

FACEBOOK MARKETING

*THE "INFO"
GUIDE*

FOR ALL BUSINESS
OWNERS



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I f y o u w o u l d l i k e t o
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I ' d l o v e t o c h a t t o y o u
f u r t h e r .

Donna x

YOU GOTTA MAKE A GOOD IMPRESSION



In this E-Book, I am going to be covering basics that I think you need to consider. All of this is going to give you all the information you need to set up an effective Facebook page for your small business and create posts that resonate with your target audience.

People use facebook to connect, be entertained, share and learn. So when businesses jump into the Facebook space and start spewing out sales pitches, it's really not surprising that no one responds. By sharing interesting, entertaining and valuable content, you can get into conversations, build relationships (it's not Tinder) and connect with your customers and/or clients.

Facebook is the go-to platform for most small businesses and is one of the easiest entry points to kick off your social media marketing. Did you know that 55% of marketers chose Facebook as one of the most important platforms, according to Social Media Examiner's "Social Media Marketing Industry Report",,,

“ Soooooo let's get started”

FACEBOOK - CREATE A POWERFUL PROFILE



Chances are your Facebook page will be the first place customers get a taste of your social media brand. You need to make a good first impression. From the moment customers scan your page, they need to "GET" your company's style. Are you serious and thoughtful? Educational? Humorous? Fun? What kinds of topics are you discussing on your page? Are they interesting, are the images encouraging, the videos?

Firstly, make sure your backdrop and profile photo or avatar is in line with your branding. I recommend not changing these too often as people get familiar with them and they represent your business.

Make sure your About Page is filled with key words that attracts people to your page ie. if your a hairdresser make sure you include hair, updos, colour packages, foils etc. because these are the words people search for.

Another fact to make sure of is that you have a call to action button "CTA". This is a what do you want them to do button. You want them to act - call you, message you, like the page - engage with you, whatever it is, it is a waste if they don't make some contact. If it is too hard and they have to look for it, I am tell you now they won't, which means missed chance.

72% of Internet Uses are on Facebook.

*"72% have an annual income over \$75,000"
Do I need to say anymore.....*

OK, SO NOW YOU HAVE A BUSINESS PAGE...

Get a Plan! The worse thing you can do is not organise your posting updates. If you never post, it won't take long for people to forget you.

Get inspiration from:

- * Brochures
- * Newsletters
- * day to day activities
- * how your feeling
- * press releases
- * the news
- * trends
- * new products that are arriving
- * training you have just done

.....

*"Nearly a third (32.1% are ages between 25–
34 years old"*

POSTING ON FACEBOOK



Key Tip: Mix it Up!

Believe it or not you are sitting on a mound of content already. Be creative and repurpose your content into different forms ie. text based graphics, an image, videos etc. See what is giving you the most engagement and keep doing it. People do love variety.

Your facebook page is not the place to be doing the hard sell. Get them to engage and then when you are on your call to them do it then.

There are thousands of businesses on Facebook tht have found ways ot reach their audience effectively. Share interesting information about topics that resonate with your audience. show the character and personality of your business. I promise you, your business is going to be much more successful when you post meaningful content consistently, and post about product offers or company sales but do it occasionally. You can't be on sale every week.

Consistently posting works best, so once you decide on a schedule that works for you, stick with it. Monday, post a blog, later in the week post some tips. The most successful businesses on social media have a schedule and stick to it.

Strive to give your Facebook audience something that will improve their life or business in some way. Then have a look did your followers "like: your page? If not, then remember to be human and change it up. Show them you are amazing!

URGH SO LETS TALK ABOUT "LIVES"



OK, so this is all the rage at the moment. Lives allow you to broadcast live-streaming video from your mobile device. You can share the video on your business page, event page, personal profile or a group your in.

This is a great way to show followers your authentic brand and personality. Again, you can do the same with lives like share new sales, products, announcements etc.

Again, you need to evaluate your posts. Insights gives you a quick visual of your recent posts and how well they performed. For a complete list, go to the Posts link in Insights and look at the reach, clicks and engagement of each post received.

Take some time to play investigator and see what actually makes your audience take action. Look at what they share. When people share a post, it shows they value the content and believe it will benefit their followers.

Further to this, note what is working for you and plan for next month, it only takes like 15 minutes to evaluate what is working.

"Make sure you content is error free"

RUNNING CONTESTS AND SWEEPSTAKES



Running a contest or sweepstake is a fun way to boost your Facebook engagement, brand awareness and following whilst you entertain your audience. Remember though, people are on facebook for community and connection, not to be blatantly sold to.

Facebook does have a lot of rules around the running of contests, and they do change from time to time. However, there are a lot of third party apps you can use that will provide graphics, landing pages etc. The apps also keep up with the rules so that you don't have to ie. The Kitchen Tools box is a good one.

If you are going to go to the effort of setting up a contest, then make sure that the reward is equal to the effort that the follower have to do. Asking someone to comment on a post is easy, but then asking them to take a selfie with your product requires work. So make sure it is worth their effort otherwise no one is going to participate ie. \$100 voucher... you get the idea - The bigger the prize the bigger the ask!

Make sure you give enough time to the follower participate.

When you give away the top prize, make sure you share all of the details. The name the everything, get a photo of them receiving the prize, This is a great story to share and their facebook friends will like it and most likely share it because they will want to spread the news.

Do you see where I am going with all of this.....

I hope you enjoy my e-book as much as I do. Please give me any feedback on what you think. Otherwise, if you have any questions, please do not hesitate to contact me



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