

SHAW ACADEMY NOTES

**Diploma in Social
Media Marketing**



Facebook - Targeted Advertising for Lead Generation

It's important to have a professional presence on Facebook. You should not use your personal Facebook profile to promote your business. You should set up a separate business page. You can easily do this in Facebook as was shown during the webinar. This will be your digital presence on Facebook.

It's important to know and understand what platforms your customers spend time on. Your job is to then place yourself in front of them at the right time. Facebook is the biggest social media platform in the world which allows you to do that. There are over 1.79 billion users on Facebook.

It's easy to set up Facebook and it's free, you also have access to a big audience. You do need to have a commitment in terms of time. It looks very bad professionally if you have an account that is not regularly updated. Also, you need to be able to produce regular unique content. Response time is very important within social media. If you have a community engaging with you on Facebook that is a conversation you need to take part in and actively facilitate.

Facebook Tools

Within Facebook tools you can use the Facebook login and link that to your landing page or website. This will allow the customer to log into your app or shop through their Facebook account. The advantage of this is that you have access to all of the customer's data from their Facebook account. That means you can use targeted app ads and use the analytics available from Facebook to track the customers' behaviour. This can be incredibly advantageous and many business have seen up to an 80% increase in sales using these tools in Facebook.

Facebook advertising

With Facebook advertising, you have a number of different options. You can boost a post. This will allow you reshare your content to your audience. If the content is performing well, and you can see that it's good content getting a lot of engagement, then you may decide to boost your post to get that content in front of more potential customers. You may also decide that your strategy is to generate a lead flow. You can set up an ads campaign where your focus is lead generation. Here you can offer something for free in return for the potential customer's contact details. Let's imagine that you are a dentist and you have just opened your business. You are looking for a lead flow and you turn to Facebook. You can set up a lead generation campaign. You can target this campaign to only appear in the exact location of your dental practices. You then might offer a free check-up. The customer signs up for the free check-up leaving their contact details and now you have a targeted lead flow. Simple yet effective.

There are many other options for advertising on Facebook depending on your strategy. Please refer to <https://www.facebook.com/ads/manager>

Facebook Organic Results

Facebook organic content reach is declining. There are several reasons for this. One reason is the sheer amount of content that is available on Facebook. With over a billion users and the explosive growth of mobile devices these days, it more easy and accessible to create content than ever before. This provides Facebook with opportunity and difficulty. How do they manage all this content? What should they show and to who? If they just showed all the content at login there would be an average of 1500 stories. So, they developed their algorithm. This is their own system that decides what is the most relevant content to show and to whom they show that content to. The algorithm has about one hundred thousand ranking factors. We don't know what all these factors are, however, we do know some of the main factors - and these factors make up our Edge Rank.

Facebook Edge Rank Factors

Edge -- You can basically think of Edge as a post.

So every time you post something new on Facebook, you create a new edge.

User Affinity -- Affinity measures how close your page's relationship is with each fan. So the more often a fan has interacted with your page, the higher your page's affinity becomes with him.

Content Weight -- Weight measures the popularity of your post via the amount of the interaction it's getting. So a post getting tonnes of comments, likes & shares will have a lot of weight.

Time Decay -- Time Decay is the simplest component of Edge rank. It basically refers to how recent the post is.

Social Listening

If we are on social media, we need to make sure we are listening to what is being said about our brand or business. We need to protect our business and manage our online reputation. There are lots of 3rd party tools available to do this and which tool we use will depend on the platform we are on and what our business goals are. Please see some resources below:

[Hootsuite](#)

[Buffer](#)

[Social Mention](#)

[TweetReach](#)

[AddictoMatic](#)

[IceRocket](#) [ShareThis](#)

Creating content

Please refer to www.canva.com as a resource

Thank You