

Facebook Strategy Guide



branding



digital marketing



graphic design



websites



social media



SEO



training

Strategy. Design. Develop.

cre8ive
MARKETING

Facebook Marketing Strategy

Sometimes it's enough to simply try different things and see what works. However, without a coordinated strategy, your efforts may feel sporadic and disjointed and your audience will notice. Strategy makes your efforts intentional. That makes your efforts more likely to succeed. Once you get your marketing strategy and processes down for Facebook, you'll be able to gauge how well content should perform (within a reasonable margin of error).

1 Define Your Goals

Here are some common business goals:

- Drive referral traffic back to your website.
- Strengthen brand awareness.
- Build a relationship with your audience.
- Provide customer service.
- Generate leads and conversions.

2 Know Your Audience

It helps to know who you're talking to before starting a conversation. Review Facebook's insights to see who your audience is.

Facebook Insights

- % of Female Fans [] % of Male Fans []
- How do your age demographics break down?

Female 13-17 [] %

Male 13-17 [] %

Female 18-24 [] %

Male 18-24 [] %

Female 25-34 [] %

Male 25-34 [] %

Female 35-44 [] %

Male 35-44 [] %

Female 45-54 [] %

Male 45-54 [] %

Female 55-64 [] %

Male 55-64 [] %

Female 65+ [] %

Male 65+ [] %

Target Market Checklist

A useful customer profile (or persona) is akin to a comprehensive how-to guide on reaching your ideal target market. If you try to sell products to everybody, you will waste money on advertising to people who aren't interested. On the other hand, if you aim for a defined target market, you can reach potential buyers by customising your marketing messages and placing them in media outlets your ideal customer is most likely to use.

When profiling your target market try to answer the following questions:

Personal Factors

- Age Range
- Lifecycle stage (family, young adult, retirement)
- Lifestyle
- Martial status
- Gender
- Location: Will the target market be local, national, international, or a mix?

Purchasing Process

- What does the decision-making process involve?
- What sources of information do they seek?
- What's the timeline for their purchase?
- Who actually makes the purchase?
- What are the needs/benefits sought by the market overall?

Culture & Social Factors

- Nationality, Religious groups, Political beliefs
- Income Level
- Education
- Reference groups: friends, family, colleagues etc

- What motivates the purchase?
- What/who influences the purchase?
- Beliefs
- Values
- Attitude
- Perception
- Identify the challenges they are struggling with

- Who uses the product/service?
- Why do they use the product/service?
- When do they use the product/service?
- How is the product/service used?

③ Determine Your Messaging and Tone

You now know who you're talking to. It's time to figure out how you'll talk to them. This means establishing your brand voice on Facebook.

Will your tone be:

- Casual
- Professional
- Humorous
- Friendly

④ Posting Tips

BEST DAYS / BEST TIMES

facebook®



People seem to be happier on Friday, so funny or upbeat content will be suitable

Posting
3pm - most clicks
1pm - most shares

Quick Tip:
Use Facebook analytics to track your data and see when your audience is online

Please note that the above is an indication only as it will depend on your industry, fans and types of content you are posting.

⑤ Facebook Content Creation Checklist

You'll need to create and curate different types of content.

Using a content calendar (either with a spreadsheet or an app) is a handy tool to help plan what and when you will post.

Content Curation List

List 10 blogs and news sources related to your industry. Follow these sources to find a never-ending stream of content you can share on your page:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Other options: use content curation tools such as:

- **TrapIt** is a personalised content discovery application that can be used by brands, publishers or individuals to discover, engage, share and publish content.
- **Post Planner** is a tool that makes it easy to post like-worthy content by providing status ideas, delivering content based on users' keywords, and helping users find blogs and experts in their niche.
- **Scoop.it** helps individuals and businesses publish content in an efficient and impacting way, using big data semantic technology that helps you quickly find relevant content.

6 How to Measure the Effectiveness of Your Facebook Strategy

It isn't enough to just post content on Facebook. You need to be able to measure what does and what does not work. This means aligning your Facebook marketing performance to actual organisation goals.

Pay Attention to These Facebook Marketing Metrics:





- Total Page Likes
- Per Post Likes
- Per Post Shares
- Post Reach
- Weekly Post Reach
- Weekly Post Engagement
- Weekly Website Clicks
- Cover Photo Button Clicks

Why Are These Metrics Important?

Likes and shares are often dismissed as vanity metrics. Granted, they're not as important as conversions or revenue. However, they shouldn't be ignored. They let you know what your audience wants. Each like and share is an opportunity to make a connection between your brand and your audience.

Which Metrics Are Most Important?

This all depends on your goals. Follow this chart to align measurement with business objectives:

How to Match Facebook Metrics to Organisation Goals			
 <p>BRAND AWARENESS <i>Measure:</i> Post Reach Likes Shares Comments People Talking About This</p>	 <p>GENERATE LEADS <i>Measure:</i> Referral Traffic Conversions Sign Ups Cover Photo CTA Clicks</p>	 <p>CUSTOMER SERVICE <i>Measure:</i> Response Rate Response Time</p>	 <p>DRIVE TRAFFIC <i>Measure:</i> Clicks Referral Traffic Conversions</p>

About Cre8ive

Cre8ive is a full service agency that handles brand development, graphic design, digital marketing, PR, website design, SEO and social media marketing. We take a 'holistic' marketing approach; fitting all the pieces together to create an effective and consistent marketing strategy that gives our clients a competitive advantage.

We're a straight-talking team, passionate about delivering marketing-led design solutions for our clients. We sincerely enjoy the work we do and our clients garner the benefits.

Contact Us

19 Royal Terrace, Dunedin
PO Box 5364, Dunedin 9058
Phone: 03 474 1075
Email: cre8ive@cre8ive.co.nz

