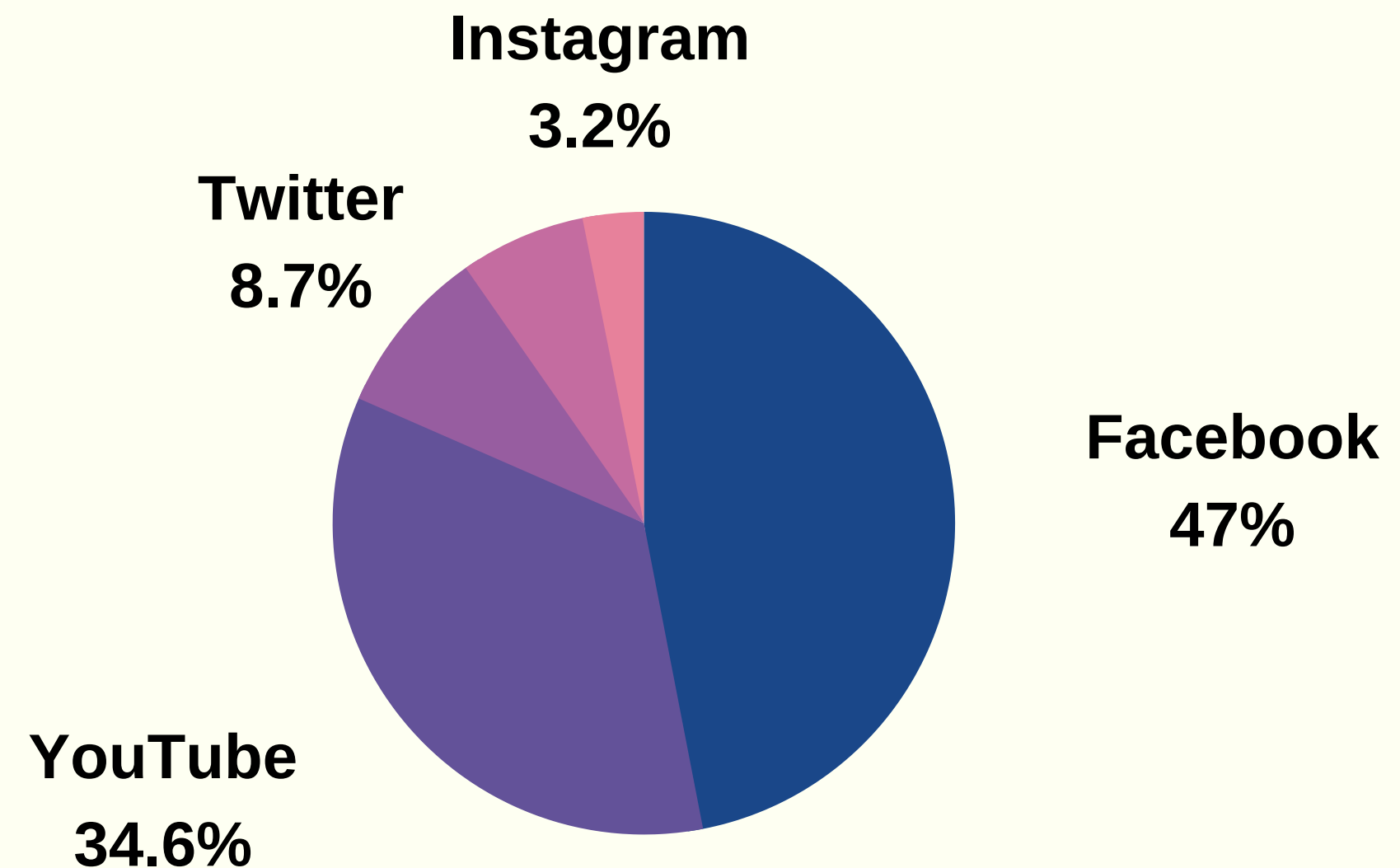
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Why Facebook?

Facebook the biggest social network in the world, with 2.27 billion active users, Nearly 1.5 billion of whom are active every day.

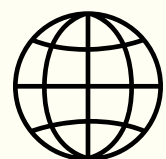**Market Share of Social Media Platform Visitors:**

Instagram
3.2%

Twitter
8.7%

Facebook
47%

YouTube
34.6%

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INDEX

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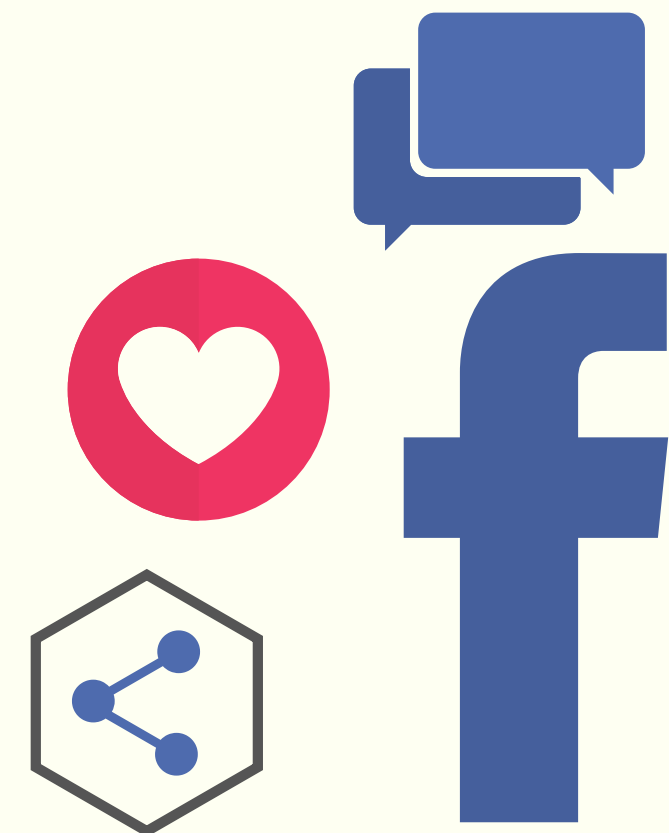
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Introduction to **Facebook** **Marketing**

How to Create Your Facebook account

- *Open the Facebook homepage. (www.facebook.com)*
- *Minimum 13 years of age to create a Facebook account.*
- *Enter in your information. (your first name, last name, email address, password, birthday, and gender).*
- *Click the "Sign Up" button.*
- *Open the verification email.*
- *Congratulation you have now created your first facebook account.*

Create a new account

It's quick and easy.

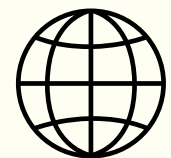| Mohini | Singh |

mohinisinghdotin@gmail.com

mohinisinghdotin@gmail.com

••••••••••••

Birthday

16 ⇕ Sept ⇕ 1994 ⇕ ?

Gender

◉ Female ○ Male ○ Custom ?

By clicking Sign Up, you agree to our **Terms**, **Data Policy** and **Cookie Policy**. You may receive SMS notifications from us and can opt out at any time.

Sign Up
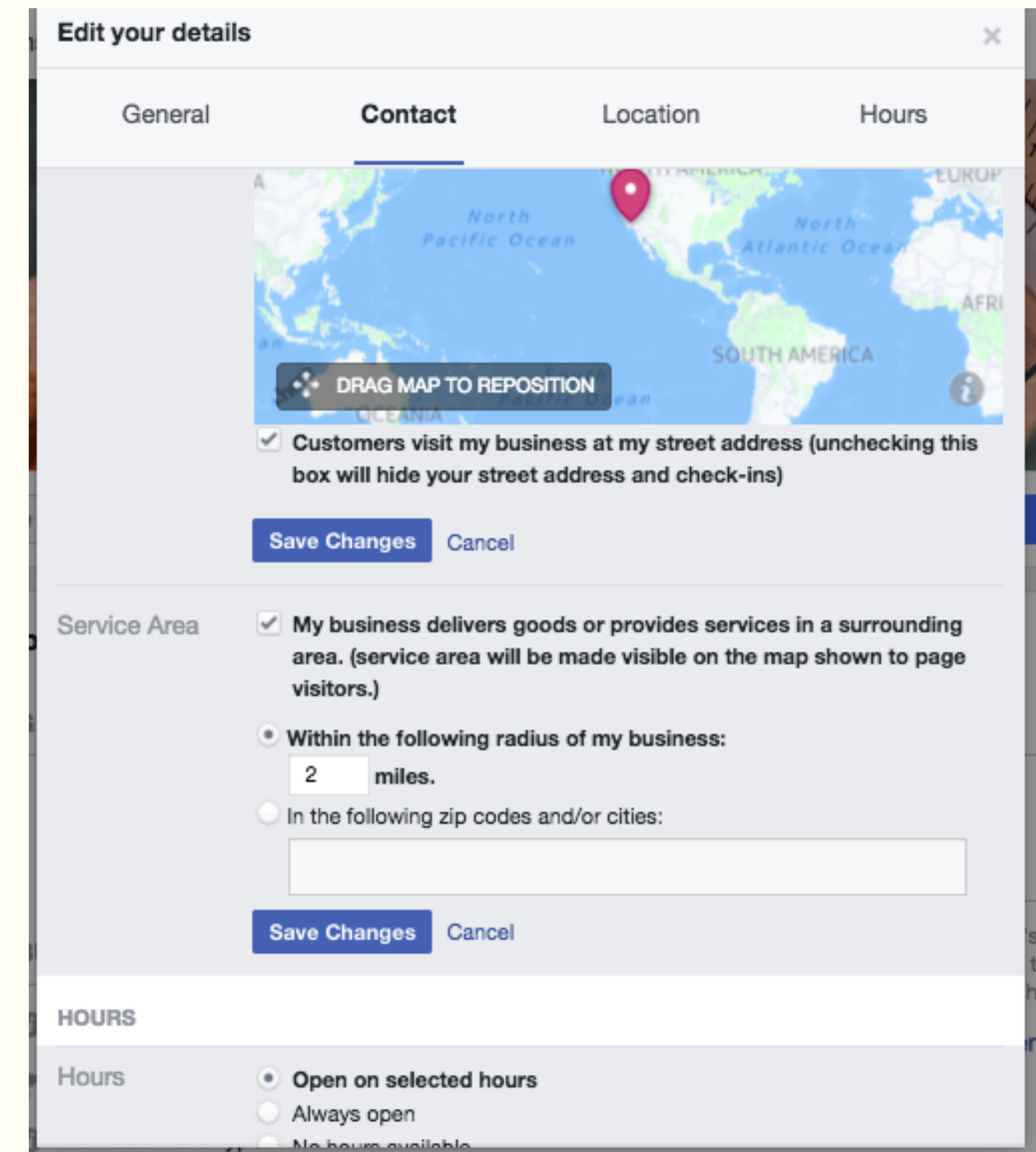
How to Create Your Facebook **Page**

- *Go to facebook.com/pages/create.*
  (Page in the top right hand corner)
- *Click to choose a Page type.*
  (local business or place, brand or product, community.)
- *Choose your user name.*
  (This will be the url of your page)
- *choose your business type.*
  (brand or product, and cause or community.)
- *Fill out the required information.*

Edit your details

General | **Contact** | Location | Hours

DRAG MAP TO REPOSITION

☑ **Customers visit my business at my street address** (unchecking this box will hide your street address and check-ins)

Save Changes Cancel

Service Area   ☑ **My business delivers goods or provides services in a surrounding area.** (service area will be made visible on the map shown to page visitors.)

○ **Within the following radius of my business:**
   2 miles.

○ In the following zip codes and/or cities:

Save Changes Cancel

HOURS

Hours   ● **Open on selected hours**
        ○ Always open
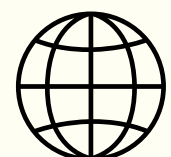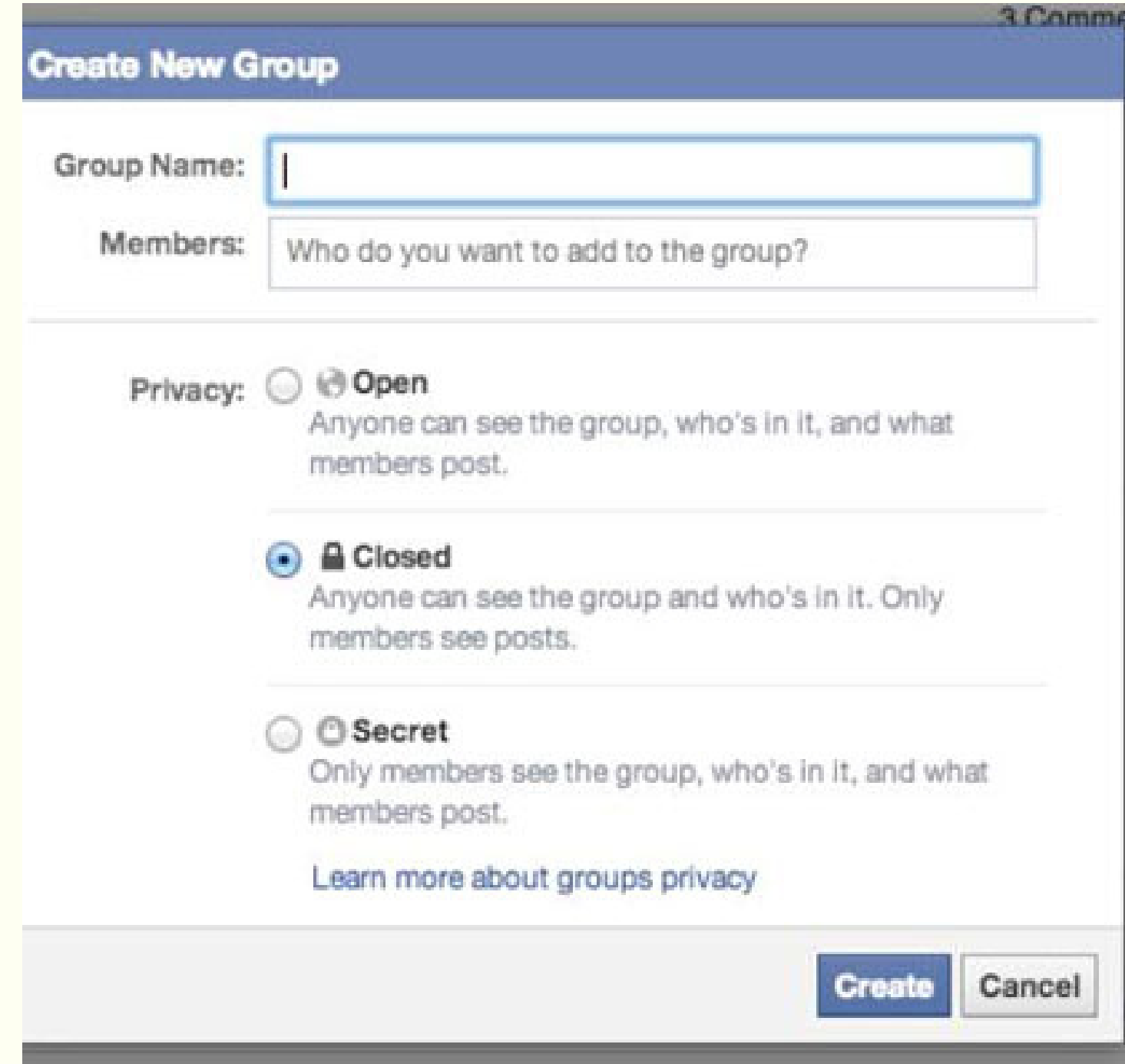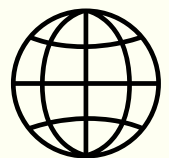
How to Create Facebook Group

- *Find "Add Group" From your "home page" on Facebook go to the Explore*
- *Groups section on the left side menu and click on, "Groups."*
- *Click "Create Group"*
- *Name Your Group.*
- *Add Members.*
- *Choose Privacy Setting.*
- *Add Your Cover Image.*
- *Complete "About" Section*
- *Follow the instruction*

3 Comme

Create New Group

Group Name:

Members: Who do you want to add to the group?

Privacy:
○ 🌐 **Open**
Anyone can see the group, who's in it, and what members post.

◉ 🔒 **Closed**
Anyone can see the group and who's in it. Only members see posts.

○ 🕐 **Secret**
Only members see the group, who's in it, and what members post.

Learn more about groups privacy

Create   Cancel
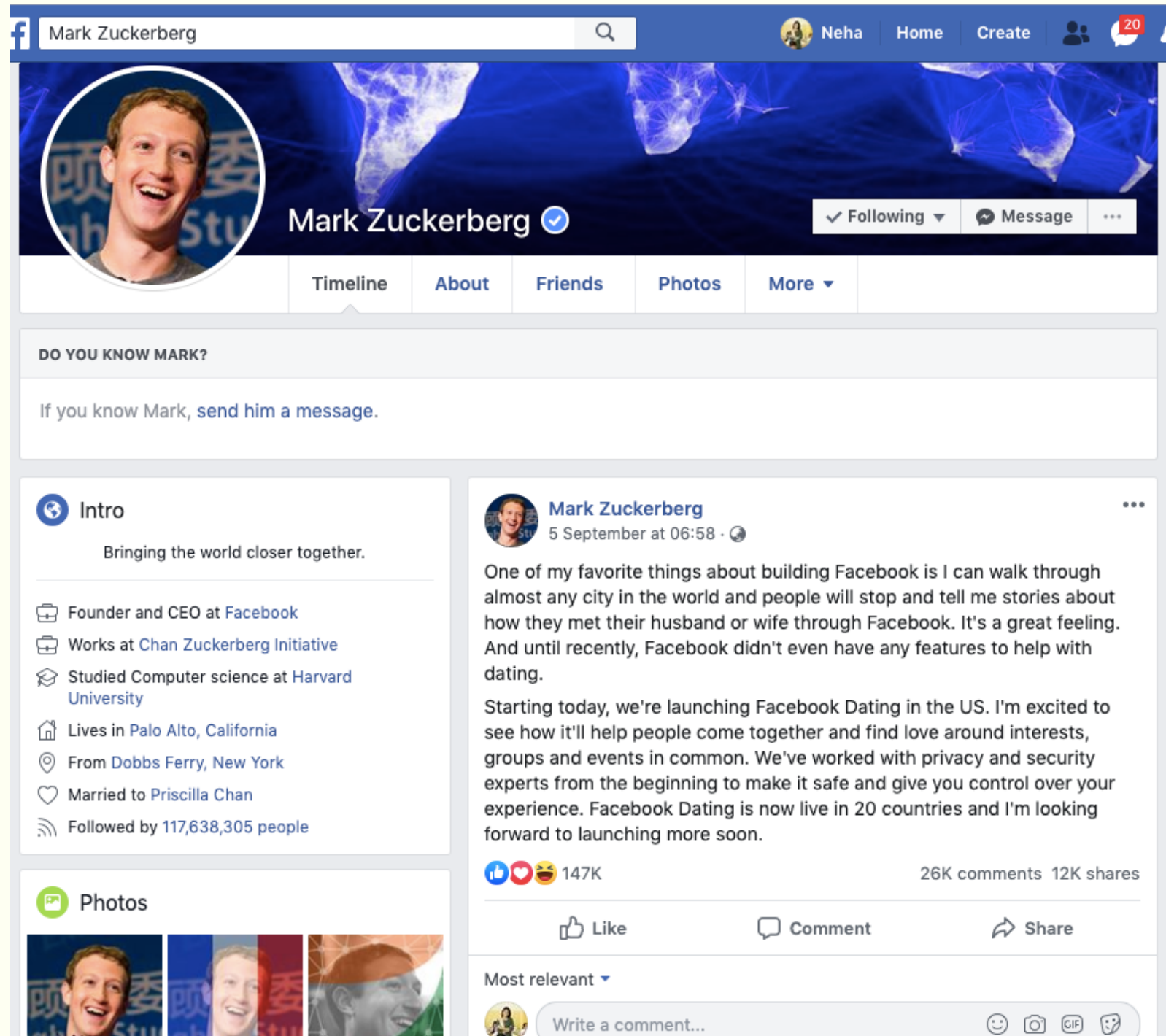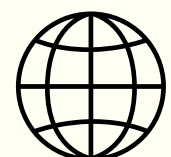
Important points to keep in mind while creating a facebook **Account**

- *Create Your account with a person's name*
- *(not with your business name.)*
- *Add a cover image that reflects your personality*
- *Add your profile picture*
- *Give a brief bio about yourself*
- *Add your website link to your account*
- *Keep it personal with a ration of 70:30*
- *70 % content should be your personal*
- *30 % promotions or related to your business.*
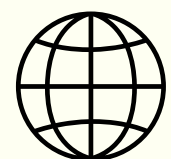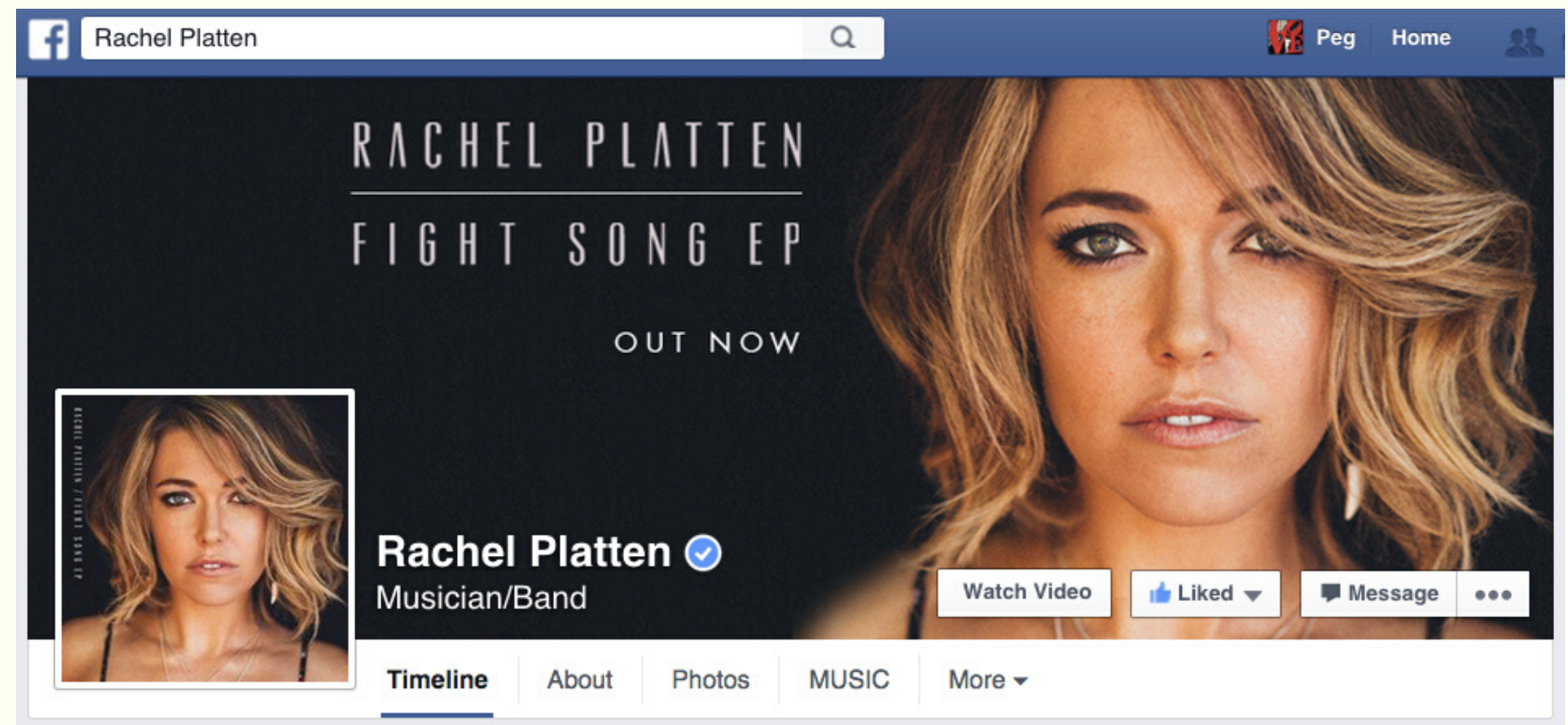
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Important points to keep in mind while creating a facebook **Page**

- The cover and profile photos you choose are extremely important
- You need to ensure your Page looks professional and polished.
- Have a consistent icon on all social media networks

Facebook Cover Photo branding tips

- *Branding with Your profile picture*
- *Be considerate to the text placing make sure you don't over lap with the facebook buttons*
- *Fill out the description for your cover photo too*
- *Use your cover photo as a marketing tool.*
- *Change it every so often to help boost awareness of your latest offerings*

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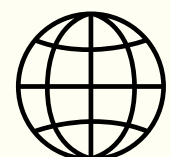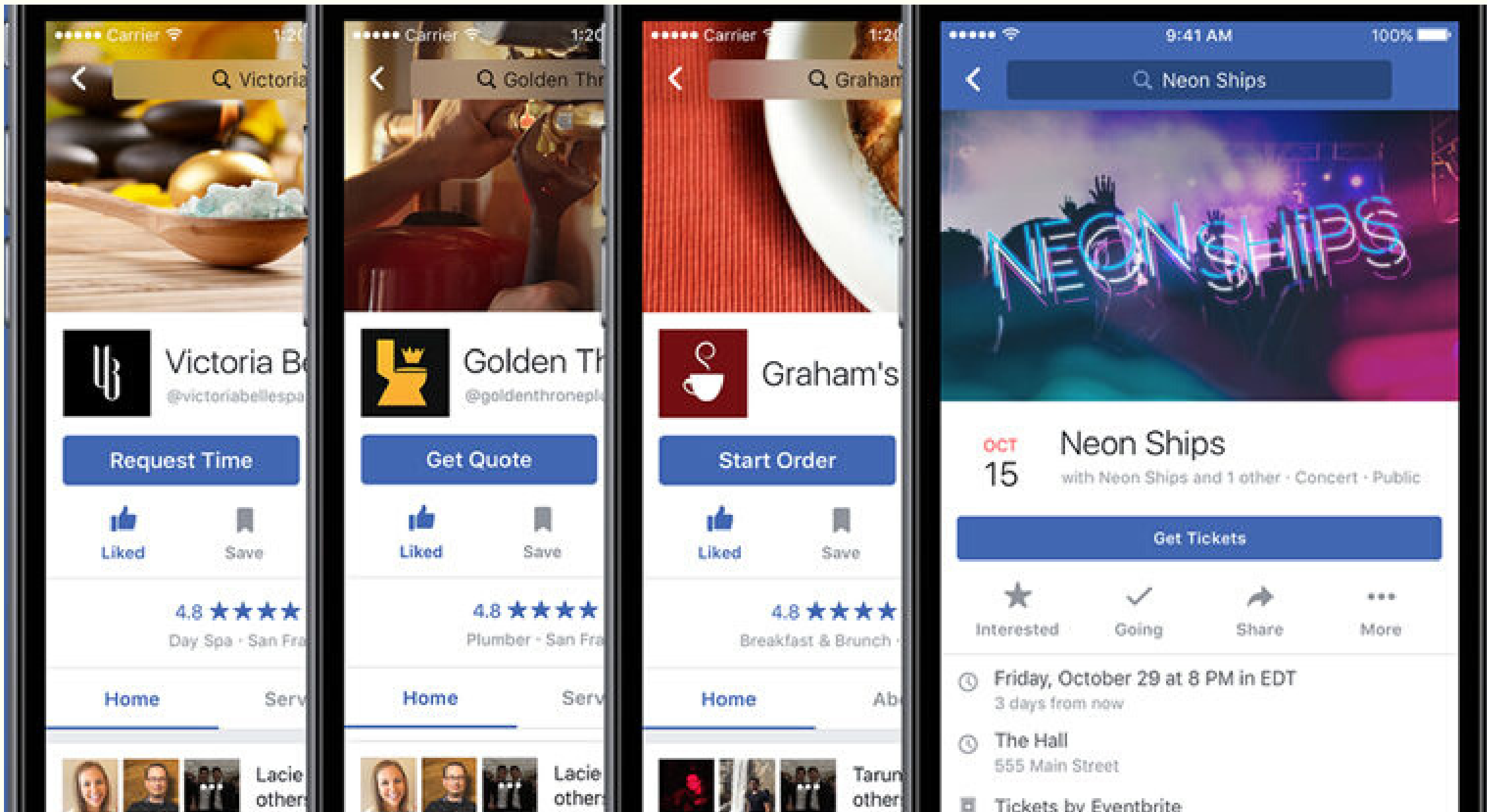🌐 mohinisingh.in   ✉️ mohinisinghdotin@gmail.com   📱 8588927042

CTAs (Calls to Action)

you can edit links and or change x the kind of promotion displayed on the Cover Photo page.

Options available can be like

- Sign Up
- Book Now
- Contact Us
- Use App
- Play Game
- Shop Now
- Watch Video (and more).

choose accourding to your product or service

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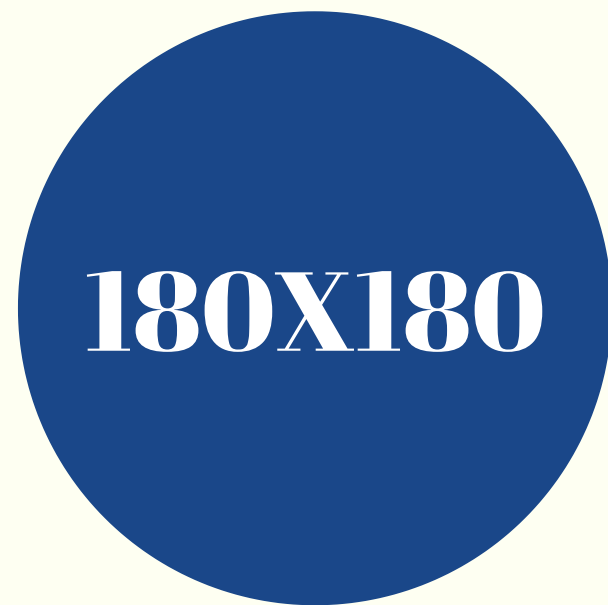🌐 mohinisingh.in   ✉ mohinisinghdotin@gmail.com   📱 8588927042
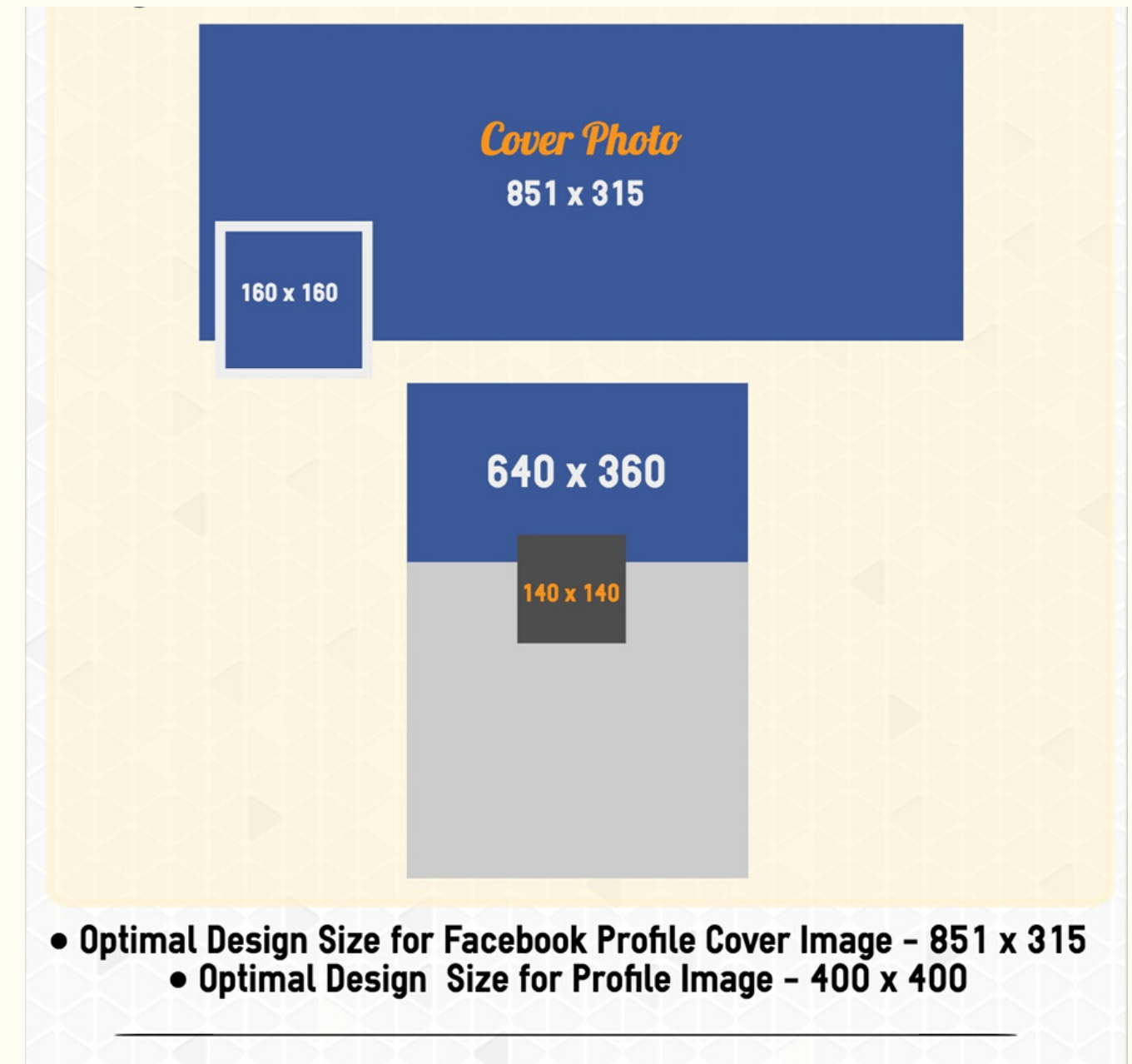
Key Points

Cover images

- changing your cover image every month or
- whenever you have a special offer use your cover as a tool
- Remember Facebook formatting defaults
- Use CTAs and apps to drive specific behavior on your Page

180X180

Profile Picture

- Size of icon is 180 x 180 to 160 x 160 (1:1 aspect ratio)
- We recommend using a graphical icon (as opposed to simply using text)

Cover Photo
851 x 315

160 x 160

640 x 360

140 x 140

- **Optimal Design Size for Facebook Profile Cover Image – 851 x 315**
- **Optimal Design Size for Profile Image – 400 x 400**

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"About" section

- Explain what your company does,
- Why you're different, (MVP)
- Add interesting facts.
- Write specifically for Facebook.
- create an awesome first impression

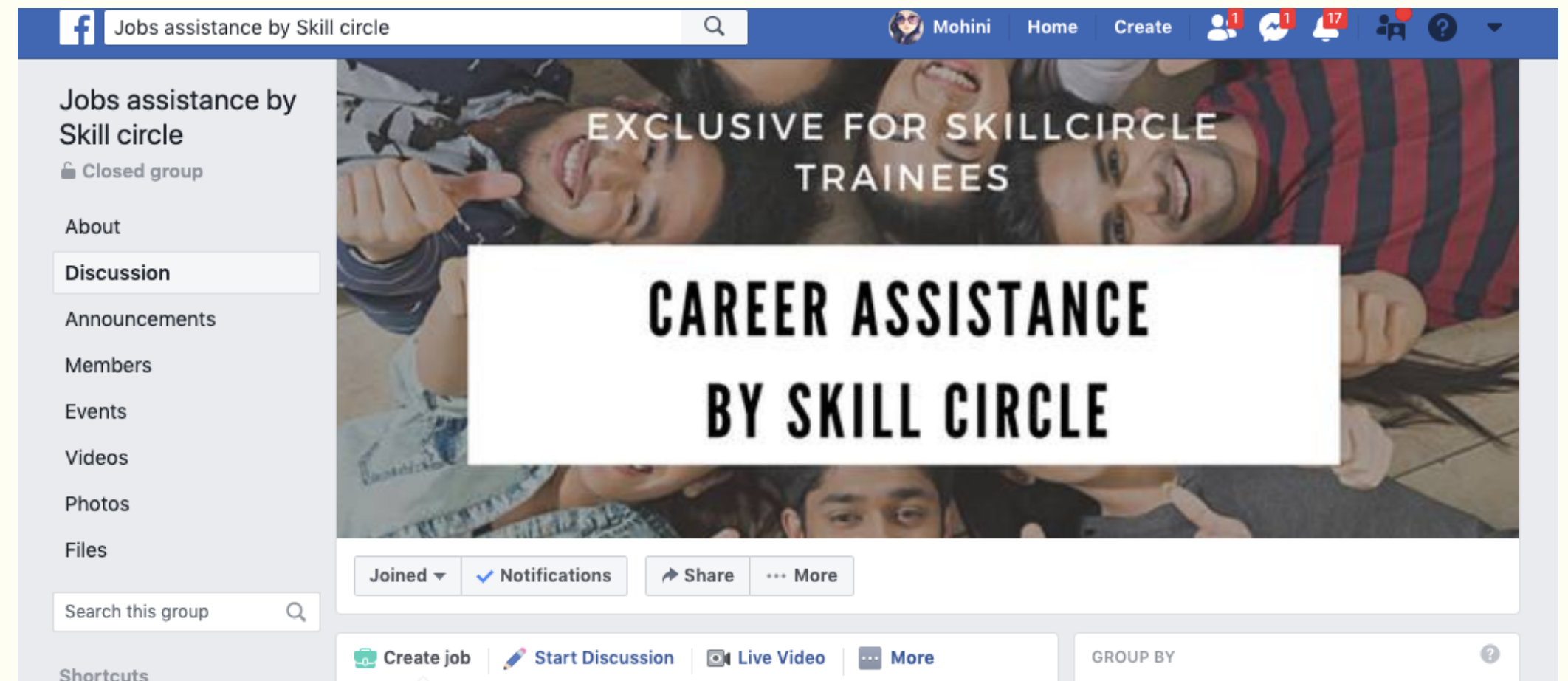"You never get a second chance to make a first impression."
– Will Rogers

Important points to keep in mind while creating a facebook Group

NAME OF YOUR GROUP SHOULD BE MEMORABLE AND SEARCHABLE

GROUP SETTINGS YOU CAN CHANGE

- Tags
- Locations
- Linked Pages
- Group Name
- Group Type
- Description
- Posting Permissions
- Privacy Settings
- Membership Approval

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Watch Party

Face book watch party let 's you share your public videos on Facebook to a group,
 which people can watch in real-time along with other group members.
They'll be able to view and react to the video all at once,
Similar to how users can interact while watching a facebook live.

- Pay close attention to the list of invitees,
- Send out reminders,
- And make the experience worth people's time.
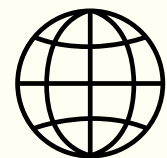
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Facebook Organic Marketing

20

TIPS TO GROW YOUR FACEBOOK ORGANICLY

👍 Like 68K | f Share | f Follow | 🔖 Save to Facebook
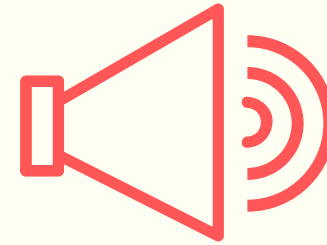
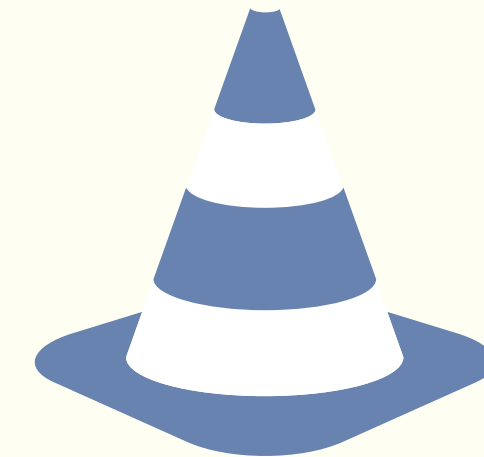🌐 Mohinisingh.in   ✉️ mohinisinghdotin@gmail.com

- Post in multiple formats
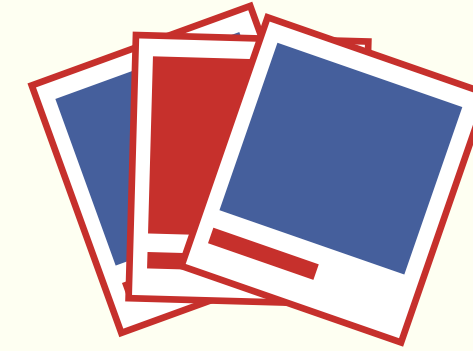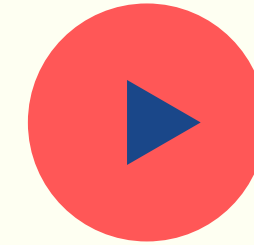
- Use facebook live frequently.

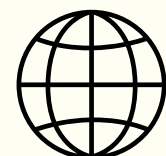**GO LIVE**

- Retain attention through post and Description

9 a.m. & 2 p.m

- Find your best time to post

EST on Tuesday, Wednesday, or Thursday.

- Post with a gap of at-least 36 hours

- Focus on engagement first

- Never resort to engagement bait

- Make your audience feel something

- Repurpose evergreen content

- Start a contest

👍 Like 68K   f Share   f Follow   🔖 Save to Facebook
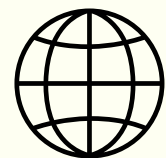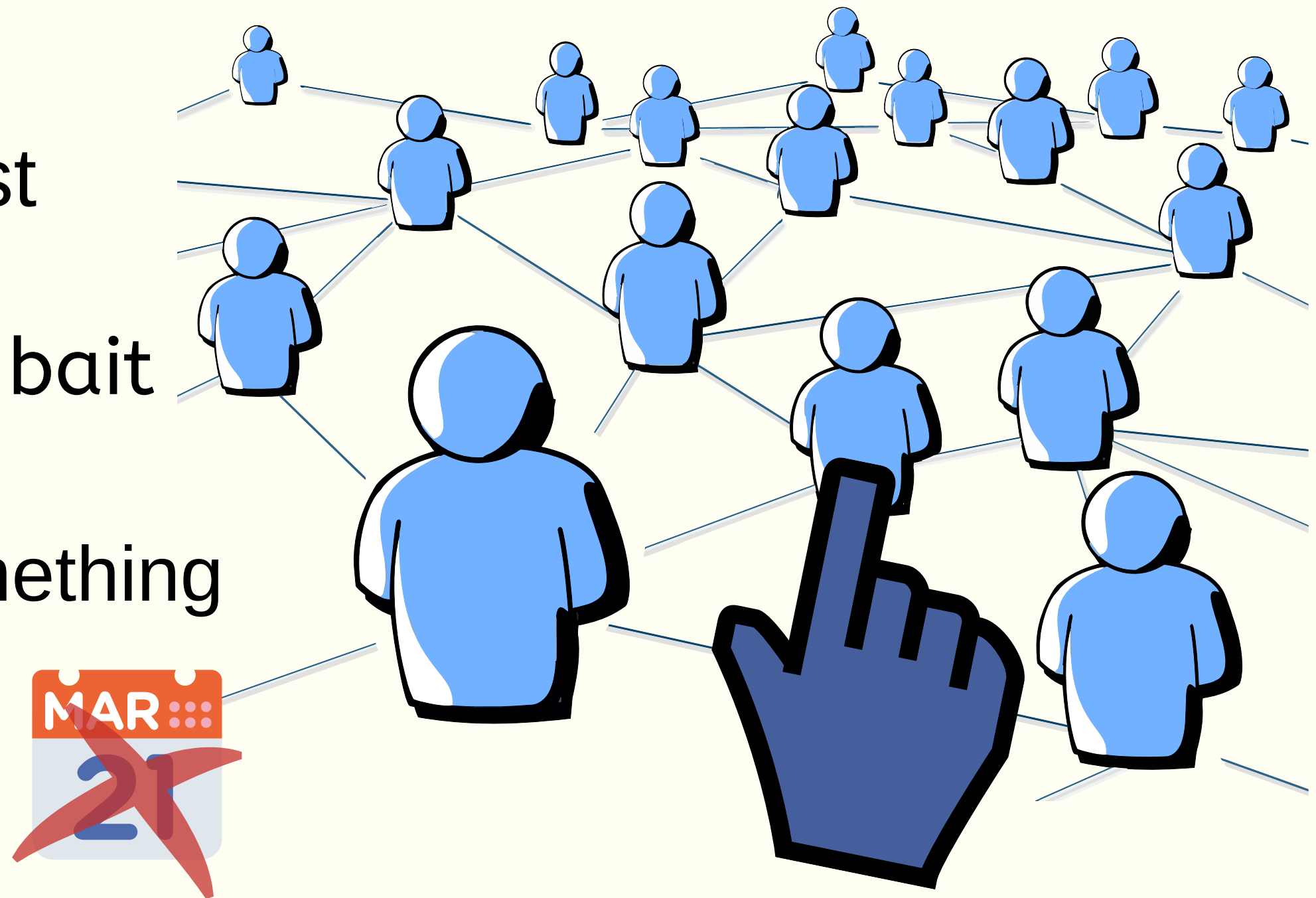
Get verified on Facebook

- To verify your Facebook Page
- Go to Page's settings, go to "General." Here,
- you'll see the option for "Page Verification"
- If you have the ability to get your Page verified.
- You'll then have the option for "instant" verification,

Facebook ✓
Product/Service

Liked ▾

Timeline   About   Photos   Events   More ▾

- Ask your followers to turn on notifications Get your coworkers engaged
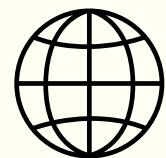
- Optimize your link posts

- Try a user-generated content campaign
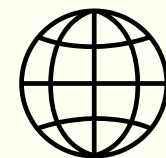
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\# Use hashtags the right way **Too many Too less**

\# Take advantage of new updates to the Facebook app

\# Focus on providing value and don't worry about your reach

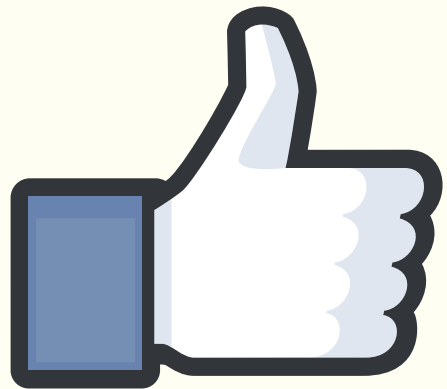\# Let your email list do the tango

\# Publish videos natively on Facebook

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Facebook Ads

Facebook has a network of 3 billion-plus active users on their platforms - Facebook, Instagram and Messenger making it one giant virtual nation.

- Every 4th post you see on Instagram is an AD, every 5th post you see on Facebook is an AD
- An average user spends 24 minutes on Instagram and 27 minutes on Facebook
- Back in December 2017, all I was left with was Rs. 5000 and it was probably my last attempt at saving my startup. I wanted to learn FB ADs to save my company.
- **start with FB ADs with no formal training and how I have been able to use it to drive sales and increase traffic on my website.**

#Factcheck

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What are Facebook ADs / Instagram ADs

- They look like a normal Facebook or Instagram post and story and blend in your feeds.

- They are tailor-made and suited to your interests. Eg - My Friend is served with ADs about Beauty Products, while I see ADs about Marketing related products.

- A person who is about to graduate from college will be served ADs about Online workshops, Job Portals, Higher Education etc
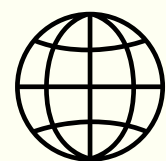
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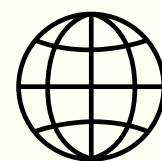
Here's how to create a Facebook ad.

Taken form facebook.com itself

Step 1

To choose the right ad objective, answer
the question "what's the most important
outcome I want from this ad?" It could
be sales on your website, downloads of
your app or increased brand awareness.

What's your marketing objective? Help: Choosing an objective

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Visits
	Video Views	
	Lead Generation	
	Messages	

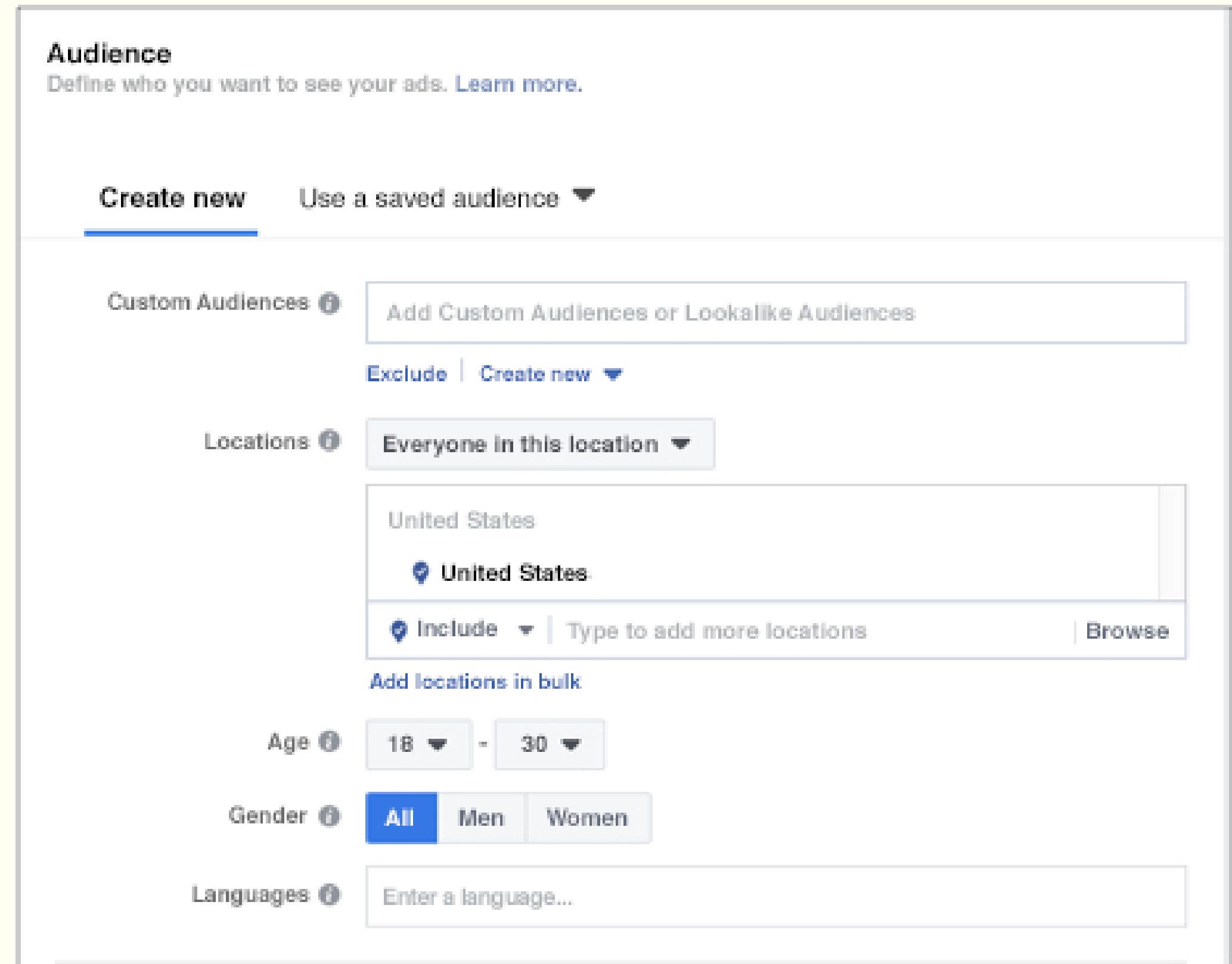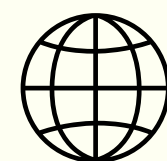**Step 2**

Using what you know about the people you want to reach – such as age, location and other details – choose the demographics, interests and behaviours that best represent your audience.

There are plent of option available to choose your target audience form.

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Step 3

Next, choose where you want to run your ad – whether that's on Facebook, Instagram, Messenger, Audience Network or across them all. In this step, you can also choose to run ads on specific mobile devices.

Placements
Show your ads to the right people in the right places.

○ **Automatic placements (recommended)**

Your ads will automatically be shown to your audience in the places that they're likely to perform best. For this objective, placements may include Facebook, Instagram and the Audience Network. Learn more.

○ **Edit placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more.
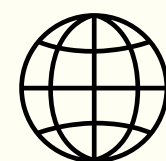
Step 4

Enter your daily or lifetime budget, and the time period during which you want your ads to run. These limits mean that you'll never spend more than you're comfortable with.

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Auction   Predictable reach and frequency

Budget ⓘ   Daily budget ⬍ $11.00
                                $11.00 USD

Actual amount spent per day may vary. ⓘ

Schedule ⓘ   ⦿ Run my ad set continuously starting today

              ◯ Set a start and end date

You'll spend no more than **$77.00** per week.
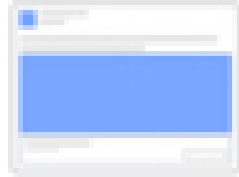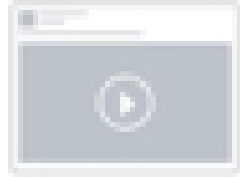
Show advanced options ▾
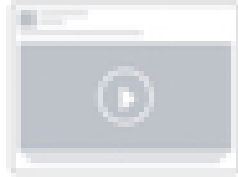
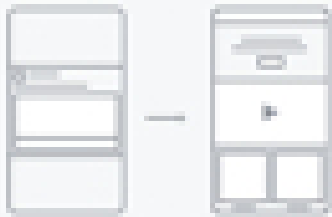mohinisingh.in   mohinisinghdotin@gmail.com

Step5

Choose from six versatile ad formats – they're designed to work on every device and connection speed. You can choose to show a single image or video in your ad, or use a roomier, multi-image format.

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Step 6

When your ad is running, you can track performance and edit your campaign in Ads Manager. See if one version of your ad is working better than another, or if your ad is being delivered efficiently, and make tweaks and adjustments as needed.
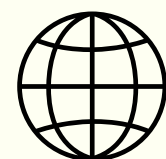

☰ **All reports** › **Untitled report** ⏱ None

🔍 Search

＜   ＋   Add filters to narrow the data that you are seeing.

Breakdowns   Metrics

Level   ▼

☑ Campaign

☑ Ad set

☐ Ad

Campaign	▼	Ad set
Instagram post 6093967228223		All
		Instagram post 6093967228223
Jasper's Market - Page likes 6043583858623		All
		UK - 18+ 6043583858623

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thank you

Sources
https://www.facebook.com/business/ads
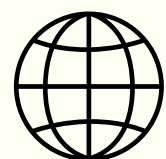
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