

BUSINESS

AS USUAL

IN THE NEW
NORMAL

A series of workshops designed to support Iowa small businesses.

AMERICA'S
SBDC
IOWA

IOWA STATE UNIVERSITY
Extension and Outreach

Facebook Marketing 2021

<http://iowawesternsbdc.com/isu-extension>

America's SBDC Iowa at the University of Northern Iowa



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Hosted by:



Success Stories

- [Corn Crib Creations, Grundy Center](#)
- [Dual RC](#)
- [Ice Cream Junction, Oelwien](#)

[View All Success Stories](#)

Director's Corner

About the Center

The UNI center has served business clients in Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Fayette, Grundy, Howard and Tama counties since 1982 and is continuing to add to existing programs and services. The center involves undergraduate and graduate students as well as faculty and staff in providing services to its business clients.

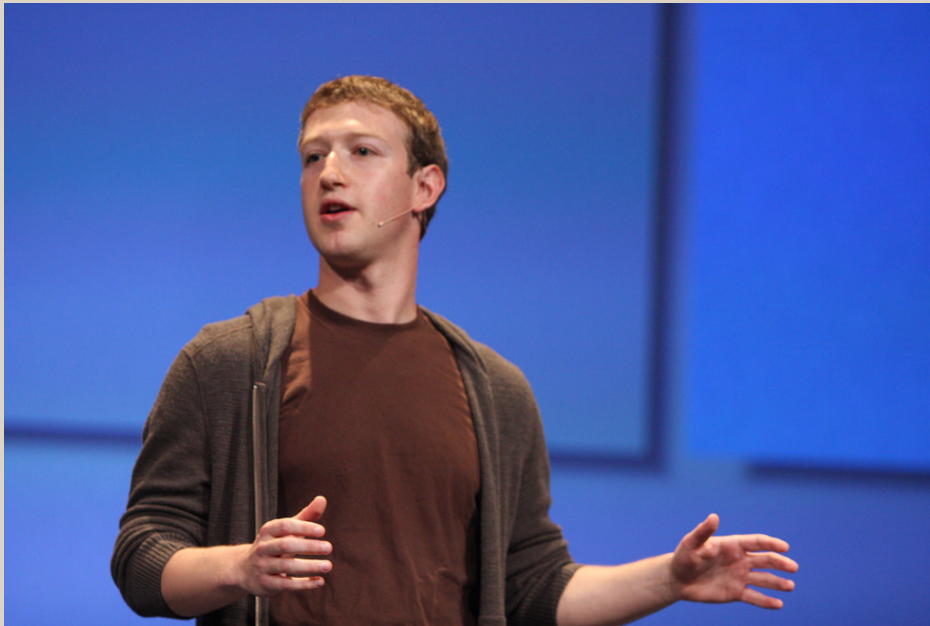
Facebook Organic Reach



Organic reach is the number of people who see your content without paid distribution. It includes people who are shown your posts as well as your **Facebook** page. On the other hand, paid **reach** includes the people who see your content as a result of paid promotions.

Facebook Updates

What this means for business pages



“As we roll this out, you’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard – it should encourage meaningful interactions between people.”

Facebook Updates

What this means for business pages



Newsfeed will contain:

- More posts from people they are connected to
- Less Content from Pages they follow
- Less video content (except LIVE)
- Posts that are engaging
- Posts that get others engaging
- Love, Comments, Shares

Organic Reach of Facebook pages continues to drop!

Facebook Updates

The New Strategy

I. Post Meaningful Content

Facebook Updates

The New Strategy

- Be careful about what you post
- Post only when it means something
- No longer about quantity.
- Consistency still matters
- Engage!

Facebook Updates

The New Strategy

- Create content that shows your target audience how much they need what you provide
 - what are do your ideal customers really care about or focus on
 - Create Categories for content. Doesn't necessarily have to be about your product or service

Facebook Updates

The New Strategy

2. Create Conversation

With Each Other – not just you

Facebook Updates

The New Strategy

- Get people to comment, share, LOVE, scroll and spend time on your page
- Understand your audience
 - Challenges
 - Motivations
 - What moves them to interact
- Educate, demonstrate, entertain
- Begin conversations –
- Feature user stories

Facebook Updates

The New Strategy

Avoid

1. Posts created for the sole purpose of selling
2. Posts pushing people to enter promotions, giveaways or contests
3. Posts linking to outbound content
4. Misinformation and fake news

Facebook Updates

The New Strategy

3. Do Live Video!

Facebook Updates

The New Strategy

- 6 x's More Interactive than other videos
- Encourage interaction and talk to participants
- Tell fans when you are broadcasting ahead of time
- Write a great description
- Encourage people to subscribe to live notifications
- The longer you are live..The more people watching and the more engaging it is.
- Drag out intro to gather an audience and to start conversation

Facebook Updates

The New Strategy

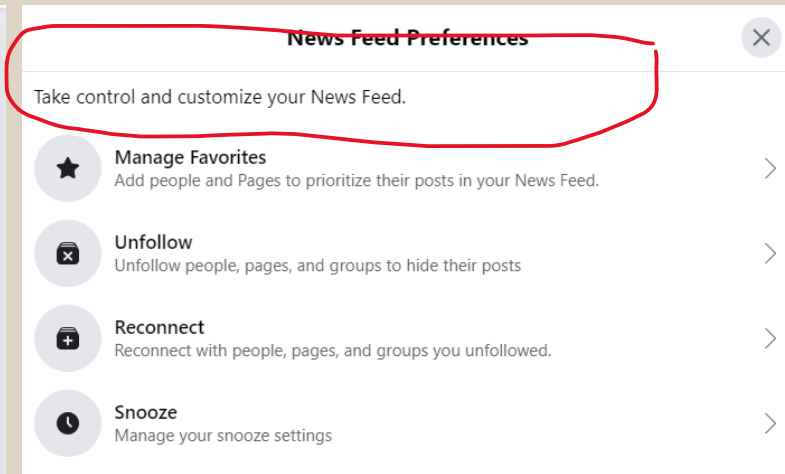
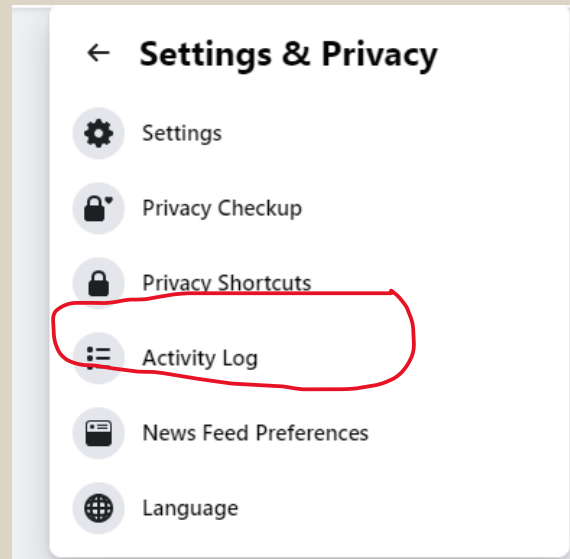
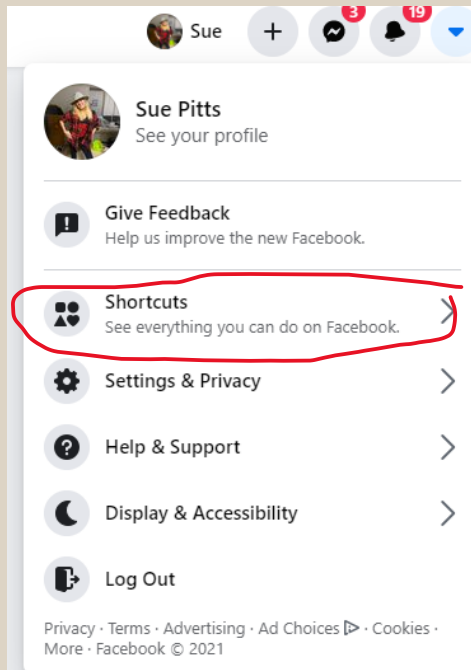
Live Topic Ideas

- Hot Topics – trends, news
- Sales – exclusive products
- Live Shows (regularly scheduled)
- Q&A – Answer Questions
- Educational
- Influencer – bring some one in
- Performance – crafts, singing, acting, comedy
- Behind The Scenes – turn the camera around
- Demonstrate/How to

Facebook Updates

The New Strategy

4. Become a Favorite



Facebook Updates

The New Strategy

- Facebook users have 30 slots for favorite pages and users (combined)
- Skips Algorithm and prioritizes posts
- Train your Customers and Users how to Favorite your page
- Tell Them what they will miss if they don't
- Use email, signs, and other media to remind them

Facebook Updates January

The New Strategy

6. Use Stories

Facebook Updates

The New Strategy

- Not a part of the Algorithm
- They will drive traffic to your website
- Stories about new products and/or tips or advice is what the majority of users want.

Facebook Updates January

The New Strategy

5. Form Facebook Groups

Facebook Updates

The New Strategy

- This a Fan Page – Does not replace business page
- Create Community – Discuss your product or industry
- Customer Support
- Exclusive Sales
- Forum – engaging users with each other

GENERAL RULES:

ALWAYS BE KIND
TO ONE ANOTHER

NO SELF PROMOTIONS/
BUYING/SELLING OF
PRODUCTS

Silhouette CAMEO Project Inspiration

ADD MEMBERS

+ Enter name or email address...

MEMBERS

195,089 Members



SUGGESTED MEMBERS

Hide

Friends



Anita Wohlk

Add Member



Ann Baskfield Benson

Add Member



Lynne Lark

Add Member

See More

DESCRIPTION

This one and ORIGINAL Silhouette CAMEO Project Inspiration Faceb... [See More](#)

GROUP TYPE

Club

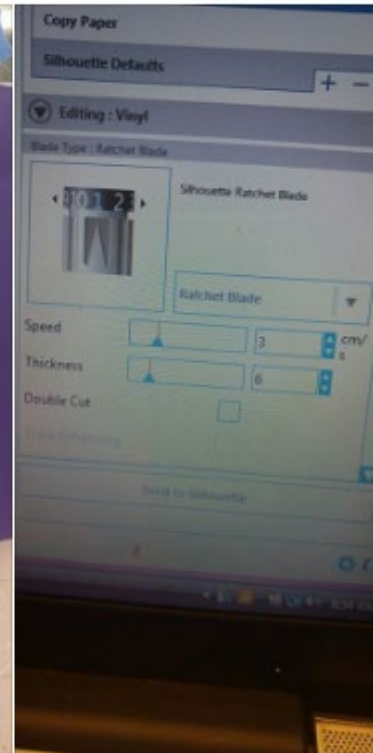
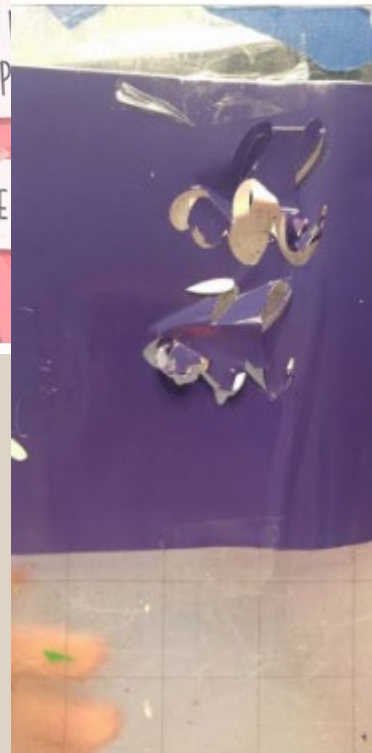
www.iowawe



Jennifer Hampton

8 hrs

Someone help! It wasn't just doing this.. But I changed the thickness and now it is cutting it to pieces... What should my thickness be on? My blade is on a 4



Like

Comment

1



Lynne C Reid Mayb put ur blade to 2 and thick at 7

Like · Reply · 8h



Lynne C Reid Do a test cut first

Like · Reply · 8h



Debbie Davis Tussey Test out



Facebook Updates

The New Strategy

7. Master Facebook Ads

Facebook Updates

The New Strategy

Facebook Ads over Boosts

- Boosts are low conversion
- Boosts are meant for engagement not conversion
- Boosts do not target as well as ads
- Only targets users online at the time
- Ads show up 2nd on users feed

Facebook Updates

The New Strategy

Create a Facebook Funnel

- Identify Target Audience
- Grab Attention
- Build your relationship
- Follow-up
- Close the sale

Facebook Updates

The New Strategy

Target Audience

Focus on the audience that is looking to solve the problem you are solving and have the means to purchase

Facebook Updates

The New Strategy

Laser Targeting

- Interests
- Behaviors
- Demographics
- Connections
- Lookalikes
- Custom Audiences

Facebook Updates

The New Strategy

Grab Attention

- Present target audience's problem with a solution
- Use compelling photos/videos
- Add a CTA with a give me
 - Discounts
 - PDF white papers
 - How to videos
 - Contests
 - Free Trial
 - Read more (content marketing

Facebook Updates

The New Strategy

Build Relationship | Follow-Up | Sale

- Collect emails – link should go to landing page for offer and collect email
- Send email with offer
- Set up one to 3 emails as follow-ups to continue the interest.

Facebook Updates

The New Strategy

 **The PCOS Personal Trainer**
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Learn about the best workouts for PCOS.





PCOS Exercise
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566 Reactions 59 Comments 219 Shares

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Facebook Updates

The New Strategy

8. Use Facebook Messenger

Facebook Updates

The New Strategy

FaceBook Messenger Bots Can

- build your subscriber list,
- generate leads
- deliver lead magnets
- broadcast messages.

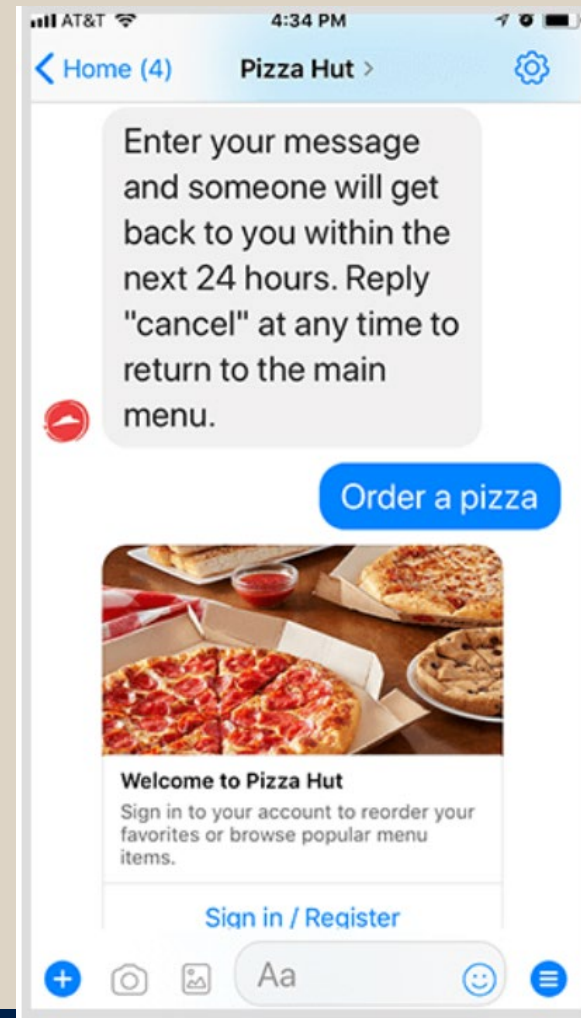
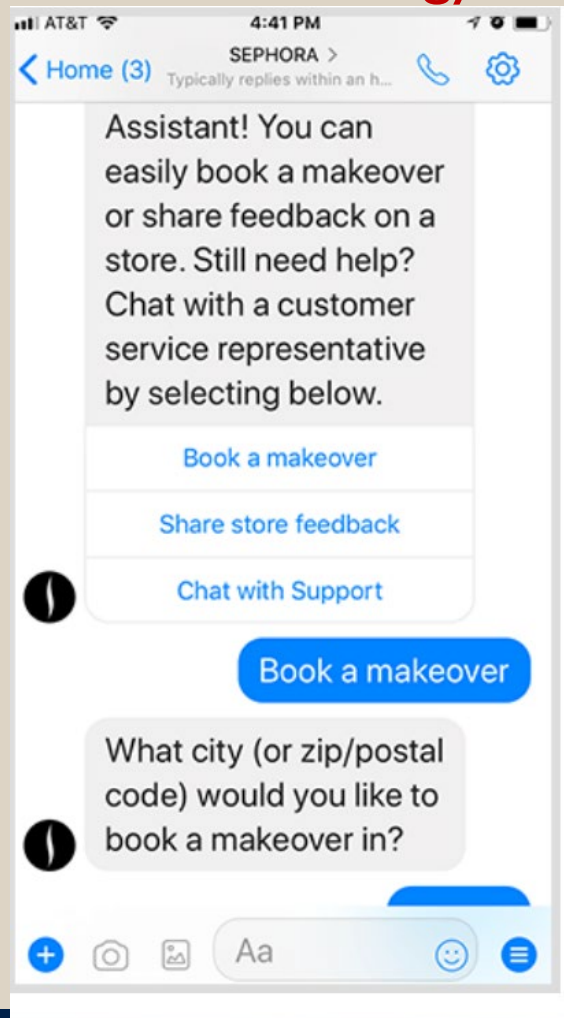
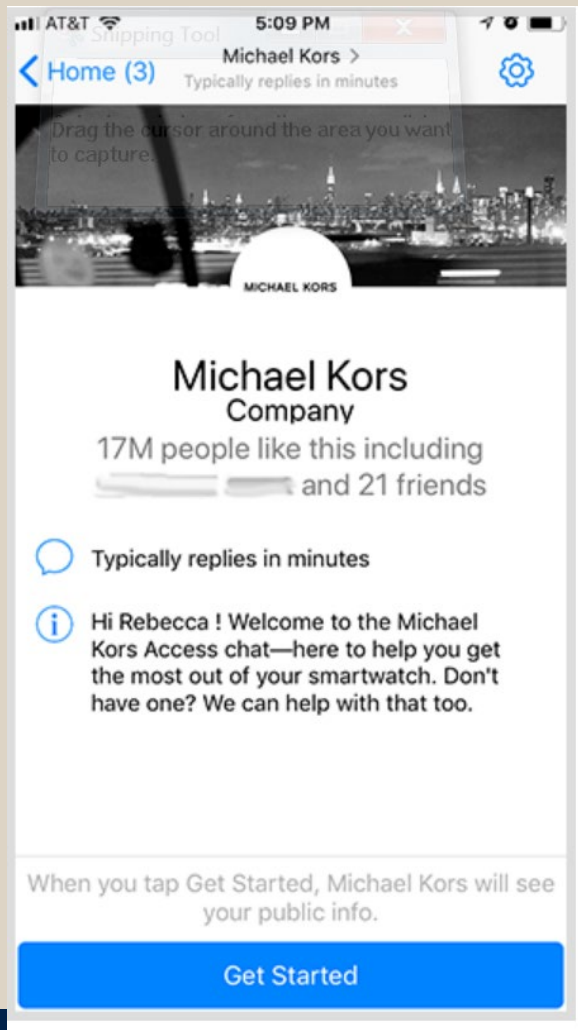
Bot Builders –

ManyChat

ChatFuel

Facebook Updates

The New Strategy



Facebook Updates

The New Strategy

7. Play Ball with Facebook

Facebook Updates

The New Strategy

Watch for Changes in Facebook
Use New Toys/Tools

- Stories
- Live

Resources

Facebook Marketing Guide -

<https://www.socialmediaexaminer.com/facebook-for-business-ultimate-facebook-marketing-guide/>

Facebook for Business - <https://www.facebook.com/business>

<https://blog.hootsuite.com/facebook-marketing-tips/>

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