

How to Run a



Page

that

ROCKS!



A comprehensive eBook
by Jon Loomer

JonLoomer.com

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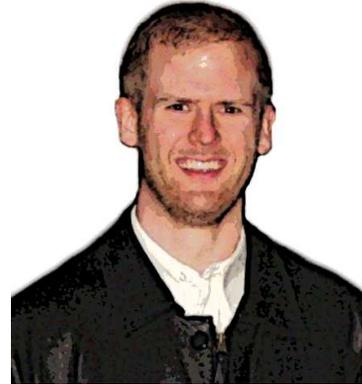
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Chapter 1.

Introduction

Who is Jon?

First of all, **thank you** for taking the time to download and read this eBook. The content on these pages is the culmination of more than four years using Facebook. I've been there through each change (big and small), and I can honestly say that I know Facebook like a family member.



The *who am I?* question is a loaded one. I'm a self-made tech geek who taught myself enough geekery over the years to build JonLoomer.com. My online life began as a writer in 1999, leading to my own site a couple of years later, which led to overseeing fantasy games development and content strategy for the NBA a few years later. More on that in a second.

Personally, I'm a father of three baseball-crazed sons, which means much of my free time during the summers is spent coaching. I'm an obsessed Brewers fan. How obsessed? I started the [PastKast](#) Network, which helps Brewers fans relive historic baseball seasons in real time. You can relive the 1982 season on Brewers1982.com, [@TweetsFrom1982](#) on Twitter and [Brewers Updates From 1982](#) on Facebook.

I won't bore you more than necessary on details about me. But if you're interested, you can [read more about my interesting life here](#).

Work History

I am currently a digital marketing and social media strategy consultant with a focus on Facebook marketing. My experience prior to consulting includes time with the **American Cancer Society** as VP of Strategic Marketing and the **National Basketball Association**, overseeing fantasy games. That's right, *fantasy games*. It was an amazing gig.

I've been on **Facebook** since 2007, **Twitter** since 2009 and **Google+** since early July of 2011. My experience covers **product management and development, mobile strategies, marketing and promotions, and building an online brand through social media**.

Where You Can Find Me

You can find me just about everywhere. The first stop should be my website, JonLoomer.com. Then feel free to find me at any of these places below. Let's connect!

On Facebook

facebook.com/jonloomerdigital

On YouTube

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On Twitter

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Consulting

I'm available to help you and your company become great digitally. Services include:

- Digital Marketing Strategy Inventory, Analysis and Recommendations
- Social Media Setup, Strategy and Training
- Blog Setup and Strategy
- Web, Mobile and Other Custom Development

Not sure what you need? Let's talk. I'm available for a free 30-minute consultation to help isolate your needs.

>> [To get the ball rolling, fill out my contact form here!](#)

What You Can Expect From This eBook

As you can probably tell from the page count, this is more than your basic “This is Facebook and why it’s important” eBook. It’s not a beginner’s handbook on how to create a page, but rather a comprehensive guide on how to rock the page you’ve already created.

Managing Your Facebook Page

What should be your tone? What types of content should you post? When and how often? How do you set a strategy? How do you engage your fans? What are the best practices of a Facebook post? This is a comprehensive guide about not only establishing a strategy, but executing.

Facebook Advertising

Facebook ads are a very easy way to acquire more fans and raise brand awareness within a limited budget. This chapter covers the four types of Facebook ads, how they’re different, how to set them up, how to measure success and how they can benefit you.

Facebook Insights

A big part of being strategic on Facebook involves using the analytics that are built into your page. When should you post? How often should you post? Who is your audience? What type of content works best? The answers are at your fingertips.

Worksheets

Once you read through this eBook, use the worksheets I created to help establish your strategy and brainstorm some great ideas for managing your page!

Chapter 2.

Managing Your Facebook Page

How to Be Strategic With Your Facebook Page

Back when Facebook pages first became “all the rage” among brands, conventional wisdom was that you had to have one if you were serious about your business. Now, this wasn’t necessarily a false statement, but it lacked any big picture thinking.

While the sentiment was correct, most companies jumped in blindly without knowing the *how* or the *why*. So whether you are just now starting your page or if you’re tired of it sitting there without any activity, I am creating this tutorial to help teach you how to be strategic about your Facebook page.

Prior posts focused on how to put your page together. Future posts will focus on how to manage your page. But this one is all about understanding why you have a page and how it’s going to help your business.

1. Inventory of Company Goals and Priorities

Your Facebook page aside, it’s important to remember what it is your company is looking to do. What is your mission statement? What are the goals of the company? Are you a service company? Retail? Is success of your company based on customers in through your door? Are you a non-profit looking to get out a specific message?

Additionally, who are the customers? What is the demographic? Are they mainly women aged 35-50? Teenagers? Middle aged men? The audience will certainly help mold your approach to your Facebook page.

These are all things that need to be consistent with your purpose on Facebook. So it’s always good to start here.

2. Determine Goals of your Page

Your page goals are both big picture and something you can measure against. Are you looking to drive more foot traffic? If so, check-ins, deals and fan-generated photos could be a focus. More traffic to your website? Create engaging content that can easily be shared. More brand awareness? Create promotions that your fans can spread for you. Don't start out with a long list. Keep it simple and focused.

What should be the tone of your page? Conversational? Informative? Casual? Professional? It's important that the tone is consistent. So determine this ahead of time so that all staff who manage the page have a common understanding.

In terms of big picture, what can you measure against to determine success? Set a number of fans you want to reach within a month, three months, six months and a year. Set a goal for number of interactions in a given day or week. Set a goal for number of wall posts or pictures shared by fans. It's good to have these goals since they can all be measured.

3. Inventory of Assets

What is it that you have that can help make an engaging Facebook page?

- **Blog:** An easy way to keep your page fresh is by sharing regular content from your blog or website. Keep it loose, interesting, engaging and conversational.
- **Pre-written content:** Do you have other website content that can be shared that would be interesting to your fans?
- **Video:** Do you have a YouTube channel? Video is some of the most viral content on Facebook when done right.
- **Partnerships:** Do you have partners, or can you find new partnerships to help drive traffic to your page? Are there partners who already have a strong, engaged following that can be driven to your page?
- **Your company, story and staff:** These may be your greatest assets. Give

your page and your brand personality. Be human. Share your company's story, introduce staff members with video and photos, or give tours of your store.

Before you get started, you should know what you have to work with and then leverage those assets with a plan.

4. Resource Planning

Before you do anything, know the resources you have to work with. Do you have one staff member who will handle management of the Facebook page? How much of their time can be dedicated per day? Will they also manage during off work times? During the weekends? Will you have a team of people managing the page? How will they all be trained and measured, and how will they communicate?

It's important to understand what resources you have ahead of time and reserve them for a designated number of hours every day or week. You can't create a plan based on having someone who can manage the page every day when you only have access to a couple of hours of work per week.

5. Content Planning

Alright, now we're dipping into the fun stuff. You know your company's goals. You've set your goals for this page. You know what assets and resources you have to work with. Now let's plan it out.

When managing your brand, the more structure the better. Set expectations for your fans, and make it fun and engaging. Will you have someone available Monday through Friday? Great. Now let's set a theme for each one of those days.

Special Monday: Feature a different item that is for sale. Maybe it's a special available only to Facebook fans.

Two for Tuesday: Feature a product that comes better in pairs.

Wacky Wednesday: Feature photos of staff in wacky poses or attire.

Thirsty Thursday: Feature a different happy hour drink special.

Friendly Friday: Fans and friends share pictures of themselves with their friends at your store.

Now, it shouldn't just be the theme. You can also plan out the content that the theme is built around. Will you be writing a blog entry? Who will write it? What specifically will it be about? Will someone need to take photos or video? Who will do it and when will it be due?

This is all very general and off the top of my head. Obviously, the theme of your day will depend on your company and your goals. And please, don't make your themes as corny as my suggestions. But this can give you a head start.

6. Promote Your Page

If you build it, they will come...? Nope. This ain't Field of Dreams, people. You need to drive people to that page. Give them reason to go. Keep them engaged when they're there. And make it something your fans want to share with their friends.

Create signs that are in your store windows and at your registers to "Find Us on Facebook." Indicate the benefits (special deals or whatever your benefits are). Create a vanity URL so it's easy to remember and display it in big letters. Promote that page on your receipts, send emails announcing your page, put the URL to your page at the bottom of emails and in staff email signatures. Make Facebook ads (they are not expensive!). And please... Make it prominent on your website. Your site and Facebook are not two separate entities. They need to work together.

7. Assessment

Alright. So you've done all of your planning. You're executing. You're promoting.

But are you reaching the goals you set for short-term success?

Learn from both your successes and your failures. Figure out what's working really well. Maybe you do more of it. Find out what isn't working and do something else. But the entire purpose of your page is to respond to the feedback of your customers. Ask them what they like and want. Give it to them. React.

Consistency and structure are important. But that doesn't mean you are rigid. Ride things that are working. But know when to change things up when they aren't.

Complete the Worksheet!

Ready to get strategic? Complete the worksheet attached! It'll help you think through what your strategy should be with your Facebook page moving forward.

How to Engage Fans on Your Facebook Page

The secret to a successful Facebook page is a highly engaged community. You can drive thousands of fans with ads, but the number will be hollow if they aren't active and engaged.

Why is this important? An engaged fan who interacts with your page is developing a loyalty for your brand. By being actively involved in your page, they are aware of your product launches and special deals, and are therefore more likely to purchase. Just as important, an actively engaged fan is sharing your brand with their friends, thereby expanding your fan base.

Engage, engage, engage. It's been said so many times that the word is losing meaning. So what does this mean? Here are a few examples of how to engage fans on your Facebook page, but feel free to get creative.

Be Interesting

This may be easier said than done, but only post information that is interesting to your customers. Make sure it's relevant and timely. If you're not sure what your customers like, ask them!

Be Human

Feature the humanness of your brand. Post with a personality, feature photos and videos of staff members, and show another side of your organization.

Along the same lines, no one wants to follow an endless PR stream. People don't trust PR. Be authentic and honest. Recognize mistakes and involve your customers in the solutions.

A more literal way to "be human" is not to use automated services to post to

your page. This isn't interesting. Most such services don't allow you to add a personal description to the post. People easily sniff it out, especially since these posts are highlighted with a third party icon. Studies have shown that posts made with third party services — automated or not — are less successful.

Prompt a Response

An engaged fan is someone who not only reads your content but actively comments, likes and shares. How do you get that response? Ask for it!

Ask questions in your posts. Ask for fan feedback. Get their opinions. Ask them to share your content. Ask them to recommend your page to their friends. These are your most loyal customers. Involve them!

Be Brief

Don't write a book. Whether you're providing a description of a link you're sharing or writing a status update, get to the point. Short posts have a clearer purpose and are much more likely to receive a response.

Share a Variety of Content

Mix it up. Share links, video and photos. Include the occasional status update, but you can't rely only on that type of post. The most viral types of content on Facebook are photos and videos. If you share a link, make sure that it has a corresponding thumbnail image that is interesting. People are much more likely to read a link that has an interesting thumbnail image than content that does not.

Share Exclusive Content

You need to provide value to being a fan of your page. It's more than just being interesting and human. Provide content that your fans can't get anywhere else.

Share information about your company that isn't available on your website or blog. Provide exclusive behind-the-scenes content. And if you sell a product, share exclusive deals available only to Facebook fans.

Use Questions

Want to get feedback from your fans? Use the built-in Questions app by Facebook. Keep questions short (longer questions are cut off) and make sure you have a clear goal. It's usually to find out more about your customers or what they want.

But also feel free to use this to help customers make decisions about your brand or your page. If you're a restaurant, poll them on what menu item should get a special Facebook fan price. Ask them to vote on the name of a new product. Involve them in big decisions to help give them a sense of ownership in your brand.



The image shows a screenshot of the Facebook Questions app interface. At the top, it says "Learn from your fans and others:" with a help icon [?]. Below this is a text input field containing the question "What should be the answer to this question?". Underneath the question is a section titled "Poll Options" with four input fields: "+ Yes!", "+ No!", "+ Maybe", and "+ Add an option...". At the bottom of the interface, there are three elements: a checked checkbox labeled "Allow anyone to add options", a lock icon followed by the text "Public" and a dropdown arrow, and a blue button labeled "Ask Question".

Use Events

Having a big event you're looking to promote? Launching a new product? Use Facebook's Events. This built-in app allows you to make events more official.

When fans and non-fans respond with an RSVP or an indication they can't attend, it also gives you an idea for an expected turnout.

Of course, it's more than knowing who will be there. Like with anything else, when you engage your fans and get them to respond, that information is shared with their friends. So by creating an Event that generates a response, you increase the potential for reaching a new audience.

Encourage Check-ins

Do you have a physical location that relies on foot traffic? Encourage check-ins. It's one more way for your fans to interact with your brand. Remind them with signs at your store. Maybe even provide incentives.

Once again, this engagement has benefits that go beyond building a relationship with this one customer. That person is telling their friends where they are. Whether or not their friends join them, the check-in acts as a recommendation from your fans.

Recognize Fans

You need your fans. Remind them that you appreciate them. Thank them for liking your page and for being a customer. Highlight milestones when you reach a certain number of fans. Have a Fan of the Week feature. Find ways to recognize your most loyal fans and thank them for their involvement with your brand.

Hold Contests

Every once in a while, get your fans excited with a giveaway or some other contest. Of course, Facebook has some **specific rules** about holding contests on your page. Make sure you follow them. But a good contest is an excellent way to build some buzz around your brand, add value to liking your page and reach a larger audience.

Encourage User-Generated Content

Your page shouldn't be only about your brand, it's also about your customers. Ask your fans to share their own stories, photos or even videos that reflect their interaction with your organization. When they go to your restaurant, ask them to take a picture of their meal and share it on your wall or with their friends. Make your wall a combination of your posts and posts from fans by encouraging user-generated content.

Be Consistent

Your fans need to know what to expect. Don't post twice a day for two weeks and then go quiet for the next two. You need to be consistent.

That could mean creating a content plan. Schedule out what you're going to do a week or two in advance. It could also mean having a specific theme for each day of the week you post.

You don't need to post every day. You may only post a couple of times per week. But be consistent.

Target by Location or Language

If you're a local company or if your message is the same for everyone, this may not be useful. But if you are an international, national or even regional company, targeting may have value.

Maybe you're promoting an event or special that applies only to a specific area. You don't want to annoy your fans in the areas where this isn't relevant. So when posting, click the lock and then *customize*. From there, you can choose to target your message by country, state, city or language.



That's a Start

There are certainly other ways to engage with your fan base and keep them involved with your brand. But this should be a good start.

Complete the Worksheet!

Are you ready to start engaging your fans in new and better ways? Complete the attached worksheet to help you think through how best to approach your fans and get them more involved with you and your brand!

11 Ways to Get More Facebook Fans

I struggled with the title of this tutorial. “11 Ways to Get More Facebook Fans.” I’ve seen too many articles with a similar title full of empty promises. And they’re all written by shady social media “gurus” or “ninjas” who claim you’re missing an opportunity to get rich quick with your Facebook page.

Let me be clear up front what this post is not... It’s not a guarantee. It’s not a get rich quick scheme. It’s not a sales pitch to buy a product from me. It’s not some secret recipe. It’s a “real world” guide for real business owners based on what other real business owners do to successfully increase the number of their engaged Facebook fans.

1. Invite Friends and Customers

This is the first thing that you should do after creating your Facebook page. Invite your Facebook friends, share the page on Facebook and have your employees do the same. Then put your email list to work by announcing your new page to your customers with an email promotion. You should then make sure that “Like Us on Facebook” is part of your email templates — both promotional and corporate signatures.

2. Grow Naturally — Be Interesting!

No one wants to Like a boring Facebook page. And even if you do somehow drive 100,000 fans to your page, if you aren’t interesting there is no value in those 100,000 people. You can grow naturally by simply being interesting enough that your current fans interact with you. When they like or share your posts, comment or post content on your wall, those activities are spread to their friends. Your fans’ activities act as a recommendation to their friends to like your page.

3. Fangate with a Welcome Tab

A Welcome Tab should be the first thing a prospective new fan sees when they come to your page. It should lay out what to expect when they “like” you, and there should be a clear call to action to like the page.

A truly effective fangate has something of value the brand can offer if the person likes the page that they can't otherwise get. It's providing incentive to like the page.



To the right is an example I really like for the Snowball Music Festival in Vail Valley, Colorado by [Movement Strategy](#). Make sure you [go to their fan page](#) to see it in action.

4. Facebook Plugins

These seem so automatic, but I've seen far too many companies that have Facebook pages and you'd never know it by looking at their websites. They either bury mention of their page or don't mention it at all. A Facebook icon directing to your page needs to be part of the template of every page on your site. That part doesn't even need to be a plugin, though you can certainly use the [Like Box plugin](#) as well. And of course, you must have a [Like Button](#) on every page post.

5. Promote Your Page Offline

Don't stop at promoting your page online. You need to create offline promotional materials as well. Put "Like Us on Facebook" with a vanity URL to your page on receipts. Create flyers that you can place in windows and by registers. Drive customers to your page on any printed materials you may have, including business cards and mailers. Also use those materials to encourage customers to check in with their phones.

6. Tag Relevant Pages in Posts

Is the update you're about to make about a brand that already has a page? Tag them! When you do so, your update will also appear on their wall. If they have a large audience, your update then has a chance of reaching more people. At the very least, you may be setting the building blocks for starting a relationship with that brand since you are driving people to their page (and they may return the favor).

7. Partner with other Brands

Leverage the audience of other brands to drive traffic to one another. Offer a giveaway of your product if your fans like the other brand's page. Then have the other brand return the favor. Or maybe it's as simple as promoting one another in posts. Obviously, this partner shouldn't be a competitor but a brand that may provide you a whole new audience in your target demo.

8. Deals Exclusive to Facebook Fans

One of the main reasons that people become fans of brand pages is to get exclusive deals. If you offer deals that are available only to your Facebook fans, you are bound to have a more engaged audience that pays attention to your posts.

Run a “whisper campaign.” Once a week, announce a new deal. Maybe even mention a secret code word for fun so that when fans go to check out, they whisper that word to the cashier for their discount. Or maybe it’s a matter of getting a blanket discounted rate if you’re a Facebook fan. Or provide a coupon that fans can print out and bring to your store.

It could even be as simple as letting your fans know of the deals that are available to everyone. Every morning, announce your lunch specials. In the early afternoon, announce your happy hour specials.

9. Facebook Ads

I’ll get into the details of Facebook ads in another post, but this is a really good — and affordable — way to attract new fans. You can target Facebook users by interests or location and target friends of current fans. And the amount you want to spend works into any budget. The minimum cost of a campaign is \$1.

Depending on the barrier to entry, I’ve seen ads that drive 10 fans per dollar spent. I’ve seen others where it costs \$1-2 per fan. Your line of business and the potential revenue per fan will determine what’s acceptable. But it’s so cheap, there’s really no reason not to experiment and see if it can work for you.

10. Encourage Fans to Promote You

Your first fans are your biggest advocates. There’s a link on the left hand side of your page for “Share” that allows fans to share your page. Ask your fans to share your page with their friends. You’ll be amazed how far that goes!

11. Encourage Check Ins

Do you have a physical location? Encourage check ins on your page. Ask your fans to check in when they’re at your restaurant and share a picture of their meal. Ask them to check in and share a picture of the item of clothing they want to buy.

Place signage in your store reminding them to check in. When they do so, they are letting their friends know that they are at your location. This acts as a recommendation and is a very effective way of driving new fans and customers.

Best Practices: How to Make a Successful Facebook Page Post

Previously, I discussed ways that you could better engage your fans on Facebook. Now we're going to get into the details of what an engaging post looks like.

Whether it's brevity, including imagery, editing the title or description, tagging other pages or using a call to action, there are certain best practices that anyone can follow to make a successful Facebook page post.

Keep it Short

According to a [report conducted by Buddy Media](#), posts with 80 or fewer characters had 27% higher engagement.

How long is 80 characters? This post is exactly 80 characters, including spaces.

It really isn't much, folks. It's a challenge for many of us to keep posts under 80 characters.

Buddy Media's study was of posts written by 200 of their clients, many of whom are some of the most successful brands on Facebook. Yet, even these power users were able to keep it brief only 19% of the time.

While keeping under 80 characters is a challenge for anyone, a lack of brevity may be the most frequent mistake I see among inexperienced Facebook page administrators. We see the need to inform, so long status updates and descriptions are written. It's counter productive.

The average Facebook user is connected to 210 friends, community pages, groups and events. More than half of the 800 million-plus Facebook users are active in any given day. So when you post, you're competing with — on average — the posts of more than 100 other people and pages.

What does that mean? It means that, while I'm sure that whatever you have to say is important, people don't have time to read your long post. They are scanning. They stop on engaging and interesting information. Then they interact.

Can't fit what you want to say in under 80 characters? Write a blog post. Then share it on Facebook!

Imagery

If writing long posts is the most common mistake I see from inexperienced Facebook page administrators, creating posts without relevant imagery is a close second.

I'll avoid calling anyone out here, so I'll instead focus my example purely on the lack of image...



We've all seen it. It's the gray bar of death that appears when there's no image associated with a link.

Now, it's not completely the fault of the person posting the link that there is no image. The source of the problem is in the meta data. Either there wasn't an image contained within the article or the meta data field is broken or empty.

While that's a programming and site design issue, the person making the post on Facebook shares responsibility. First, if the link is under company control, they need to alert the people who can fix it. It's not only bad form for this individual post, but you make it very difficult for anyone to successfully share links from your website.

In the end, there are very few examples of when it's acceptable to make such a post on Facebook. You have alternatives. The first is to write a blog post about the article you want to share, and include an image there.

The second option is to share an image to your wall that includes a description and link to the article.

People don't click on shared links that look like this. Make sure that someone within your company fixes the problem so that the links from your website can be shared properly, not only from your page but by your supporters.

Edit Title or Description

It's easy to share a link, include a comment and think your job is done. The thing is, you have total control over the link title and description. They are your responsibility as well.



Yes, you need to keep your comments portion at or under 80 characters. But if you don't like the Title or Description items that come in from the website, you can change them. Maybe they aren't descriptive enough or maybe they pull from the home page title and description. Whatever it is, make those fields work for you.

Once again, if there is a structural problem with the Title and Description of articles from your website, you need to speak with your company's programmers.

Tag Source (when applicable)

Is the article you're sharing coming from another source? Is it about another company? Do your comments mention another brand that has a Facebook page? Tag them!



It's easy. As you're writing your comments, enter the "@" and immediately start typing the name of that brand's page (no space after the "@"). This will then generate a link to that brand's fan page.

As discussed earlier, you do this for two reasons: 1) When you tag another brand page, your post will then appear on that page's wall; and 2) By tagging that page, you are putting your page on their radar. You are doing them a favor by sending traffic and a potential new audience their way. They may then return the favor.

Call to Action

It's amazing, really. People are most likely to comment or like when you tell or ask them to do so.

"Do you like our new logo? Click like!"

A call to action can also be a question.

"Where is the best burger in town?" *"When do you drink your coffee in the morning?"* *"Should we offer a 24-hour drive-thru?"* *"Would you wear this?"*

Buddy Media's report found that the most productive question words are where, when, should and would. On the flip side, they say to avoid how, who, what, did or why.

Why you ask? It's too open-ended. My answer to that question is going to take several sentences. The where/when/should/would questions can be answered with a single word or action (a like). The how/who/what/did/why questions require specifics, and you can't reply simply by liking.

In Conclusion

Writing a successful Facebook post that is likely to be shared and commented on is not difficult. But it's rarely done, even by some of the biggest brands. While there are certain factors that may be outside of your control, take care of the things that are within your grasp. Whether your audience is 100 or 1,000,000, you need to use best practices to get the preferred response.

Chapter 3.

Facebook Advertising

How to Create a Facebook Ad

If you run a brand page, there is no faster way to grow your number of fans than through Facebook advertising. It's an incredibly easy process that can fit into anyone's budget.

I'll eventually cover how to run and manage a Facebook ad campaign as well as the various forms of Facebook advertising. But this tutorial will focus entirely on how to create a Facebook ad of the standard variety.

Create an Ad

There are a couple of ways you can jump into this. On the right hand side of your page, there is a link for "Promote with an Ad." That's the fastest way, as it takes you directly to the page to start creating your ad unit.

You can also go to facebook.com/advertising to get some information on ads before jumping in, or facebook.com/ads/manage if you've created ads before.

For the purpose of this tutorial, I'm going to assume this is your first ad and that you're entering from your Facebook page.

Design Your Ad

This sounds a lot harder than it is. While having some design skills could certainly help, it's not a requirement. You'll provide the following information...

1) Destination: In most cases, it will be your Facebook page. Some ads do send people to an external destination, like your website. But let's focus on driving people to your page.

2) Select Type: For the purpose of this tutorial, it will be a Facebook Ad.

3) Select Story Type: Again, we will get to Page Post Ad some other time, but we're going to choose *Facebook Ads for Pages*.

4) Destination Tab: This is where people will go when they click on your ad. Hopefully you have created a Fangate or Welcome page. That is where you want to send people.

5) Title: Since we're promoting our Facebook page, this is something you can't change.

6) Body: This is your ad copy. Short and compelling. Has to be within 135 characters. Always end with a call to action ("Click Like!").

7) Image: This does not need to be your profile photo, even though your ad will be pre-filled this way. In most cases, you should not use your logo. Faces work very well. Something people will react to emotionally. And remember that the image is going to be small, so make sure it is clear and up close.

Targeting

Now you get to choose which people will see your ad.

1) Location: Play around with this. But if you are a local company that only generates revenue from local customers, you should probably target locally. The more targeted, the better brand recognition and the more relevant your ad. But it will also be a smaller audience and more expensive.

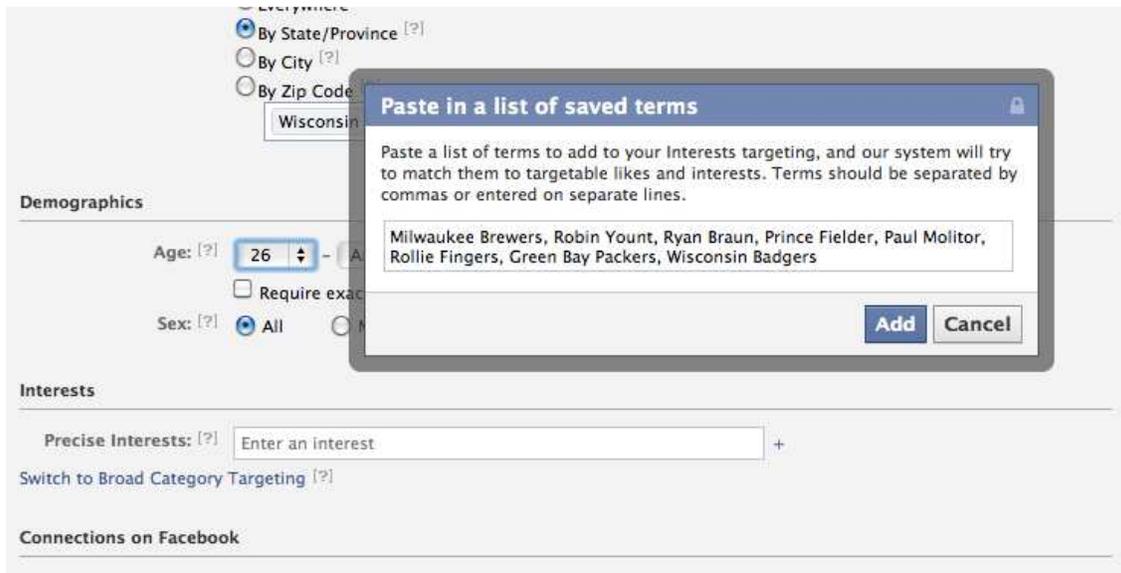
2) Demographics: Once again, consider the pluses and minuses of targeting. Are

your customers largely women 30-45? You should probably target that group. You may be wasting money on men. Or, you may create different ads that appeal to different demographics.

In most cases, you probably at least want to limit this somewhat. Barring a few exceptions, you likely don't want to spend ad money on kids under 18.

3) Interests: This is where you can get really creative and find the exact type of person who may like your brand. You can either target by precise interests (Ryan Braun, Milwaukee Brewers) or broad categories (Sports, Baseball).

These are determined based on what people already like or mention on their profiles. If you have a list of keywords, this can come in very handy. Enter it in and Facebook will return a list of suggested precise interests you can target.



The more interests you come up with, the larger the audience you can hit. But always remember that as you start reaching a broader audience, you will eventually become less relevant.

3) Connections on Facebook: Since the purpose of this ad is to acquire new fans, we definitely don't want to target our current fans (which includes "Everyone"). So that leaves "Only people who are not fans..." and "Advanced connection targeting."

Advanced connection targeting is for brands that control multiple pages and want to leverage an audience they already have on another page. For most of us, there isn't a big enough audience there for this to be an option. But if you already have a well established and relevant audience, simply list your applicable pages, apps or events here.

For the rest of us, you'll want to go with "Only people who are not fans." You can also check the option to only show it to the people who are friends of fans. However, keep in mind that these people must be both friends of fans and qualify based on your targeting. So your audience is quickly shrinking.

In my experience, "friends of fans" can be extremely successful. But you'll need to wait until you have a decent base of fans before using it. And once you do, you can exhaust that group rather quickly, so they are ads that you need to monitor closely.

4) Advanced Demographics: Do you want to target only men who are interested in women? Only single men? Only women who speak French? You know your customers. If you think your brand (or your ad) appeals only to a specific group, feel free to limit your audience here.

5) Education and Work: Maybe your brand appeals most to college graduates. This option is especially powerful for colleges and universities. Want to attract new fans of your page for the University of Wisconsin? Target only the university's graduates.

You can also target only employees of a specific company. The uses here are

limited. But one creative opportunity would be for job seekers looking to remind employees of a certain company that they are available.

Campaigns, Pricing and Scheduling

Now it's time to break out the checkbook. For your first ad, start slow. Figure out what works.

1) Campaign & Budget: Name your campaign and set a budget (either lifetime or daily). It's good to name your campaign something that is easy to associate with the audience you're targeting and the messaging you're using.

In terms of budget, I'd start very small. Maybe even \$1 or \$2 lifetime for a few hours total. This first campaign will be an experiment, determining what works.

2) Schedule: Either run your campaign continuously starting now until it's exhausted or pick a specific day(s) and times for it to run. Know your audience and when they are most receptive and interactive.

3) Pricing: Here, you have an option of either "Pay for Impressions" (CPM) or "Pay for Clicks" (CPC). With CPM, the bid you make is per 1,000 impressions. I would always start with CPM. The best ads will allow you to get a lower CPC than you would have otherwise gotten with the CPC option.

One exception I've seen is if your brand has very low visibility or if there is a high barrier to liking your page. If you find that you aren't getting any clicks and are instead wasting money, that's when you'll want to consider paying per click. But it'll cost ya.

Facebook provides a bid range. If you bid too low, you won't get impressions. I've been most successful when I bid on the high end of the range. Keep in mind that

this is your “maximum bid.” If you don’t have competition, you won’t spend that much. But by putting in a higher bid, it guarantees you’ll get into the rotation. Just make sure you’re comfortable with that bid.

What is a reasonable bid? It depends on your audience. For CPM, it’s often under \$1 and sometimes under 50 cents. Just go with the range Facebook gives you. Or you can ignore it and try to undershoot it. I’ve been successful with this in the past, but there are no guarantees. I often find that I don’t spend any more by bidding high than bidding low.

Monitor and Experiment

We’ll get into more detail on this one shortly, but you definitely need to experiment. Find what works. Use different imagery and ad copy. Target different audiences. Hit friends of fans and then just hit anyone who isn’t a fan.

But as you’re experimenting, limit the potential damage. Keep it to a few bucks. Run a campaign for only a few hours. Compare results, find what is working and then ride that campaign. You’ll eventually exhaust your audience (they’ll see your ad multiple times) and your results will drop. Then switch it up again.

I recently attracted nearly 200 new fans to a page of mine with a \$25 Facebook Ad Coupon. It can be a very affordable — and successful — way to find new customers.

How to Create a Successful Facebook Ad Campaign

We've already discussed the steps to creating a standard ad on Facebook. Now let's cover the strategies associated with how to create a successful Facebook ad campaign.

Set Your Strategy

Before you even create your first Facebook ad, you need to determine your goals. What are you looking to accomplish? Do you want to uncover new fans? Are you looking to drive sales?



Don't try to do it all with one campaign. Zero in on a specific goal that you can focus on as you create your ad. This will also help shape the direction of your landing page.

Ad Copy

Make certain that the copy you use is clear and compelling. Keep it short and simple, eliminating jargon that may not be understood by all. Make sure it's well written with proper punctuation and spelling.

Provide a reason to like your page. Users need some motivation. An ad with a simple explanation of who you are isn't enough. What's in it for them? This is where it helps to dangle discounts, promotions and exclusive offers that are only available if someone likes your page. Create a sense of urgency that the user needs to like your page, but don't bully them.

Finally, every good Facebook ad needs a call to action. More often than not, it's a simple "Click Like!" or "Like This!" The most successful ads have this. It's closing on the sale, and it's easy!

Get Square and Get Paid
squareup.com



Accept Credit Cards on Your iPhone, iPad or Android. Free Card Reader!

Photo

While it's the copy that convinces someone to become a fan, it's the photo that grabs the user's attention to read the ad in the first place. You could have the best copy on the planet, but without an interesting photo it won't be read.

What is an engaging photo? It depends. It should inspire a reaction. It should be clear and easy to make out (photos are small, so make sure you use a close-up that is high quality). Most often, it involves human faces and interaction.

Netflix - 1 Month FREE



HURRY, claim your FREE trial before offer ends!

Chad Griffeth likes Netflix.

Will a logo work? Sometimes. But in most cases, it's only if that logo is highly recognizable. Otherwise, faces are almost always the best place to start.

Targeting

Make sure your ad is appearing on pages of your potential fans. If you are running a page for Justin Bieber, you probably don't need to include the 85-year-

old woman demographic in your targeting (or maybe you do, I don't know — he may be big with that audience).

Ultimately, you want to target enough so you are going after people who are most likely to be interested in your brand without being so targeted that you're also eliminating a valuable group. It's a balance.

Should you target heavily or light? You can do both. That brings me to...

Run Concurrent Campaigns

Don't stick with one ad. Try multiple versions, using various photos, ad copy and targeting. You can also run multiple campaigns with varying images and copy for the same audience so you can figure out which ad works best for each audience.

While running ads at the same time is essentially competing with yourself in the bidding game, it can be valuable. Run various ads at the same time to the same audience to determine what works best.

Should you target to a small audience? Should you leave it open-ended and just hit everyone? Try both! An example is fans of the Milwaukee Brewers (yes, I will use them as an example repeatedly, get used to it). You could target people from the Milwaukee area who have indicated the Milwaukee Brewers are an interest. Or you could just target people in Milwaukee in general, knowing the likelihood is that they are Brewers fans. Or you could target Brewers fans anywhere in the world because... well, it doesn't matter where they live.

The point is that there are multiple approaches that work. Don't limit yourself to one.

Bidding and Budgeting

First of all, focus on cost per impression (CPM), and don't even bother with cost per click unless this method fails. More often than not, you will get a better CPC by using a good ad under the CPM model. If you notice you're spending more than the suggested CPC bid rate, then certainly switch it up.

In terms of bidding, I've found little difference in whether I bid on the low end or the high end. The thing is that if you bid high, that's just your maximum bid. If you don't have competition, you'll still get the lower price. The disadvantage of bidding too low is that your ad may not get into circulation.

But I've been successful with both methods. I tend to have more success bidding on the higher end of the range, getting the guarantee that my ad will be seen.

So how about that daily budget? Glad you asked...

Start Slow

A big mistake people make is going in with a determined budget and blowing it early. Don't.

If you're new to Facebook advertising, start very slowly. And really, even if you're a veteran. Try a few ads out. Run them at only \$1 or \$2 for an entire campaign that lasts just a few hours. Don't waste money on ads that don't work.

Monitor Closely

But when you start slow, you're learning. You're learning which copy works and which copy doesn't. You're learning what photos are successful. You're learning

about how much you need to target, and which groups work best. And you're learning about how much you need to bid and budget.

I've heard people say you should check on your ads every couple of days or once per week. That's crazy. I micro-manage the heck out of my ads, and I suggest you do as well. If you don't know what's happening with your ads as they're running, you will ultimately waste money or leave money on the table.

Accelerate What's Working

Now take those learnings and use them! Have an ad that is far outperforming the others? Ride it! Ride that baby into the ground. Up the budget for that campaign and run it until it begins performing below the level of the next best campaign.

Keep in mind that this ad will begin to drop in performance. During the first couple of days, people may only see your ad a handful of times. Eventually, they've decided whether your ad is going to convince them to like your page. Showing it again won't change anything.

The life cycle is different from ad to ad and campaign to campaign, depending not only on the brand and quality of the ad but the number of times a person is seeing it. But consider yourself lucky if your ad maintains a high level of performance much beyond three days.

Know When to Hit "Stop"

Even if you found yourself a golden ad, the success won't last forever. Don't wait around for it to rebound. Know that at some point you need to stop it and try something else.

That doesn't mean you can't bring that ad back to life at another time. But they often need some rest. Shake things up and show some other ads, and then feel free to come back to old faithful later on.

Experiment

The biggest key to finding success with Facebook ads — as with most things in business — is to experiment. You won't know what will work and what won't without experimenting. So you'll definitely fail with some ads. But the key is to recognize those failed ads early, stop them and learn from them.

Complete the Worksheet!

Are you ready to create a successful Facebook ad campaign? Complete the attached worksheet to help you sort through the questions you need to answer before you start driving more people to your page!

How to Measure Facebook Ad Success

You know how to create a Facebook ad. Now let's focus on how to measure Facebook ad success. While there are four different Facebook ad types and unlimited places you can drive people with your ads, this tutorial will focus entirely on driving new fans with a standard Facebook ad.

Tracking Cost Per Click

While I recommend you make a CPM bid for your campaign, that doesn't mean you should ignore what you're spending per click. As I've said before, try CPM first, but it's possible that CPC is best for you depending on the response your ads are generating.

Go-today.com



Click to see our unbeatable one day only travel deals! The 12-Days-of-Christmas Travel Sale deals - valid from 12:01 to midnight only

👍 Like - 2,435 people like this.

But you can't know this unless you track the cost per click of your ad. The first thing you'll need to do is make a note of the suggested bid range for CPC when you are creating your ad. Then regularly measure the amount you've spent over the total number of clicks.

Are you spending more than you would have otherwise if you had made a CPC bid? Well, the first thing I'd do is stop the campaign and try some other options. But if you've exhausted multiple CPM attempts and you repeatedly spend more than you would for CPC, then it's time to switch to a CPC model.

Click Through Percentage

Your click through rate is the percentage of time that an ad is shown and someone clicks on it. Now, this also includes people who clicked on your ad and

didn't like your page or fail to perform another preferred action. But this is a good way to measure how successful your ad is at engaging and driving an initial interaction.

What is a good click through rate? The simple answer is that there isn't a simple answer. It depends on the ad, your goals, the amount you're spending and how long an ad has been running.

A general rule of thumb is to try and maintain a click through rate above .1%. I've seen rates as high as .5%, but it all depends on many factors whether such a rate is possible.

The simpler answer is that it's all relative. Run multiple campaigns. Compare the click through rates to determine which campaigns are driving more interaction.

Clicks vs. Connections

That takes us to comparing your clicks to your connections. Facebook defines connections as follows:

The number of people who liked your Facebook Page, RSVPed to your event, or installed your app within 24 hours of seeing a Sponsored Story or ad in this campaign. If you're not promoting a Page, event or app, you won't see Connections data.

So in our example, a Connection is a new fan. While having someone click on your ad is great, you also need that person to like your page. If there is a large gap between the number of people clicking the ad and liking your page, something needs to be tweaked.

That could mean improving your Welcome tab. It may be that your page does not reflect the promises you make in your ad. Somewhere, there's a disconnect, and

you need to determine why people aren't following through on liking your page after being motivated to click your ad.

Monitor the rate of connections over clicks. I tend to shoot for a rate over 75%, but once again there is some variation depending on what you're doing. So certainly compare this rate among your campaigns to determine what is performing best.

Cost Per Connection

This may be the most important measurement to determine Facebook ad success. This breaks down the two most important factors: 1) how much you're spending, and 2) how many new fans you're generating.

Once again, a successful rate is relative depending on many factors. I'm thrilled if I can get 10 new fans per \$1 spent, but that may not be realistic. If your product and page present a high barrier, you may be spending \$1 or even \$2 per fan.

So you can go in with goals, but you'll quickly realize what is reasonable. Compare the cost per connection to determine which of your campaigns are most successful, and ride those until they lose effectiveness.

In Conclusion

Below is a screen grab of the analytics associated with one of my small, more successful campaigns. I've underlined the key metrics that are associated with it.

Campaign Reach ¹	Frequency ²	Social Reach ³	Connections ⁴	Clicks ⁵	CTR ⁶	Spend ⁷
25,085	3.7	1,999	<u>230</u>	<u>299</u>	<u>0.323%</u>	<u>\$24.95</u>

Name	Status	Reach	Freq.	Social Reach	Connections	Clicks	CTR	Bid	Price
Yours!	✓ =	25,085	3.7	1,999	230	299	0.323%	\$0.80 (DN)	\$0.27 (DN)

There is no universal rate you should shoot for to determine the success of your advertising campaign success. But use these four metrics and compare your

campaigns to help determine what is working best for you. As always, know when to stop what's not working and ride what is!

The Differences Between Sponsored Stories and Page Post Ads

Facebook gives you four different ways to advertise to their users: Page Like Stories, Post Like Stories, Page Post Ads and Facebook Ads for Pages. The first two are variations of Sponsored Stories. The third and fourth fall under the standard “Facebook Ad” designation.

We’ve already covered *standard* Facebook ads and how to be successful running a *standard* Facebook ad campaign. The other three ad types are regularly confused. This tutorial will focus on defining the differences between Sponsored Stories and Page Post Ads.

Standard Ads

More often than not, when someone speaks of using Facebook ads, they are using the standard version. An example of an ad that encourages users to like the Halls Facebook page is to the right.



Of course, these ads aren’t always driving new Facebook fans. Sometimes, they send people to an app or an event. Other times, they send people to another website. It’s flexible, but the ad creator has full control over the copy and imagery associated with the ad.

You also have full control over the audience. You can send it to current fans, non-fans, friends of fans, everyone, and target by interests and various demographics.

But you knew that. The real confusion arises when sorting out the difference

between Page Post Ads and the two types of Sponsored Stories.

Page Post Ads

Page Post Ads fall under the “Standard” category. The difference, however, is that the ad creator has little control over the content of the ad. The title is the name of the page, the content is the item you shared on your wall, and the images are your page’s profile photo and the thumbnail of the shared item, if applicable.



What’s nice about this option is that you can leverage the popularity of a post you made to your page and make it into an ad. As with the other standard ad, you can target it to anyone, whether a fan or a non-fan.

An example of what a page post ad for my page would look like is above and to the right. I can select any recent post to promote as an ad. I can even select “Most Recent Eligible Post” so that whatever I’ve posted most recently is used as an ad unit.

Sponsored Stories

There are two types of Sponsored Stories: Page Like Stories and Page Post Like Stories. They are quite similar and work identically.

Page Like Stories are ads that tell friends when someone has liked a page. This is the same content that appears in the Ticker, but is reserved in a fixed location to get more looks. An example is to the right.

As you've probably guessed, a Page Post Like Sponsored Story is simply an ad that promotes when your friend likes something posted by a page. In either case, this information already appears in the Tickers of fans' friends for free. But that information gets buried in a hurry.



The Differences

Okay, so let's recap the main differences between these ads:

- **Page Post Ads** allow you to choose any page post you've created and make it into an ad
- **Sponsored Stories** only allow you to choose whether you are promoting Page Likes or Page Post Likes
- **Page Post Ads** can be promoted to anyone
- **Sponsored Stories** only appear for friends of fans

The Advantages

So... what is better? There is no "better." It depends on what you're looking to do.

Sponsored Stories can be incredibly effective because they only appear for friends of fans. There is an added level of relevance. If my close friend likes a page or a post, I'm much more likely to pay attention to the ad.

But... the problem with that approach is the potentially limited audience. If you are just starting your page, very few people will see such an ad. If the average person has 120 friends, a maximum of 12,000 people would see a Page Like Story

for a page with 100 fans. The number is even smaller for Page Post Like Stories since a small percentage of fans typically engage with page posts.

If you're looking to reach a larger audience, use the Page Post Ad. But use good judgment. Select a post that has already received significant activity. Even if I don't know the people who liked or commented on a Page Post Ad, one that has activity on it is much more impressive. I'm more likely to give it my attention.

Overall, there are four very good ad unit options on Facebook. Depending on your needs and the current state of your page, any one could be an effective way to drive new customers on a limited budget.

Chapter 4.

Facebook Insights

How to Use Facebook Page Insights

Brand managers with a Facebook page have a very important, free tool at their disposal: Insights. You don't need to blindly post to your page, unaware of what works and what doesn't. Insights creates graphs and charts that help you easily determine what posts are generating the most discussion, how many people you're reaching, and the types of people who engage with your content.

This tutorial explores how to use Facebook page Insights as a component of your marketing planning and strategy.

People Talking About This

On the left hand side of your Facebook page, you'll notice a number for "People Talking About This." This is the number of people who have created a story about your page during the past week. That includes:

- Liking your page
- Posts added by fans to your wall
- Likes, comments or shares of a page post
- Answering a Facebook Question
- Responding to an event
- Mentioning your page
- Tagging your page in a photo
- Checking in at your place
- Recommending your place

The number on the left hand side of your page includes all of this activity during the past week. But within Insights, you can get a deeper understanding of how many people "talked about" each of your individual posts as well.

This data can help you get a better understanding not only of which individual pieces of content performed well, but what types of content inspired a response. I personally get the most response from Facebook Questions, photos and videos. As a result, I should post more of them.

Engaged Users

While the most valuable user is one who “talks about” your content and thereby shares it with their friends, this metric leaves out an important group: Individuals who clicked on and read your content, but did not create a story.

Tracking “Engaged Users” will give you a better idea of the number of people who interacted with your content but did not share it. If there is a large gap between Engaged Users and People Talking About This, you may need to reassess how you interact with your fans to better get them to respond.

Weekly Total Reach

This is the total number of people who have seen any of your content during the past week, whether by fans or content that was shared with non-fans. This also includes the people you reach through ads and sponsored stories.

Virality

How awesome was a particular piece of content? You can measure it through “Virality.” This is displayed as a percentage of total number of people who have created a story from your content (People Talking About This) over the total number of people who have seen it (Weekly Total Reach). If your content does a good job of inspiring a response, it will be reflected in this percentage.

Demographics: Likes vs. Reach vs. Talking About This

In the past, Facebook gave us a sense of who the people are who liked our page. But now they've added the ability to see the types of people whom your content reaches or who talk about your content.

This is very important. The people who "like" your page carry only so much value if they aren't interacting. You want to know which types of people (male/female, age, location) are sharing your content most with their friends. This can then give you a better idea of the type of content you should create to cater to them.

Knowing the demographics of the people you are reaching is also important. While your content reaches non-fans, you may want to customize some of what you post to them to get them engaged and increase your audience.

Number of Posts vs. People Talking About This and Weekly Reach

What is the magic formula for how often you should post? It is different from page to page and audience to audience, but Insights will help you make this decision. Within the main Insights view, you are given a chart that compares the number of daily posts (displayed by differing sized circles) to the weekly reach and people talking about the post.

For me, there seems to be very little correlation between number of posts and the other two metrics. While I need to make sure I remain actively engaged with the page, this means that it's not necessary to post multiple times. There is not a clear advantage.



When is the Best Time to Post?

Insights don't provide an easy way to view this, but it's still there. It's just a bit buried. Within the main Insights view, take a look at the Page Posts chart. Sort by Virality. Then click on each individual post preview and then the post itself to determine when you created the content. Was it in the early morning? Mid morning? Afternoon? Evening?

This information can help you determine when you should post going forward to maximize your effectiveness.

Export Your Data

This data is actually just the tip of the iceberg. Export it to Excel and you'll discover additional details that are not shown in the web version. This will also allow you to easily generate reports that can help support your strategic decisions.

Chapter 5.

Conclusion

Nothing pains me more than seeing a small, medium or large business struggle to reach customers, yet make a half-hearted attempt to market themselves on Facebook. You have a tool available to you that provides instant access to up to 850 Million potential customers, costs nothing to manage, costs little to advertise, and isn't all that difficult or time consuming to manage.

That said, being successful with Facebook is something of a science. You must **be clear about your objectives**, and those objectives should be consistent with your company goals. You must **be strategic** about your management of your page. You must **engage your fans** with interesting content. And you must **use Facebook ads and analytics** to help you reach a larger audience.

Is it rocket science? No, it isn't. That's why I created this eBook. You can do it, too.

But if you need any help applying these concepts, I am always available to help. I provide a free 45-minute consultation, and from there we may have a more formal relationship.

Need my help, email me at jon@jonloomer.com. Or, stay up to date on all things Facebook – and social – by visiting my site at JonLoomer.com.

Thanks for reading!

Jon

Chapter 6.

Attachments

Attached to this eBook are the following worksheets to help you rock your Facebook page:

- 1) Get Strategic With Your Facebook Page
- 2) Ways to Engage Your Facebook Fans
- 3) Create a Successful Facebook Ad Campaign

5. List 10 ideas for content themes for any given day of the week.

6. Who will be managing your page, and how much time per week will be available to make it great?

5. What are three events that you could promote through Facebook?

6. What are three ways you could get your fans to submit user-generated content?

7. What are three ways that you could recognize your Facebook fans?

8. What are three different simple contests that you could hold on Facebook to create some buzz?

9. What are three ways you could encourage checkins at your business?

Create a Successful Facebook Ad Campaign – Worksheet

This worksheet was developed as part of the *How to Run a Facebook Page that Rocks* eBook by Jon Loomer from JonLoomer.com.

Before you run your first ad campaign, you'll need to think through your goals and plan of attack!

1. What are you looking to accomplish with your Facebook ad (drive more likes, application installs, revenue, etc.)?

2. Who is your target audience (gender, age, geography, education, etc.)?

3. What are 10 interests or pages that a prospective fan may currently like?

4. Describe five different creative ideas for the images that would appear in your ads.

5. List five different ad copy ideas. Keep it short and make sure there's a call to action!

6. Brainstorm your plan of attack. When will you run your first campaign? What is your budget? Will you run multiple campaigns at once?