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# Facebook Marketing 2015

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# INTRODUCTION

## Welcome to SMK's latest SMK Insight Report.

Hi there,

This report has been put together to help businesses and organisations better understand the major principles of Facebook marketing. Compiled by the SMK research team, this report follows on from SMK's highly successful 2014 Facebook Marketing Best Practice Guide.

To say that Facebook is killing it at the moment is probably an understatement. Indeed, Facebook is no longer really one single entity. At the recent 2015 Facebook developer conference, F8, Mark Zuckerberg referred to the 'Facebook Family'.

Focused largely on mobile, the 'Family' includes many of the world's leading apps: Facebook, Facebook Messenger, Whatsapp, Instagram & Facebook Groups. And that's not counting emerging solutions like Facebook Paper, Facebook at Work and Oculus Rift!

More broadly, Facebook is working towards creating a complete internet ecosystem. Much in the same way that Google has with Search, Gmail, Maps, Docs, Play etc.

Facebook's recent pivot towards video sees it going directly after TV brand spend. Combining the 4 billion daily video views (and growing) on Facebook with its unparalleled targeting abilities has advertisers excited, as they look to cut waste from underperforming, generic mass-market activity.

Organisations can now, via the Facebook 'Family' or its Audience Network, target Facebook users when they ON Facebook and when they are OFF Facebook. The reach and intelligence of these features is fantastic.

That said Facebook is highly competitive, with more than 40 million businesses on the platform and over 2 million advertisers. This report has been crafted to help you get to the crux of what matters and to help you develop and maintain a competitive edge.

We hope you find this report useful.

Sincerely,

**James Fitzgerald**

SMK – Social Media Knowledge  
Executive Director of Programing



**James Fitzgerald**  
Executive Director of Programing

# PILLAR 1 Facebook Advertising

Facebook Advertising is serious business. In 2014, three out of four social ad dollars were spent on Facebook and 92 per cent of social marketers said they use the platform for advertising. In 2015, the options available to Facebook advertisers continue to evolve.

At one end of the spectrum, Facebook is constantly working to make its base functionality simpler, encouraging more marketers and brands to become active advertisers. At the other extreme, its technical capabilities are getting deeper. In the middle, Facebook has augmented its easy-to-manage campaign structure, so that it now comprises three levels, with the added flexibility of ad sets.

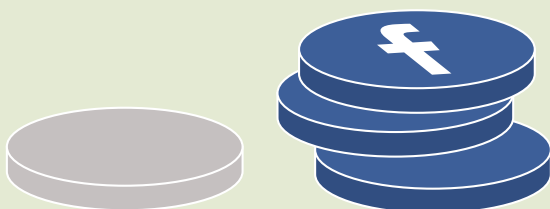
This section gives easy-to-follow advice on how to fully harness the power of Facebook advertising for your brand, including some of the most significant recent developments to hit the platform.

## Do Homework

### Research Competitors

Before you start paying for a Facebook advertising campaign, use Facebook's Graph Search to research what others in your space have been up to. Learn from how they've engaged with users and evaluate what could have been done more effectively.

Note: Graph Search can be accessed via the search bar at the top of your Facebook interface. If the placeholder text in the bar says 'Search Facebook', then you're fine. If it says 'Search for people, places and things', then you're not yet using Graph Search's full capabilities. To remedy this, try tweaking your Facebook language settings to 'English (US)'. This can fix the problem because access may still be restricted for any other language settings—even if your language is 'English (UK)'



**"In 2014, 3 out of 4 social ad dollars were spent on Facebook"**

### Make the most of interest targeting

Pry into your audience's interests and look for unexpected overlaps.

Even a quick bit of research into Facebook user interests can yield surprising and useful results. For example, a significant chunk of your audience may be interested in a particular TV show, a music genre, or a specific celebrity. You may discover that they share a similar sense of humour on given topics. These overlaps of interest can provide great new angles and inspiration for your content marketing.

Let's say your business sells cricket supplies in Melbourne. Performing a Graph Search for 'Pages liked by people who like Cricket' will show you that cricket fans have a strong overlap with fans of the Facebook Pages for Crown Casino and for Big M beverages. These sorts of insights can fuel strategies that are worth exploring both on and off Facebook—with the potential to spark new possibilities and to appeal to previously unexplored audiences.

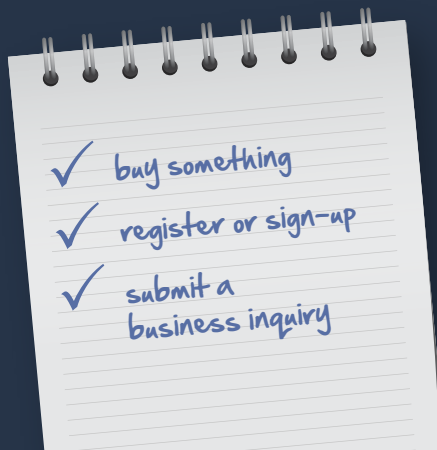
Clever marketers use these insights to experiment with new creative, or to devise ways of approaching carefully defined niche target groups. In-jokes or referential comments are great ways to establish a personal rapport with your audience.

# PILLAR 1 Facebook Advertising

## Campaign to convert

All good Facebook ad campaigns are defined by the overall measureable objective that they aim to achieve. In a large proportion of cases, the objective of your campaign will be to get users to perform an action on your website.

Whether it's [www.yourbiz.com](http://www.yourbiz.com) or [yourbusiness.com.au](http://yourbusiness.com.au), once you've got Facebook users on there, you're going to want them to:



These are the sorts of user-actions we might call conversions. By getting our audience to do this, we have converted them from a passive audience to an engaged customer.

With this endgame in mind, your entire campaign should be geared to achieve it. Structure your campaign accordingly, segment your markets effectively, commission your creative to fit the brief and include clear calls-to-action.



## Segment audiences into Ad Sets

A lot has been made of the ability to target ultra-specific demographics using Facebook ads. But as people are enamoured by the efficiency of narrow targeting, some potentially profitable markets aren't seeing the ads at all. And if they do get to see the ads, maybe the creative isn't their cup of tea because it's been designed with other users in mind.

Facebook's three-level campaign structure uses Ad Sets as a way of effectively reaching out to multiple audience segments under the banner of a unified overarching campaign.

You still set up your overarching campaign in the same way. That is, the measureable objective that you want your ads to achieve.

Next, you define your Ad Sets: these represent the functional segmentation of your audience. It doesn't matter if one of the sets is apples and another is oranges: you'll be able to cater for each one separately in the next step. Also, if you think one of your fruits deserves more investment than the other, you can define separate budgets for each set.

Finally, set up a distinct series of ads to serve to each set. You can customise the creative to appeal to each segment separately. For example, different text, images, links, video, whatever. Of course, you can cross-over select ads that you want everyone to see. You can even add fine-tuned targeting and bidding for each ad.

Once you're ready to go, be sure to monitor your metrics. You can see how each ad and ad set is performing, as well as each set and, of course, the overall campaign. When you know what is working, you can tweak and refine to achieve your objectives as efficiently as possible.

# PILLAR 1 Facebook Advertising

## Pixelate your website

The ability to measure effectiveness is pivotal to your online campaigns. Sure, social media is great for making friends, but the business case that supports advertising on Facebook is all about conversions.

How do we measure these conversions? Well, you can just look at your bottom line and see if you're making a profit. If so, that's great. But how do you know how much of that is due to your Facebook marketing? For that, you are going to need a pixel or two.



### What are Facebook pixels?

Alas, we're not talking about your standard monitor pixels, which were so brilliantly on display in computer games in the 1980s.

Functionally, a Facebook pixel is actually a code snippet. You copy and paste the code snippet onto your site's html. It's called a 'pixel' because it's coded onto your website as if it was an image, but doesn't actually show up visually. So have no fear: it won't tarnish your clean website design.

Once you install a 'pixel' on a certain page of your website it gets to work in the background, tracking information about your traffic. The tracking can work both ways, allowing you to:

- ✓ Better target your Facebook advertising
- ✓ Recognise which views and conversions on your website are resulting from your Facebook efforts.

### Custom Audience Pixels: targeting and remarketing

Facebook is right there for Custom Audiences and remarketing, so you can aim your ads specifically at people who have visited your website or have expressed interest in your products or services. Installing an audience pixel makes it easy to track visitors to your website and compile them into a list, creating a Custom Audience. Once you collect the data and build your Custom Audience, you can use that as a list to specifically target ads and content to the group on Facebook.

Of course, there's quite a bit more that goes into Custom Audiences, and more that can be gotten out of them too. We'll go into greater detail about them in the subsections Use Custom Audiences to Target Your People and Cut Curiosity Click to Keep Costs Down.

### Conversion Pixels: tracking campaign success

Conversion pixels track, detect and send messages about conversions that arise as a result of your Facebook advertising. The conversion might be anything from viewing a specific Page, registering contact information or even putting a product into a virtual shopping cart. Used correctly, the conversion pixel sends a message to Facebook to let you know when one of these key objectives has been achieved. When you monitor the performance of your ad in the Facebook Ads Manager, the 'Actions' will report the number of conversions reported by the pixel and the cost-per-conversion. It can even report to you the total value of conversions from the ad.

### Upgrade old pixels

If you're already using conversion pixels or Custom Audience pixels, check that they're up to date – as Facebook has recently updated their pixel codes. With the new codes, the services include a few extra features and works much better for websites with multiple pixels on the go.

If you've got an old conversion pixel on your site and need to update it, there's a simple migration guide [here](#).

To migrate an old Custom Audience pixel, have a look [here](#).



# PILLAR 1 Facebook Advertising

## Use Custom Audiences to target your people

All advertisers can take advantage of Facebook's Custom Audience feature to exert close control over the reach of their ads, and to expand their audience efficiently and effectively.

### Create a Custom Audience

One of the easiest ways to create a Custom Audience is to upload a list. You can do it via MailChimp or use your own spreadsheet file. If you use the spreadsheet option, users can be listed according to their email address, phone numbers, Facebook user IDs or even app user IDs. If those last couple of things are unknown to you, don't worry. You only need to identify them one way, so phone numbers and email addresses are probably the simplest.

### Target your Custom Audience

So, you've upped a list and now you have a Custom Audience. It's time to start targeting them. Whether you use Power Editor or the standard Ads dashboard, you can apply Custom Audience to your advertisement settings to make sure those special people are the exact ones to which your ads appear.

This functionality allows you to send reminders, promotions and special offers to existing customers. It also allows you to remarket specifically to people that have expressed an interest in your brand, but haven't yet become a paying customer. Done well, you can develop loyalty, deepen engagement and consolidate your community.

### Target your Custom Audience

Of course, there are some instances when it pays to specifically exclude certain users from seeing your ads. Why would you want to do this? You pay for your exposure on Facebook: if you know there are certain people that you don't need to reach then you ought not be reaching out to them.

For example, if you're running a promo that offers a free widget to every new customer when they register on your website, you know for certain that your existing customers don't need to see that. Sure, your existing customers are the exact sort of demographic that you're targeting, so they probably fit all the other targeting criteria that you might use. But you can't convert that which is already converted. In fact, seeing it might even make some of them feel like they are missing out. So, excluding your existing customers from that sort of promo can provide real benefits, both by reducing your advertising spend and by minimising any potential dissatisfaction to your existing client base.

### Exclude a Custom Audience

Another application for your Custom Audience is Facebook's Lookalike Audience functionality. Once you've got a healthy sized sample of Facebookers on your lists, you can use it as a seed from which to grow your audience.

You can use a variety of sources as the seed for your new Lookalike Audience. It can be based on:

- ✓ A Custom Audience of at least 100 users that you've already set-up
- ✓ Conversion pixel data
- ✓ Tracked conversions for a selected Campaign or Ad Set
- ✓ Page fans
- ✓ Engagement specs

Once you plant the seed, Facebook will scour its vast user database to find people who fit the same sort of profile as the people who are already in your list. Once your Lookalike Audience is created, you can reach out to them with a view to building your fan-base, broadening your sales pool, fostering new registrations and driving brand awareness.



# PILLAR 1 Facebook Advertising

## Cut curiosity clicks to keep costs down

A curiosity click is a click on a web advertisement by someone who has no interest in following through with a purchase/registration. For Facebook ad campaigns set up to pay-per-click, a curious clicker costs just as much money as a genuinely interested one. Here are some tips to help you make sure your ad budget is spent on real leads, rather than window shoppers.



### Hone the copy

Certain types of images have been proven to increase click through rates, but they don't do anything to turn a click into a conversion. What does? The words you use. Make sure that the information in your ad is true to the information on your website. Give enough detail in your advertisement to provoke the right interest from the right people. Use a strong call to action, encouraging commitment to an actual outcome rather than just a casual browse.

### Prequalify leads with content

Be honest in your Facebook ads. Intrigue is a great advertising tool, but if you're paying for each click through you're going to want to know that each clicker is genuinely interested by what the ad has to offer, not just teased by the creative.

If there's a practical issue that could be turning off a lot of prospects after they've clicked, consider explaining that limitation in your advertisements. For example, if your online shop only accepts payments in Bitcoin, say that in your ad so that you don't waste the time of credit carders and PayPalers—and their clicks don't waste your advertising budget.

### Exclude competitors

It is easy to speculate that some people who are committing these curiosity clicks might in fact be competitors. If you saw an ad for a competitor, wouldn't you want to see what they were up to, and be all judgemental about how well they were up to it? It's market research, and everyone should be doing it. Problem is, you don't want to be funding your competitors' research, do you?

To exclude competitors the prep-work is mostly the same as setting up any other Custom Audience—as described in the preceding section. You might already have your own list of industry contacts or you could use a directory of some sort. If you don't, you could buy a contact list from a vendor. (Of course, if you're thinking of buying a list, you should first weigh-up the cost/benefit against the curiosity click savings.) After you've set up this special custom market, take the very important final step: in the edit ad/set screen, click on your new Custom Audience and select the option to 'exclude this audience'.



**"For Facebook ad campaigns set up to pay-per-click, a curious clicker costs just as much money as a genuinely interested one."**



# PILLAR 1 Facebook Advertising

## Relevance Score: evaluate ads in real-time



To more easily evaluate your Facebook advertising, Facebook now lets you see a little number they call your Relevance Score. Much like the Quality Score for Google AdWords, The Relevance Score is a streamlined metric that rates your ad's real-time performance on a scale from 1-10. The rating is based on engagement, particularly feedback and interactions.

It's not a thorough assessment by any means. Don't rely on it as a sole indicator of ad effectiveness, but do use it as a nifty shorthand reference that quickly gives an insight into how your ad is doing. When time is tight, comparing the relevance score for your current ad with the relevance score you've had for previous similar ads is a good way to get an evidence-based indicator into how your ads are performing.

# PILLAR 2 Page Optimisation

Your business' Facebook Page is its base of operation on the social network. It's where you express the static elements of your brand identity, including your logo, your description, and your contact details. It's like your personal Facebook Page, but for your business.

Because it's for your business, it's the bottom line that matters. Off Facebook, the bottom line can be measured in conversions. On Facebook, it is measured in Likes, comments and shares.

Here are some quick tips for Facebook Page Optimisation to get you on the right track.

## Page Foundations

There are certain things that every Facebook Page ought to have. While an individual user on Facebook might want to maintain a level of anonymity or privacy, brands are on Facebook to get exposure and to share information about themselves. As an absolute minimum, every brand on Facebook should be setting a strong foundation with the following basic tips.

### Complete your 'About' info

Completing your 'About' section gives you greater control over the meta-description used by Google searches, and improves your Page's ranking on Facebook's Graph Search. Pay particular attention to the Company Overview, Location and Short Description fields. Include a link to your brand's website in your Short Description. To optimise local search returns, use your full address exactly as it appears on your website. For further tips, see the sub-heading Optimise for Graph Search, prep for Place Tips below.

### Focus on keywords

Keywords are the terms people are most likely to search when looking for your product or service. To maximise search visibility in Facebook and beyond, your Facebook 'About' copy should be full of keywords relevant to your brand. The Google Keyword Planner tool can help you identify the best keywords for your business.

### Secure a vanity URL

Once your Page is set up, you'll be able to choose a custom URL for it. If available, make it your actual business/brand name. If not, make it as close as possible, while still distinguishing it from whatever interloper reserved your brand name before you got to it. Choose carefully, as you're only allowed to change it once.

### Remove unnecessary duplicate Pages

Unnecessary duplicates and outdated Pages can mean that you're competing with yourself for search visibility. This is easily fixed by consolidating duplicates. Manager-level Page admins can merge similar Pages, combining all Likes and check-ins from both Pages, but all other content from the merged Page will be permanently lost. This process is not reversible.

### Share links to your Page

Facebook Plugins are free and simple tools that can extend your Page's reach and shareability. The Facebook developer site offers downloadable plugins to embed links, Like buttons and activity feeds for your Facebook Page on all other digital channels. If your business has its own website and/or its own blog, be sure to link them to your Facebook Page to start developing a community and taking advantage of the Facebook tools that can enhance your marketing strategies.

# PILLAR 2

## Page Optimisation

### Make the most of Facebook's marketing tools and services

There are a host of tools and services that allow you to extend and enhance your Page's appearance and marketing functionality. Of course, the ultimate objective is to provide more engagement for your audience and more conversions for your business.

To this end, there's a whole industry of third-party extras that are built to let savvy Facebookers do things like:

Sell products direct from their Facebook Page

Run contests, promotions, coupon giveaways and polls

Measure and report on detailed marketing metrics

Showcase content, embed other social feeds like Twitter and Instagram

For a more detailed look at some of the options, see the section of this paper entitled Facebook Marketing Tools and Services.

# PILLAR 2

## Page Optimisation

### Optimise for Graph Search, prep for Place Tips

Graph Search and Place Tips are two big motivators for all businesses to maintain and continually optimise their Facebook Pages. Below are three simple yet compelling reasons why you should be taking advantage.

- 1** They're automated, so after initial set-up it requires little-or-no effort.
- 2** They're non-intrusive, so your followers won't feel spammed.
- 3** Finally, they are free, free free.



#### Graph Search is here

Well, Graph Search is definitely around here somewhere. As we mentioned in Pillar 1, some users may not be getting access to it if they selected English (UK) instead of Facebook's preferred English (US) in their language settings.

As Facebook's effort at providing a natural language search engine that gives personalised relevant results, Graph Search is a pretty powerful concept. As Facebook Product Manager Rousseau Kazi observes, 'Every post is more or less an answer to a questions you didn't know was being asked.' With Graph Search, Facebook is making sure they catalogue all those potential answers so they can bring them out at just the right time, when the question does get asked.

Users can search for things like 'Where can I get a good coffee in Sydney'. If you're proud of the coffee you sell in your cafe, you want to appear in the first few results for that search.

Despite the fact that it may be largely underutilised by the majority of Facebook users, optimising to appear in users' Graph Searches is still a worthwhile pursuit, not least of all because Graph Search principles are directly transferable to other Facebook features. Including the soon to arrive Place Tips.

# PILLAR 2

## Page Optimisation

### Optimise for Graph Search, prep for Place Tips

#### Place Tips is coming

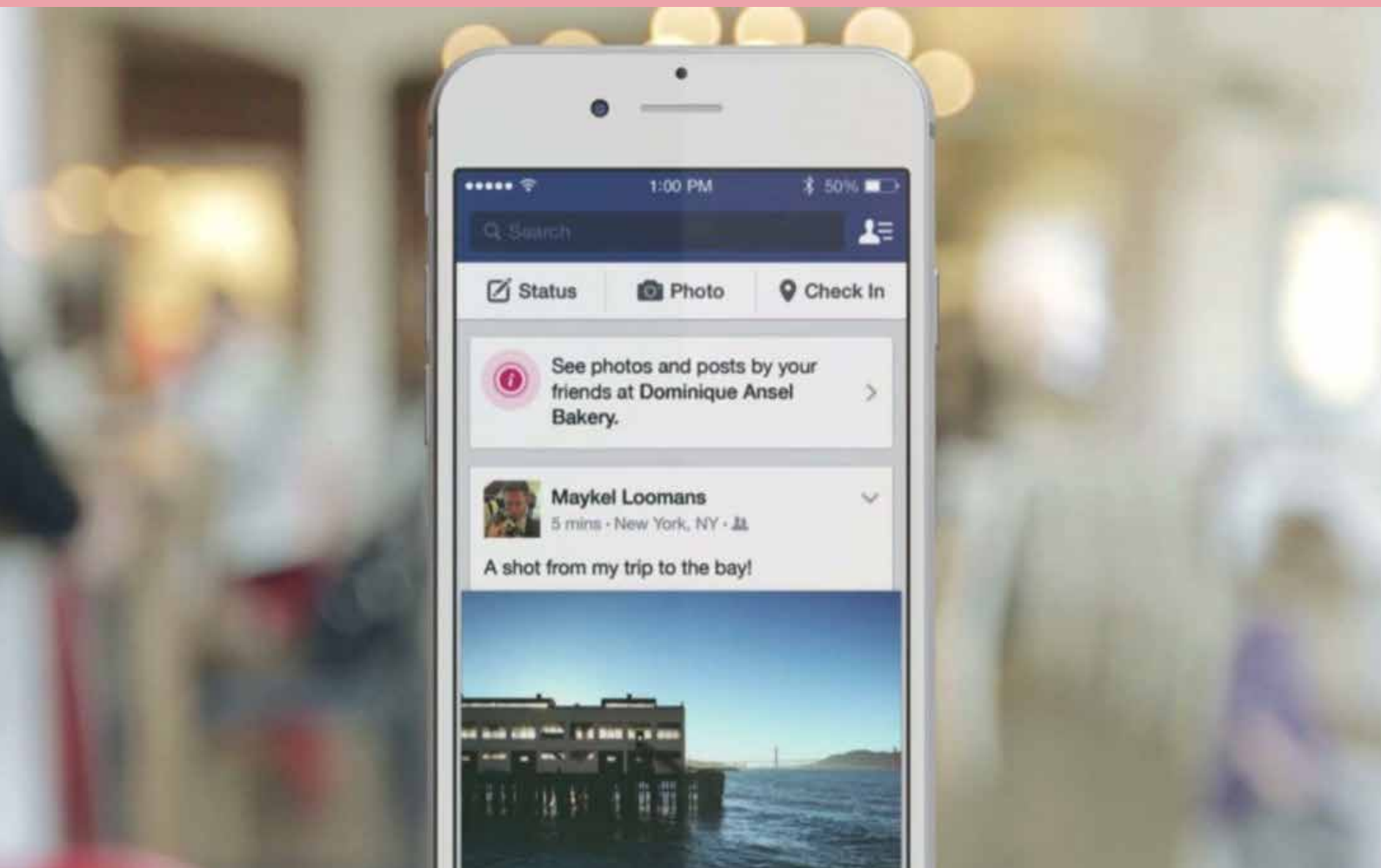
If your business has a customer-facing physical location, you should get ready to take advantage of one of Facebook's most exciting forthcoming features, Place Tips.

Here's how it's going to work. When a user gives Facebook permission to access their mobile location data, they'll automatically receive Facebook Place Tips for your business whenever they are near your location, and when their posts (or Likes from friends) are relevant to your products or services.

Place Tips get primo screen real estate, appearing as a notification at the top of their News Feed.

At the moment, Place Tips is being tested in 'limited areas' and only for Facebookers who use an iPhone. However, if these tests go well, you can bet that both of these limitations will be lifted over time.

So, get to it and get your Page ready for Place Tips.





# PILLAR 2

## Page Optimisation

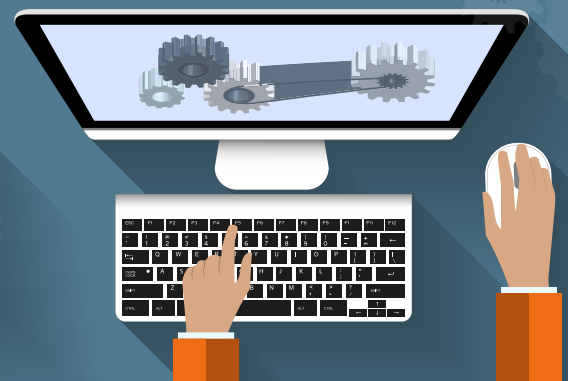
### Making these features work for your business

The following tips will improve your Graph Search results now, and come in handy when Place Tips comes to town.



Double-check that your location is listed clearly and correctly on your business' Page—this enhances local Graph Search results and will be the basis of Page Tips working as intended.

Add new content regularly. It enhances engagement, gives more keywords to serve as search hooks, and will give Place Tips more posts from which it can draw.



Give people a reason to check-in using Facebook. Display a check-in reminder at your physical place of business and offer incentives for fans to do it. Check-ins already improve your Graph Search ranking, and they'll soon be a factor in your Place Tips visibility.

# PILLAR 2

## Page Optimisation

### Making these features work for your business



Promote events on Facebook. If you've got something on, share it. Relevant and timely content is search gold, and Place Tips is likely to apply similar algorithms in this respect.

Incentivise customers to post about your business. Like Graph Search, posts by friends will influence the Place Tips that are served to a user. If your customers are posting about you, then their friends are more likely to get a Tip or a search result that points them to you.



Keep your Page details correct and current, you don't want to go to all that effort at appearing in searches and Tips only to present outdated info about your business

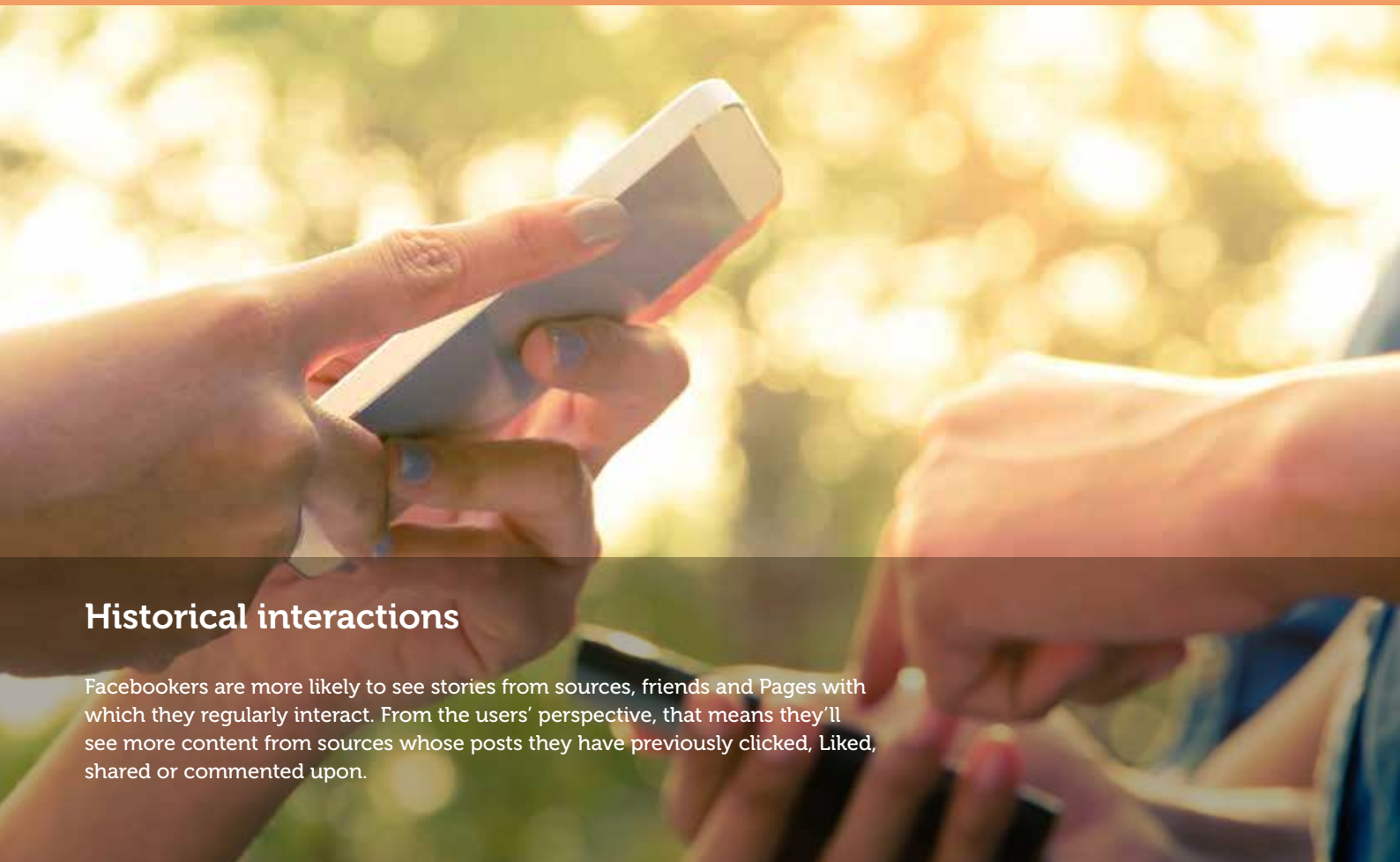


# PILLAR 3 News Feed Optimisation

Perhaps surprisingly, your brand's posts do not automatically appear in the News Feeds of all of your Facebook fans. Amid ever-increasing competition, estimates of the baseline reach of a free post in 2014 commonly ranged from 2.1% to 6.5%. News Feed optimisation is the strategy by which brands compete to grow that percentage. The better the optimisation, the more likely posts will be shared and Liked—with the ultimate aim being an improvement in conversions.

## How the News Feed works

In a June 2014 blog post, Facebook advertising executive Brian Boland claimed that around 1500 stories compete to appear in the average user's News Feed every day. To actually display that many stories would overwhelm even the most devoted user, so instead Facebook uses an algorithm to prioritise the top 300 posts, selecting them to match that person's interests and browsing habits. The organic priority of a post is influenced by a wide range of factors including historical interactions, general popularity and timeliness.

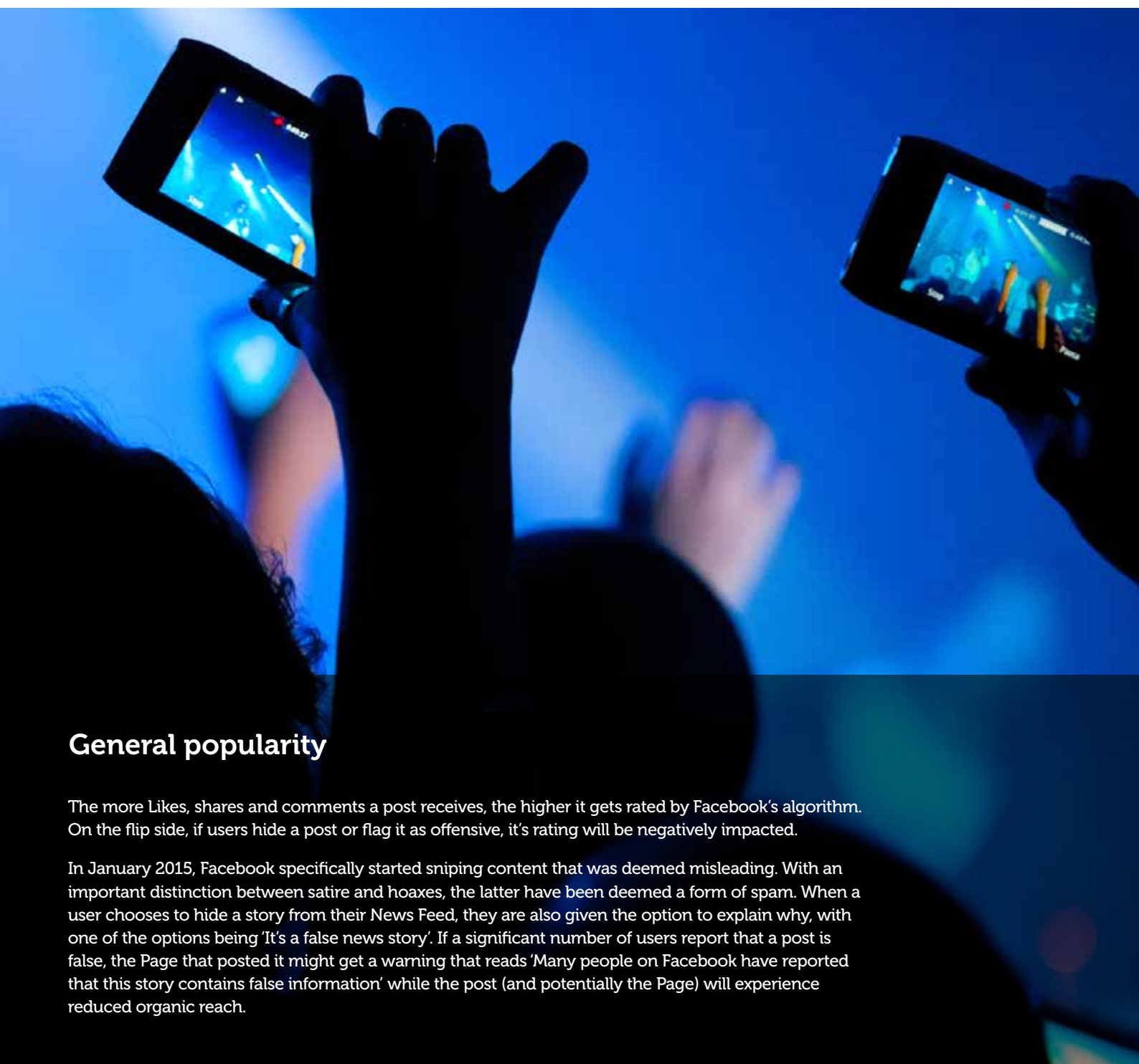


### Historical interactions

Facebookers are more likely to see stories from sources, friends and Pages with which they regularly interact. From the users' perspective, that means they'll see more content from sources whose posts they have previously clicked, Liked, shared or commented upon.

# PILLAR 3 News Feed Optimisation

## How the News Feed works



### General popularity

The more Likes, shares and comments a post receives, the higher it gets rated by Facebook's algorithm. On the flip side, if users hide a post or flag it as offensive, its rating will be negatively impacted.

In January 2015, Facebook specifically started sniping content that was deemed misleading. With an important distinction between satire and hoaxes, the latter have been deemed a form of spam. When a user chooses to hide a story from their News Feed, they are also given the option to explain why, with one of the options being 'It's a false news story'. If a significant number of users report that a post is false, the Page that posted it might get a warning that reads 'Many people on Facebook have reported that this story contains false information' while the post (and potentially the Page) will experience reduced organic reach.



# PILLAR 3 News Feed Optimisation

## How the News Feed works



### Timeliness

Content that is part of a trending story receives a higher priority, as do older stories that receive a surge of engagement. As a result, Facebookers sometimes see older content resurface in their News Feeds.



# PILLAR 3 News Feed Optimisation

If you're serious about growing your Facebook audience, paid boosting is a virtual must.



## Boost your posts

You should always generate and post content with maximum organic reach in mind. However, if you're serious about growing your Facebook audience, paid boosting is a virtual must. Why? Because generally speaking, a paid boosted post will show up in more News Feeds than an organic post will. That means more people are guaranteed to see—and have the opportunity to engage with—your content.

Here's how to do it: at the bottom right corner of a new or existing post on your timeline. You'll see a little blue box that says 'Boost Post'. Click it and you'll be presented with a series of options.

**First, define your audience. You can choose between**

- 1 People who Like your Page
- 2 People who Like your Page and their friends
- 3 People you choose through targeting

The first two options are simple and self-explanatory. The third lets you target your own custom-created audience defined by geographical location, age, gender and up to 10 interests. Custom Audiences can be saved for use with future boosts.

Once you've picked your audience, specify your maximum budget and the duration of your boost. Depending on your specified budget, Facebook will give you an estimate for the number of people your post is going to reach. You can spend as much or as little as you like, but generally speaking the higher the spend, the wider the reach.

Once boosted, you'll be charged a fraction of your budget each time your content is displayed (Facebook calls each occurrence an impression), whether it is clicked on or not. You can track your boosted post's performance in detail via Ads Manager. Your boost will continue until your budget runs out or your set duration expires.

# PILLAR 3 News Feed Optimisation

## Prioritise video

Between 2013 and 2014, the number of Facebook video plays grew an enormous 785 per cent, with engagements also growing 25 per cent during the same period. In 2015, Facebook video views are topping three billion-a-day.

Video content is achieving an organic reach of 8.7 per cent, totally dominating photo-based posts, which are getting an organic reach of just 3.7 per cent.

It's clear that video is a powerful tool for attracting and keeping engagement with your Page, and Facebook is encouraging it with preferential treatment. Many marketers have already recognised this, with spending on Facebook video ads almost tripling in the first three months of 2015. Yes, that is nearly a 300% increase in just 13 weeks.

To get the most out of video, follow the four handy tips below.

### Make it for mobile

According to Facebook, almost two thirds of video views take place on mobile devices. So your videos must be optimised for mobile viewing. If your video leads to your website, make sure that your website is mobile-friendly too.

### Make video content that's creative and entertaining

Guerrilla video can work fine, but there's no point in producing, paying for and posting content that people don't actively want to see. News Feeds are bustling spaces - to hold their attention your video content needs to be creative and entertaining. Know your audience and cater to their tastes.

### Embed a call-to-action

The ultimate purpose of all your video efforts is to increase engagement and convert viewers into customers. Facebook now offers the ability to embed a clickable call-to-action within your videos. This is an easy way to promote immediate viewer conversions.

### Support video content with other formats

A well-crafted video makes a great centrepiece for a Facebook ad campaign, but it's not a solo act. For the best results, use multiple media formats to build your campaign over time.

One strategy is to start by telling the brand story. Next, reveal product information or start embedding direct calls-to-action. This approach has proven more effective than a single video playing over and over.

Support your hero video with a sequence of more traditional content formats and ads for the strongest, most lasting impact.

# PILLAR 3 News Feed Optimisation

## Target and time your Content

The more your audience engages with your post, the farther it will travel. For the best results, you want to make sure that you are serving the right content to the right people at the right time. This is possibly the single most important factor when it comes to News Feed optimisation.

When boosting a post, make sure that you're strategic not only in your selection of audience, but also the scheduling options available to you. Use Facebook Insights to find out when your Likers are most responsive to your posts. Schedule posts accordingly to get more bang for your buck.

One new option to consider is the Post End Date, which allows you to set a date for your post to expire. For example, to coincide with the time and date that a promotion ends. Once the deadline passes, your post will no longer show up in News Feeds, even if it remains on your Page.

### Size your images

Although they're increasingly overshadowed by video for overall engagement, image-based posts are still an important part of any Facebook strategy and continue to outperform plain text posts. If you're using a photo, make sure it's sized correctly so that it displays in all its glory.

News Feed preview photos are cropped and displayed at 504 x 504 pixels. For best results, make sure that your main sharable image is 1200 pixels wide and at least 628 pixels high. Sizing them to 1200 x 1200 is your best bet, however, because that will ensure that they aren't distorted or chopped when cropped for display.

### Share external content with link-format posts

Pasting the content link directly into your update ensures that additional information appears in your post: a title, a snippet and the website URL all appear under the image. This provides better context for readers and can encourage click-through.

Because they've found that more people click link-format updates, Facebook says they will prioritise showing links in the link-format, and show fewer links shared in captions or status updates'. To look extra slick, you can delete the link URL from the post once the link-format info has appeared.

### Self-promote with subtlety

Your Facebook updates shouldn't look and feel like ads or click-bait. Facebook recently downgraded the priority of overtly promotional posts and click-baiting headlines. They are penalised by not showing up as much in News Feeds. If you want to straight up advertise, you're going to have to buy an ad.

### Know Your #hashtags

Hashtags are no longer just for Twitter and Instagram. Although indications are that most people still mostly use Graph Search to look for people, using hashtags on Facebook to follow trending events and topics will likely grow over time. Stay ahead of the curve and research the hashtags that are relevant to your brand. Find out who's using them and how. Join in the fun and even look for opportunities to put your own unique spin on it all.

Using appropriate hashtags on your posts can be a great way to get your content in front of new and receptive audiences.

# PILLAR 4 Facebook Marketing Tools & Services

There are lots of great tools that can help you extend content, integrate marketing directly into your Page, and measure how your efforts are paying off. Whatever your scope or budget, there are a host of third-party services and vendors that make it easy to do things like:

- Create and manage contests, sweepstakes, coupons and giveaways
- Install a shopfront
- Integrate contact forms to gather leads
- Showcase Twitter, Pinterest and Instagram feeds
- Measure results and generate reports

Another popular Page feature used to be Like-gates. These were apps that blocked users from accessing content, competitions and other desirables unless they 'Liked' the Page. As of November 2014, Like-gating has been banned by Facebook's Platform Policy—so there'll be no more of that.

**Below are some options that can help you do everything listed above and more.**

Note: all prices below current as of time of writing. Prices may change over time.

Of course, some services occasionally offer promotional discounts too, so it pays to keep an eye out.

## Facebook Timeline Contest from Agora Pulse



Agora Pulse's Facebook Timeline Contest tool ([contest.agorapulse.com](http://contest.agorapulse.com)) is 100% free, and lets you easily set up and manage sweepstakes, quizzes and photo contests on your Facebook Page's Timeline.

## Online storefront integration

There are several third-party offerings that make it easy to build online shopping portals. Services like Shopify ([www.shopify.com/online](http://www.shopify.com/online)) and ecwid ([ecwid.com](http://ecwid.com)) not only let you create your own shopping portal for your website, but also integrate easily into your Facebook Page. Some, like Shoptab ([shoptab.net](http://shoptab.net)) and Storefront Social ([Storefrontsocial.com](http://Storefrontsocial.com)) are specifically designed with Facebook in mind, often functioning as a custom tab on your Page.

The cost range varies widely, however. You can probably snag a basic plan for free, but premium services currently reach as high as US\$179 per month.



# PILLAR 4 Facebook Marketing Tools & Services



## Pagemodo

Pagemodo ([www.pagemodo.com](http://www.pagemodo.com)) is a simple and inexpensive subscription service that lets you establish a slick looking Facebook Page and professional looking updates with point-and-click functionality. With its easy-to-use interface, you can create custom cover photo designs and visual posts. If you're ever stuck for what to post, Pagemodo can suggest content for you too. Perhaps more importantly, Pagemodo lets you do real business directly on Facebook — advertising and selling products right from your Facebook Page.

The trial version is free and lets you manage one Page, create one custom app, design a cover photo, find suggested content and schedule one post a day. Full-service plans currently range from US\$6.25/month up to US\$33.25/month.



## ShortStack

ShortStack ([www.shortstack.com](http://www.shortstack.com)) is a subscription platform specialising in custom app design and Facebook Page promotions. Its unique features include:

- Allow fans to enter promotions via Instagram
- Integrate photo and video into promotions
- Embed your Facebook app into your website, blog, etc.

A free trial version gives you access to a limited range of basic features and promotions. Tiered full service plans currently range from US\$29/month to US\$499/month depending on your number of fans. Large enterprises (1,000,000+ fans) should contact ShortStack directly to customise packages for their needs.



## Tiger Pistol

Tiger Pistol ([www.tigerpistol.com](http://www.tigerpistol.com)) is an Australian service that guides businesses to Facebook success. They offer both Do It Yourself and Do It For Me solutions.

For their DIY offering, Tiger Pistol assesses your Facebook activity, identifies what's worked for similar businesses and then generates a Facebook marketing plan for you to implement.

Their more comprehensive Do It For Me service will:

- Assign a human specialist to set up, optimise and regularly update your Facebook Page (and other social media pages too)
- Create posts and respond to comments, mentions and reviews on your behalf
- Report fortnightly on brand progress and potential opportunities

At time of writing, Tiger Pistol's DIY services are free for the first three weeks, and A\$45 per month thereafter. Do It For Me plans currently have a A\$150 start-up fee, with monthly plans ranging from A\$249 to A\$399.



# PILLAR 4 Facebook Marketing Tools & Services



## AdEspresso

AdEspresso ([adespresso.com](http://adespresso.com)) allows users to create, test and manage Facebook advertising campaigns quickly and easily. You can insert multiple titles, words and pictures into your ads and AdEspresso automatically creates every combination possible then lets you run experiments to find out which is working best for your business.

AdEspresso Plans currently range from US\$49 up to \$299 per month. The cost increases in line with your monthly ad spend and the number of accounts you want to manage.



## Comprehensive Inbound Marketing Suites

These days, Facebook coverage is a must-have for any comprehensive inbound marketing suite. These platforms can be used to implement, manage and monitor multiple marketing campaigns from a single centralised platform. The platforms are comprehensive so Facebook is only one of the channels they manage, often in addition to social, search and email.

These services don't come cheap. Only businesses with a big budget and a strong need to fully integrate their inbound marketing campaigns will need them.

A prime example of this sort of suite is the Social Media Marketing: Social Studio from Salesforce. Social Studio basic plans currently start at \$1,000 per month, with the pro plan priced at \$4,000 and the corporate plan costing \$12,000. Beyond that they start to charge some seriously big bucks



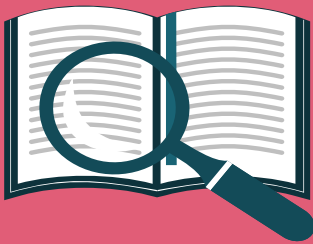
# PILLAR 5 Community Management

## 6 Best Practise Guidelines

Active community management is essential to productive Facebook efforts. A brand Page should be a thriving social space that gives people the opportunity to connect with the things they enjoy. Brands that take a 'set-it-and-forget-it' approach will quickly discover that it's not enough to keep their fans engaged. After all, no one likes to feel taken for granted.

Follow the best-practice guidance below to create and nurture a thriving Facebook community of switched-on fans.

**Below are six simple guiding tenets that can have your community buzzing smoothly:**



### Know Facebook's Page policies

Learn Facebook's terms and guidelines and adhere to them as law. Violations can get your Page or brand permanently banned, so take it seriously and stay on top of changes.

### Have a strategy

Linda Reid of Hausmann Communications says that "the brands that benefit most from Facebook are those that are clear on what they want to achieve and have a strategy designed to get them there."

So, think about what you want to accomplish with Facebook and develop a straightforward strategy to achieving it.



### Create Page guidelines for your community

Creating and publicly posting guidelines for your own Facebook community is a great way to make sure that participants know what kind of content is acceptable on your brand's Page.

Your guidelines should not stop people from expressing unfavourable opinions about your brand. Rather, they should aim to promote good behaviour and ensure that your Page is compliant with industry and marketing codes of conduct.

Publish your guidelines on the 'About' section of your Page. Your community manager should make sure that the guidelines are consistently and fairly administered.

# PILLAR 5 Community Management

## 6 Best Practise Guidelines



### Be authentic and consistent

For posts, comments and responses maintain a tone that rings true for your brand and its philosophy. Be consistent with the frequency of your posts.

### Have a crisis management plan

As your Facebook community grows, issues can arise. Put together a plan for dealing with problems, so you're ready before it happens.



### Monitor and engage your Facebook community

Pay close attention to what's going on your Facebook Page. In the words of Ben Birchall from Right Angle Studio: 'brands benefit just by being there. Being present. Being approachable. Being able to listen to consumers. Being able to eavesdrop on competitors.'

So, daily monitoring is a must and you should respond quickly to any fan queries

# PILLAR 5 Community Management

When someone expresses a negative opinion about your brand, respond calmly and courteously



## Dealing with negative posts and trolls

Facebook community dialogue should be authentic and balanced. A degree of negative feedback is to be expected. When someone expresses a negative opinion about your brand, respond calmly and courteously. Directly address their concerns. Only delete or hide the post if it contains offensive material or profanity.

Trolling is a different matter. If someone is going out of their way to stir up trouble just for the sake of it, ignore them. Trolls feed on attention. If they repeatedly breach your community guidelines, you can ban the user from your Page. If they violate Facebook's terms, report them.

# PILLAR 5 Community Management

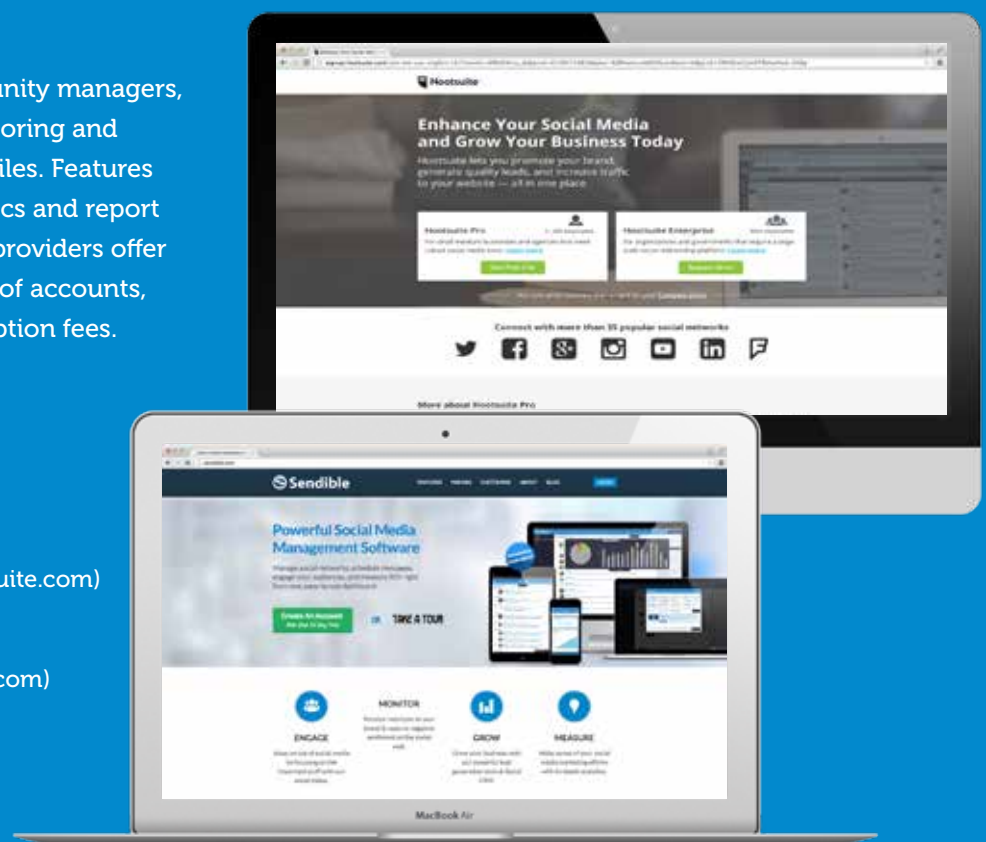
## Tools and moderation features

### Social dashboards

Dashboards are a must for community managers, allowing simple, centralised monitoring and posting to one or more social profiles. Features like post scheduling, alerts, analytics and report generation come in handy. Many providers offer free services for a limited number of accounts, while others require small subscription fees.

#### Popular social dashboards:

- Hootsuite ([www.hootsuite.com](http://www.hootsuite.com))
- Sendible ([www.sendible.com](http://www.sendible.com))
- MarketMeSuite ([www.marketmesuite.com](http://www.marketmesuite.com))
- Gremin ([www.gremin.com](http://www.gremin.com))
- Sprout Social ([www.sproutsocial.com](http://www.sproutsocial.com))
- Viral Heat ([www.viralheat.com](http://www.viralheat.com))



### Facebook Page Insights

After 30 people have liked your Page, Facebook Page Insights provides basic data on your Page's performance. Divided between organic, viral, and paid, it can be useful in determining what is and isn't working for your Page—so you can adjust accordingly.

### Blocking keywords

You can set your Page to automatically block posts with certain keywords. This can be particularly useful for filter spam. You can still check filtered posts by visiting your Page's activity log and selecting "spam". If necessary, you can unhide posts that have been filtered in error.

### Profanity filter

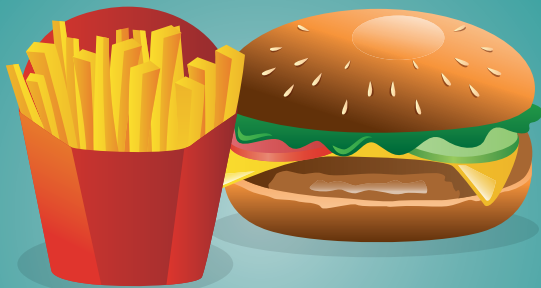
Is your brand squeaky clean or a little risqué? Facebook's built-in profanity filter can be set to your preferred degree of strictness, so as to correctly and automatically block certain words from being published on your Page. You can activate it and/or alter its severity to suit your brand and your audience.



# PILLAR 5 Community Management

## Law, regulation and responsibility

Advertised product



Actual product



Neither Australia nor New Zealand have laws to specifically govern social media. That said, the usual consumer protection and truth-in-advertising laws apply to Facebook as much as they do in traditional media.

To help your brand stay on the legal straight and narrow with its Facebook efforts, the Australian Competition and Consumer Commission offers some handy rules of thumb:

- ✓ Don't make misleading claims on Facebook
- ✓ Don't allow other to make misleading claims in comments
- ✓ Minimise risk

Be particularly careful about false, misleading and deceptive claims. Most organisations know what they can and can't claim about products and/or services on TV or in print, and they should stick to the same limits online too.

In fact, Facebook entails some unique risk factors: Australian courts have decided that a brand can be legally accountable for content posted by other people. In 2011, a court deemed a company responsible for posts and testimonials posted by fans on the brand's social media pages. The issue was that the brand knew about the posts yet decided not to remove them. So, community management entails an active compliance component—curators need to be able to recognise comments and wall-posts that could be a breach of consumer law, and deal with them. Cautious minds tend towards deletion.

Way back in 2013, a New Zealand Law Commission report (NZLC R128, 2013) recommended establishment of a complaints body to set standards and serve an ombudsman-like role. So far the NZ Government has not actioned the advice. Instead, the Government's formal response noted that the issue was not a 'pressing problem'. So, NZ brands are simply advised to take care that their social media outings conform with traditional rules of trade and promotions, including privacy law, the New Zealand Advertising Standards Authority guidelines and the Fair Trading Act 1986 (NZ).

## ABOUT SMK

SMK is Australia's leading dedicated social media training and research business. A knowledge hub at heart, SMK exists to help businesses become more effective users of social media and digital channels.

With its industry leading training programs, SMK educates and coaches businesses on how to use social media more effectively and assists them in overcoming organisational challenges. SMK's tailored In-house training programs, and step-by-step approach, help businesses navigate the social media space in a carefully considered manner, creating a solid platform for success.

SMK has provided training for Australia's leading businesses and brands, including: Jetstar, NAB, Pfizer, Panasonic, News Magazines, Nivea, Tourism Australia, McDonalds, Transurban and Subaru, to name just a few.



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