Facing the Facebook Challenge

Building a Facebook for Business Page

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AGENDA

1   Why use Facebook for business

2   What we're seeing on Facebook today

3   How to create a strategy on Facebook

4   How to prepare your strategy for the future

5   Tips, Tricks & Tools

BONUS Read! Why Pokemon Go is interesting from a marketing perspective: http://www.fastcodesign.com/ 3061642/pokemon-go-is-the-most-addicting-app-in-years-heres-why-it-matters

"Hating the 1st the #FFCTHUG talking Facebook for Business @HubSpot with @ChelseaLikeNY. What is she talking about?"
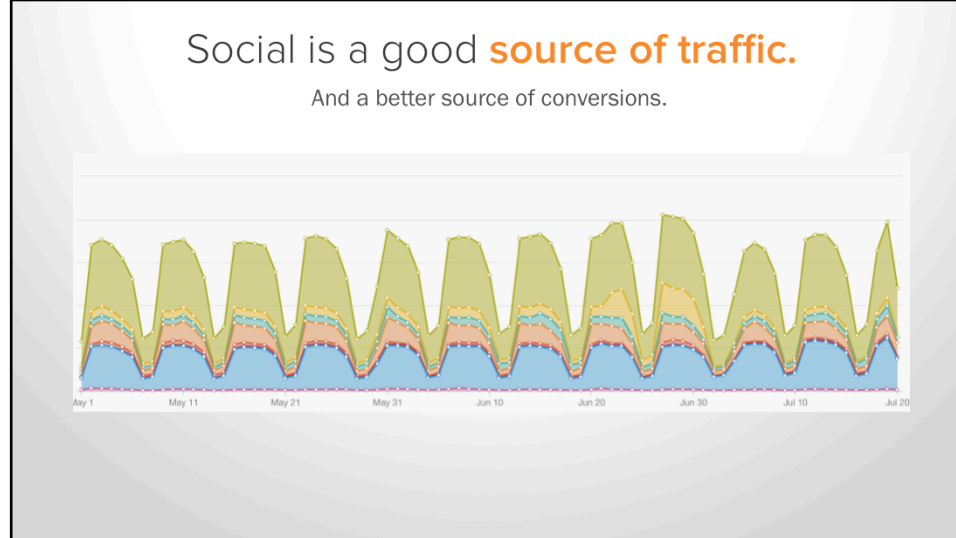
1 WHY USE FACEBOOK FOR BUSINESS

Why use Facebook today

- It is the place to reach over 1.5 billion users

- It is a good place to experiment with new tactics, quickly

- It is users go-to Facebook looking for content

Facebook user stats: http://www.adweek.com/socialtimes/q4-full-year-2015-results/633437

Social is a good **source of traffic.**
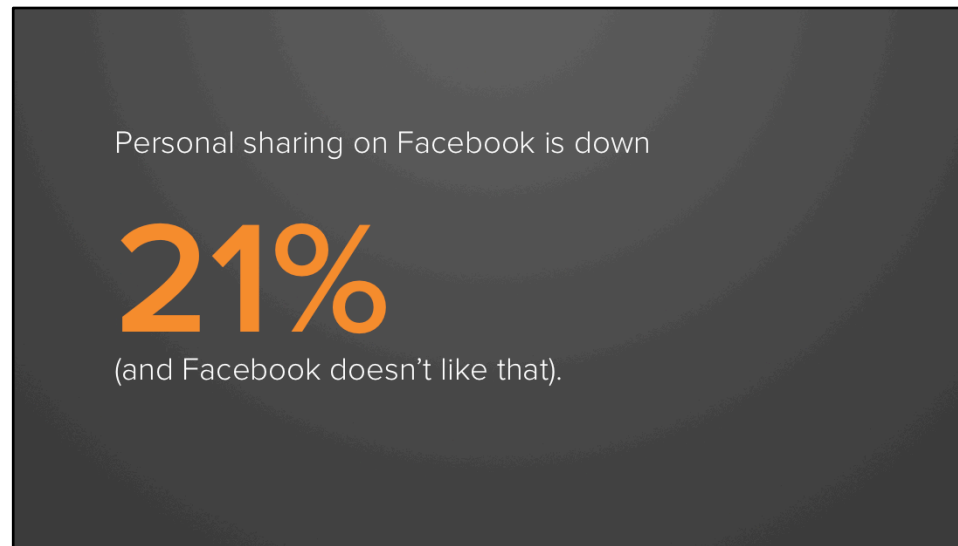
And a better source of conversions.

In the last three months, social media has been 5.4% of HubSpot total traffic. That's about half of our email traffic.

And of conversions. Better conversion rate than both email, referrals & direct traffic.

2 **WHAT IS HAPPENING IN FACEBOOK TODAY?**

At the beginning of 2016, there were

50M

business pages on Facebook.

Source: http://www.forbes.com/sites/kathleenchaykowski/2015/12/08/facebook-business-pages-climb-to-50-million-with-new-messaging-tools/

Personal sharing on Facebook is down

21%

(and Facebook doesn't like that).

Reference: http://www.techinsider.io/facebook-sees-personal-sharing-decline-2016-4
Source: https://www.theinformation.com/facebook-struggles-to-stop-decline-in-original-sharing

Video posts on Facebook have
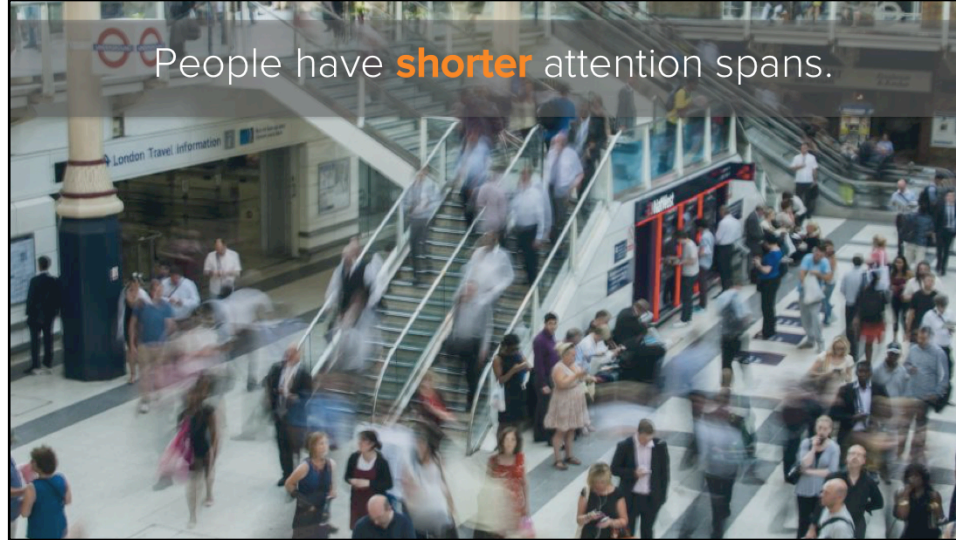
135%

greater organic reach than photo posts.

Source, and more video stats: http://www.socialmediatoday.com/marketing/top-5-facebook-video-statistics-2016-infographic

"Video posts on Facebook have 135% greater reach than photo posts. - @ChelseaLikeNY"

People have **shorter** attention spans.

There are also several behavioral changes:

- With so many different things happening on social, people have less patience to read everything.

People want **meaningful connections**, not noise.

People want to feel more personally connected to brands. On Facebook this means they want quicker responses from brands, more human-feeling content, and to be able to message with brands.

On other channels like Snapchat, they want to feel like this is content created explicitly for them.

People are more
attracted to visuals.

Even more stats about visual content: http://blog.hubspot.com/marketing/visual-content-marketing-strategy
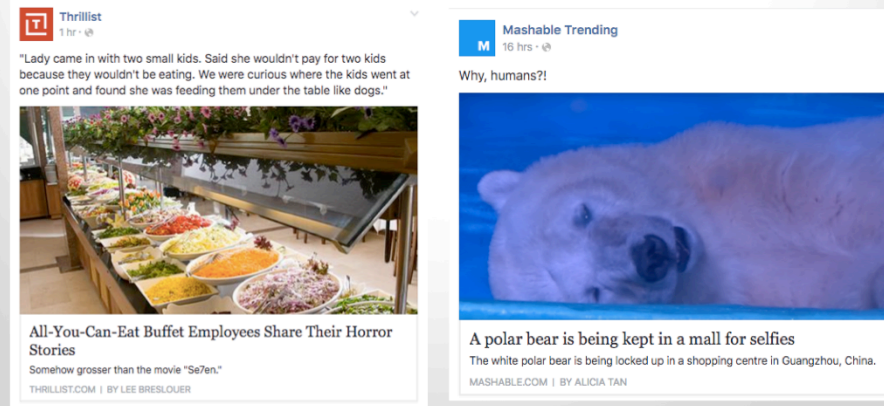
Brands are creating a lot of **noise.**
Marketers have to find ways to **break through** the crowd to gain more attention.

With content types continuously changing, people have to figure out how to break through the crowd in order to gain more attention

2 HOW SOCIAL NETWORKS ARE RESPONDING

Getting better at surfacing **the right content.**

These are just a few of the posts I saw on my feed the night I was putting together this presentation. Food, children and puppies outperform pretty much all other content.

One of the HubSpot marketing managers once ran a test ad for our software. The ad was for a free trial. One of the tests had an image of our platform, and was an ad using puppies. The ad using puppies performed significantly better!

Facebook is good at learning people's preferences, so it is important that we learn them too (even if it means content *besides* food and pets).

Getting better at surfacing **the right content.**
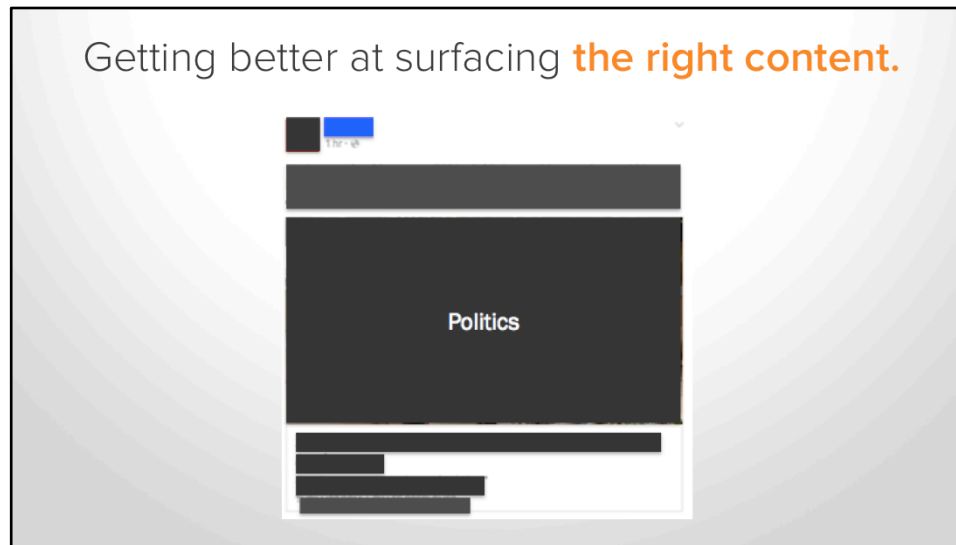
Research from UPenn Professor Jonah Berger on what makes content go Viral: https://www.ama.org/Documents/online_content_viral.pdf

The research suggests that triggered an angry reaction by readers is 34% more likely to end up shared amongst friends. Posts that make people more anxious are 21% more likely to end up getting shared amongst friends.
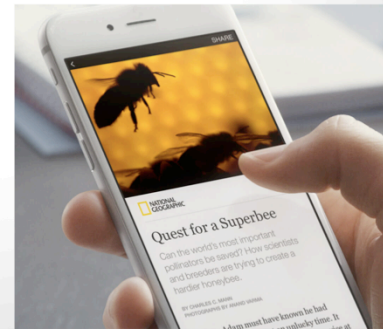
Content like videos and instant articles are meant to keep users on platform rather than take audiences out of the ecosystem. Both of these new ad formats watch how long users stay on the content for indicators of how engaging this content may be for future users.

Instant Articles: https://instantarticles.fb.com/

Video posts on Facebook have

135%

greater organic reach than photo posts.

Expanding opportunities for **paid social.**

Facebook is experimenting with new ways to help users surface interactive content, but also always has a great ads tool in order to help users build better interactive experiences.

Canvas: https://canvas.facebook.com/

Facebook Surfaces Content That

1 Informs

2 Entertains

3 Is Authentic

http://bit.ly/*FairfieldHUGFBblog*

http://newsroom.fb.com/news/2016/06/building-a-better-news-feed-for-you/

FACEBOOK IS OPENING
THE DOOR FOR
GOOD CONTENT
TO DO BETTER.

Translation = while Facebook is being flooded by content, it's possible to get users to engage by using relevant content, visual content, and content that triggers. Facebook provides the tools for this kind of content to do better.

3 HOW TO CREATE YOUR CONTENT STRATEGY FOR FACEBOOK

Building Your Facebook Page
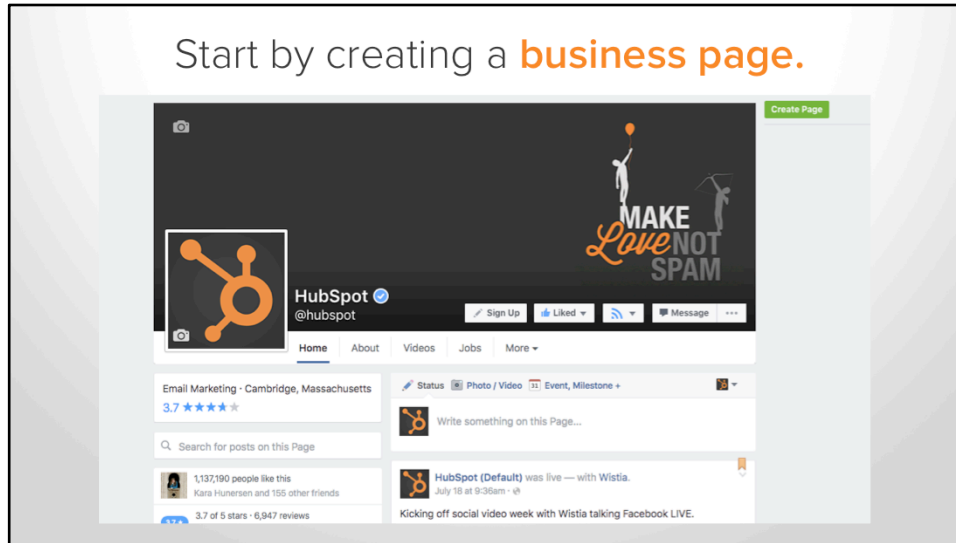
- Start with a page

- Decide what to do with it

- Create the right content

- Amplify content with paid

Starting with the Facebook basics.

1 CREATE A PAGE

Start by creating a **business page.**

Best Practices for Business Page

- Add a profile picture and cover photo

- Fill out your about section and contact information

- Customize your Facebook URL

- Post pieces of content

- Promote it to your customers, friends, evangelists

More in depth steps: http://blog.hubspot.com/blog/tabid/6307/bid/5492/How-to-Create-a-Facebook-Business-Page-in-5-Simple-Steps-With-Video.aspx

Best practices in cover photos: http://blog.hubspot.com/marketing/facebook-cover-photos-best-practices-ht

2 **DECIDE WHAT YOU'RE OPTIMIZING FOR**

IF YOU'RE MEASURING TOO MANY THINGS.
YOU'RE MEASURING NONE.

It's easy to get caught up in vanity metrics on social.

Try to pick a primary metric on which to focus depending on your needs at the time.

It's easy to build a strategy around a single goal rather than multiple goals at once, and easier to determine whether or not you're successful.

Note: in order to work towards that one goal, you may need to put some effort into a second goal (ex. To get more leads, I need to up the click rate on my links), but keep it as simple as possible.

Most Common Social Goals
- Awareness
- Leads
- Traffic
- Support

Some examples of common goals.

Some metrics your CEO may care about: http://blog.hubspot.com/marketing/social-media-metrics-ceos-cares-about

Some of the most common goals we see are Awareness and Leads. Here is a rough guide for deciding.

Now a note on this, I mentioned leads, but you may be optimizing for different things based on your business. If you're in B2B SaaS like HubSpot, you may be aiming for leads. If you're in B2C or in retail, you may be defining success as awareness.

You may be tempted to incorporate a little of both, but try to focus on one and build your strategy around that.

Good news: either way you want is to create content that keeps people coming back.

**Best Practices For Determining Metrics**

- Know your baselines (what do your numbers look like now)

- Pick something that will add value to your company

- Start with a primary metric → decide if you need a secondary

- Decide how you will be able to measure

It's important that it will add value somewhere, even if it's not direct ROI.

Examples of value that is not direct ROI may be a recruiting channel, a retention channel, or being written about in your industry for forward thinking.
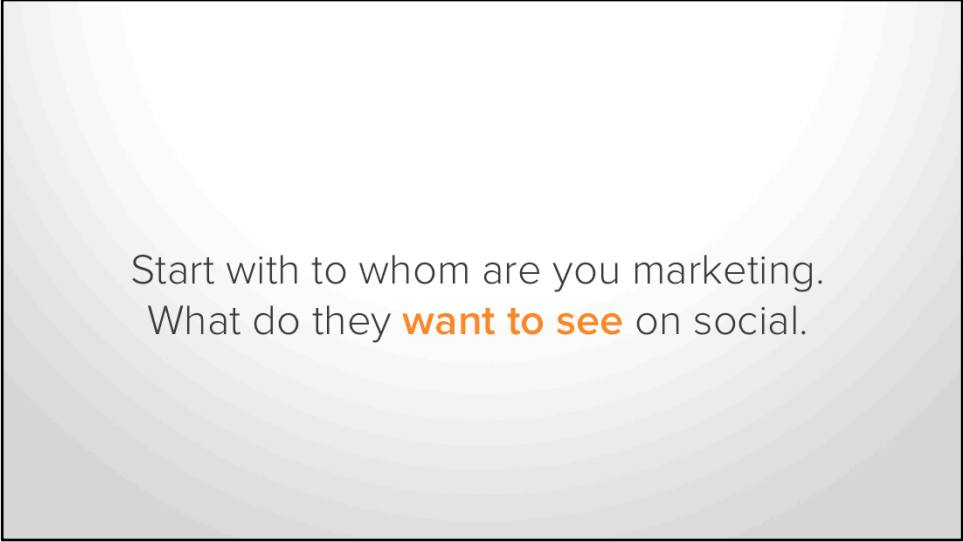
3 FIND YOUR BEST CONTENT
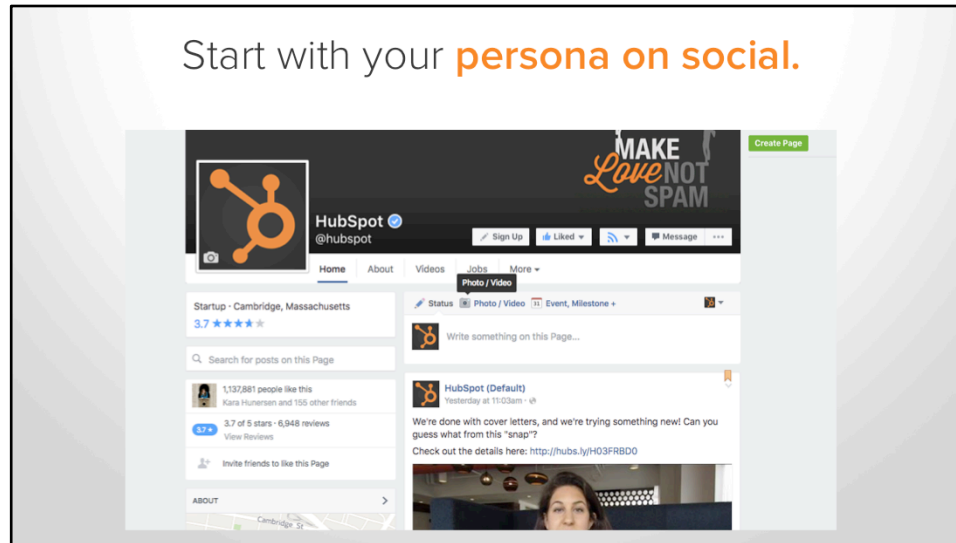
Start with building out the profile of the person to whom you're trying to market. Then think about what networks they might want to join, what pain points they have, and the kinds of content they may want to read.

Once you pick a persona, stay focused on creating content around that persona.

Further reading on creating a persona: http://blog.hubspot.com/blog/tabid/6307/bid/33491/Everything-Marketers-Need-to-Research-Create-Detailed-Buyer-Personas-Template.asp

Start with to whom are you marketing.
What do they **want to see** on social.

As part of your content creation strategy you should be figuring how what your persona wants to learn, and then creating content around that subject (such as blogs and offers). You should leverage the most successful of that on Social.

This guide still holds up as the best way to do social lead generation: http://offers.hubspot.com/thank-you/generate-leads-using-facebook

PRO TIP

Be honest with yourself. Don't do something on social because you think you should.

Do it because the data suggests its right.

Your persona may not be on a network, it's fine to make that decision and to spend your resources doing other things.

Use resources like PEW research, insights from specific networks & monitoring your competitors/peers to see whether your personas are active on networks.

Look at **what performs well** in organic search.

Buzzfeed is a great example of a company that has used it's insights from traffic to decide what content will work on social.
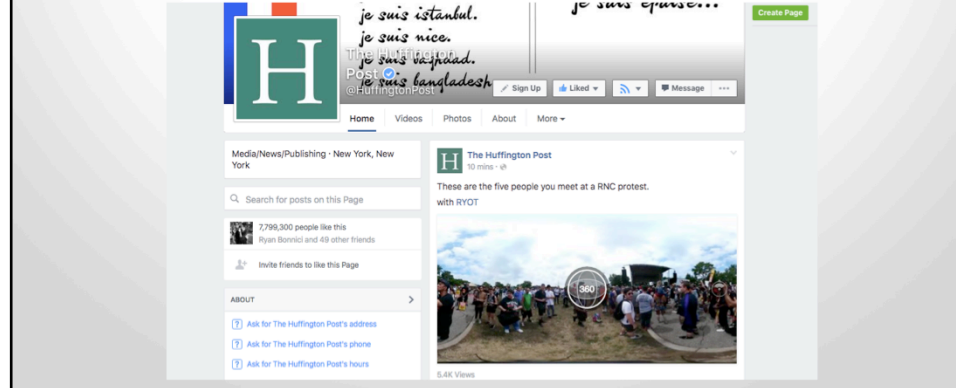
At HubSpot, we've also noticed that the content that performs well on social is the same few posts that also account for the majority of our traffic. It goes back to that persona work.

Content that performs well on organic is
content your **persona already needs**.

They stay focused on creating content around that persona.

Huffington post is an example of a company that experiments with a lot of types and subjects (all on brand). As a result, they're one of the companies that have had an upward trend in reach in the last few months, compared to most other companies in their space.
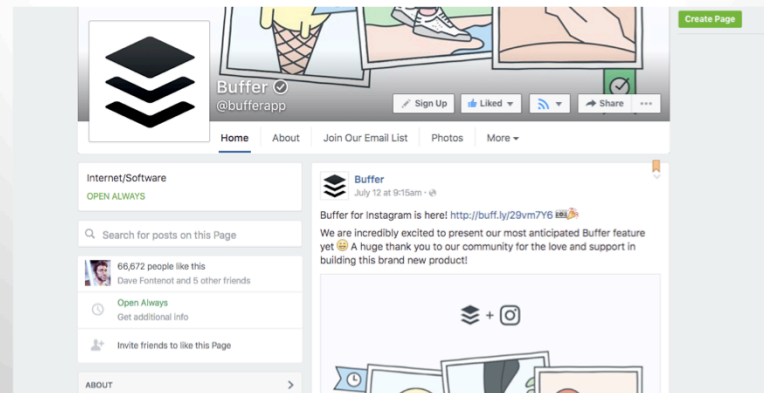
Their best content type = video.

Always be testing new formats, you may learn **about your persona**.

As your testing new subjects & types, make sure they still go back to your persona.

Repurpose and iterate your best content.

Buffer is a great example of a company that has started re-purposing their best content. They create a lot of videos (by talking into iPhones) that repurpose their best blog types. They also know that that content on social publishing works well, and they iterate a lot on that subject.

Don't be afraid to find a subject that works. Just find **different ways** to show it.

Best Practices in Finding Your Content

- Know your persona

Best Practices in Finding Your Content

- Know your persona

- Know your numbers (goals & baseline)

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Best Practices in Finding Your Content

- Know your persona

- Know your numbers (goals & baseline)

- Use visuals

94%

Content with visual assets gets ninety-four percent more views than content without.

Source: http://blog.hubspot.com/marketing/visual-content-marketing-strategy

Best Practices in Finding Your Content

- Know your persona

- Know your numbers (goals & baseline)

- Use visuals

- Use keywords

Fun fact: writing social copy has a lot of similarities to writing good headlines.

Here are some tips on writing good headlines-
http://blog.hubspot.com/agency/write-headline-people-click-infographic
http://blog.hubspot.com/marketing/data-driven-strategies-writing-titles-headlines

Social specific resource: https://blog.bufferapp.com/copywriting-formulas

Best Practices in Finding Your Content

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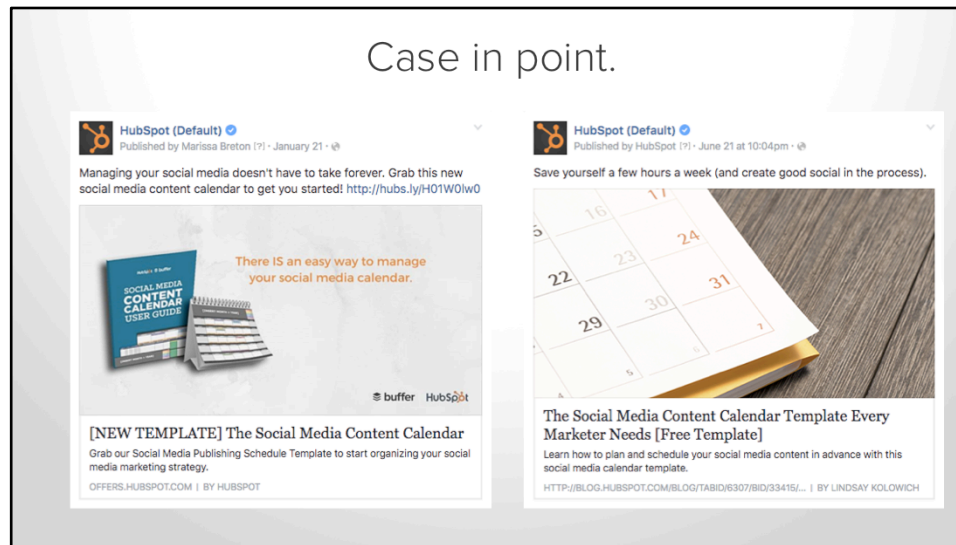
- Use visuals

- Use keywords

- Always be testing

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4 ALWAYS BE TESTING

Always, always, always.

Things we can test

- Time posting

- Type of content

- Visual style

- Copy on posts

Case in point.

Best things about testing:

When something may work once, that doesn't mean we can do better. Case in point. My team once had an offer we were using for promotion at HubSpot. Content & format worked well when we promoted it with an link from Facebook directly to an offer page.

We then tried promoting it on Facebook by directing to a blog post that had an inline CTA, to the offer. The blog post did even better!

Next we're working on leveraging video. Stay turned for those results.

5 AMPLIFY WITH PAID

Paid media is a powerful way to **boost your reach.**

Spending a few dollars on paid is also a great way to determine quickly whether something will work.

Setting up Ads on Facebook

- Pick the type of ad that works for your content promotion

- Keep ads focused on visual, and not on text

- Leverage existing high-performing content

- Target to people who will appreciate the content

This is good news, because it's what you should already be doing with your Facebook content.

Best practices for Paid Facebook Ads

- Keep copy short & clear

- Use words that make people feel involved (ex. You)

- Go to the extreme (positive or negative)

- Target relevant audiences

- Always be testing

4 HOW TO PREPARE FOR THE FUTURE OF FACEBOOK

Trends in Social Media

- Shorter attention spans

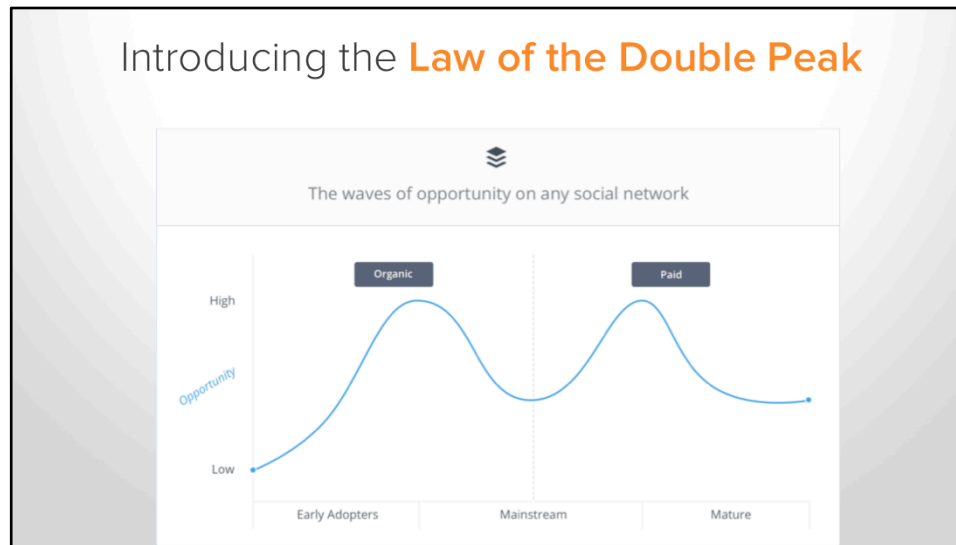- Meaningful connections, not noise

- Attracted to visuals

We already talked about a few trends happening now, let's talk about what's going on next.

FACEBOOK ISN'T
CHANGING
THAT QUICKLY.

First, we can relax, because the pace of content on Facebook doesn't change for most companies over night.

The pace changes much more slowly for most trends than we think. Content reaches an organic peak, then we use paid to do those things better.

Now for Facebook we're at the peak of paid.

People are looking for content that is human
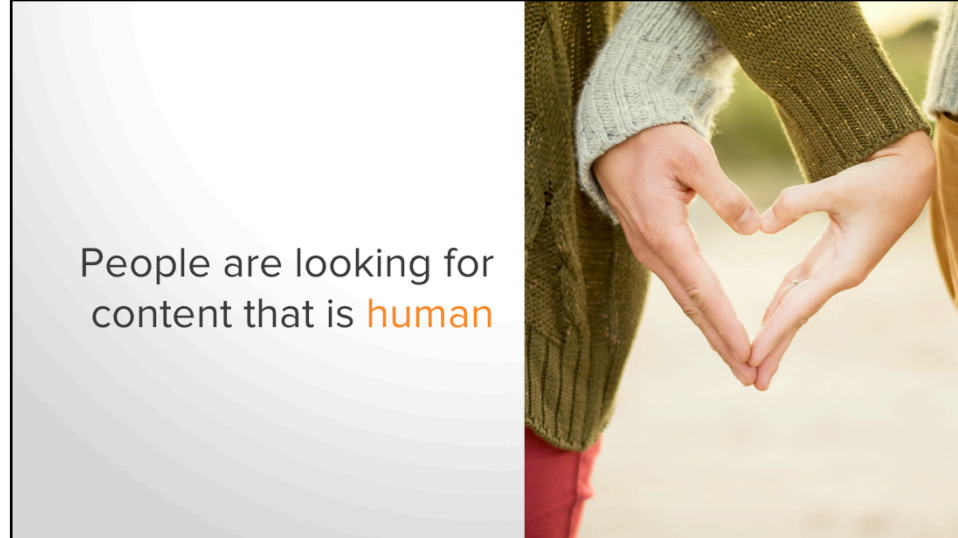
But next up, people are turning away from the noise to more Human content. Talking to people like they're humans, showing the human side of brands, responding like humans.

Video is also a great example of "human" content. Puts a face to the things you're already describing.

People on social are looking for more human connections. - @ChelseaLikeNY

Best Practices in Future - Proofing

- Do what you do well, but try it a little differently
  - Testing content types (iterate on subjects that do well)

- Watch to what is happening around you
  - Your peer group and brands you like

- Listen to how users are interacting
  - Watch the data, see if it changes from your baseline

Keeping up with trends in the future, also isn't as hard as it sounds. These are some tips for keeping in touch.

5 TOOLS, TIPS & TRICKS

To Remember

- Start with your persona – what might they want on Facebook

- Determine your goal on Facebook – what should you ultimately accomplish

- Produce content on relevant subjects, repurpose and reuse what works

- Use visuals to attract users

- Put money behind the successful content

- Experiment!

Free Tools

- B2B vs B2C Content Lessons (BuzzSumo)
- The Science of Successul Facebook Ads
- Advertising ROI calculator
- A Free Introduction to Facebook for Business
- Generate Leads with Facebook
- Evernote
- Canva
- Free Stock Photo Sites
- Style Guide

Those links:

B2B vs B2C Content Lessons: http://offers.hubspot.com/thank-you/b2b-vs-b2c-content-lessons
Science of Successful Ads: http://offers.hubspot.com/thank-you/successful-facebook-ads
Advertising ROI Calculator: http://www.hubspot.com/ads-calculator
Facebook for Business: http://offers.hubspot.com/thank-you/facebook-for-business
Evernote: http://www.evernote.com
Canva: http://www.canva.com
Free Stock Photo Sites: http://blog.hubspot.com/marketing/free-stock-photos
Style Guide: http://blog.hubspot.com/blog/tabid/6307/bid/31247/The-Simple-Template-for-a-Thorough-Content-Style-Guide.aspx

Generate leads with Facebook: http://offers.hubspot.com/thank-you/generate-leads-using-facebook

Questions?