MARKETING

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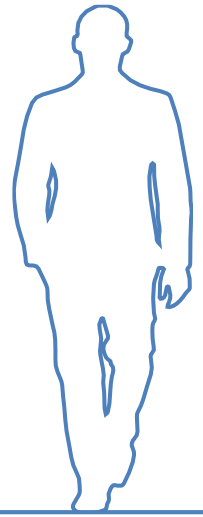
What is Facebook Marketing?

- Facebook Marketing is basically creating and actively using a Facebook page in order to build communications with customers to attract them.

- It is a sub-part of Social Media Marketing and can be used as a tool for Social Media Marketing.



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Why Facebook?

- Currently Facebook is serving 2.37 billion monthly active users which is an increase of million on the previous quarter.
- Supports more than 100+ languages.
- It has Global Presense.
- Facebook gets a whole lots of data from their users profile (things like age, location, and interests), which help in better audinence targeting.

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Facebook users as of April 2019 (in millions)

- A 268 India
- B 190 United Stated
- C 120 Brazil
- D 120 Indonesia

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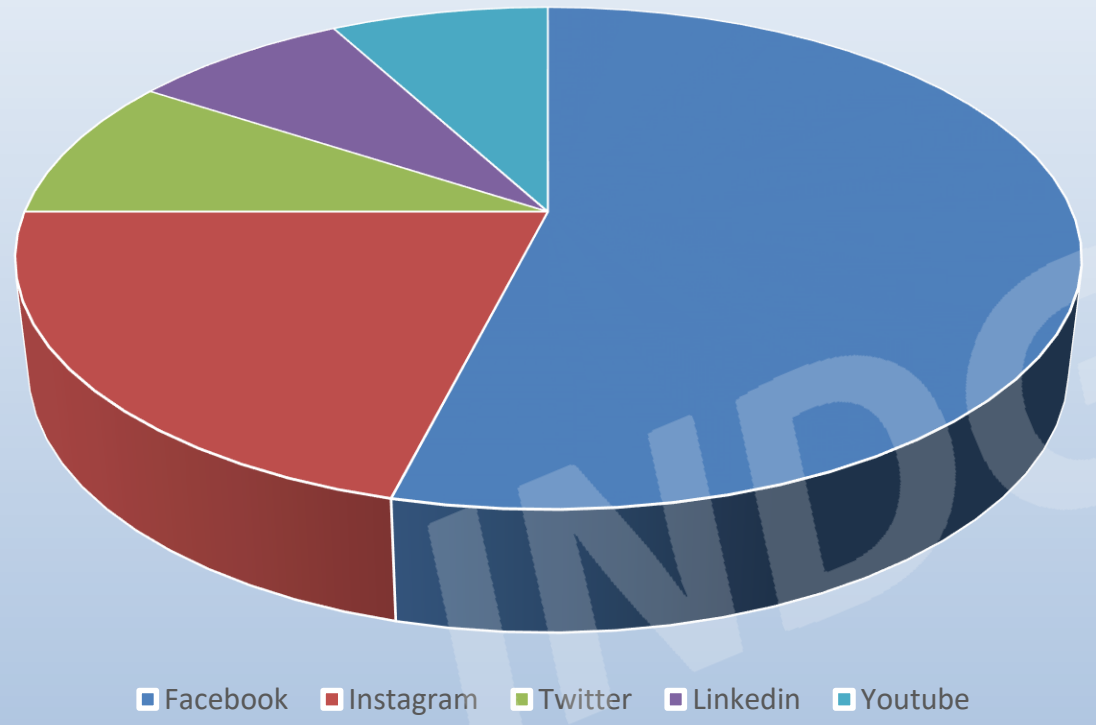
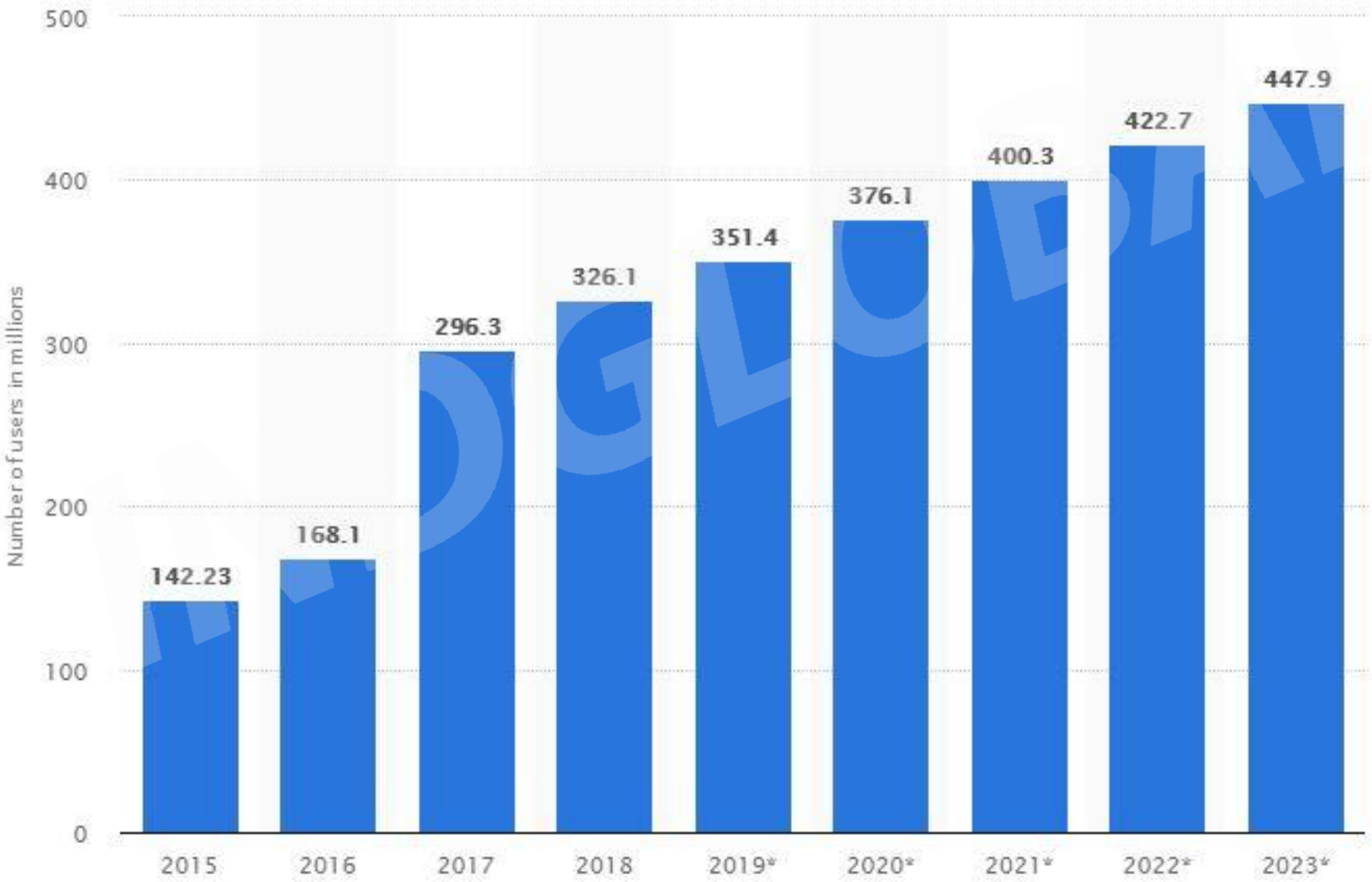


Social Media Usage 2019

- In comparison with other Social Media channels nearly all social media marketers (82%) consider Facebook advertising the most effective paid option eMarketer study.
- People Spend a Ridiculous Amount of Time on Social Media
- Highly Scalable Content Promotion.
- Targeting is Amazing
- Tools Make Managing Ads Super Easy

Number of social network users in India from 2015 to 2023



Source:
StactCounter
http://gs.statcounter.com/social-media-stats/all/india

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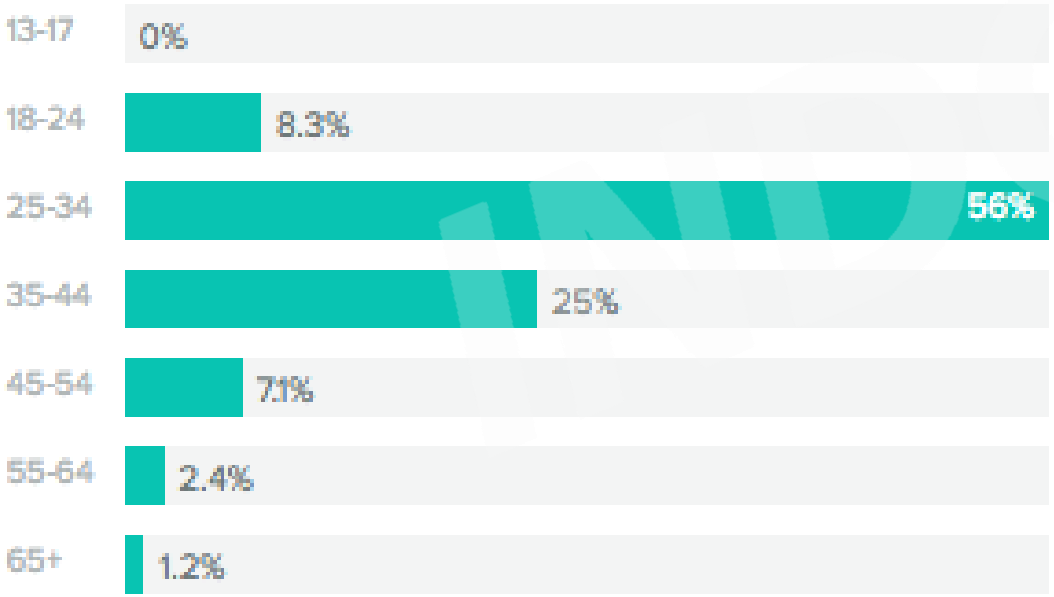
Facebook Audience Demographics

Page Fans | People Reached | People Engaged

BY AGE



BY GENDER

58.0%

MALE

42.0%

FEMALE

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Key Elements of Facebook Marketing

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About Facebook Page

- Page is like a personal profile for businesses.
- It’s activity updates and notifications make it easy for interaction.
- A page can have all the information about your business which your customer is looking for.
- How to reach organically:-

  Post good content

  post content that inspires

  Use photo

  Post at peak time

  Monitor your insights

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Page Overview

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Advertising on Facebook

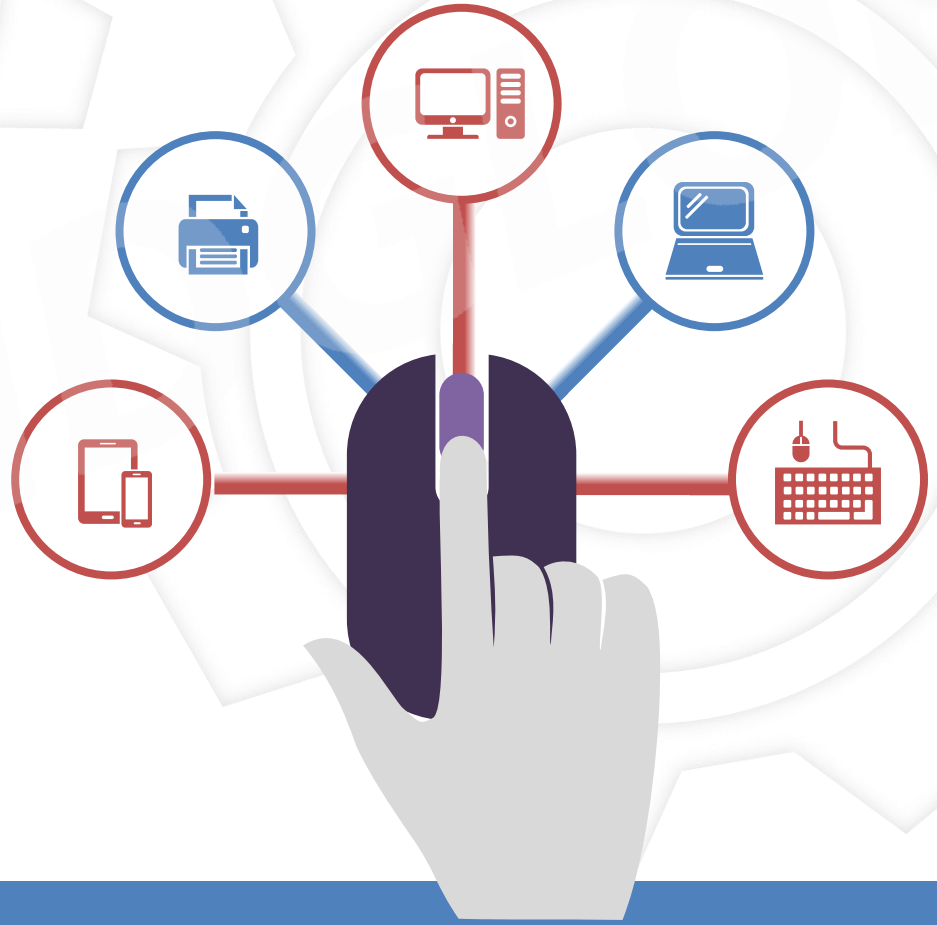
facebook. Ads

- Facebook ads is simply paying facebook to show your posts in front of wider audience of your choice
- Target right audience and narrow it down
- Facebook ads appeared as sponsored Ads on Facebook page

Features of Facebook Advertising

Identifying new Audiences

Business Manager for handling multiple accounts.



Analysing Reports using custom data.

Remarketing through Custom Audience and Pixel setting

Targeting with Demographics, Location, Interests, Behaviour

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Creating First Facebook Campaign

- Choosing the right objective.
- A Campaign is the most abstract and broad level of your advertising efforts.
- An **Ad Set** is where you decide what type of ads that you want to run and the target audience that you want to see your ads.
- Finally, there are the **Ads** themselves. This is the level where you actually design your ads and decide elements like copy, images and CTA buttons.

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Choosing the right Objective

What's your marketing objective? Help: Choosing an objective

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

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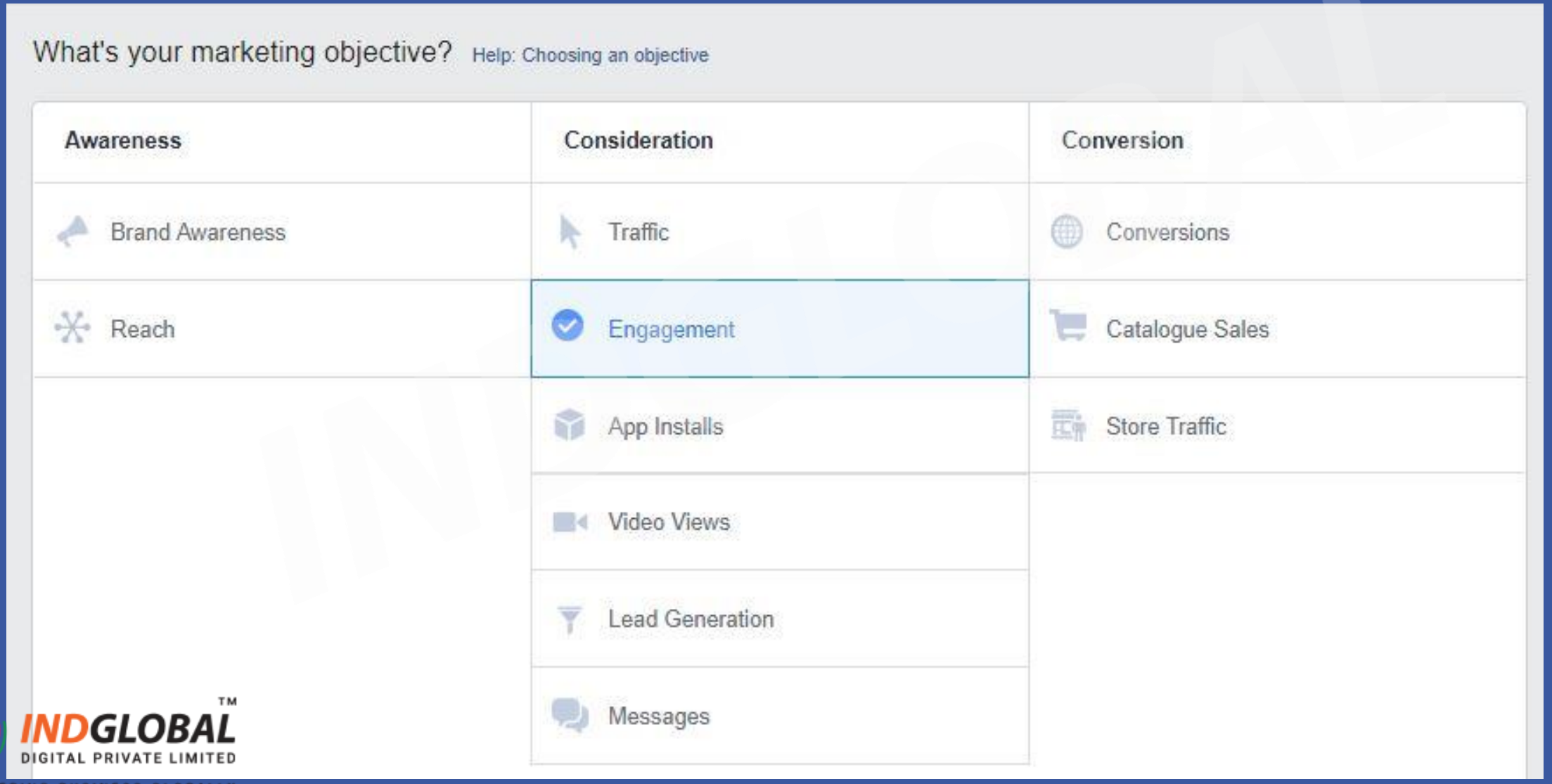
Choosing the right Ads Objective



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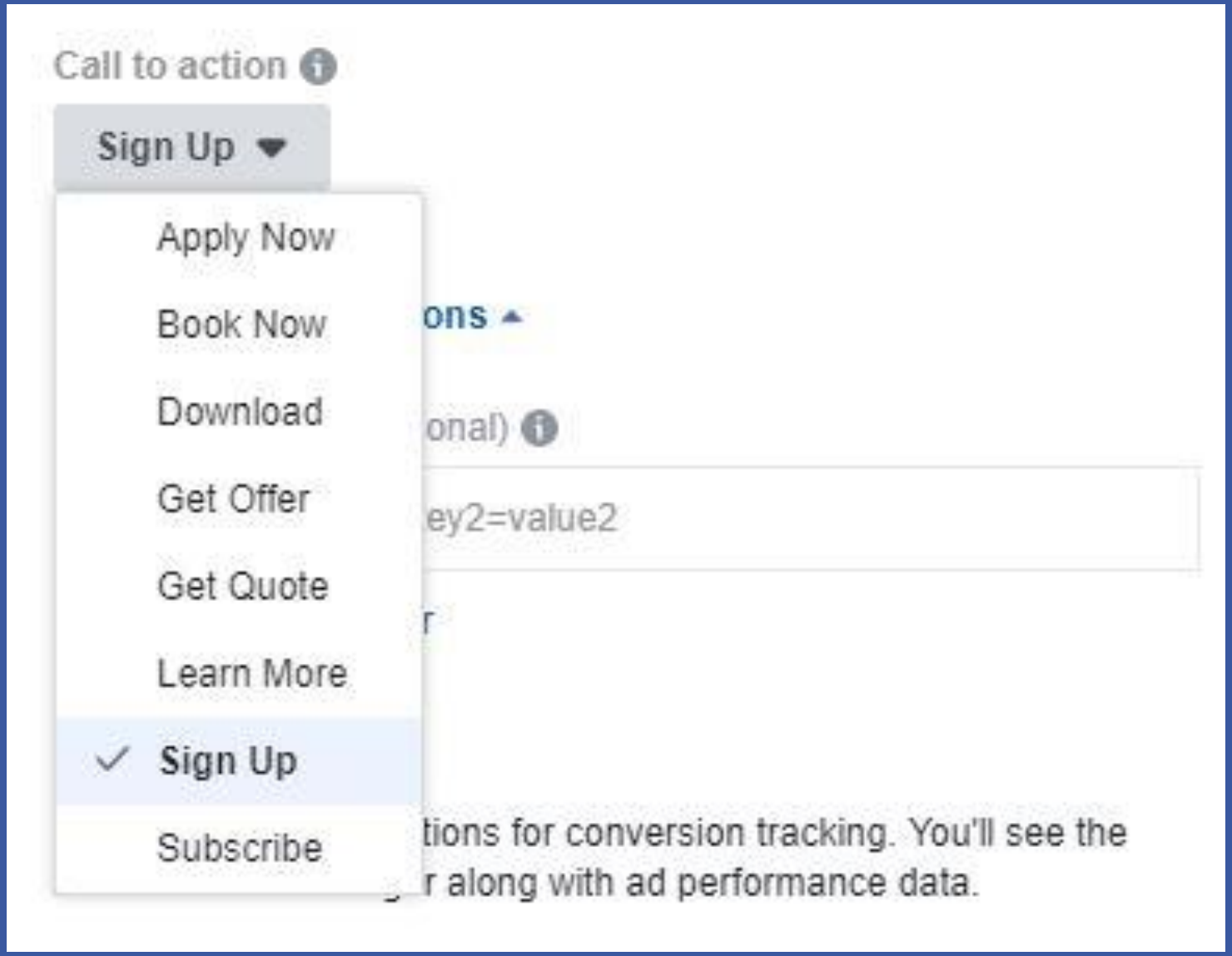
Call to Actions



Organic VS Paid

- There’s no right or wrong answer here.
- Decide when to do organic and paid.
- Align with your business goals.

- If you just want to strengthen your brand and online presence, you might be able to get away with organic efforts. If your goal is to attract new people, drive more audience to your website, and increase ROI, however, you should definitely look at the paid Ads.

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Did you Consider these points before making your campaign Live?

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Facebook policies.

Image Text should not exceed more than 20% of the image.

Privacy policy in case of Lead Generation.

You Facebook ad campaigns should always be focused on two things: Cost Effective, Relevant

Facebook Retargeting

Facebook provides with a Facebook provides with a pixel code to be placed on your website.
code to be placed on your website

Retarget those people who has visited a specific page in the last X days.

Pixel is same for all Pages.

Remarketing can be done through Facebook Ads.

Facebook marketing blunders

- Too much promotion
- Focusing only on ‘Likes’
- Incomplete information on your brand page
- Too many words.
- Aligning with Facebook policies.
- Proper usage of hashtags.

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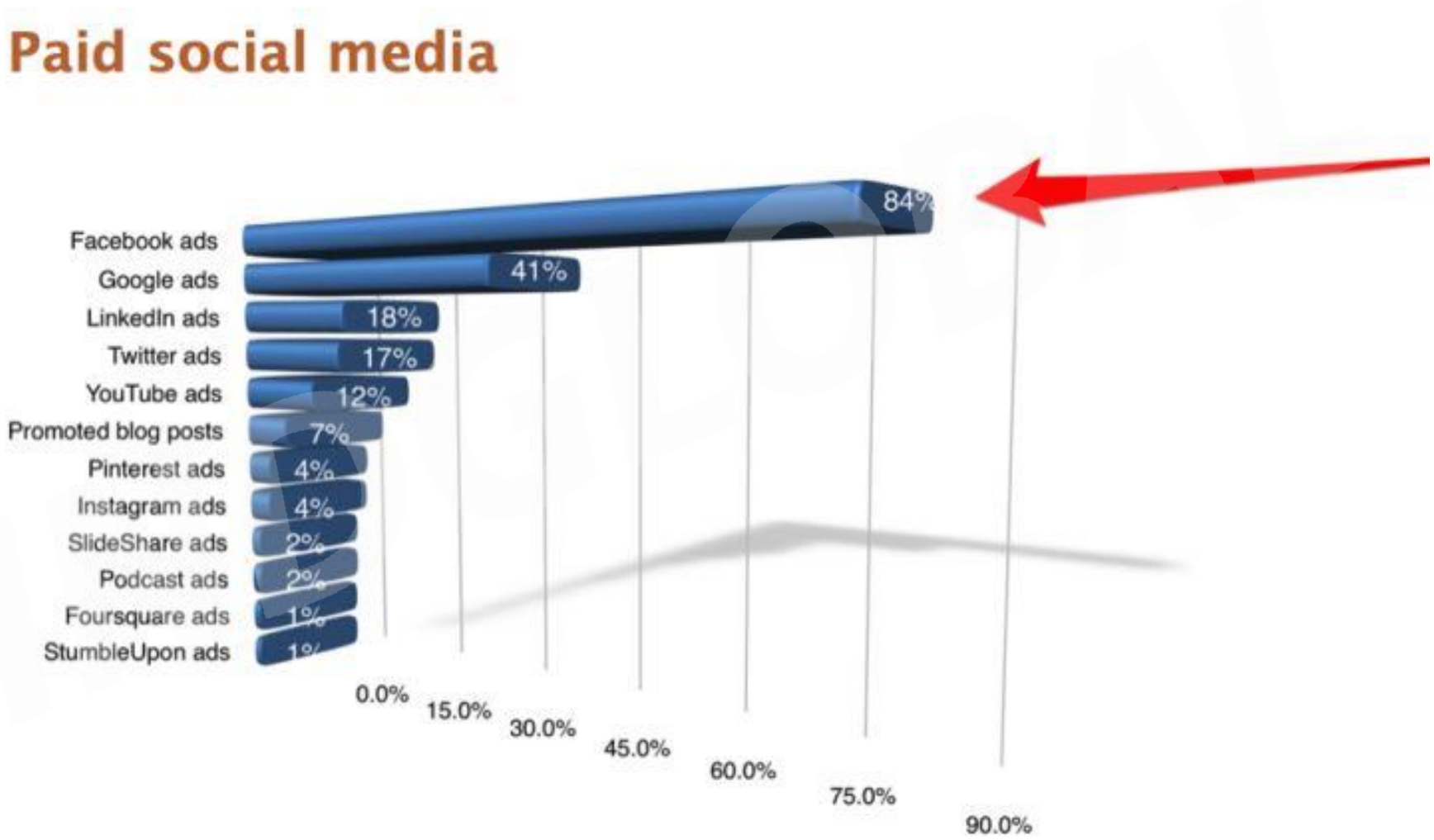
Paid Social media



Source: Social Media Examiner https://bit.ly/2XuvWzc

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- Hubspot (https://www.hubspot.com/facebook-marketing)

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