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FACEBOOK FOR BUSINESS

Digital Scotland

business gateway
your gateway to business expertise

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SECTION 1
IS FACEBOOK RIGHT FOR YOU?

Facebook may not feel like the most natural social media environment for some businesses, but we know that simply due to the amount of people using Facebook, that our audience is there, whether in a professional capacity or not.

While some businesses may be able to directly make sales and gain leads through Facebook, others may just use Facebook as a brand awareness platform. And this can be equally as important.

There are over 50 million Facebook business pages live, across a wide variety of businesses.

Some examples include -

WOOD GROUP (HTTPS://WWW.FACEBOOK.COM/WOODGROUP/)

A worldwide engineering company, who at first glance wouldn't necessarily be the typical 'Facebook business'. They use their Facebook page to share news stories relating to the company, usually with a positive environmental or charity theme. This content is far removed from their core engineering work in the oil & gas world, but they use Facebook as a platform to broadcast their corporate social responsibilities. And in that, are promoting themselves as a generous, hardworking and trustworthy brand.

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12 HARLAND PLACE RESTAURANT
(HTTPS://WWW.FACEBOOK.COM/12HARLANDPLACENORTON/)

They use their Facebook page mainly to share images of their cocktails, cakes and specialty dishes as well as details of special events. They also use it to promote booking information and display customer reviews.

VISUALSOFT (HTTPS://WWW.FACEBOOK.COM/VISUALSOFTLTD/)

This ecommerce agency has customers from small businesses to worldwide brands. They use their Facebook page for two main purposes- sharing their own blog posts as well as selected blogs on subjects relating to their core business. The share images and content about their offices and award winning working conditions, highlighting the benefits of working at Visualsoft.

Their Facebook page is a source of info for prospective and current clients as well as being a showcase for potential employees to see what working at Visualsoft would be like.

INSURANCE AGENT
(HTTPS://WWW.FACEBOOK.COM/NATHANSTEELBESPOKE/?FREF=TS)

A large Insurance group - this page has been created by an individual insurance broker who is part of a larger organisation. The agent uses their page to increase visibility and attract new customers. The agent successfully uses the page as a communication tool and now receives the bulk of his appointments through Facebook messages. The agent also asks customers to review his services on the page, which has helped gain an increase in 'likes' and bookings.

12 HARLAND PLACE RESTAURANT

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SECTION 2
YOUR FACEBOOK BUSINESS PAGE

AUDIENCE TARGETING

We know your audience are there, but how do we reach them?

Facebook allows us to set a 'Preferred Page Audience' to our business pages. Setting a preferred audience means whilst our page will still be visible to everyone, Facebook will try to put it in front of users who might be specifically interested in your business.

Followers who fall into your specified group are more likely to see your future posts and connect with you, so setting your preferred page audience correctly is vitally important. To do this, you need to work our exactly who your preferred audience are, so you'll need to conduct extensive offline planning-

Do you have or can you collect data from your customers? Can you use this information to build up a picture of the people who are most likely to engage with your brand?

This persona of your customer should then inform the 'Preferred page audience' you set up.

HOW MANY PAGES DO YOU REQUIRE?

Some businesses opt to have more than one page.
This is for one of two reasons –

1. They have diverse product ranges / customer groups-
   A business who offers a wide range of products and services to very different groups of people may offer separate Facebook pages to different segments.

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For instance a fashion business may offer both menswear and womenswear in store and on their website, but have different Facebook pages for menswear and womenswear in order to engage more closely with their audience.

2. They have a shop and successful e-commerce presence - A business may have a local successful retail unit and be a strong retail presence in a certain geographical area with customers based in that area, and they may also ship products worldwide through their ecommerce site. They may feel to engage their loyal, local, retail audience they may want a page focused around their retail unit, and then a separate Facebook page for fans of their ecommerce site.

BRANDING YOUR PAGE

The header image is the first, big piece of imagery users are greeted with when visiting your page. It's an opportunity to set the tone of your page and also display relevant information and offers. Optimised header images can be created in free to use programmes such as Canva (others are available).

The profile picture of your business page should almost always be your company logo. This picture will accompany all of your content in users' news feeds and anywhere else on Facebook your page name may appear.

- Profile photo - logo
- Header image:
    Branding opportunity
    Change it occasionally
    Use to promote current offers
    Use to promote events coming up
    Create in programmes like Canva
        for optimum size/layout

- Your header image is much bigger than your profile photo and as such is much more customisable. Why not periodically change your header image to align

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with your current marketing strategy. Have you got a sale on? Are you promoting an upcoming event? Create a bespoke header image to reflect this using programmes such as Canva, which allow you to create the image in the optimum size.

Example of Business Gateway's header and profile picture below –
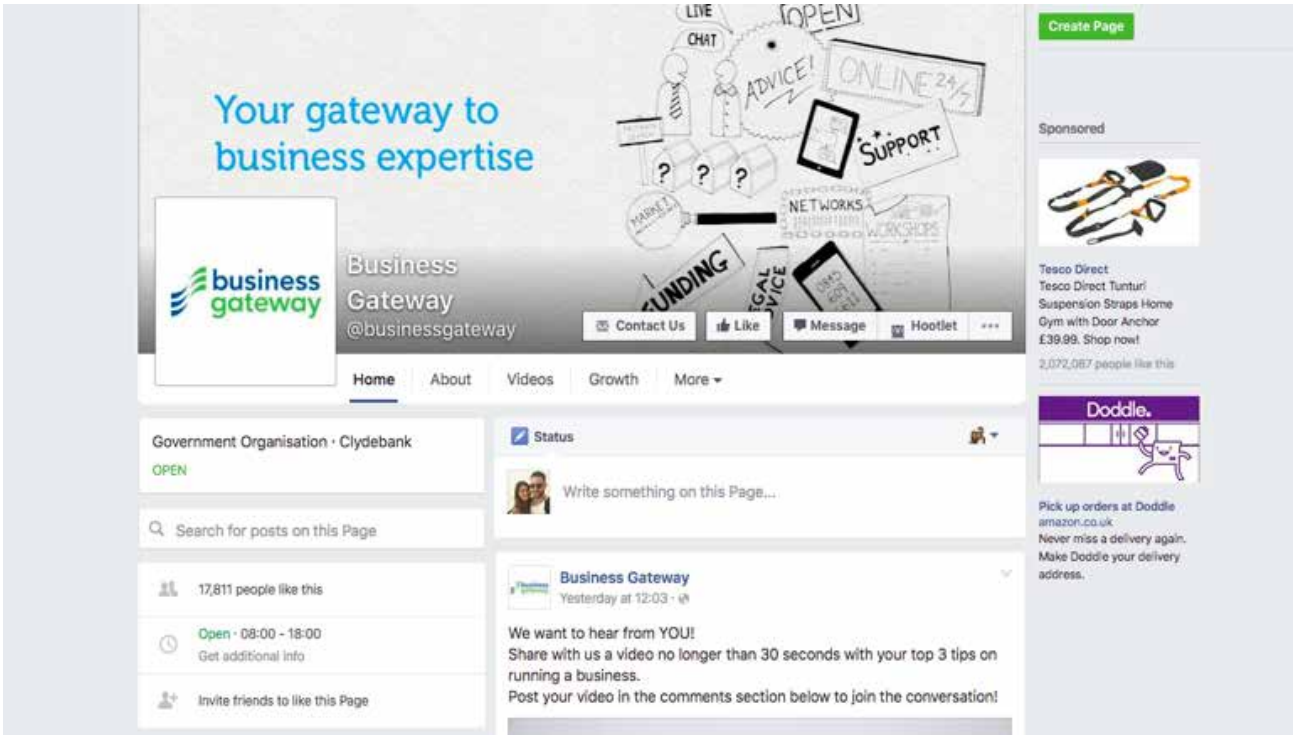
Crucially, all images and brand collateral should be relevant, consistent and clean. Pixelated images or random images won't reflect well or portray what you want them to.

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PAGES TO WATCH: COMPETITORS & INFLUENCERS

You can opt to follow other pages, which can be useful to stay aware of competitor activity. Go to insights to view the pages you currently watch and add more.

See below –

You may prefer to follow a higher or lower number, but following around 10–15 pages would mean you won't be overloaded with content but still get a good variety of brands and creative content to get ideas to from.

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It is important to only follow relevant pages that align with your current business objectives.

- Facebook pages with >30 likes can monitor other Facebook pages

- Monitoring a Facebook page gives you:
    Their total page likes and % change
        from previous week
    How many posts this week
    Total engagement count for this week

- Clicking on specific pages shows a more detailed view of posts by that page this week

- Posts ranked from most to least engaging

WHICH PAGES SHOULD YOU WATCH?

PAGES THAT ALIGN WITH YOUR CURRENT SOCIAL MEDIA STRATEGY. Are you looking to grow your audience? -Monitor pages with large followings and look at the interaction they are getting.

ARE YOU LOOKING TO BUILD A MORE ROBUST CONTENT SCHEDULE? - Monitor pages who publish content in line with your own themes and see if there are any ideas you can build upon etc.

WHAT ARE YOU LOOKING OUT FOR WHEN FOLLOWING OTHER PAGES?

POSTS WITH HIGH ENGAGEMENT - What type of content is it? Why has it got high engagement rates? Is it the content, the time of day, images or other factors? Is there anything we can replicate or do similar with our own content?

POSTS WITH LOW ENGAGEMENT - What type of content is it? Why has it got a low engagement rate? What do you think could have been done better / differently? Are there any lessons to apply to our content?

PEOPLE WITH CONTENT SIMILAR TO OURS - Compare the engagement rates of comparable posts on other pages to your own. Who has the higher engagement / better looking images? Why? What can you do differently?

PEOPLE WITH CONTENT THAT DIFFERS TO OURS - Is the content receiving high levels of engagement? What can we replicate, or add to the subject area?

ANY EMERGING TOPICS OR TRENDS - This is a very important thing to keep an eye out for. Trends emerge and disappear on Social Media very quickly, so the earlier we can identify trends and get involved, the bigger the chance of engaging our audience.

ANY SPIKES IN PAGE LIKES OR ENGAGEMENT - If you see a particular page go through a period of higher engagement than usual, or receiving a higher number if page likes than usual, have a look at their page and their content, and try to understand what they have done to increase this. Is this something you can do for your page?

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THE FACEBOOK NEWS FEED

Each user has a feed of 'Stories' on their news feed.
See below example -
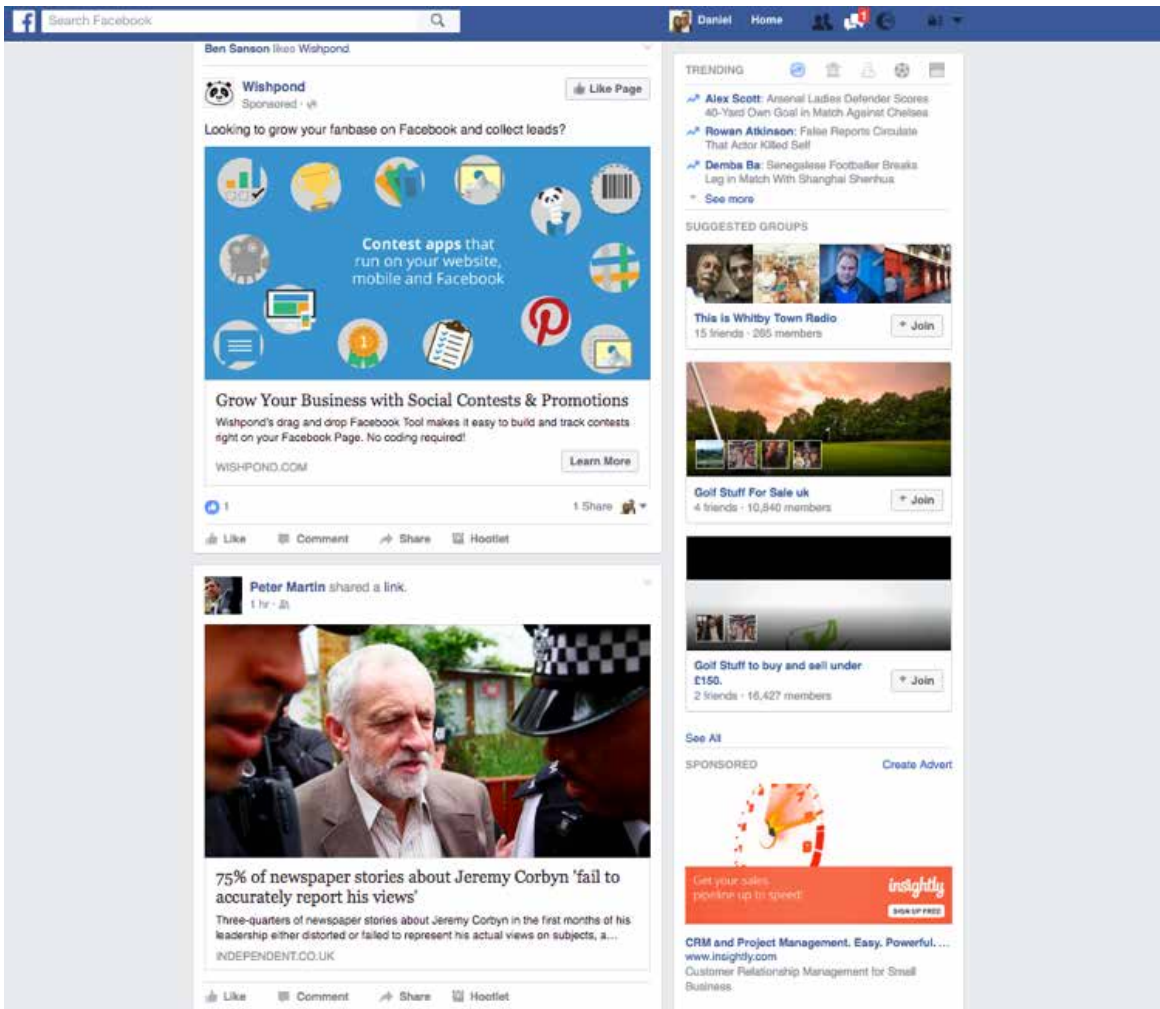
News feeds are algorithmically selected, a user can see
stories based on many factors including their Facebook
behavior, pages they like and the users they interact with
the most.

The posts that appear in users news feed based on the
Facebook algorithm are 'Organic'. Engagement is key.

SECTION 5
ORGANIC VS PAID REACH

ORGANIC REACH is the number of unique people, fans or non-fans, who saw any content posted by your Page in their News Feed, or on your Page.

PAID REACH is the number of unique people who saw an ad, Sponsored post or Boosted post that was created by your Page.

OVERVIEW OF ORGANIC REACH

Facebook is busy. Businesses are competing for attention with other businesses, friends, family etc in users News Feeds. The organic reach of Facebook pages has consistently decreased since 2012. A recent study showed that organic posts reach approximately 7.39% total people who like a page. Post engagement is approximately 5% of organically reached users.

WHAT IS THE ANSWER? FACEBOOK ADS (SEE PAGE 18)

OPTIMISING POSTS

Bearing in mind the competition we face for attention on users timelines, and Facebook's algorithm displaying the most engaging content, we need to be able to optimise our Facebook content in order to drive as much engagement and organic reach as possible.

See below example –

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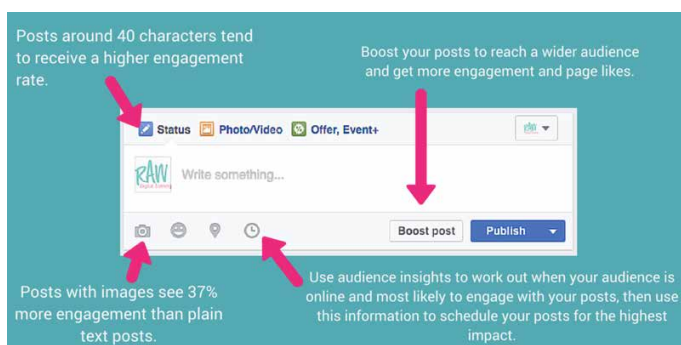
SECTION 6
CREATING CONTENT

IMAGES FOR FACEBOOK

Facebook posts with images see over two times more engagement than those without images. Facebook have recently lifted the ban on ad imagery containing over 20% text, however beware, this does not now mean ads with over 20% text will perform as well as those that fall under the threshold. While Facebook will no longer block these ads, they have hinted they will not perform as well as those under the threshold.

Through sharing images to accompany and compliment your posts, you have the opportunity to include your logo or any recognisable branding on the image, further driving brand awareness. This can be easily achieved using tools like Canva.

EXAMPLES OF CONTENT FOR FACEBOOK

The types of content that tend to work well on Facebook are a combination of the following -

- Quality 3rd party content
- Your own blog
- Your own website/information
    'About us' page - Introduce yourself, who are you?
    Your services - What do you do, and why are you
        the best?
    Your clients - Who do you do it for?
- Industry news
- Case studies
- Blog apps - Syndicate your blog content and have it stored on your Facebook Page using apps such as http://www.socialappshq.com/products/rss-tab-for-facebook-pages

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- Syndicate your blog articles to automatically be shared to Facebook using free plugins such as Jetpack https://wordpress.org/plugins/jetpack/ or use RSS Post Importer https://en-gb.wordpress.org/plugins/rss-post-importer/

3RD PARTY CONTENT

Top tips -
- Use relevant, high quality content from third parties
- Similar to themes you write about
- Don't use content from competitors

YOUR BLOG

Top tips –
- Increase traffic to your blog or website through sharing on Facebook (see examples below)
- Become authoritative in your field
- Feed your Facebook fans with relevant, useful content

Blog post example:

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SHOWCASE YOUR PRODUCTS & INFORM YOUR AUDIENCE

- Showcase your products to your fans using strong visuals
- Use the opportunity to show diversity in your product range
- Share info pages from your website that show your audience more about you

Example post:

CASE STUDIES

- Case studies are a great way to showcase success stories
- Change to show off successful projects/clients, and your products/services in action

ENGAGEMENTS TO CONVERSIONS

The more engagement we get, the wider our audience becomes. The wider our audience the more chance we have to engage with our target market by providing relevant, engaging content. This helps position your business as authoritative in it's field and can become the 'go to' company for your engaged audience, converting them in to customers.

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SECTION 7
FACEBOOK ADS & BOOSTING POSTS

WHY USE FACEBOOK ADS?

You can use Facebook ads in order to tap in to its huge audience. Organic reach is increasingly hard to achieve, with Facebooks ads you can access an array of impressive targeting options to reach a specific audience. Facebook ads are quick and easy to implement and adjust, so you can track spend, performance and ROI all for a relatively low cost.

BOOSTING POSTS

Boosting posts allows us to pay for our organic content to be shown to a wider audience. This can be targeted towards people who like your page, people who like your page and their friends, and people you choose through targeting. A good practice is to boost a post after if has performed well organically.

CREATING ADS

Boosting Posts uses existing content, creating an ad from scratch relies on you creating new content in the Ad process. In order to this you follows a set process within Facebook Ads manager.

First of all we must choose an objective for our ad. The appearance and functionality of our Ad will depend on its objective, with the ability to have differing 'Call to action' buttons and outcomes. Align your ad objective with your customer types and business objectives.

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Objectives include –
- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website*
- Get installs of your app

CONVERSION TYPES

Depending on your ad objectives, you will have different conversion types, each conversion may come with a different 'Call To Action' button. When creating Facebook ads it is important to include relevant and necessary Calls To Action (CTA).

A call to action in the context of Facebook ads is a clickable button that prompts the person viewing your ad to take action and 'convert'. This conversion is determined by your ad objective and the conversion you set. For example, a 'buy now' button is a very common and basic use of a CTA. These CTA's are the things that convert your audience from readers to long term subscribers, and subscribers to customers.

CONVERSION TRACKING

We can track 'Conversions' using Facebook Pixels. This places an invisible 'pixel' on your website and allows you to track conversions occurring on your website (as a result of your ad). It is also you to create a 'Lookalike' audience for future campaigns.

FACEBOOK PIXEL

The Facebook pixel can be used for three main functions:
- Building Custom Audiences from your website for remarketing
- Optimizing ads for conversions
- Tracking conversions and attributing them back to your ads

LOOKALIKE AUDIENCES

It's possible to target a new audience based on those who are already engaging. These are people with similar interests and activities are are likely to be a target audience.

FACEBOOK ADVERTISING RULES

Ads on Facebook may now include images with text that covers more than 20% of the image's area. However images with more than 20% text are likely to see less engagement.

There are restrictions around the use of 'Facebook' and its logo. For full details on the Current Facebook Ad Guidelines see here: https://www.facebook.com/business/help/197976123664242/

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SECTION 8
COMPETITIONS

FACEBOOK COMPETITIONS

Facebook competitions are an effective way to increase engagement and page likes. They can be used to promote product launches or special offers.

Competitions should be used relatively sparingly to avoid attracting an audience of 'compers' who are more interested in the competitions than engaging with the brand.

There are strict guidelines for running competitions and these must be followed, if not Facebook will penalize you.

Facebook competition guidelines:
https://www.facebook.com/page_guidelines.php

ALLOWED IN FACEBOOK COMPETITIONS –

- Like a post to enter
- Comment on a post to enter
- Post on a page to enter
- Message a page to enter
- Like as a voting mechanism
- Submit names for a new product

NOT ALLOWED IN FACEBOOK COMPETITIONS –

- Share a page to enter
- Like a page to enter
- Like a different page to enter
- Like multiple pages to enter
- Tag themselves / others in pictures to win a prize
- Share contest on friends timeline to enter

INTEGRATING FACEBOOK WITH YOUR BUSINESS

Facebook can be integrated with your business through –

- cross posting from other channels
- using Social Plugins for website
- SEO
- Inbound links
- Widgets
- Print materials
- Syndicate blog posts to automatically share on Facebook

It's important to choose the right Facebook page name, and not change it. This will be the first word in your fan page title and is given the most weight (importance) by Google. Once you have reached at least 100 fans you can opt to have a vanity URL (personalized URL), which will improve the findability of your page in Facebook and in search engines.

One important SEO strategy that should be employed on your Facebook Page whenever feasible is placing keyword-dense prose as close to the top of the Page as possible. Facebook limits where Page owners can place large chunks of text on the default Wall tab of Facebook Pages, so the "About" box actually represents the highest place in the CSS structure of the page to add custom text.

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Facebook creates an "Info" tab for every Facebook Page that has fields containing important descriptive metadata about the Page. It's important to fill out these fields, because they provide the opportunity to include keywords, prose, and links that will increase the content score of your Facebook Page for many types of Google searches.

For example:
• Address, City, and Postcode are important fields for local searches
• Company Overview, Mission, and Products are important fields for product searches
• Websites is a valuable opportunity to add direct links to your own websites or other relevant sites in your space. Just as a variety of inbound links from authoritative websites help boost PageRank for traditional websites, getting more inbound links to your Facebook Page will boost its PageRank as well.

You can also syndicate your blog articles to automatically be shared to Facebook using free plugins such as Jetpack - https://wordpress.org/plugins/jetpack/

SOCIAL PLUGINS

Social plugins are things like the Like button, the Share button, comments and other tools that let you share your experience off of Facebook with your friends and others on Facebook.

Social plugins include:
• **LIKE BUTTON:** Click Like to share and connect with things from other websites that you find interesting
• **SHARE BUTTON:** Click Share to write something about a link and then post it to your Timeline
• **EMBEDDED POSTS:** Add any public post from Facebook to your blog or website
• **COMMENTS BOX:** Publicly comment on another website using your Facebook account

Example below:
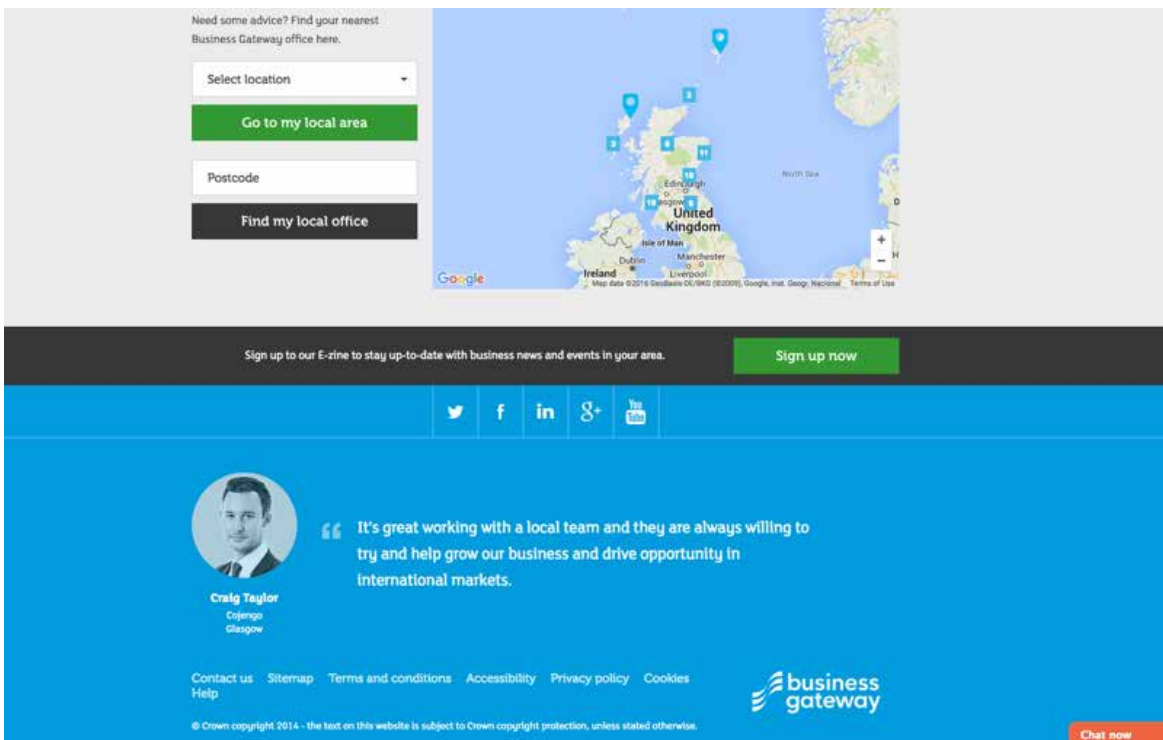
WIDGETS

Widgets allow us to embed content and buttons from our Facebook page elsewhere, usually our website.

FACEBOOK APPS

Facebook Apps allow us to customise and add functionality to Pages.

A custom tab app can include an image, a restaurant menu, a video, and an opt-in form on a single custom tab. Similar to installing a mini-website on Facebook.

Contact detail capture apps are specific apps offering customer detail capture.

Quiz and Poll apps host polls, quizzes etc on a tab.

Blog apps syndicate your blog content and have it stored on your Facebook Page using apps such as http://www. socialappshq.com/products/rss-tab-for-facebook-pages

Social Integration apps give you the ability to display a feed from your other Social platforms, for example having a Twitter tab will display your tweets, on your Facebook page

Appointment scheduling apps allows users to book in their appointments with you, direct from your Facebook page.

Some examples of custom Facebook tabs are -

Pagemodo —
http://www.pagemodo.com/welcome/custom-tabs

Mailchimp —
http://kb.mailchimp.com/integrations/facebook/connect-or-disconnect-the-facebook-integration

Boast — http://boast.io/features/

Polls - http://fbpoll.co

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USING FACEBOOK FOR ECOMMERCE

Using Facebook for eCommerce is not a good fit for all businesses. It may work more for specific individual products or selling groups which allow for listing individual products. There are various eCommerce apps which can be added to your Facebook page, for example Shopify 'Shop Now' button.

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SECTION 11
AUDIENCE INSIGHTS

We can gauge your impact on Facebook by using Facebook Analytics. It's important to use your browser to use analytics and not the Facebook mobile app as this is only a limited version of the information available.

Page Insights offers a great deal of useful information on our audience, their location and behaviour on Facebook.
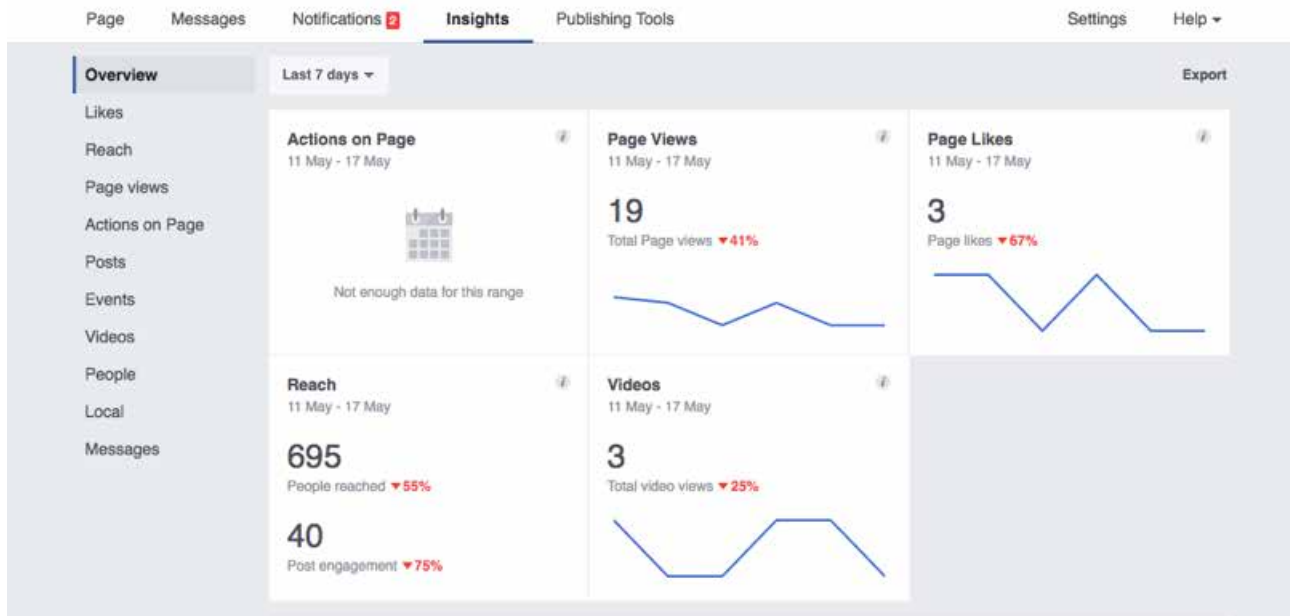
Example of Insights tab:

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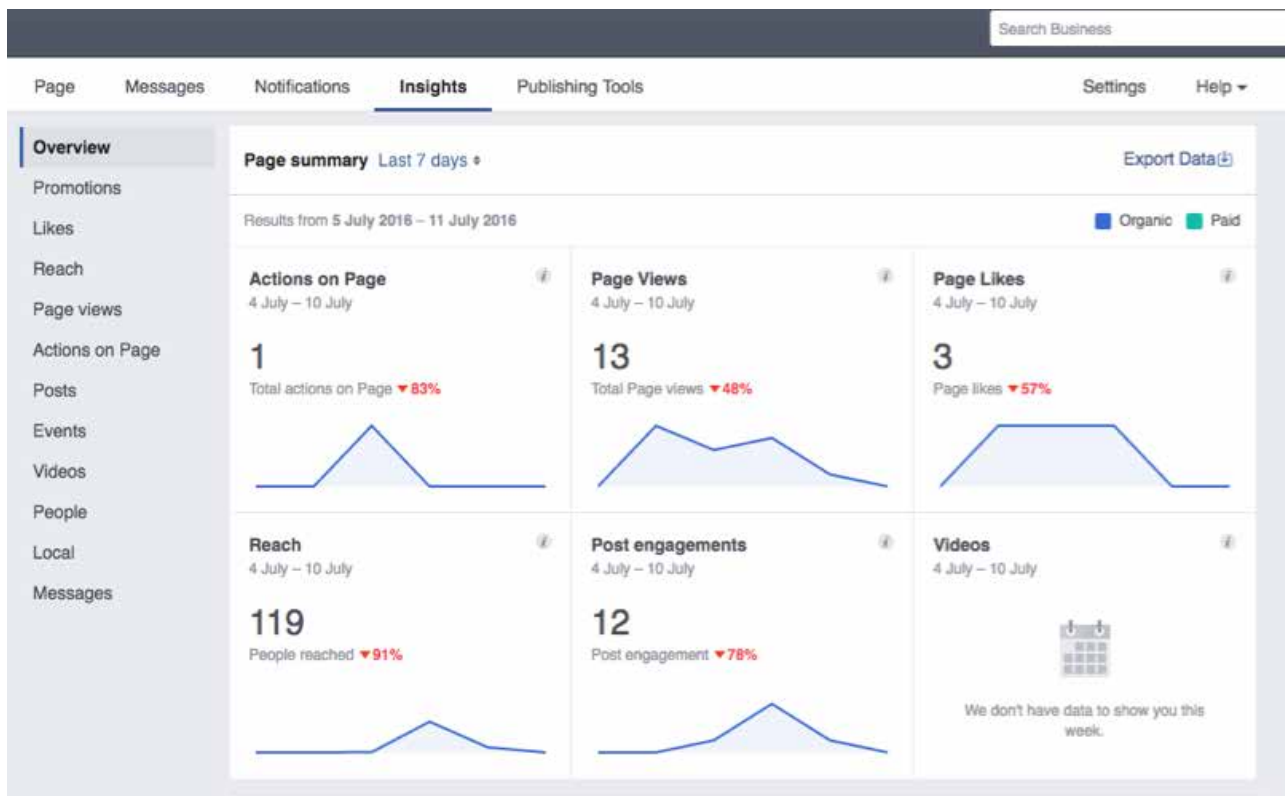
OVERVIEW TAB

The overview section gives us a basic summary of activity in a snapshot of time, for example 7 days or 1 month.

Example below –

Things to consider when analyzing this data are –
Have total pages increased or decreased month on month/ week on week?

Have page likes spiked or dropped?
Has reach altered significantly due to a change in content or strategy?

As with all analytics, these numbers don't give us definitive answers, but allow us to ask questions. Reflect on the statistics against the content you were sharing, any adverts you were running and use this data to understand how your content impacts your activity. This insight can be used to inform your practice going forward.

PEOPLE

The people tab on Facebook gives us some basic demographic information about those who already like our page, and people we have reached with our posts, either organically or the paid for posts.

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Demographic data includes gender, age ranges, country and city that our fans are in.

Example below –
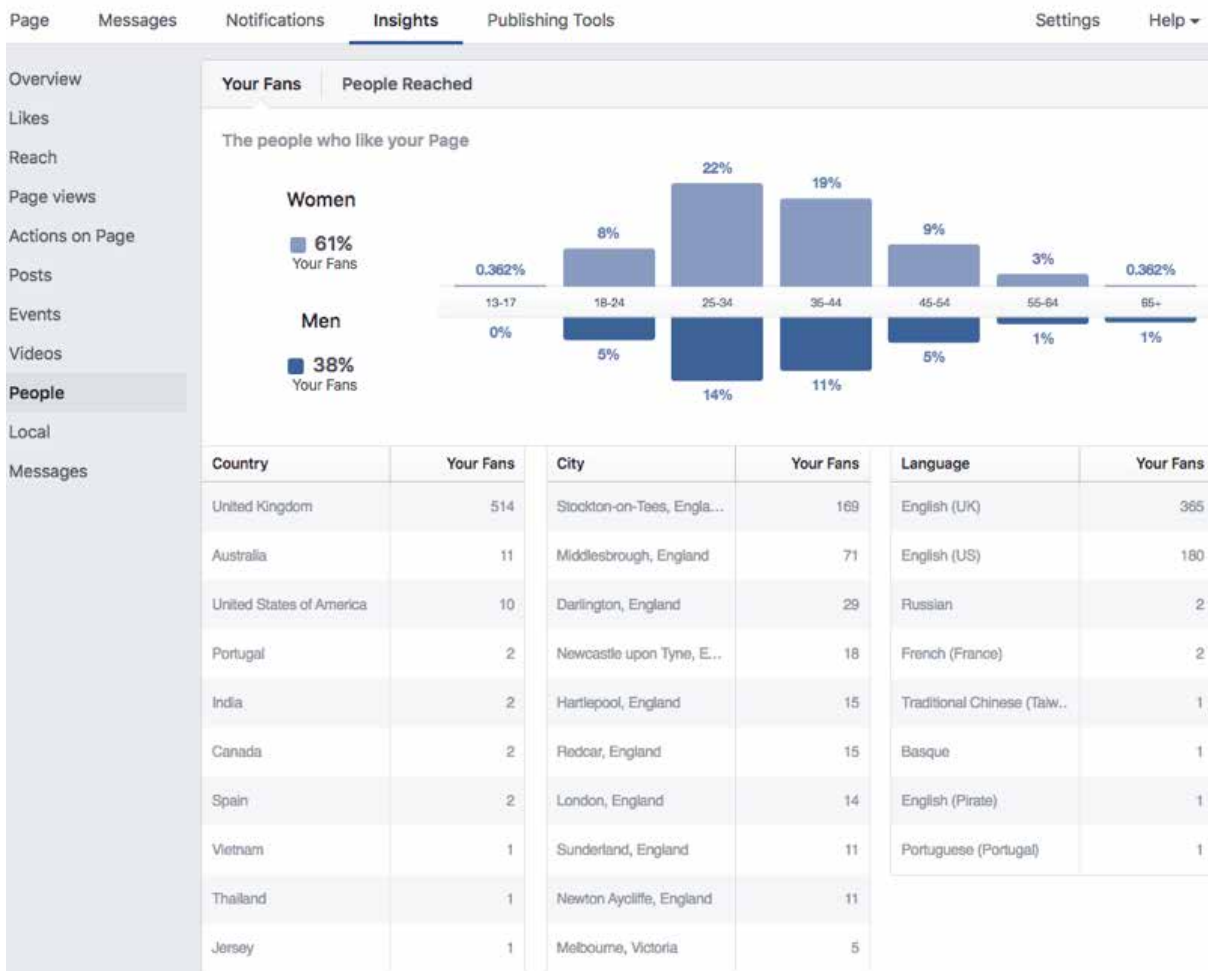
REACH & ENGAGEMENT OVERVIEW & POST INSIGHTS

The reach and engagement overview gives us a high level view of our 5 most recent posts where we can look at and compare reach and engagement.

Individual post insights allow us to see further information in terms of how our post performed. This includes people reached, reactions, comments & likes, post clicks, photo views, link clicks and 'other' clicks.

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MONITORING YOUR OWN PAGE

In order to monitor your own page most effectively it is advisable to utilise Business Manager or Pages Manager for when you are on the go. This allows you to reply in a timely manner.

There are different levels of moderation filters including filters including Visitor Posts, Tagging Ability, Page Moderation and Profanity Filter.

Page moderation options are very much a business specific choice.

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RESPONDING TO CUSTOMERS & REVIEWS

RESPONSIVENESS TO CUSTOMERS

Being responsive to incoming messages from customers is an essential part of good customer service. Facebook allows you to display a badge on your page with your response rate and time. The better your response rate and time, the more likely you are to receive enquiries / leads through direct messages. We'll discuss later about how that can affect the perception of the brand.

DEALING WITH REVIEWS

PEER REVIEWS

There has been a massive rise over the past few years in peer marketing.

Consumers are now much more likely to trust a friend or family member's review of a product or experience than any other form of marketing or literature a company produces.

This means that word of mouth and peer marketing is now a huge area of opportunity for businesses. If you can get your customers speaking positively about you on their various social media platforms and your Facebook page, this is more likely to convince other people who see their positive words to become your next customer.

The use of case studies, customer reviews and natural conversations between your customers and their peers will drive sales. Your customers who go on to recommend you to their peers are your brand advocates.

RESPONDING TO REVIEWS

From time to time, all businesses get neutral or negative reviews. The majority of the time it's not the fact that you have got a negative review that has a long term effect, but how you deal with the complaint and comments.

Facebook pages allow customers to review businesses on their Facebook page and reviews are displayed for all to see. As a matter of courtesy and good practice you should respond to ALL comments (positive and negative) and deal with complaints / negative comments in a timely manner, making sure the outcome is positive for the customer. Positive reviews enhance your reputation, and the way you deal with negative reviews can both protect and enhance your reputation further.

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SECTION 14
STAY SAFE, SECURE & COMPLIANT

As with all platforms, using Facebook for business does come with some risks.

Risks associated with Facebook include –

RISK OF POOR REVIEWS - If you have the review feature enabled, then you are open to receiving poor reviews, whether they are justified or not. This is not necessarily a bad thing- how you handle negative reviews can actually spin them in your favour.

SECURITY BREACH - As with all online channels, poor cyber security can lead to a breach in security. Strong passwords that are regularly changed will keep you safe, as well as setting the correct accessibility levels for those who have access to your page.

'SPAM' POSTS TO PAGE - Without turning on the moderation filters, you are exposed to people posting spam content to your page, including links taking your customers to undesirable pages or links containing malware.

HUMAN ERROR - Human error includes incorrect or broken links, spelling mistakes etc. Mitigate these risks by having a 'final check' process before sending content, including, if possible, a fresh pair of eyes checking content before it goes live.

DAMAGED REPUTATION - All of the above can lead to a damaged reputation.

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TOO FOCUSED - Businesses also risk becoming too focused on Facebook or any other single platform. Facebook makes up part of your wider digital marketing strategy so don't become too reliant on it.

ROI - Being too focused on Facebook or chasing 'likes' without measuring how many of those likes become customers means you will not be tracking your ROI. Like everything in business, you should only engage with something that will add value to your business.

How to avoid risks -

- Do not use poor passwords
- Control the level of rights
- Update page roles
- Manage Apps
- Only use reputable, well reviewed apps
- All settings for your page can be found in the top tab in Facebook Business Manager
- Use Pages only for business purposes

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PAGE ROLES

It's vital to set the correct level of role to each individual who has access to your Facebook Page.

Admins have overall the most authority and functionality and can even delete the page, so they should be carefully selected and kept to a minimum.

The rest of the roles can be assigned based on required functionality of the person you are assigning the role to. This will be unique to each business and will depend on lots of internal business factors.

Example of page roles below –

Assign Roles to a Partner ×

Select the role you'd like to assign to My Business:

☐ **Page Admin**
Can manage all aspects of the Page including sending messages and publishing as the Page, creating ads, viewing insights, and assigning Page roles.

☐ **Page Editor**
Can edit the Page, send messages and publish as the Page, create ads, and view insights.

☐ **Page Moderator**
Can respond to and delete comments on the Page, send messages as the Page, create ads, and view insights.

☐ **Page Advertiser**
Can create ads for the Page and view insights.

☐ **Page Analyst**
Can view insights.

Cancel   Next

SECTION 16
FACEBOOK STRATEGY

The next steps are to put your strategy in to practice.

TO GET STARTED WORK THROUGH THE FOLLOWING –

1. Identify your different customer demographics
2. Decide on content for each demographic
3. Create ad visuals
4. Align ad objectives with your current marketing objectives
5. Use Facebook insights data to tweak your content and times of posting
6. Set appropriate page roles for admins of your page

CONTACT YOUR LOCAL BUSINESS GATEWAY OFFICE

Get expert advice on this and a wide range of topics for free at your local Business Gateway office.

bgateway.com/local-offices

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