NAMS

Novice to Advanced Marketing System

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FACEBOOK MARKETING 3.0: CHECKLIST

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Facebook Marketing 3.0 Made Easy

What Facebook is all about Nowadays

- ✓ Facebook for Social
- ✓ Facebook for Business

What Business Goals can you accomplish with Facebook?

- ✓ Build your presence
- ✓ Create awareness
- ✓ Drive discovery
- ✓ Generate Leads
- ✓ Boost Sales
- ✓ Earning Loyalty

There's a Facebook business tool for every business goal

- ✓ Facebook adverts
- ✓ Facebook Pages
- ✓ Messenger
- ✓ Instagram
- ✓ Audience Network
- ✓ Atlas

Creating A Facebook Page

- ✓ Choosing Your Industry
- ✓ Page Customization
- ✓ Templates

Tips of the Trade

- ✓ Be Engaging
- ✓ Be Accessible

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FACEBOOK MARKETING 3.0: CHECKLIST

Shocking Facebook Marketing Facts to Consider

- ✓ There are more than 2 million active advertisers on Facebook
- ✓ 66% of Facebook's ad revenue comes from Mobile
- ✓ Brands that interact more with customers get 3.5X more business
- ✓ Facebook increases visibility of the last 50 pages that a user interacts with
- ✓ 35% of fan pages click on "like" only to enter a sweepstakes
- ✓ 78% of people like a brand's Facebook page only if they have used said brand before liking it
- ✓ Canada and the USA have the largest number of active Facebook users around the world

Some Quick Tips About Ads

- ✓ Connect with your audience
- ✓ Learn what you can remove from your advertisement
- ✓ Appeal to the emotions of your audience
- ✓ Create a strategy
- ✓ Use text, but not too much text

The Benefits of Using Messenger

- ✓ Be responsive and reply immediately to customer questions
- ✓ Share accurate product information
- ✓ Make the checkout process easier for both parties
- ✓ Offer support to customers directly
- ✓ Send reminders about events and other announcements
- ✓ Provide exclusive codes, links, and other plugins

More Help in Making Messenger Ads

- ✓ Look into Developing Sponsored Messages
- ✓ Let Customers Know of New Products or Updates
- ✓ Persist in Direct Contact

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FACEBOOK MARKETING 3.0: CHECKLIST

How to Improve Your Instagram Marketing Campaign

- ✓ Create A Good Strategy
- ✓ With Instagram Ads Are Not Really Ads
- ✓ Utilize Influencers
- ✓ Try to Tell Your Own Story
- ✓ When in Rome

Affiliate Marketing with Facebook

- ✓ Start by Sharing Quality Content
- ✓ Use Groups and Pages To Promote Your Affiliate Offers
- ✓ Shorten Your Affiliate Links
- ✓ Always use Images in Affiliate Posts
- ✓ Use Facebook video to post product reviews
- ✓ Use Facebook Sidebar Adverts and Send Your Leads to A Landing Page First

How to Get the Most Out Of Your Facebook Group

- ✓ Make Sure to Describe The Group
- ✓ Create A Separate Admin Group
- ✓ Do Not Replace Your Facebook Page with The Group
- ✓ Pin Important Posts
- ✓ Be Aware of Notifications

Some Quick Instagram Business Facts

- ✓ Instagram has over 700 million users worldwide
- ✓ 400 Million of those users use Instagram each day
- ✓ 80% of users follow at least one business on Instagram
- ✓ Over 5 million businesses use Instagram in some way to advertise their business
- ✓ 60% of users say that they find new products on Instagram

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FACEBOOK MARKETING 3.0: CHECKLIST

How to Effectively Use the Facebook Audience Network

- ✓ Keep Good Tabs on Where Your Content Goes
- ✓ Not for Everyone
- ✓ Texting Your Ad Is Good

Creating A Custom Audience

- ✓ Uploading Customer Data
- ✓ Choosing What You Want to Create
- ✓ Create a Custom Audience
- ✓ Create A Lookalike Audience

Using the Facebook Search Bar For Market Research

- ✓ Knowing Your Audience
- ✓ Finding Similar Interests
- ✓ Search Similar Pages
- ✓ Demographic Research
- ✓ Keywords
- ✓ What Are Others Saying?
- ✓ The Advantageous Page Two
- ✓ Localizing Your Searches

Some Highly Useful Tips for Facebook Developers

- ✓ Making a good-looking app changes depending on the platform you are using
- ✓ Know your target platforms
- ✓ Kill your darlings
- ✓ Test, test, and test again

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FACEBOOK MARKETING 3.0: CHECKLIST

Don’ts

- ✕ Don’t post too much
- ✕ Don’t add people to private Facebook groups without their consent
- ✕ Don't argue with customers in public
- ✕ Don’t create multiple Facebook Pages for the same brand
- ✕ Don't automate everything
- ✕ Don’t leave your company’s “About” section blank
- ✕ Don’t Use Bad Grammar
- ✕ Don’t ignore posts
- ✕ Don't be shy
- ✕ Don’t post irrelevant content

Shocking Case Studies

- ✓ QuintoAndar
- ✓ Blem
- ✓ Innovasport
- ✓ Rexona
- ✓ Etermax
- ✓ Antara
- ✓ Startup Institute
- ✓ Universal Pictures
- ✓ Digital Marketer
- ✓ Cirque du Soleil Paramour
- ✓ Anova Culinary

Do’s

- ✓ Create a Facebook Page for your business
- ✓ Use a recognizable profile picture that represents your Business
- ✓ Keep posts short
- ✓ Be genuine

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FACEBOOK MARKETING 3.0: CHECKLIST

- ✓ Ask questions and ask for feedback from fans and customers
- ✓ Analyze Your Page Performance
- ✓ Follow the 80/20 rule
- ✓ Participate in the conversation
- ✓ Post During Strategic Times of Day
- ✓ Optimize your images

Premium tools and Services to consider

- ✓ Buffer
- ✓ Hootsuite
- ✓ Post Planner
- ✓ LikeAlyzer
- ✓ Pagemodo
- ✓ Socialbakers Analytics
- ✓ Facebook Ads Compass
- ✓ Share
- ✓ DrumUp
- ✓ Polldaddy

Frequently Asked Questions

- ✓ How Do I Regain or Claim My Page Not Under My Admin Control?
- ✓ How do I create my own catalog?
- ✓ How do I contact influencers?
- ✓ Can I change my page name?
- ✓ Can I change my Facebook page URL?
- ✓ Do hashtags work?
- ✓ How Do I Enable Ratings and Reviews?
- ✓ How do I create a Facebook app?
- ✓ Are Facebook ads expensive?
- ✓ Can I See Who My Fans Are?

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