HOW TO ATTRACT CUSTOMERS WITH FACEBOOK
This presentation is part 1 of a 3 part Facebook marketing tutorial.

Part 1 will show you how to prioritize business objectives and build a Facebook audience.

Part 2 will help you develop a content and lead generation strategy, while figuring out what content to create and share on Facebook.

Part 3 addresses how to use Facebook’s paid advertising features in this “pay to play” environment.
PRIORITIZE YOUR BUSINESS OBJECTIVES.
Every brand on Facebook is on Facebook for one reason – to (eventually) *get more business*.

Objectives may include:

- Driving in-store sales;
- Increasing online sales;
- Launching a new product;
- Building awareness; or
- Promoting a mobile app.
This guide will primarily be helpful for businesses that want to *generate leads or online sales*. That said, much of the following strategies apply to other types of goals.

The first steps include:

1. Build an audience;
2. Drive inbound traffic to your website;
3. Turn that traffic into qualified leads; and then
4. Nurture those leads into customers.
This guide will give you a playbook for doing just that. First we’ll talk about how to build an audience, and then we’ll dive into how you get that audience to head on over to your website where they can actually do business with you.
Before you can get customers from Facebook, you need prioritized objectives and an engaged fan base that’s compelled to visit your website. The size of your fan base isn’t as important as the quality of your fans. Are they potential customers?

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Free Template: Determine Your 2014 Marketing Goals
An Introduction to Lead Generation
2 BUILD YOUR FACEBOOK AUDIENCE.
To grow your Facebook fan base, you need to make your Page and your posts as discoverable as possible both online and off. No one can connect with you on Facebook if they don’t know you exist, so let’s talk about 5 ways to get noticed.
After you’ve created your Facebook page, make sure the “About” section of your Page is completely filled out and includes:

- An overview of what your business has to offer;
- A link to your website; and
- Any other information that will help prospects understand your business better.
Chances are you already have existing customers, friends, and family who would be more than willing to connect with your business on Facebook if you simply asked them to. Within the Page Manager section of your page under the “Build Audience” menu, you have the option to invite your personal Facebook friends to like the page, share your page with your friends through the News Feed, or upload a list of email contacts to encourage existing contacts to connect. Use one or more of the three options as long as you’re cautious about over-promoting to uninterested connections.
Making your Facebook Page as discoverable as possible includes promoting your Facebook presence using what online and offline marketing channels you already have, and removing any barriers for existing contacts to like your Page. If you have a website, blog, or email newsletter, utilize Facebook’s various social plugins – especially the Like Button or Like Box – to get people to like your Page on the spot and without having to head over to Facebook.com.
Creating value really comes into play with the *content you create and share* with your fans and how you interact with them (more on that later). If you’re in tune with your *buyer personas*, you’ll have a good idea what types of content to publish. If not, or if you just need some inspiration, consider spending a week taking note of anything in your own News Feed that compels you click, comment, or share. What inspired you? Use your observations to inform future posts.
5) PAY FOR NEW LIKES (FANS) USING FACEBOOK ADVERTISING.

One of the ad types that Facebook offers is a “Page Like Ad” that contains a call-to-action to “Like Page,” and can appear in the News Feed as a page post or as a display ad on the right hand column of the News Feed. If you’ve exhausted your existing contacts and want to reach people who don’t know about your Page yet, you can use Facebook’s granular targeting capabilities to reach your ideal buyer persona(s) and spur audience growth. Make sure your targeting comes as closely as possible to your potential customers.
To give you an idea of what a “Page Like Ad” looks like in the News Feed, here’s an example from Twix. (We’ll also talk more about how to bolster your organic Facebook efforts with ads later).
Build your Facebook audience by making your Page as discoverable as possible, by encouraging your existing contacts to like your Page, and by advertising.

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TAKEAWAYS:

Determine objectives: What specifically do you want to achieve with your Facebook marketing. In-store sales, online sales, top-of-mind awareness?

Build awareness: People won’t visit your page if they don’t know it’s out there.

Reach out to people you know. Use your existing contacts and include your personas everywhere you can.
ABOUT US

Dodge Marketing and Communications offers comprehensive advertising and digital marketing services to businesses in the Champlain Valley.

Formerly operating as Media Central LLC in Plattsburgh, Dodge Marketing and Communications has helped brands in our region grow for nearly twenty years, offering the unmatched advantage of strategic planning, advertising, graphic design, digital marketing, and expert media buying.

TALK WITH ONE OF OUR SPECIALISTS ABOUT GROWING YOUR CUSTOMERS ON FACEBOOK!