

FACEBOOK SUCCESS





SOCIAL MEDIA



PLATFORMS



WHY FACEBOOK?

2.3bn Global Users – 1.52bn Daily

76% of Women, 66% of Men

Focus on INTERESTS and ISSUES

Interactive – Likes, Shares, Comments

Free (and easy) to use (even for business)

Powerful paid targeting

JARGON

Pages & Posts

Friends, Followers & Members

Engagement

Likes & Comments

Shares & Tags (inc. # @)

Traffic – Organic, Paid & Viral

Click-bait & Engagement-bait

Ranking

WHAT DOES FACEBOOK WANT?

“Bringing people closer together.”

- **Posts from friends and those you engage with (Like, Share, Comment).**
- **Useful, informative and current information that matches your interests.**
- **Information that is ‘authentic’ and not ‘bait’.**

The ‘algorithm’ → ‘positive reaction’

DIFFERENT PAGES

NEWS FEED – most people use this

PERSONAL

About You

Friends

2-way posts

(with friends)



BUSINESS

Your Business

Followers

1-way posts

Promotions

Adverts



GROUP

Interests

Members

2-way posts

Open/Closed

Notifications



BUSINESS STRATEGIES

REACH



ENGAGE



CONVERT

1



PERSONAL

WEBPAGE



EMAIL



YOUR PRODUCT



2



BUSINESS

WEBINAR / CALL



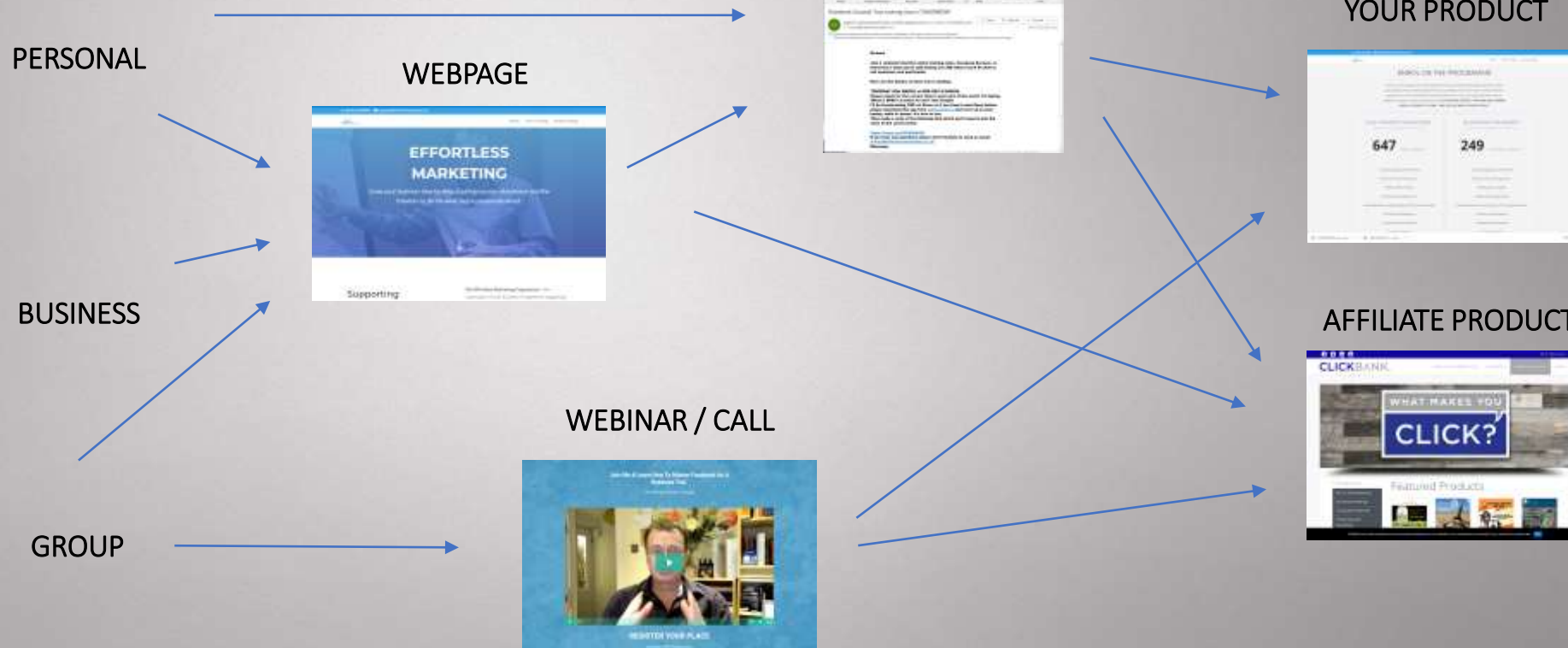
AFFILIATE PRODUCT



3



GROUP





Joyful Possibilities-Soul SongTherapy

@joyfulsoulsongtherapy

Home

About

Photos

Events

Posts

Groups

Offers

Community

Livestream

Reviews

Info and Ads

Create a Page



Like



Following



Share



...



Send Message

Create Post



Write a post...



Photo/Video



Tag Friends



Check in



...

Photos



5.0

5 out of 5 · Based on the opinion of 2 people



ABOUT JOYFUL POSSIBILITIES-SOUL SONGTHERAPY

Our Story

Susan Reis is a Certified Sound Therapist.



Enlightened Millionaires 2019 Spring Academy Closed group

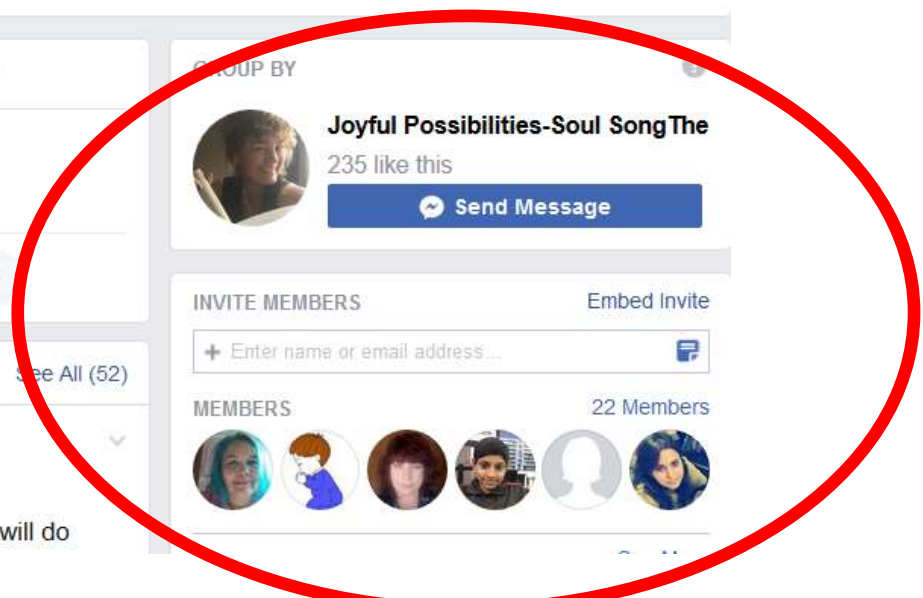
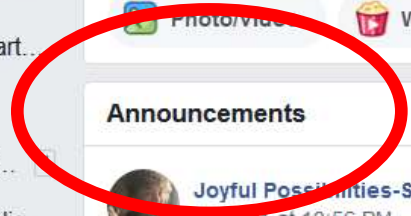
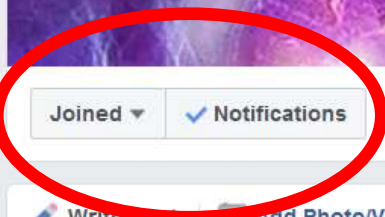
- About Discussion Chats Announcements Members Events Videos Photos Moderate Group

Joined Notifications Share More

Write something... Add Photo/Video Live Video More Photo/Video Watch Party Tag Friends

Announcements Joyful Possibilities-Soul SongTherapy March 1 at 10:56 PM This MONTH - with your partner -message them the 3 things you will do

GROUP BY Joyful Possibilities-Soul SongThe 235 like this Send Message INVITE MEMBERS Embed Invite MEMBERS 22 Members





Search



Richard

Home

Find Friends

Page

Ad Center

Inbox 6

Notifications 10

Insights

Publishing To...

More



Richard Haywood

@HayzeeHaywood

Home

Services

Reviews

See more

Promote

Manage Promotions

Like Follow Share

Create Post Photo Album Live Video

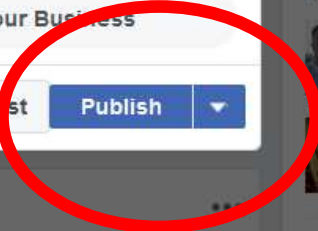
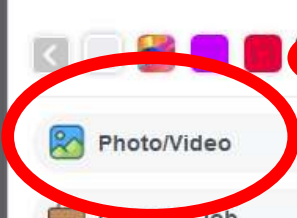
a message



- Photo/Video
- Get Messages
- Create a Job
- Create an Event
- Offer/Discount
- Feeling/Activity
- Check in
- Poll
- Write Note
- Add a milestone
- Support Nonprofit
- List
- Watch Party
- Advertise Your Business

Help

Boost Post Publish



Invite friends to like

5/10 Likes

chhaya

Search for friends

Jane Danie

Meisha Da

Gina Bruce

Alice Tow

Holly Rycar

Peter Dani



Search



Richard

Home

Find Friends



Page

Ad Center

Inbox **6**

Notifications **10**

Insights

Publishing To...

More ▾

Set



Richard Haywood

@HayzeeHaywood

Home

Services

Reviews

See more ▾

Promote

Manage Promotions

Create Post

Photo Album

Live Video

Upload Photos/Video

Add photos or video to your status

Create Photo Album

Build an album out of multiple photos.

Create a Photo Carousel

Build a scrolling photo carousel with a link.

Create Slideshow

Add 3 to 10 photos to create a video.

Create an Instant Experience

Now you can tell a more immersive story by combining images and videos.

Photo/Video

Get Messages

Create a Job

Create an Event

Offer/Discount

Feeling/Activity

Check in

Poll

Visit Group

5/10 Likes

Chhaya and 4 other

Search for friends to invite

Jane Daniel

Meisha Davies

Gina Bruce

Alice Tow

Holly Rycarte

Peter Daniel

See All Friends



Search



Richard

Home

Find Friends

Page

Ad Center

Inbox 6

Notifications 10

Insights

Publishing To...

More



Richard Haywood

@HayzeeHaywood

Home

Services

Reviews

See more

Promote

Manage Promotions

Create Post

Photo Album

Live Video



a message

www.effortlessmarketing.co.uk



EFFORTLESSMARKETING.CO.UK

Effortless Marketing | for Sole Traders & Small Businesses

Effortless Marketing Grow your business step-by-step, creating success, abundance and the freedom to do the work you're passionate about. " Supporting Entrepreneurs & Small Businesses

Available images Hide



Photo/Video

Get Messages

Create a Job

Create an Event

Offer/Discount

Feeling/Activity

5/10 Likes



Search for friends

Jane Da

Meisha

Gina Br

Alice To

Holly Ry

Peter Da



Search



Richard

Home

Find Friends

Page

Ad Center

Inbox **6**

Notifications **10**

Insights

Publishing To...

More ▾



Richard Haywood
@HayzeeHaywood

Home

Services

Reviews

See more ▾

Promote

Manage Promotions

Like Follow Share ...

Create Post | Photo Album | **Live Video**

a message

Photo/Video | Get Messages

Create a Job | Create an Event

Offer/Discount | Feeling/Activity

Check in | Poll

Write Note | Add a milestone

Support Nonprofit | List

Watch Party | Advertise Your Business

Help | Boost Post | Publish ▾

Richard Haywood
October 30, 2018 ·

OPPORTUNITIES TO POST

- **Educational**
- **Insights / Ask Questions**
- **Stories – Testimonials – Case Studies**
- **Latest News / Research**
- **Check-ins ('I'm here at...')**
- **Competitions / Surveys**
- **Shares ('I found this interesting...')**
- **Offers**

WHAT TO POST

- **From your CONTENT!**
- **Spontaneous Moments (Mobile?)**
- **'Live' Videos**
- **Audios (via slideshow or a video)**
- **How much text?**
- **Copyright issues**
- **External links & Shares**
- **Should I use emojis?**

HINTS & TIPS

- **Images or videos (or both!)**
- **Useful Information always beats Quality**
- **Mixture of info/education/promotion**
- **Useful, informative, topical and current information**
- **Ask questions, suggest ideas, mention issues**
- **Stay positive**

HINTS & TIPS

- **Minimise 'engagement-bait' such as**
'Like or share this post'
'Say YES if you agree'
- **Be responsive (likes, thanks, replies)**
- **'Boost' the occasional post to reach more of your followers (business page)**
- **Try 'Live' when you feel confident!**

MAKING OFFERS

- **Free stuff (links / downloads etc)**
- **Events (phone ins, webinars, watch parties)**
- **Sequences – 14 day challenge**
- **Entry-level ‘attractors’ - \$5 ebooks etc**
- **‘Sample’ Offers**
- **‘Discovery’ Call**
- **Promotional Offers**

TRACKING RESULTS

REACH – posts, shares, ads

ENGAGE – likes, comments, follows, joins

CONVERT – offers, webinar attendees, calls, sales

USFEUL TOOLS

- **Canva.com – graphics**
- **Animoto.com – short videos**
- **Schedule / Automate**
 - **Hootsuite / Buffer / Sprout Social**
- **Daily / Weekly Ritual**
- **Using Agencies or VAs**

ADVERTISING

- **Periodic 'Boosts' to get 'engagement', 'clicks' or 'sales'**
- **Customer Target Analysis**
- **Ad Campaign(s)**
- **Split Tests**
- **Start small and grow**

PREPARING TO ADVERTISE

- **Local markets & Geographic targetting**
- **Demographics**
- **Audience behaviour**
- **Niche interests**
- **Complementary & Competing businesses**
- **ADVERTISING RULES!**

OTHER PLATFORMS

- **Instagram – similar content but focus on ‘tags’**
- **YouTube – videos, descriptions, keywords**
- **LinkedIn – articles, slidedecks**

ASSIGNMENT

- 1. SOCIAL MEDIA WORKSHEET**
- 2. REVIEW CALL WITH ME**
- 3. EFFORTLESS MARKETING PROGRAMME**

www.effortlessmarketing.co.uk/facebooksuccess

FACEBOOK SUCCESS



www.effortlessmarketing.co.uk/facebooksuccess