

# facebook Marketing Strategies

2017  
Edition

## FANS

- 1 Attract targeted fans ONLY
- 2 Fans who share expand reach
- 3 Engage w/fans - WOW them!
- 4 Speak your fans' language
- 5 Ask fans to Share your post
- 6 Boost posts for best reach
- 7 Mine Insights for fan data
- 8 Experiment w/ posts

## ENGAGEMENT

- 9 Reward fans who tag your biz
- 10 Broadcast FB Live video
- 11 Tag brands in posts
- 12 Fan contest for sharing
- 13 Post compelling photo
- 14 Tag friends in comments
- 15 Keep text short, to the point
- 16 Add Like button to website

## TIMELINE

- 17 851x315 Timeline dimension
- 18 180x180 Profile photo size
- 19 Add call-to-action button
- 20 Announce promotions here
- 21 Changes appear in newsfeed
- 22 Pinned posts = visibility
- 23 Capture contact info w/app
- 24 3 sec to tell people essentials

## ADS

- 57 A MUST for 2017 to reach audience
- 58 Identify ad goal: traffic, lead, sale?
- 59 Boost Post is simplest way to start
- 60 Target people who know your brand
- 61 Local? Target geographically
- 62 Analyze ad reports to find best ROI
- 63 Adapt ads based on report analysis
- 64 Persistence: go from fan, to lead, to sale



## INSIGHTS

- 25 Rank top posts by Reach/Shares
- 26 Note time of posts w/greatest Reach
- 27 Identify where Page Likes came from
- 28 "People Engaged" fans most valuable
- 29 Where are #28 located geographically?
- 30 Sched posts for best reach to #28
- 31 Identify most viewed Sections
- 32 Actions on Page tells you where people clicked

## VISUAL CONTENT

- 49 Images, videos work best
- 50 Video gets HUGE reach
- 51 Livestream with FB Live
- 52 Use Canva.com for images
- 52 20% of image can be text
- 53 Add GIFs to attract attention
- 54 Meme images go viral
- 55 Post image: 400px square
- 56 Ad image: 1200x600 px

## MONETIZATION

- 41 Get a targeted fan base
- 42 Display CTA on cover
- 43 Offer freebie as lead gen
- 44 Capture email for freebie
- 45 Integrate email marketing
- 46 Use targeted ads wisely
- 47 Review Insights monthly
- 48 Lead-to-sale takes time

## LIVE VIDEO

- 33 Broadcast from any device
- 34 FB records, stores & posts video
- 35 Simplest way to do video
- 36 No editing, uploading necessary
- 37 Minimum video length = 4 minutes
- 38 FB automatically saves to Video page
- 39 Create video playlists
- 40 Repurpose live video to YouTube

