

NEW



MAGNETIC

FACEBOOK MARKETING

Magnetic Facebook Marketing Cheat Sheet

Facebook is big. In fact, it's the largest social network on the planet. Also, it's the second most visited website online, second to Google. If you're a marketer, you know that Facebook is a marketing haven, especially with the use of its "advertising platform".

In this cheat sheet, you'll get a quick refresher on how to make the most out of marketing your business thru Facebook.

How to Maximize the Marketing of Your Business on Facebook

1. Create content
2. Share content
3. Syndicate your content
4. Create or use apps
5. Advertise
6. Converse with people
7. Build a community
8. Connect with other influencers

Facebook Fan Page Marketing Bullets

1. Create a Business Page, Not a Profile
2. Claim Your Page's Vanity URL
3. Add a recognizable profile picture
4. Add a great cover photo
5. Create Custom Page Tabs
6. Use Facebook Insights
7. Optimize your "About" section
8. Tag Other Users and Business Pages
9. Use Questions/Polls for Fan Feedback
10. Use Links & Calls-to-Action to Generate Leads
11. Understand EdgeRank
12. Schedule Posts in Advance
13. Use "Pin Post"
14. Post at the best times for your audience
15. Format your images to the right sizes

Facebook Advertising Objectives

- **Clicks to Website:** Send people to your website.
- **Website Conversions:** Increase conversions on your website. You'll need a [conversion pixel](#) for your website before you can create this ad.
- **Page Post Engagement:** Boost your posts.
- **Page Likes:** Promote your Page and get Page likes to connect with more of the people who matter to you.
- **App Installs:** Get installs of your app.
- **App Engagement:** Increase engagement in your app.
- **Offer Claims:** Create offers for people to redeem in your store.
- **Local Awareness:** Reach people near your business.
- **Event Responses:** [Raise attendance at your event](#).
- **Product Catalog Promotion:** Automatically show products from your product catalog based on your target audience.
- **Brand Awareness:** Reach people more likely to pay attention to your brand.
- **Lead Generation:** [Collect leads for your business](#).
- **Video Views:** Create ads that get more people to view a video.

Targeting Options for Your Facebook Ads

- Age
- Location
- Gender
- Relationship status
- Job title
- Interests

You can also target your users by 'behaviour' which can be useful for particular industries.

Tips for More Effective Facebook Ads

- Try Facebook Power Editor – this is a powerful tool for advertisers with large numbers of ads

- Use split testing – this means comparing slightly different versions of your ad campaign to see which is most successful
- Think about your title – a good title grabs attention and promotes your value proposition. But if you are paying per click, you also want to try and filter people who will click.
- Think about what makes people click ‘like’. Normally this is about expressing yourself or about communication