

# **Social Media Marketing Volume 1:**

## **Facebook & Instagram**

(SAMPLE)  
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# Chapter 5: Getting Started with Facebook Marketing

## What You'll Learn

- The Ubiquity of Facebook
- How to Get Started with Facebook Marketing
- How to Set up your Business Page
- How to Join a Group as your Business Page
- How to Schedule Posts in Facebook

## Understanding the Ubiquity of Facebook

Facebook is a massive traffic source. As of this writing, it has over 1.3 billion active users *daily*, and it continues to grow year over year.

Facebook is also *sticky*. That is, when people are on Facebook, they tend to stay there for quite a while before browsing elsewhere. They scroll through their feed, visit their friends' profile, post in groups, and engage with business pages. On a month to month basis Facebook has slightly over 2 billion monthly active users; 79% of Americans use Facebook at some level.

# Getting Started with Facebook Marketing

My goal in this chapter is to provide you with some simple tips that you can apply *immediately* to improve your Facebook marketing. Later we will dive deeper into many of these topics and help you craft a comprehensive Facebook Marketing strategy that consistently delivers a high return on investment. But for now, we'll focus on what you can do *now*.

## Build Your Page

Many businesses, eager to capitalize on the ubiquity of Facebook, jump into the deep end and begin launching paid ad campaigns without the behind-the-scenes work that is required to make such campaigns successful.

Some of those behind-the-scenes tasks that you should do before launching your campaign are:

1. Create your business page
2. Create and post a few weeks' worth of content
3. Grow your page by inviting your immediate network, and your network's network to Like your page

## Start Small

Once your page has a modest but maturing following, you can begin to look at launching a paid ad campaign and you'll be able to expect much better results. However, I do *not* recommend starting your campaigns off with a "bang".

When you launch your campaigns, always start small. When a campaign fails, you will gain valuable insight into *why* it failed, and the ideas, beliefs, and behaviors of your audience. However, it's always much better to fail and learn those lessons with a *small*

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campaign rather than losing a large investment on a massive campaign that's doomed to mediocrity if not outright failure.

## Be Picky Where You Post

With your business page established, I recommend joining groups where your target market may be located. Do this *carefully*. Ensure that businesses are allowed in the group before joining, and be aware of the rules around posting. Some groups limit how much promotion or advertising you can do, and some groups disallow it altogether.

One of the worse things you can do for your brand is to “infiltrate” a group and spam it with unwanted and useless content. Be picky about where you post, and always obey the rules of the group.

## Create Unique and Meaningful Content

Along with being picky about where you post, be sure that you are creating content that is unique and meaningful to your target market. Constant self-promotion will become annoying and “spammy” very fast. Instead make your goal to be *helpful*.

Provide insights, inspiration, information, and entertainment *much* more often than you post promotions. I generally advise businesses to adopt an 80/20 mindset. That is, 80% of the content you post should be focused on being helpful while only 20% should be promotional.

## Qualify Your Leads with Appropriate Content

In Chapter 3 I talked about how your content should be tailored to reach your prospects at various stages of the Customer Buying Cycle. While this is true of *all* social media platforms, it is especially true for Facebook for two reasons:

1. Facebook has an incredible reach to a very wide range of markets and potential customers
2. Facebook allows for a wide range of post formats - text, video, pictures, etc.

As you plan out your Facebook posts, be mindful of the Customer Buying stages, and try to create content to reach prospects at each stage.

## Watch Your Competitors, But Don't Copy Them

You've heard the old saying "keep your friends close and your enemies closer". That certainly holds true for Facebook marketing. After all, your competitors may notice trends or anticipate market changes before you do, and watching the way they're marketing can cue you in.

However, I strongly discourage you from copying your competitors. I've heard of marketers watching their competitors and copying their ads almost exactly, and then being surprised and disappointed that their ads failed. But of course they failed! Your competitors have spent a tremendous amount of time and money optimizing the ads that they're showing so that they stress your *competitor's* advantages, and speak to your *competitor's* customer base. They've done their due diligence, and their ads work.

If you want *your* ads to be effective, you need to put in the same type of work. Like I mentioned in Chapter 2, you need to know your own advantages, and you need to have an intimate understanding of your customers.

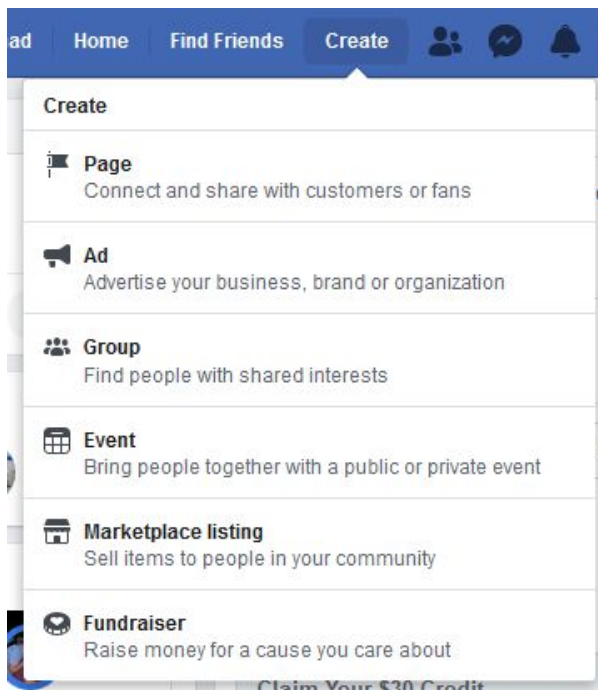
Competitors' ads can be used for inspiration, but you should not copy them.

# How To: Setting Up and Using Your Facebook Business Page

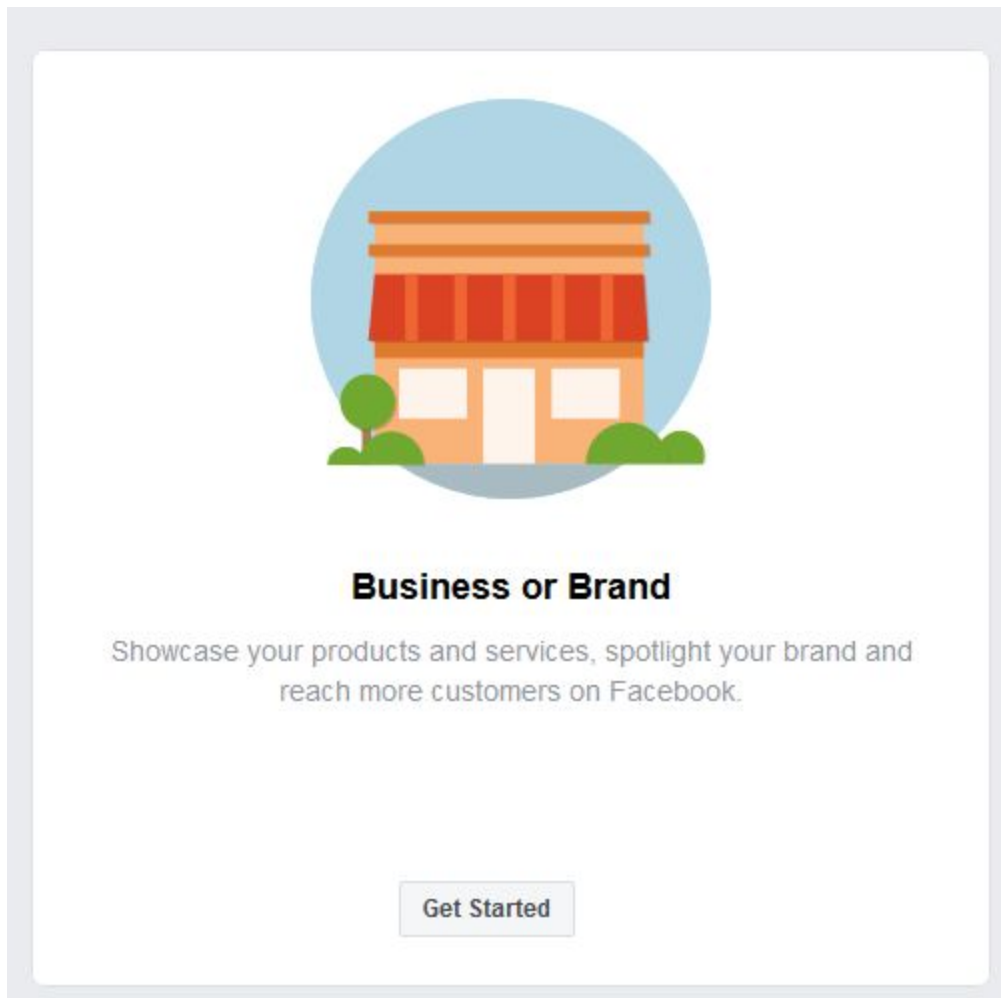
## Creating Your Facebook Business Page

The first step in Facebook Marketing is actually having a Facebook page for your business. This guide will walk you through the simple steps to create your business page.

1. Login to Facebook with your personal account
2. In the upper-right-hand corner, click on Create and then Page



3. On the “Create A Page” page, under Business or Brand, click Get Started





4. Fill in the information required, and select the Category, and click Continue (keep in mind that more or less information may be required depending on the category you select for your business)

### Business or Brand

Connect with customers, grow your audience and showcase your products with a free business Page.

**Page name**

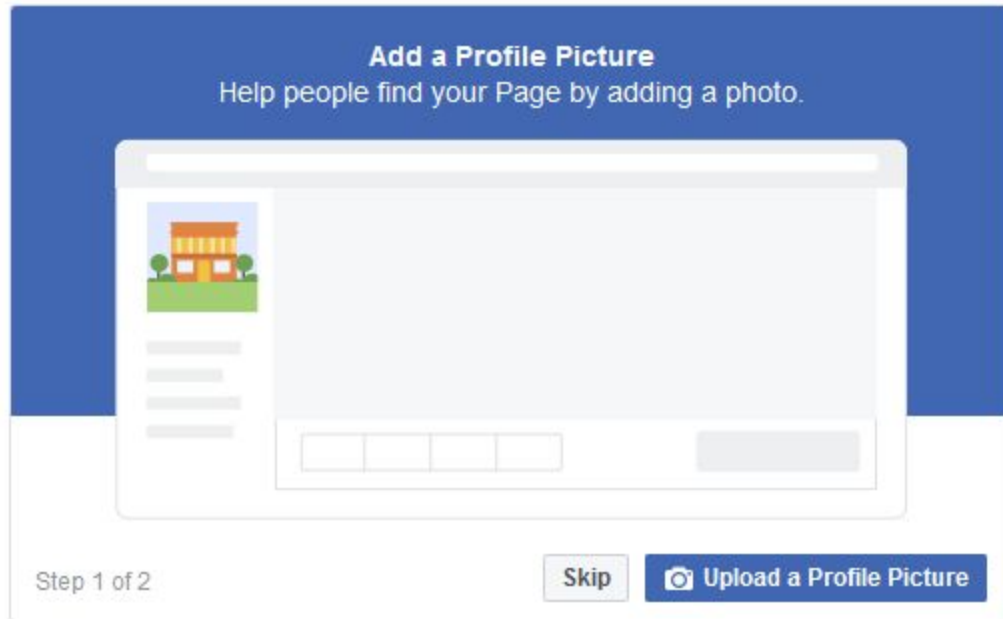
**Category**

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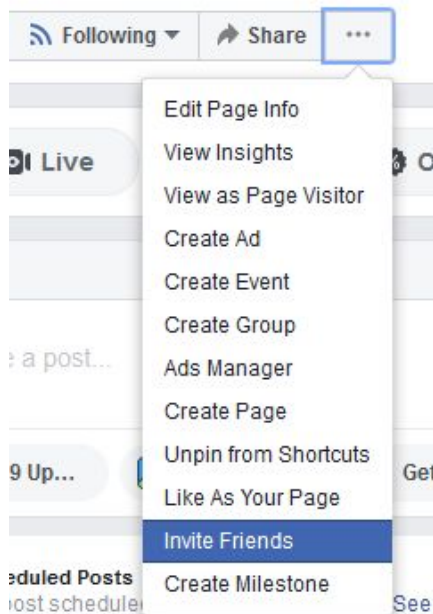
When you create a Page on Facebook the Pages, Groups and Events Policies apply.

[Continue](#)

5. On the Add a Profile Picture page, click Upload a Profile Picture to add a picture to represent your business. I recommend a picture of your logo.



6. Once your page is set up, you can invite your network to “Like” your page, by clicking the three-dot menu, and clicking Invite Friends



## Adding a Facebook Cover

A Facebook Cover is the background image that will be featured on your page. The design of your cover is outside the scope of this book, but if you are not a graphic designer and do not have one available, we recommend using [Canva](#). Canva is free and easy to use, and they have several templates for most social media platforms. They even have a template for a Facebook Cover.

To add a Facebook Cover, do the following:

1. From your Facebook feed, click on your business in the upper-right-hand menu
2. From the prompt on the main page, click Add a Cover and select Upload Photo/Video



3. Select the picture from your computer, and click Open

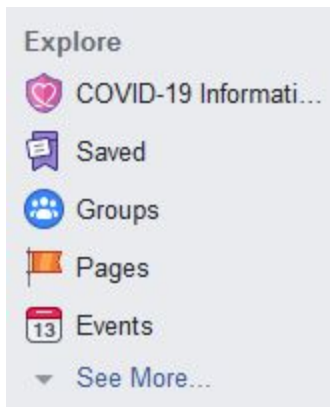
4. Click Save



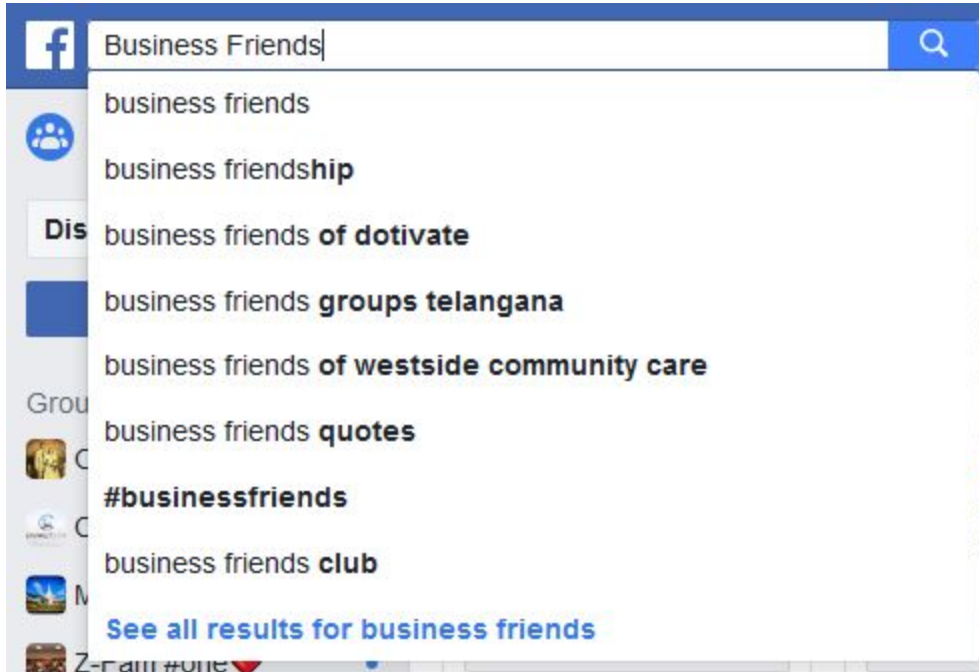
## How to Join a Group as Your Business Page

Before you can begin posting in relevant groups, you must join them. But how can you join a group as your business rather than yourself?

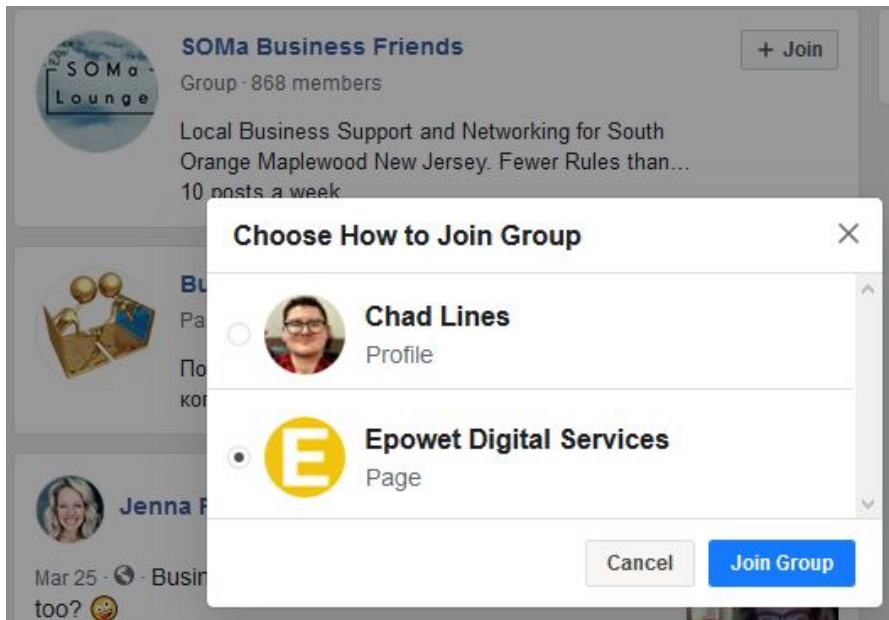
1. From your Facebook feed, click Groups in the left-hand menu



2. In the search bar, enter some relevant text to search for groups you may wish to join



3. When you see a group you want to join, click + Join, and then, when given the choice of which profile to join with, choose your business profile

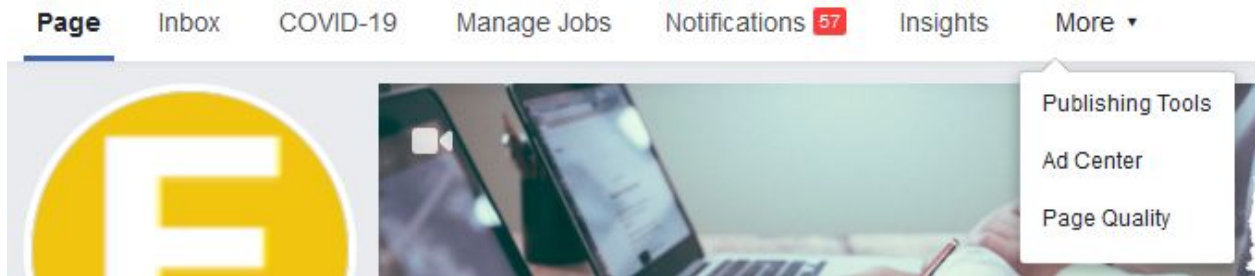


4. Click Join Group

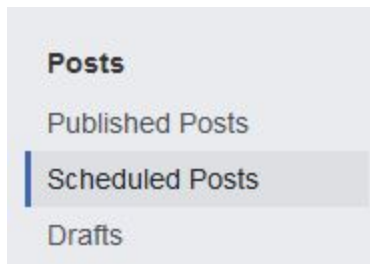
## Scheduling Posts in Facebook

Being able to schedule posts ahead of time is powerful. It allows you to take your Social Media Calendar, create the content and plan when it will be posted without having to do so manually.

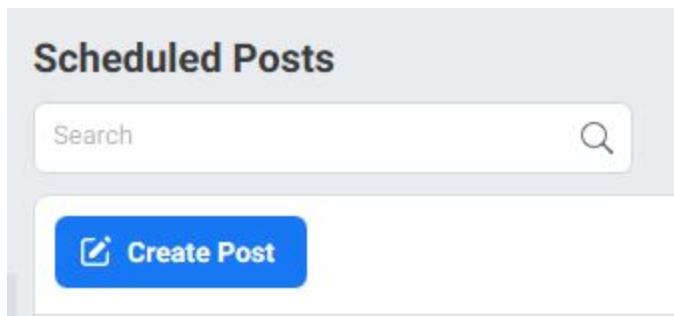
1. From your Facebook feed, click on your business in the upper-right-hand menu
2. In the top menu, click More and then Publishing Tools



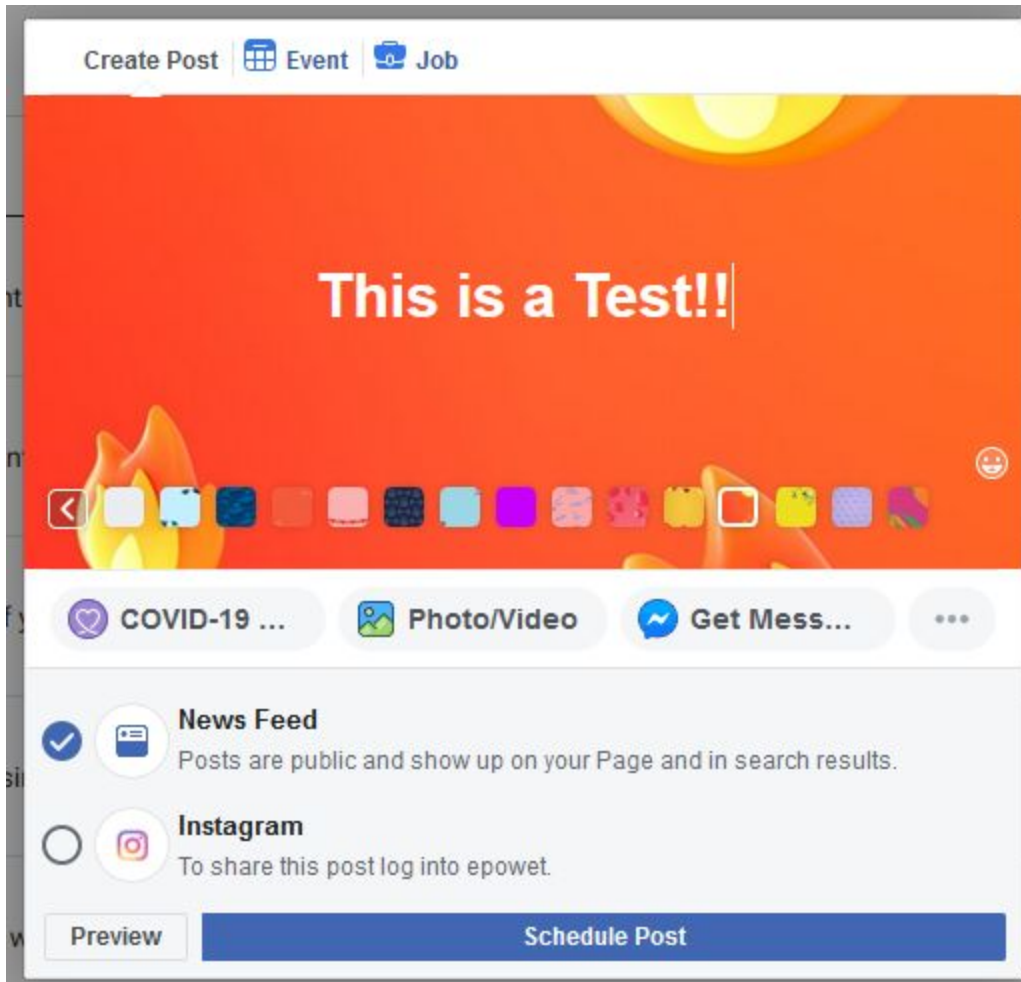
3. In the left-hand menu, under Posts, click on Scheduled Posts



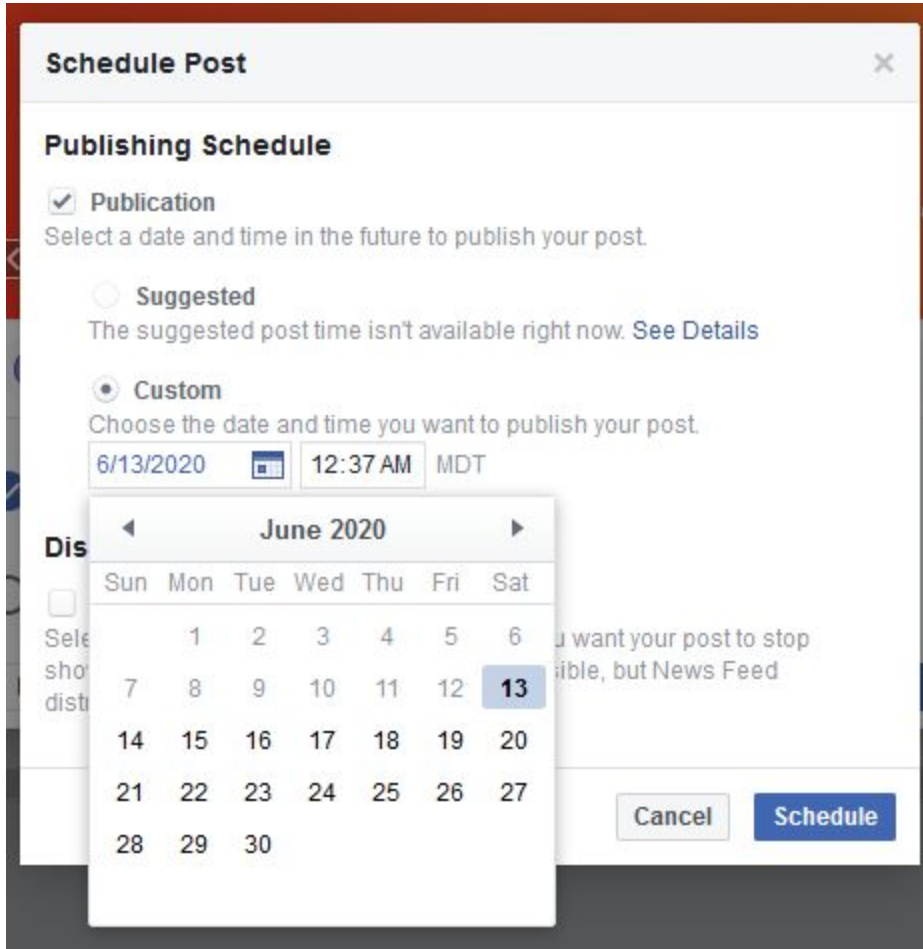
4. On the Scheduled Posts page, click on Create Post



5. Create your post, and then click Schedule Post



6. In the “Schedule Post” pop-up box, select Publication and then Custom. Then choose the date and time you want to schedule your post for, and click Schedule



7. Your post will then show up on the Scheduled Posts page until it is published





## Chapter 5 Checklist

- Understand how ubiquitous Facebook is and how it can be an asset to your marketing
- Create a Facebook Business Page for your business
- Add your logo and a Facebook Cover for your Business Page
- Join at least 5 relevant groups as your business
- Schedule at least one week's worth of posts



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