

Facebook Marketing

6th Edition

by Stephanie Diamond and John Haydon



Table of Contents

Cover

<u>Introduction</u>

About This Book

Foolish Assumptions

Icons Used in This Book

Beyond the Book

Where to Go from Here

Part 1: Getting Started with Facebook Marketing

Chapter 1: Marketing in the Age of Facebook

What Is Facebook, and Why Is It So Popular?

<u>Understanding the Marketing Potential of Facebook</u>

<u>Understanding Why Your Business Needs a Facebook Page</u>

<u>Chapter 2: Researching and Understanding Your</u> <u>Target Audience</u>

<u>Defining Your Target Audience</u>

Researching Target Audiences with Facebook's Ads Manager

<u>Discovering How Many Customers Use Facebook</u>

Chapter 3: Developing a Facebook Marketing Plan

<u>Understanding the Power of Word of Mouth on Facebook</u>

<u>Understanding What to Include in Your Marketing Plan</u>

Developing Your Value Proposition

Understanding Your Audience

Defining Your Marketing Goals

<u>Developing Your Content Strategy</u>

Encouraging Audience Engagement

Monitoring and Reporting Page Activity

Integrating Your Online and Offline Campaigns

Part 2: Building Your Facebook Presence

Chapter 4: Getting Started with a Facebook Page

<u>Understanding the Differences among Pages, Timelines, and Groups</u>

Understanding the Anatomy of a Facebook Page

Creating a Facebook Page from Scratch

Adding More Information about Your Business

Adding Tabs to and Removing Tabs from a Facebook Page

Adding Page Administrators

Getting the Most from Facebook Marketing Resources

Understanding Facebook's Terms and Conditions

<u>Chapter 5: Configuring Admin Settings for Your Page</u>

Configuring Your Page for Maximum Engagement

Allowing Threaded Comments on Your Page Updates

Limiting Who Can See Your Page Content

Configuring Profanity and Moderation Settings

Posting as a Page versus Posting as a Profile

Engaging Fans with Your Mobile Phone

<u>Chapter 6: Enhancing Your Facebook Page with Applications</u>

Understanding Facebook Applications

Yeah, There's an App for That — But Where?

<u>Using Third-Party Custom Facebook Page Tab Services</u>

Choosing E-Commerce Applications for Your Page

Granting Access to Applications

Configuring Tabs on Your Facebook Page

Creating Custom Facebook Tabs with HTML

<u>Part 3: Engaging with Your Customers and Prospects on</u> Facebook

<u>Chapter 7: Creating a Remarkable Presence on</u> <u>Facebook with Content Marketing</u>

<u>Understanding How Content Marketing Works on Facebook</u>

Defining Your Posting Goals

Getting Fans Engaged

Saving Time Creating Visual Content

<u>Understanding the Importance of Video Content for Marketing</u>

Chapter 8: Growing Your Facebook Page's Fan Base

Mapping a Launch Strategy for Your Facebook Page

Fostering a Sense of Enchantment on Your Facebook Page

Preparing Your Facebook Page for Launch

Enhancing Your Facebook Page with Content before Launch

Adding a Compelling Reason for Users to Like Your Page

Making Your Facebook Page Easy to Find in Search Engines

Networking with Friends to Launch Your Facebook Page

<u>Leveraging Existing Marketing Assets to Launch Your Facebook</u>
<u>Page</u>

Promoting Your Facebook Page in Your Store

Promoting Your Facebook Page by Using Facebook Ads

Promoting Your Facebook Page by Using an Integrated Approach

<u>Chapter 9: Engaging Your Facebook Fans</u>

<u>Understanding What Engagement Really Means</u>

Measuring Engagement with Facebook Insights

Getting Tactical with Engagement on Your Facebook Page

Getting Notifications about Facebook Users' Activity

Viewing Your Facebook Page's Notifications and Activity Log

Responding to Comments and Posts

Running Facebook Contests

<u>Chapter 10: Improving Your Marketing Strategy with</u> <u>Facebook Insights</u>

Getting Analytical with Facebook Insights

Using Facebook Insights

Exploring Facebook Page Insights

<u>Understanding the Overview Report</u>

Promoting Your Message by Using the Promotions Report

<u>Understanding Your Followers with the Followers Report</u>

Using the Likes Report for Smarter Fan Acquisition

Reaching Fans with the Reach Report

Delving into Engagement with the Page Views Report

Using the Page Previews Report to Evaluate Interactions

Monitoring Actions on Page Report

Evaluating Posts with the Posts Report

Evaluating Events with the Events Report

Monitoring Engagement with the Video Insights Report

Viewing Demographics with the People Report

Reviewing the Local Report to Learn about Activity Nearby

Using the Shop Report to Evaluate Sales

<u>Unlocking Engagement with the Messages Report</u>

Exporting Insights Data

Using Third-Party Analytics

Part 4: Marketing beyond the Facebook Page

<u>Chapter 11: Using Facebook Advertising to Promote</u> Your Business

Introducing Facebook Ads

<u>Creating Winning Ads</u>

Devising a Landing-Page Strategy for Your Ads

Creating a Facebook Ad

<u>Creating Boosted Posts</u>

Creating Multiple Campaigns

Managing and Measuring Your Ad Campaigns with Ads Manager

<u>Understanding Other Facebook Ads Manager Features</u>

<u>Chapter 12: Using Facebook Offers to Sell Products</u> and Services

<u>Understanding Facebook Offers</u>

Creating an Offer for Your Page

Getting the Most from Your Offer

Promoting Your Offer

<u>Chapter 13: Using Facebook Groups and Events for Your Business</u>

Discovering Facebook Groups

<u>Understanding How Facebook Groups Fit in with Your Business</u>

<u>Using Facebook Groups</u>

Creating Your Own Facebook Group

<u>Using Facebook Events to Promote Your Business</u>

<u>Chapter 14: Integrating Facebook into Your Other</u> <u>Marketing Channels</u>

Making Facebook Part of Your Marketing Mix

Promoting Your Facebook Presence Offline

Optimizing Your Page for Search Results

Integrating Instagram into Your Other Marketing Channels

Getting Inside Your Customers' Heads

<u>Chapter 15: Integrating Facebook Features into Your</u> <u>Website with Social Plugins</u>

Extending the Facebook Experience with Social Plugins

Adding Plug-In Code to Your Website

Integrating Facebook Insights into Your Social Plugins

Adding Comments to Your Website

Sharing Embedded Comments to Your Website

Creating More Reach with the Embedded Posts Plug-In

Displaying Embedded Videos from Facebook

Getting More Visibility with the Like Button

Sharing Pages Using the Page Plugin

Quote Plugin

Save Button

Allowing for Private Sharing with the Send Button

Allowing for Public Sharing with the Share Button

<u>Chapter 16: Stepping Up Your Customer</u> <u>Engagement</u>

<u>Using Facebook Messenger to Communicate with Customers</u>

<u>Developing a Better Customer Experience</u>

Getting Started with Facebook Live

<u>Creating Broadcasts That Connect with Customers</u>

Part 5: The Part of Tens

<u>Chapter 17: Ten Common Facebook Marketing</u> <u>Mistakes (and How to Avoid Them)</u>

Think Like a Traditional Marketer

Use a Profile to Market Your Business

Use a Group to Market Your Business

Post with Shortened URLs

Wing It

Post at Bad Times

Be Pushy

Sell Too Little

Post Lengthy Updates

Ignore Comments

Chapter 18: Ten Business Tips for Facebook

Understand That Business Is Personal

Don't Drink and Facebook

Keep Things Clean and Civilized

Be Careful Friending Strangers

Dress Up Your Page with Applications

Respect the News Feed

Don't Be Afraid to Ignore People

Deal with Your Irate Users

Don't Forget Birthday Greetings

Maintain Your Privacy

<u>Chapter 19: Ten (Okay, Eight) Factors for Long-Term</u> <u>Facebook Marketing Success</u>

Know the Language, Eat the Food

<u>Understand Why People Share</u>

Be Useful and Helpful

Listen to Your Fans

Consistently Participate

Appreciate and Recognize Your Fans

Measure and Monitor

Be Fearless and Creative

About the Author

Stephanie's Dedication

Stephanie's Acknowledgments

Connect with Dummies

Index

End User License Agreement