

THE ESSENTIAL

FACEBOOK GUIDE



Introduction

Hello fellow Facebook marketers!

Welcome to your Facebook Advertising Guide.

If you're looking for a general overview of how to use Facebook to help your business grow, these fundamentals will set you up for success. Facebook is a great B2C tool and can help you to reach the consumers who matter most to your business.

In this guide we'll cover key marketing objectives such as setting up your page, identifying your target audience, creating compelling content, advertising and measurement. Who better to ask for advice on these objectives than Facebook? This guide has been written by them.

Just like building a successful company, success with Facebook requires both expert knowledge and time. No business becomes an expert overnight, and certainly not without a targeted marketing strategy and regularly reviewing results.

We hope you enjoy this guide.

Cheers



Ngā mihi (thanks)
Hamish Lowry | Founder



Contents

Whether you sell in person, online or through an app, you know what you'd like to do next as your business grows.

More than a billion people use Facebook to connect with friends, family and things that matter to them. Marketing on Facebook helps your business build lasting relationships with people and find new customers.

The following Facebook Advertising Guide is designed for those discovering this marketing channel and covers the following fundamentals..

1. Setting up your Page
2. Identifying your audience
3. Creating compelling content
4. Advertising
5. Measurement and adjustment



1. Set up your page

Create the hub for your business on Facebook.

Your Facebook Page makes your business:

- ¥ Discoverable: When people search for you on Facebook, they'll be able to find you.
- ¥ Connected: Have one-to-one conversations with your customers, who can like your Page, read your posts and share them with friends, and check in when they visit.
- ¥ Timely: Your Page can help you to reach large groups of people frequently, with messages tailored to their needs and interests.
- ¥ Insightful: Analytics on your Page will give you a deeper understanding of your customers and your marketing activities.

When you set up your Page, you can request a web address such as “facebook.com/yourgreatcompany”, which makes it easy to find. To maximise the impact, include this address on your business card, website and other marketing materials.

Remember: Your Page is an extension of your business. It's an easy way to share updates and more with the people who matter most. It's ready to help you engage your customers on desktop and on mobile.

Useful Links:

[Learn how to create a Facebook Page](#)

[Create Page](#)



2. Identify your audience

Think about who you'd like to meet, and introduce yourself

Not only can you reach more people through Facebook, you can reach the specific people who are most likely to become your customers.

To help you connect, consider:

- ¥ What do your ideal customers have in common?
- ¥ How old are they and where do they live?
- ¥ How can your business help them?
- ¥ Would one group be more interested in specific messages, products or services?
- ¥ A sale or a timely offer?

To build your audience, encourage your current customers and supporters to like your Facebook Page. They're the people who are most likely to see your posts in their News Feed. Also, explore the options under the Build Audience button:

- ¥ Invite your friends: Let the people in your life know about your Page so they can support you by liking it. This initial audience helps you to establish credibility and spread the word straight away.
- ¥ Share your Page – and make sure you like it yourself. Be a spokesperson for your business.
- ¥ Invite your businesses contacts: Upload a list to send people an email so they know about your new Page.

Remember: It isn't about the number of likes. It's more important that you genuinely connect with the people you engage with on Facebook. If you do, they'll help tell your story.

[See more Facebook Advert targeting options.](#)



3. Create compelling content

Make your business come alive on Facebook

As you post updates, photos and more, think about what your customers find interesting and inspiring. Experiment with different kinds of posts. Does your audience love photos or prefer it when you share useful links? You'll find out quickly by looking at your Facebook Page Insights.

- ¥ Be authentic: Share what you're genuinely excited about and your customers will be excited too.
- ¥ Be responsive: When people comment on your posts, show that your business is listening and that you care. If you need more time to answer a question, let them know that you're looking into it.
- ¥ Be consistent: The more regularly you post, the greater an opportunity you have for connecting with people and building trust. Setting a schedule for your posts can also help to maximise your team's time.
- ¥ Do what works: Replicate your success on posts that get more engagement.
- ¥ Make successful posts into successful promotions: When you notice that a post is getting a lot of engagement, promote it to reach even more people. When people like, comment on or share your posts, their friends are also eligible to see those posts in News Feed.

Remember: Your recipe for success is to create Page posts and adverts that are interesting and valuable to your customers – and to target your messages so that the right people see them.

[Learn how to create engaging posts on your Facebook Page.](#)



4. Advertise

Connect with more people who matter to your business

You can use [Facebook Adverts](#) to raise awareness, stay connected and drive sales. Boost your posts so that more people will see them, or create targeted adverts for different audiences based on their location, interests and more. You can set your budget and measure the results of every advert.



Creating Adverts

- ¥ You can create an advert directly from the admin panel of your Page to engage more people, or you can use the [advert creation tool](#).
- ¥ Once you've built a community around your Page, use the advert creation tool to target your adverts to reach the friends of the people who already like your Page.
- ¥ Be specific about the audiences for different adverts. You can create sets of adverts to connect with different target audiences. People are more likely to respond to a message crafted just for them.
- ¥ To make sure that your adverts look great wherever they're seen on Facebook, you can see the [Facebook Adverts Guide for detailed specifications](#), such as image dimensions.

Useful Link: [Create Advert](#)

Fine-tuned Targeting

- ¥ Add a private list of your current customers to Facebook using [Custom Audiences](#) and then use [Lookalike Audiences](#) in the advert creation tool to find other people who are similar to them.
- ¥ When you create an advert using the advert creation tool, use "[interest targeting](#)" to reach people who already like or have a connection to other things on Facebook that are similar to what you're offering.



Remember: You can maximise the return on your investment by creating adverts for specific audiences.

[Learn more about creating Facebook Adverts.](#)

5. Measure and adjust

Facebook has a lot of different tools to help you measure how you're doing.

- ¥ Your [Page Insights](#) will keep you up to date on activity on your Facebook Page.
- ¥ Use Page Insights to understand who responds to your messages. Make sure that you look at the gender, age and location of the people who are the most engaged with your business so you can continue to engage them through targeted adverts and promoted posts.
- ¥ When you create your adverts, try out different images and headlines to see what works. Facebook will automatically optimise your campaign so that more of your budget goes to the advert that's performing the best.
- ¥ Ask how people heard about you – at the end of a call, in a survey or at the point of sale – and keep track of what they say. It will supplement the data Facebook's tools provide.

Remember: Marketing your business is all about helping you achieve your goals so view page insights.

Want to learn more about SEO?

Download our free guide, [The Essential Step-by-Step SEO Guide](#), which features advice from Quest in conjunction with Yoast SEO!



Next Steps:

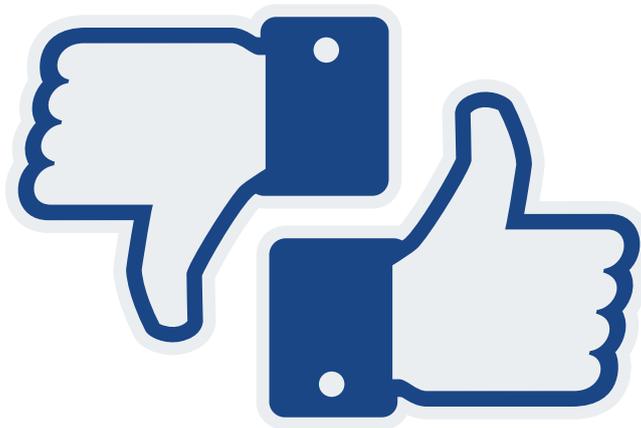
Here at Quest we are actively creating and managing Facebook campaigns to good effect. We not only target our own defined audiences with Facebook, but are also delivering Facebook content strategies and ad campaigns for our valued clients.

[Contact the friendly team at Quest](#) to find out how we can help.



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