



DEDICATED TRAINING

FACEBOOK AND OTHER SOCIAL MEDIA

PROMOTION IN SOCIAL MEDIA

- Facebook against the background of other social platforms: **LinkedIn, YouTube and Twitter.**

THUS, IT IS WORTHWHILE TO:

create a company account on LinkedIn

- a) there is less competition on the LinkedIn platform, which often makes it easier to reach the audience;
- b) the service is democratising itself (more and more users choose LinkedIn, more and more topics worth mentioning – not just recruitment and B2B);
- c) advertising is not always more expensive: the possibility of running advertising campaigns that are not available on Facebook, Instagram or YouTube (e.g. selecting a group of recipients and sending the message content that reach directly the recipient):



HOW TO CREATE?

Go to your company profile >> administrative tools >> sponsor your updates >> create a campaign >> select your goals – **attracting leads to your page or generating prospects;**

- **Twitter** – running an account on this platform is much more time consuming than on other social networking platforms, such as LinkedIn or Facebook;
- **YouTube** – creating an advertising campaign on YouTube for people who have previously visited your page, e.g. a **remarketing campaign**.

WHY IT IS WORTH IT:

- a) it is a form of reminding the recipients to visit your page again;
 - b) additional channel to reach the recipients (not just Facebook & Instagram);
 - c) low cost of running the campaign (you are only charged when the recipient watches at least 30 seconds of the advertisement or views it in its entirety).
- increasing the number of followers on other social media platforms by advertising on Facebook, (audience acquisition on Instagram, YouTube through Facebook advertising) >> <https://app.urlgeni.us/#/> >> creating a link that refers to the application; this increases the chance that users will find your profile;
 - contact acquisition: creating a database of e-mail addresses or telephone numbers;
 - creating a Messenger newsletter recipient database by creating a Chatfuel account: <https://dashboard.chatfuel.com/>,
 - increasing the number of messages in your inbox on your fan page >> create special posts on the Messenger to help you increase the number of valuable conversations;



- pages and running online stores (increasing the number and decreasing the cost of conversion);
- boosting interest through an event on Facebook;
- making more people come to a certain place (displaying navigation) – especially important in stationary activities;
- increasing the number of phone calls via Facebook (after clicking on the post, users are shown the contact number).

New Facebook and Instagram algorithm

How to increase the number of recipients (free reach)?

- recipients do not always see the posts or the content displayed on your fan page, so it is a good idea to find out about both paid and free activities on Facebook that will help you increase your reach;
- Facebook selects a sample group of people to display specific posts in their news. Depending on how the trial group will react, comment, share, like, click on the particular post – the resultant free reach is greater or smaller.

Referring to a post after publishing it

- it is therefore worthwhile to ‘convince’ the Facebook algorithm that you create interesting posts: to increase the number of recipients, you can therefore, after publishing the post >> click on the date / time of publication >> refer as many people as possible to this address (e.g. from a classic or messenger newsletter);
- encouraging work colleagues to join in commenting a given posting, *only when it is justified, e.g. when the posting concerns them;
- increasing reach on Instagram



‘See First’ action

- ‘See First’ action or encouraging recipients to display your posts as featured. On the fan page >> Following >> See first. For this to work, however, it is worth considering a post that gives a specific reason, e.g. because there is an upcoming interesting action on the fan page;
- it is worthwhile to create a post that announces an upcoming action with prizes, a series of posts, articles or broadcasts or a contest and encourage ticking this option so as not to miss the action.

Encouraging regular visits to your fan page / IG profile

- Facebook officially writes that one of the most important criteria for assessing a fan page/profile is how many people access a fan page (as opposed to pages and profiles that users do not access but find content accidentally in the News).

Making longer videos

- making videos on FB; it is better to make longer videos, over 3 minutes, unless you want to promote the same film on FB and Instagram, then only up to 1 minute;

FREQUENCY AND PUBLICATION OF POSTS:

- it is not up to us to decide what time users see our posts – the algorithm decides. The time of publication is not crucial – the Facebook algorithm is responsible for when, to which target group and at what time the post should be displayed;
- it is worth publishing more often than before but without compromising on the quality of the posts;
- more frequent publication of posts gives many positive effects for free, e.g. on a monthly basis (e.g. page leads, application installation, form completion or the number of conversions).



How to create engaging posts

- single photos: it is better to publish vertical posts than horizontal ones;
- post ratio 4:5, i.e. e.g. 800x1000; this way the content will display well on both a computer and a phone;
- you can also use the 800x1400 method >> post larger than the standard one, created to attract attention with a puzzle that encourages you to click on a particular post (Lidl's advertising series);
- attractive posts are also those in which a photo is first displayed and only then the text; these are the so-called **Important events** with a characteristic icon (best suited for summaries or larger events – however, such posts cannot be promoted);
- whenever possible, the post should give the audience the opportunity to get involved in the decision-making process (e.g. Which option is better? Which topic do you prefer? or Which promotion would you choose?);
- it is also worthwhile to create posts in which recipients comment (or preferably: take part in the discussion) because when they do, they will receive a message with something they care about, e.g. (an extra link or bonus, or code).

Photo editing tools:

- where to search for photos: search.creativecommons.org, bit.ly/zdjeciazeszkolonia,
- photo editing tools: fotor.com, pixlr.com, canva.com, crello.com,



- photo-editing phone apps: InShot, Snapseed, Prisma Photo Editor, Unfold - Create Stories,

Attractive animated posts and videos

- animated posts can better attract attention -> generate more interaction -> have more free reach;
- videos can create better advertising campaigns. For example, paid actions with three stages:
 1. advertisement no. 1 – a video;
 2. advertisement no. 2 – a post that directs traffic to a page, an advertisement encouraging you to share a contact or send a message. Displayed only to people who have so far watched about 25% or 50% of the video (i.e. advertisement no. 1);
 3. remarketing, i.e. a reminder to people who have already visited the page.

How to create more videos?

- cinemagraphs >> cinemagraphs.com; ideas also available on Flixel fan page >> Tools: fixel.com (iOS) and Cliplets (Windows);
- phone applications >> Cinemagraph (Android), Cinemagraph Pro for iOS;
- you can also create an animated post from a static photo using applications such as: Enlight Pixaloop – Photo Animator;
- More applications: Framelapse – Time Lapse Camera, Boomerang, Quik GoPro, Ripl: Create Social Marketing Videos.

Promoting engaging posts



- it is not worth promoting posts using the ‘promote post’ or ‘promote event’ button; normally, it means you reach a smaller audience;
- it is better to promote posts using the Ads Manager;
- for a static posting (with one photo), it is good to choose an objective: **Brand awareness**, **Reach** or **Engagement** (for videos additionally: Video displays). The same posting can be promoted through different objectives but even though it is the same post and the same target group, there will be big differences in effects;

THE ENGAGEMENT OBJECTIVE = A LOT OF CLICKS, FEW IMPRESSIONS (clicks are reactions, comments and sharings)

- the group of recipients should be chosen by yourself while the FB further reduces it: they will display a particular post to so-called ‘more clicky’ people = people who comment and react more often, and are active on FB.

THE ENGAGEMENT OBJECTIVE is worth applying:

- in a post in which includes a question and we want comments;
- in contest-related posts;
- in posts where users are expected to decide on something;
- in posts that refers users to the Messenger (comment to receive).

THE BRAND AWARENESS OBJECTIVE = A LOT OF IMPRESSIONS, FEW CLICKS

- Facebook selects the target group that only browse the content and reacts less frequently;
- the brand awareness objective can be applied when we want to inform about something – there will not be too much engagement but we will reach a larger number of users;
- Facebook optimises the post for reach and attracting attention.



THE REACH OBJECTIVE = A LOT OF IMPRESSIONS, FEW CLICKS

- the reach objective is very similar to the brand awareness one;
- there are usually similar results in the Ads Manager but the objective of brand awareness should be chosen more frequently as it also takes into account whether users pay attention to the post (even if they do not click on it).

THE VIDEO DISPLAY OBJECTIVE = LONGER VIDEO DISPLAYING

- used to increase interest among users, e.g. instead of 10 seconds of a video, they saw at least 15;

DIFFERENCES BETWEEN THE BRAND AWARENESS AND ENGAGEMENT OBJECTIVES:

- sometimes you can promote one post through two objectives and the budget can be divided into two parts;
- brand awareness = smaller amounts spent on campaigns, many impressions, few clicks and the reach is greater;
- engagement = a lot of clicks, few impressions;
- these rules apply both to the promotion of posts on Facebook and Instagram (it is worthwhile to promote Instagram posts through the Ad Manager – similarly).

Achieving results on the page



The standard way to publish a post referring to the page is to paste a link on the fan page (however, the photo format will be horizontal and the photos and header will not be substitutable).

This is not the optimal way.

If we want these posts to generate leads or conversions and refer to the page, it is worth creating them using the Ads Manager.

- **creating a free post:** go to Ads Manager >> objective Traffic >> advertisement (set of ads only applies to paid activities) >> create an ad >> format (single format or video) >> browse the library (choose a square image) >> create a post and add a page URL, header >> click confirm, (after clicking on CONFIRM >> if you do something in the Ads Manager, the post will not normally appear on the fan page) >> you can change this, however, just go to the Ads Manager menu >> page posts >> posts with ads >> select post >> actions >> publish or design;
- if you want to create such a post free of charge, you should disable advertising in the Ads Manager.

Creating paid ads that effectively refer to the page:

1) **Collection ad** = rare but effective advertising on Facebook or Instagram:

- This type of advertising cannot be done through a fan page; such a post can convey more information than an ordinary post;
- this post gives us an opportunity to create a two-stage campaign: the second stage is an advertisement that will only be seen by people who clicked on the Collection before.

How to set a collection?

- Ads Manager >> objective Conversions >> advertisement >> Collection >> Template;



2) **Offer** = after clicking on the advertisement on FB, the user receives an email message with a summary of the offer they have just seen.

How to set the offer?

- Ads Manager >> objective Conversions >> Ad Set >> offer >> you should enable it >> select page >> create an offer >> it is worthwhile to create an interesting heading that will attract users' attention >> additionally, publication through 'page posts' as free post;

3) **Paid feeds** = these are short videos or photos displayed in FB or Instagram coverages as advertisements.

How to set feeds?

- Ads Manager >> objective Conversions >> Ad Set >> Placements >> Edit placements >> delete all and leave feeds >> advertisement >> format (best vertical).

Metrics – how to customise columns / indicators that show specific campaign data?

- Ad Manager >> Ads reporting >> Custom conversions >> the first time three circles are displayed (under them there should be a button: Add data source or Create a custom conversion; if it says 'Add data source', it means that you must first create and install **Facebook Pixel (a special code that is placed on a website)**; in order to find out whether or not you have such an add-on, go to Facebook Pixel Helper (it is a diagnostic tool); if you have Pixel, the add-on is blue; otherwise it is grey;
- placing Pixel on the page >> Add data source >> Install the code manually and independently (this is the longer code on the page).

Optimal target groups



1) On Facebook and Instagram you can choose between **3 types of target groups**:

- **Custom Audiences** are people who probably already have an awareness of the company because they have already had contact with it and are potentially the most effective ones;
- **Lookalike Audiences** consist of people who, according to the Facebook algorithms, exhibit features that coincide with people from the custom audience groups;
- **Standard Audiences ('detailed targeting option')** consist of people that you choose yourself from among all users. This means that a majority of them may not be aware of your brand.

2) The first custom audience that is worth creating are those who were active on a Facebook page or Instagram account during the last year ('Active 365').

Creating such an audience enables you to create two more:

- **a group of inactive fans** (to activate them with targeted advertising);
- **a group of active non-fans** (to encourage them to like the page on FB).

3) A custom audience created using the '**Video**' option consists of users who recently watched at least a video or part of a video.

This allows you to create an advertising campaign that will have at least two stages.

The first stage is a video and the second stage is other advertising, displayed only to people who saw the first video.

4) A custom audience created by means of the '**Instant Experience**' option consists of users who have previously clicked on a 'Collection' advertisement. **Here, it is also worth creating a paid action: the first stage is a collection and the second advertisement is displayed to people who previously responded to it.**



Those who focus on achieving results on the website should pay special attention to the **‘Website traffic’ option** – this is an option that allows you to run remarketing campaigns, both on Facebook and Instagram (**provided that Facebook Pixel is placed on the site**).

Remarketing audiences may consist e.g. of people:

- who visited any subpage;
- who visited specific sections or subpages;
- who entered the site but missed the most important information or added a product to the shopping cart but did not complete the purchase, as well as people who reached the end of the purchase process, etc.

If the same ad is displayed too often to the same users, it can be very annoying. Therefore, it is worthwhile to conduct remarketing campaigns using the **‘Dynamic ads’ option**. **It can be enabled with the Conversions objective**.

Lookalike audiences are created by indicating the source, i.e. who the people in the audience are supposed to look like. Each custom audience can be a source for a lookalike audience.

Standard audiences are associated with a great potential but also with a risk of unskilful targeting.

5) The most common mistake is to enter too many key words in the **‘detailed targeting options’** box. As a rule, it is worthwhile to assume that you enter one key word. If after entering one key word, the group is very small, i.e. less than 5,000 people, you can add more as an exception. If the group is very large, i.e. more than 500,000 people, it is worth using the option **‘narrow down the audience’** and thus create a group that is interested in both topics and not in one or the other.

Campaign optimisation

Facebook strongly recommends automatic placements. This allows the system to better optimise the campaign and display it to the right audiences at the right time and place.



There are, of course, campaigns where it makes sense to limit the placements, **e.g. to only run the campaign on Instagram or on Facebook News Feed** (when you are interested in comments) but it is really a good idea to apply that recommended rule.

The budget is set at the campaign level. This means that it is independent of how many audiences there are in the campaign.

It is worth choosing the **daily budget option** because it allows you to control your spending every day and at the same time you can set an end date, i.e. the total cost of the campaign is known.

It is also worthwhile to specify the times of displaying campaigns, and in most cases not to display them at night. Campaigns can be switched off automatically at a specific time. For this purpose, you need to enable an appropriate rule in the Ads Manager.

- the **‘Optimisation for ad delivery’** option should remain the default one (it varies depending on the purpose) as any change is likely to result in deterioration of performance in a vast majority of cases.
- the **‘Cost control’** option allows you to optimise the unit cost but at the same time increases the risk of compromising the display of the campaign or stopping it altogether.

Creating a campaign is much faster when you duplicate existing campaigns and then edit the target and advertising content.

There are some very useful tools in the Ads Manager:

- Audience Insights tool, which allows you to learn more about the group of potential ad audience or fans of your website;
- testing and checking tools which allow you to create free surveys that will be displayed to users and which will give you an answer to the question, Do Facebook ads have a positive impact on brand awareness;
- Facebook Attribution, which allows you to compare the effects generated on a website. Depending on the source, with a breakdown between paid and free activities, not only on Facebook and Instagram but also on Google and other traffic sources;



- Facebook Analytics, which contains solutions similar to those found in Google Analytics and allows for a comprehensive analysis of website traffic.

How to increase engagement on Facebook?

Facebook and Instagram algorithms favour content that generates comments and provoke discussion.

This can be seen both in the free and the paid activities. Paid ads that attract a lot of comments reach the commenters' friends for free.

A large number of commenters also means better effects of future advertising campaigns as the **commenters are included in the 'Active' custom audience**.

Standard ways of generating discussion, such as asking questions, do not usually work well.

Puzzles and tasks for the audience, posts that evoke emotions or posts related to current events may be a solution **but they do not fit each type of fan page**.

Two universal ways to generate valuable engagement are:

1. Involving the audience in all sorts of decision-making processes concerning promotions, prizes in competitions, rules for choosing topics of articles or videos, or organising events, etc.
2. Publishing posts that indicate that users will receive a message in their Messenger with thanks for joining the discussion.

There are four opportunities to publish this type of post:



1. **ANNOUNCEMENT MESSAGE:** something interesting is coming up at the company or organisation so you ask those initially interested to write a comment about it and once all the details are known you send them the promised message to their Messenger.
2. **INSTANT MESSAGE:** sent as soon as the person comments on the post.
3. **MESSAGE WITH BONUS CONTENT:** the user is interested in the content of post no. 1 so after they join the discussion under the post, they will receive a message with a link to the complementary material or to post no. 2.
4. **MESSAGE WITH A REMINDER:** the post informs about the fact that some time ago you announced an action or contest, or published an article or a video, or an event, and if someone in the audience missed that announcement, they should reply in a comment – they will receive details in the message.

In all cases, it is worth avoiding posts where the task will be to publish a particular word in a comment, for example: **‘If you want to receive the document, write I ACCEPT’**.

Facebook also evaluates the quality, variety and length of comments so it is worth using this mechanism to motivate users to valuable discussion instead of just duplicating stereotypical comments.

For points two to four, it is **possible to automate messaging** through tools such as **Chatfuel or Maneat**.

Only in the first point, due to the delay between the moment of publishing a comment and the moment of sending a message, which is several days, it is not possible to automate the process and you have to send these messages manually.