

Discovering *what works on* **Facebook Today!**



Advanced Facebook Workshop
Thursday, February 19
10:30 PST / 1:30 EST / 6:30 GMT

Discover today's latest techniques for ROI on Facebook



Kim Garst



Josh Parkinson



Mike Gingerich

First things first...

- Slides → Yes.
- Video Replay → Yes.
- Q & A time at End.
- Giveaways Throughout!

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Our Roadmap

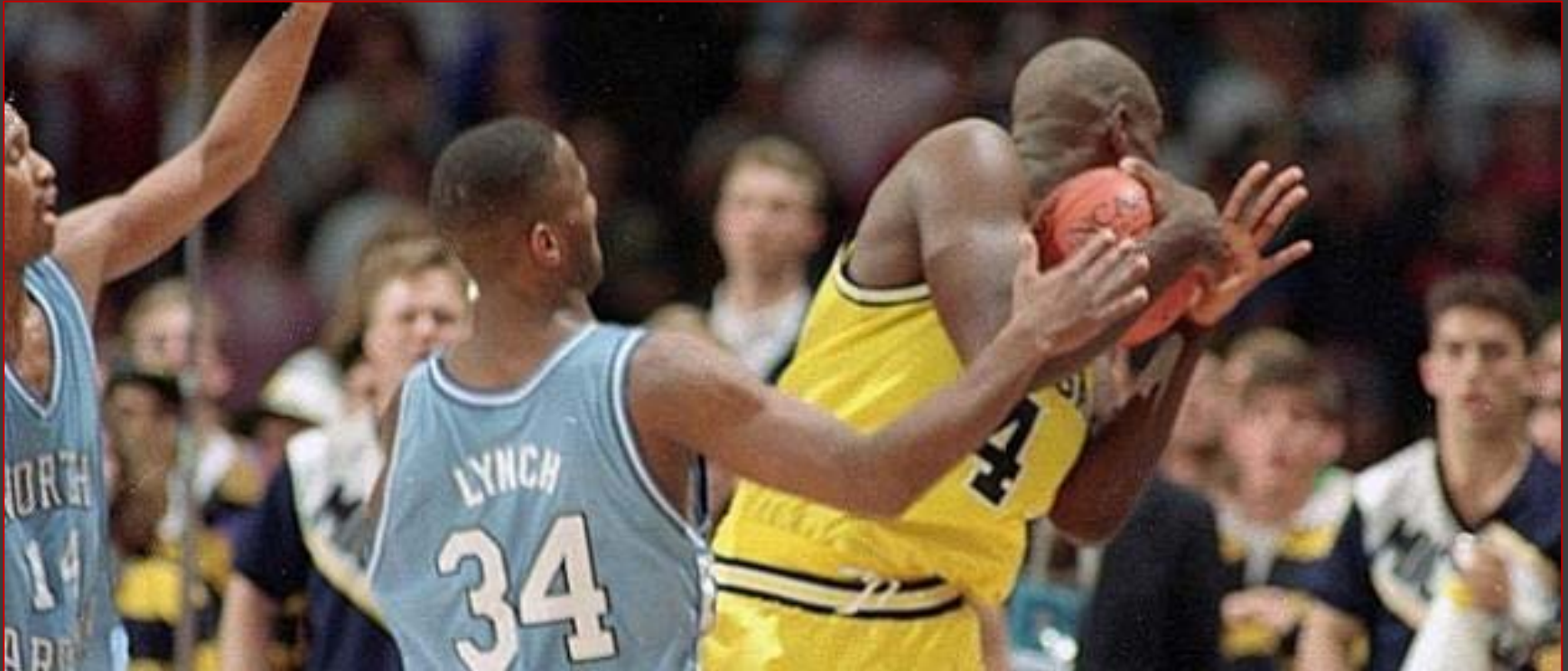
- Why Facebook Matters Today
- Digital Marketing Funnel Model Intro
- Strategies for Attraction & Engagement
- Facebook Content Strategies
- Lead Capture Strategies
- Facebook Ad's Value in Content & Leads
- Q & A's - Final Giveaways

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Timeout!



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Why Facebook?

1. Demographics

1. Targeting

1. Time per Month



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People on Facebook

- ~~Some~~ ^{EVERY} Major Buying Demographic Active
- ~~Every~~ ^{The ONLY} Social Network that has captured the 50+ bracket (which has \$ buying power)
- Growth of Users & Use has ~~Stopped~~ ^{CONTINUED}

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Facebook knows you!

About
Friends
Family
Likes
Comments
Access ways



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“People on Facebook in the US spend around 40 minutes each day using our service”, while the CDC recommends Americans exercise 21 minutes a day but only 20% of people meet that goal.

-Mark Zuckerberg



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TOP TIP:

To succeed on Facebook today you must...

1. Integrate

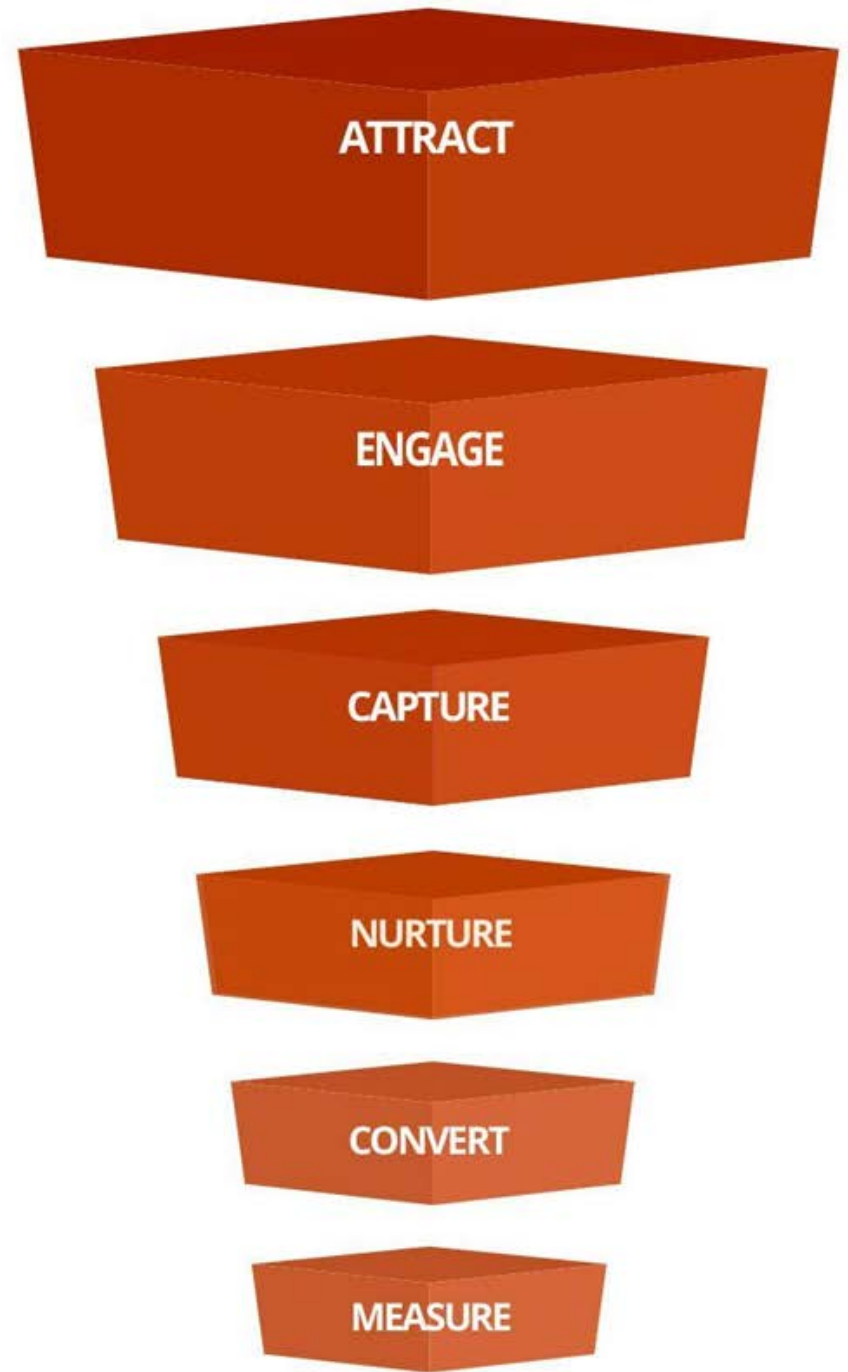
2. Multi-touch

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The Digital Marketing Funnel



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The Funnel:

3 Main Parts

50%

1. Top of Funnel Content [Attracting & Engaging]



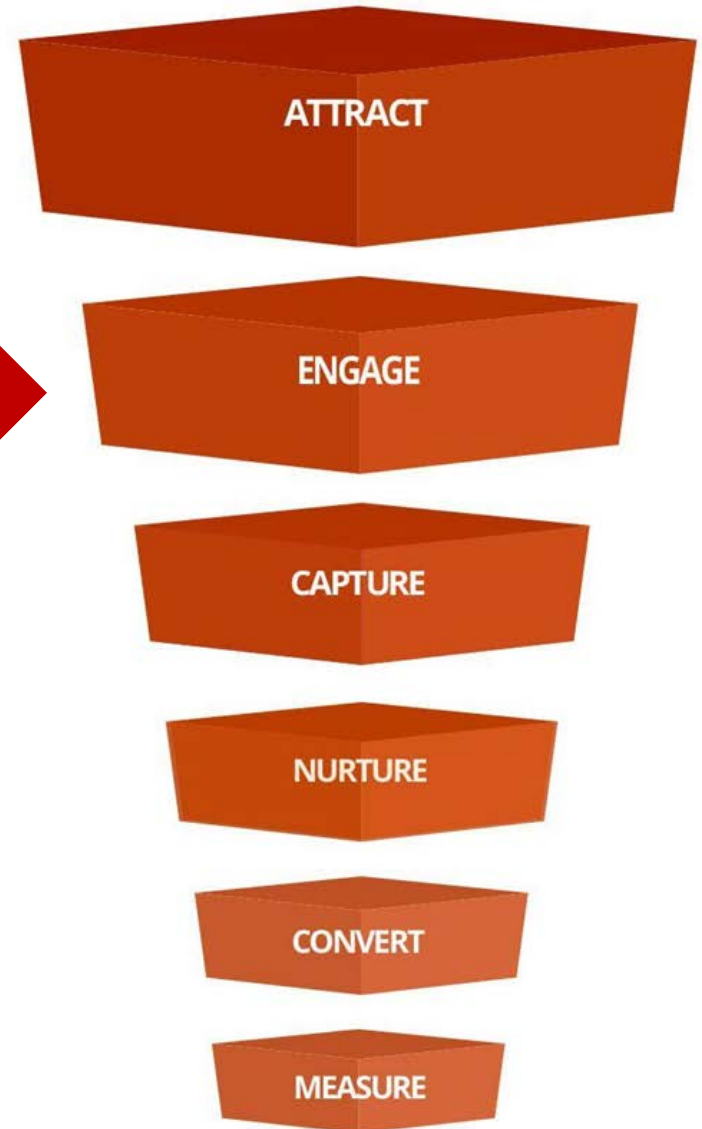
Where: Share & Amplify (Ads) on Facebook

Types: How to, Help. Inspire. Resource.

Entertain. Educate. Experience.

The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



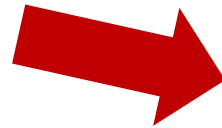
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Mid-Funnel:

30%

**Content that offers resources
with intent to gain**



LEAD CAPTURE.

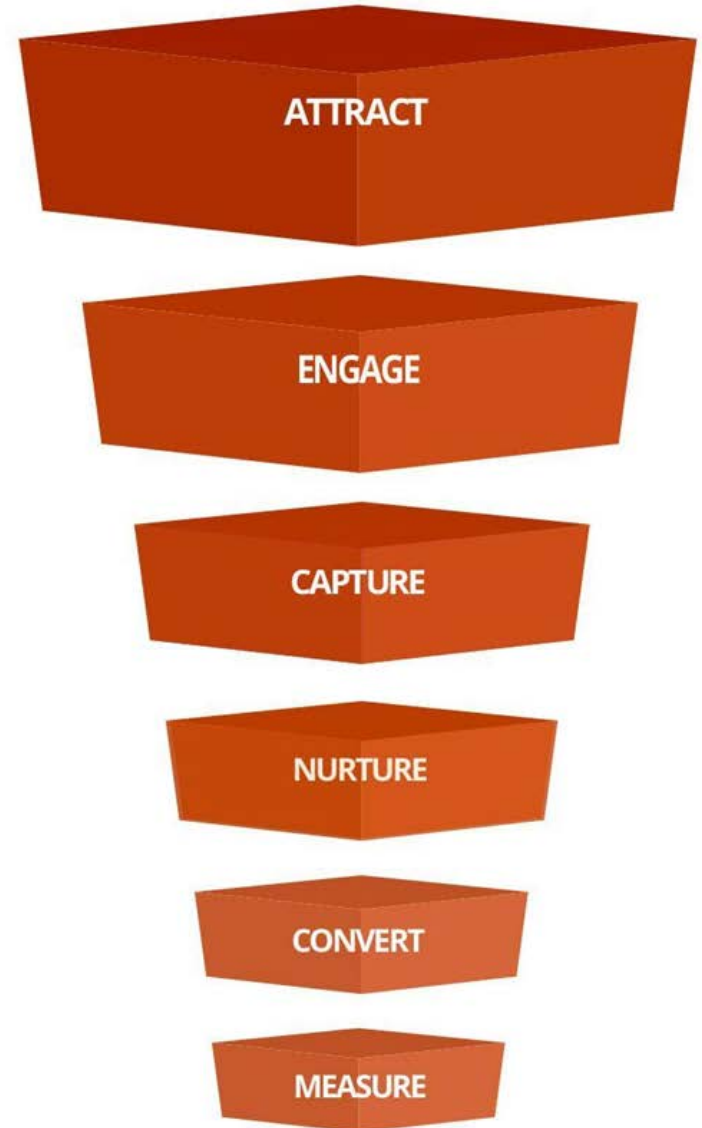
(Email addresses)

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The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



Mid-Funnel is:



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Bottom

Funnel: 20%

- Specific offers and Sales opportunities
- Demonstrate ROI, remove Final barriers & questions

B2C: Coupon, Discount on purchase, etc.

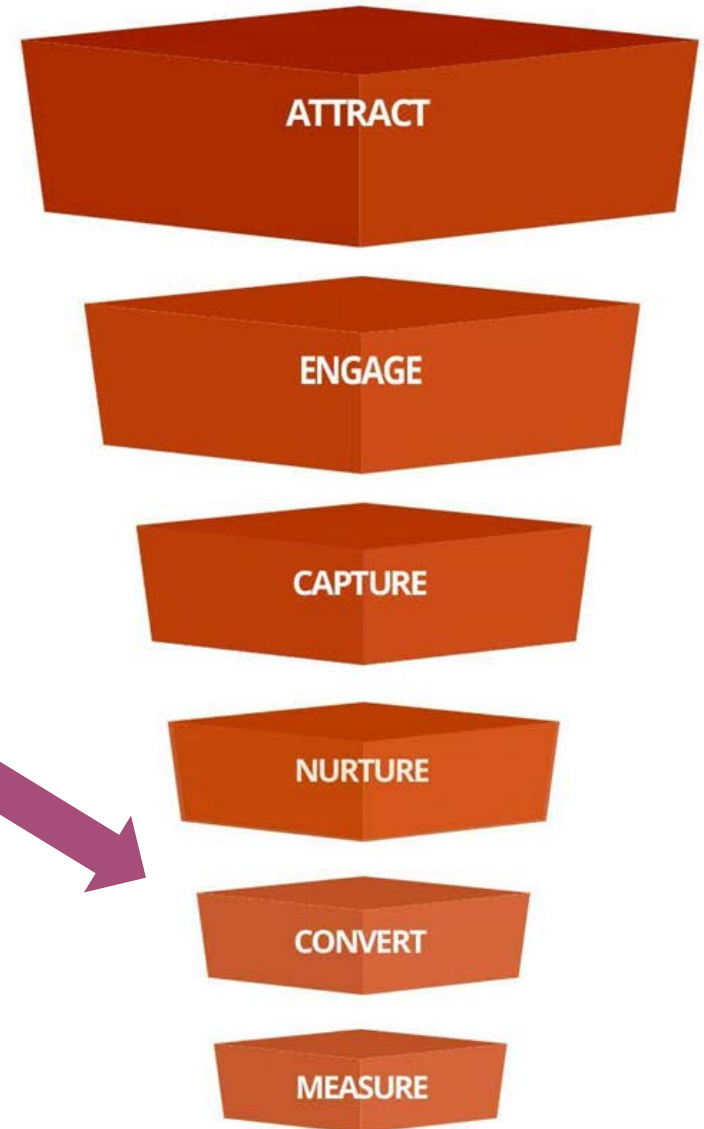
B2B: Set an appointment. Free Consult.

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The Digital Marketing Funnel

THE 6 STEP PROCESS TO GROWING LEADS AND SALES
VIA STRATEGIC SOCIAL AND ONLINE MARKETING



Facebook Algorithm changes

- Basic formula hasn't changed: **Popular, Relevant & Recent** updates outperform

postplanner.com/edgerank-infographic

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Facebook Algorithm changes

- Basic formula hasn't changed: **Popular, Relevant & Recent** updates outperform
- But there is more & more competition!
- Still need to Chum Chum Bait!

postplanner.com/fishing

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Facebook Algorithm changes

- Basic formula hasn't changed: **Popular, Relevant & Recent** updates outperform
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Updates you need to think about:

- Avoid like-gating or like-baiting

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- Avoid like-gating or like-baiting
- Avoid overly-promotional posts

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- Post more videos

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Facebook Algorithm changes

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Updates you need to think about:

- Avoid like-gating or like-baiting
- Avoid overly-promotional posts
- Post more videos
- Be data-driven!

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Facebook has been a marketers dream.

1.28 BILLION
monthly active users
easily sorted and
served digitally in
1,000 different ways
for FREE!

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Until it became our
worst nightmare!

Facebook isn't
actually censoring
content. They are
just deciding what
you see.



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Pay to PLAY Was Born!



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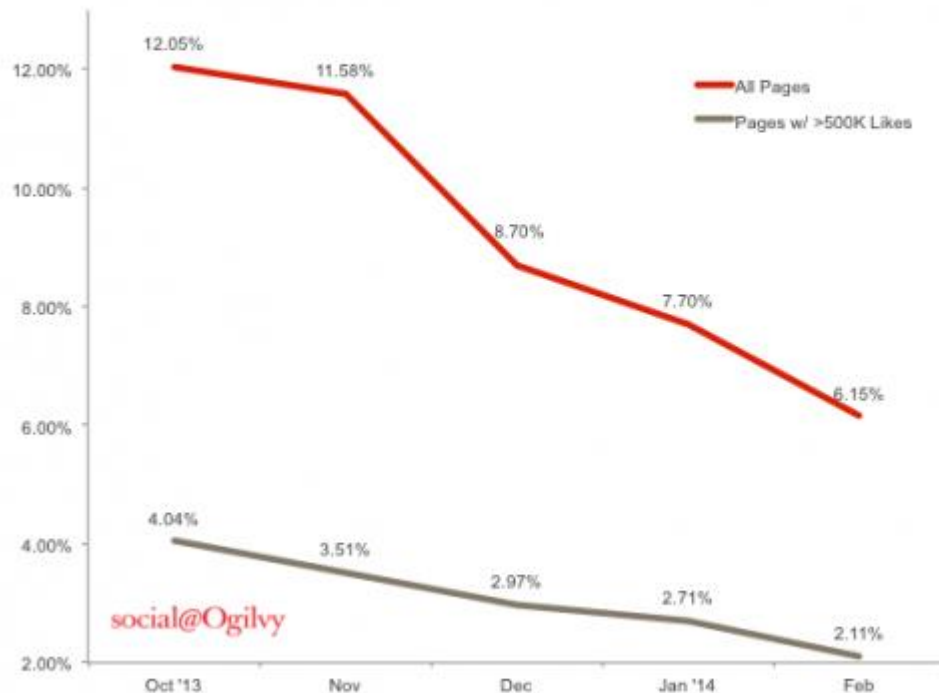


In 2012 Facebook famously reported that organic reach rates were **roughly 16%**. That means your fans were seeing roughly 1 out of 6 posts you were producing.

Two years later that number is down around **6%**, or 1 out of every 16 posts.

Rumors are that the number will drop to 1 out of 50 in the next couple of years!

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

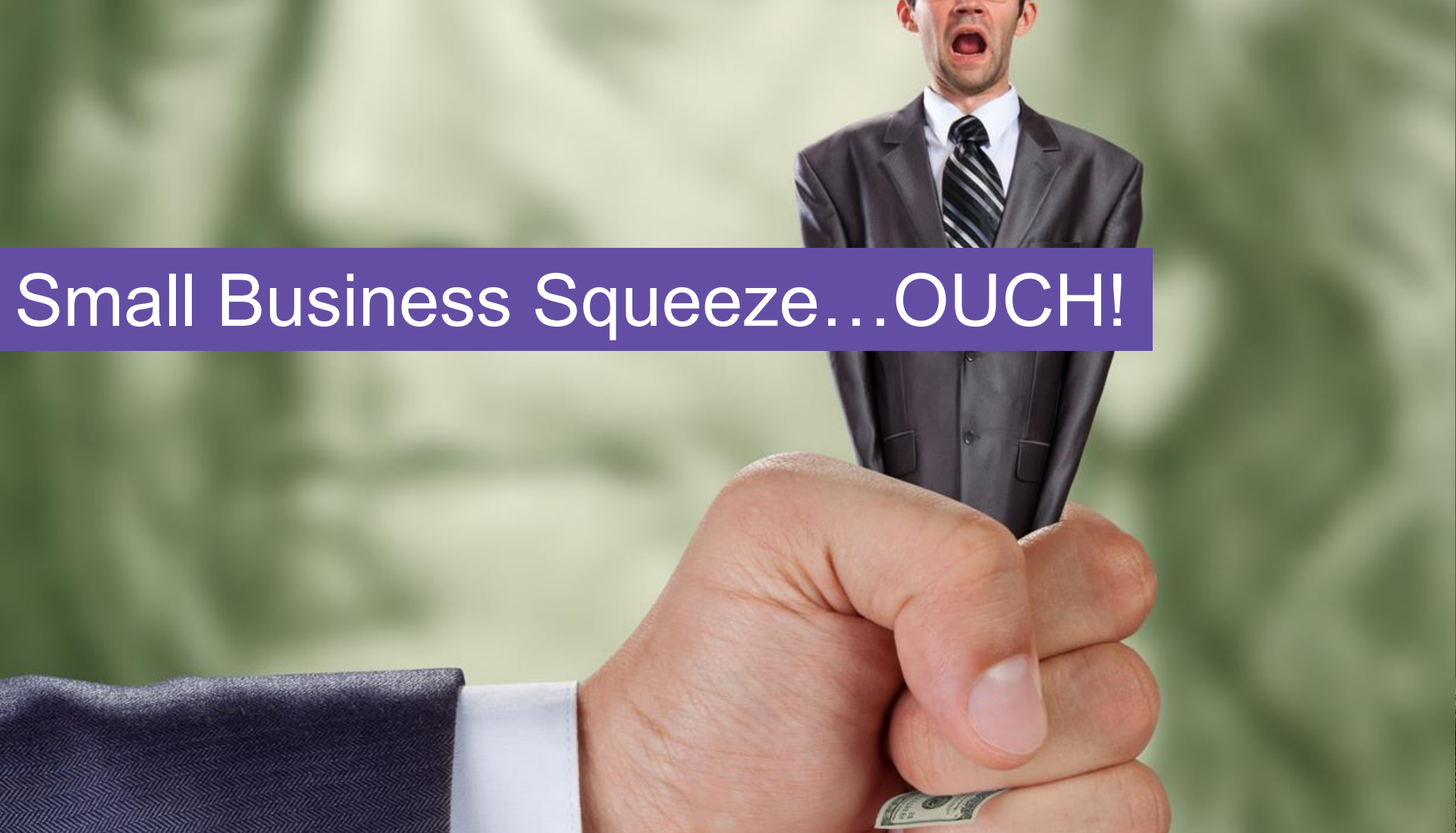
Source: Advertising Age March 6, 2014

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Small Business Squeeze...OUCH!



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It **IS still possible** to get staggering amounts of your content seen on Facebook without paying them a single penny for advertising.



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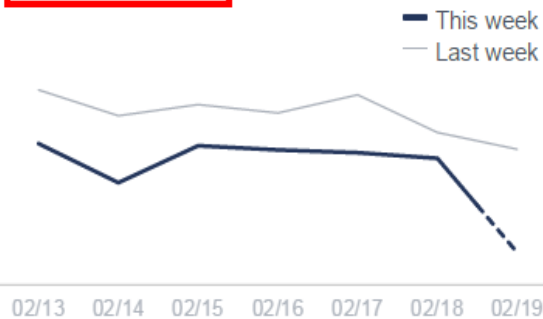


Showing data from 02/13/2015 - 02/19/2015

Page Likes

122,448 Total Page Likes
▲ 0.9% from last week

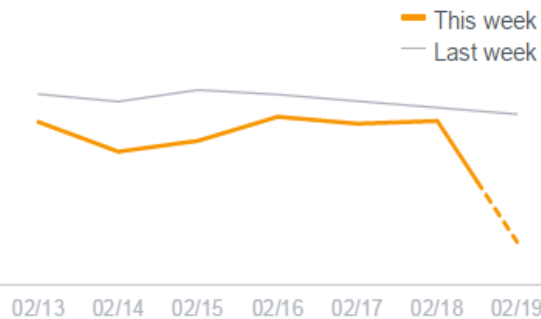
1,149
New Page Likes
▼ 32.5%



Post Reach

7,395,089 Total Reach
▼ 22% from last week

7,395,089
Post Reach
▼ 22%



Engagement

464,647 People Engaged *i*
▼ 19.8% from last week

331,795
Likes

47,462
Comments

99,596
Shares

357,836
Post Clicks *i*



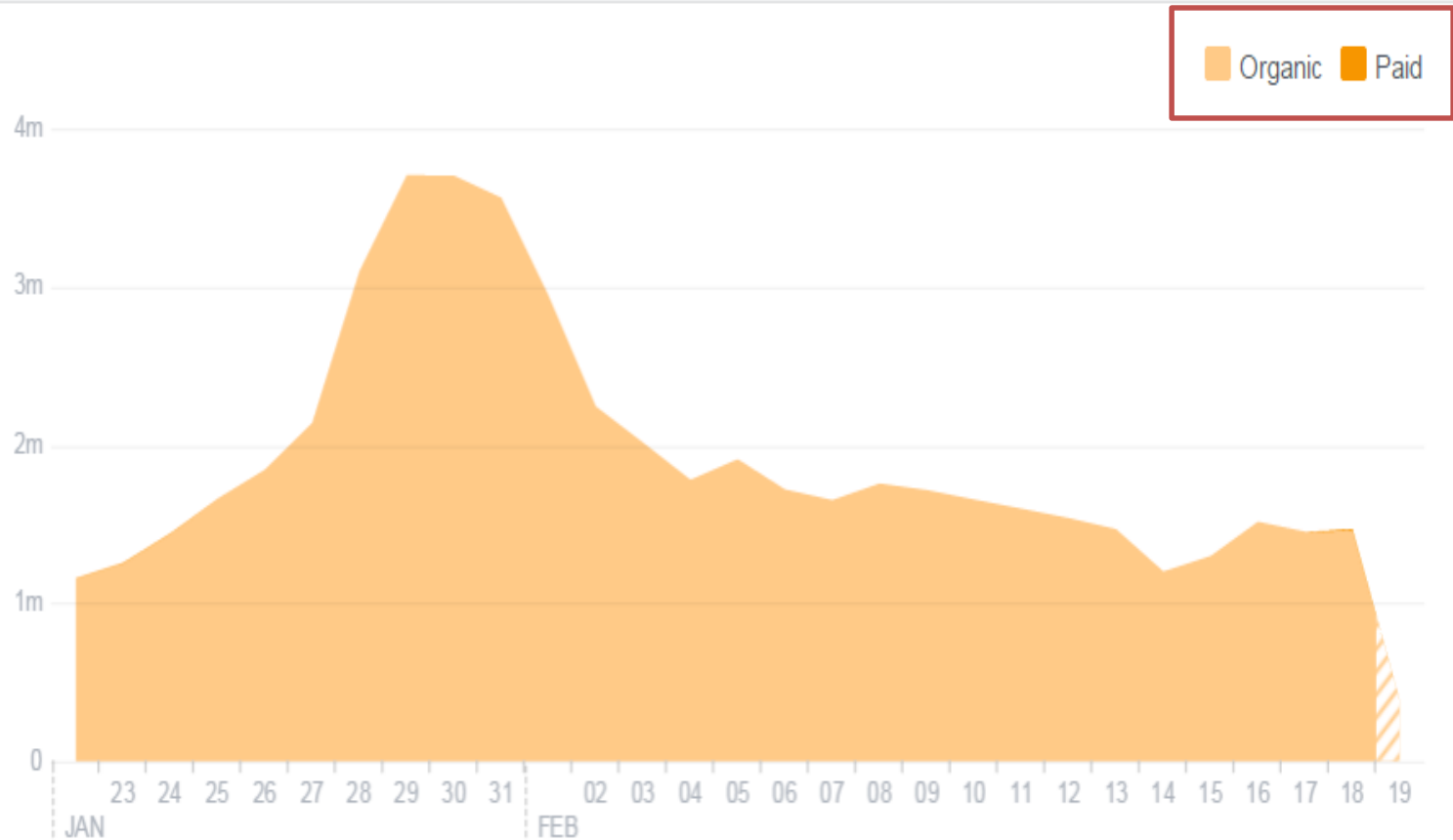
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Post Reach

The number of people your post was served to.



Organic Paid

BENCHMARK

Compare your average performance over time.

Organic

Paid

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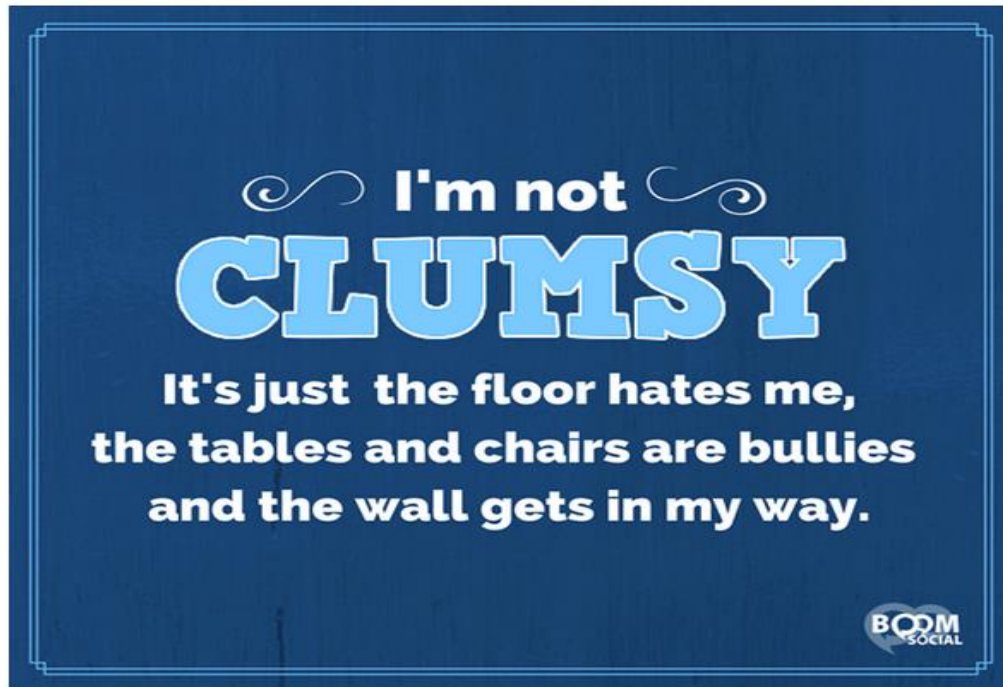




Boom Social with Kim Garst

January 22 at 7:14pm · 🌐

Ever feel like the floor, tables, chairs and walls are out to get you <grin>?



21,512,192 people reached



✓ See Results

Like · Comment · Share · Hootlet · 👍 16,449 💬 2,327 ➦ 312,090



21,512,192 People Reached

1,494,703 Likes, Comments & Shares

957,818

Likes

16,449

On Post

941,369

On Shares

217,446

Comments

2,886

On Post

214,560

On Shares

319,439

Shares

312,090

On Post

7,349

On Shares

249,761 Post Clicks

249,415

Photo Views

346

Link Clicks

0

Other Clicks ⓘ

NEGATIVE FEEDBACK

14,536 Hide Post

3,061 Hide All Posts

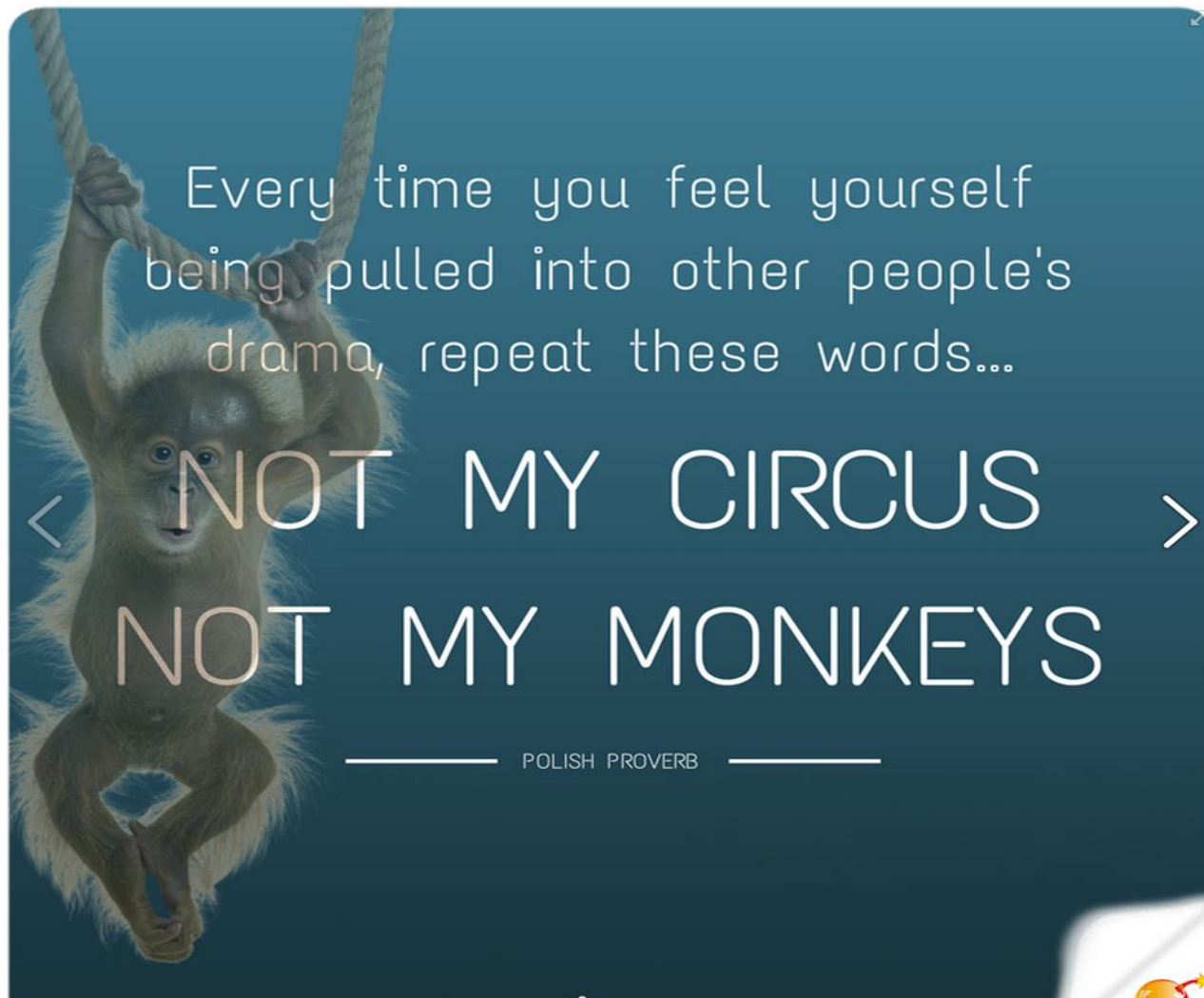
43 Report as Spam

7 Unlike Page

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Boom Social with Kim Garst

Posted by Kim Garst [?]

Page Liked · June 23, 2014 ·

LOVE this 😊

Tag Photo Add Location Edit

Like · Comment · Share

Jodi Tressler Greene, Robin Gutersohn McIntire, Toni Strand and 51,173 others like this.

1,161,583 shares

Kelly Crowe ❤️ I confess I worry about the days when all those monkeys think I am their mother...I find that the most difficult thing to juggle with grace.

Like · Reply · 216 · June 23, 2014 at 9:27am



Boom Social with Kim Garst replied · 14 Replies



Kurt Harold Just keep your head up, think and live the positive

Unlike · Reply · 94 · June 23, 2014 at 11:40am



5 Replies



Diane Hildreth My latest come back...Love it!!!!

Unlike · Reply · 29 · June 23, 2014 at 11:01am



Marie Graves Would like to hang this on the wall at work !!! Lol

Unlike · Reply · 85 · June 23, 2014 at 11:39am



8 Replies



Titti Fabritius That is a really healthy motto! Thanks - needed it right now!

Unlike · Reply · 32 · June 23, 2014 at 10:23am



Linda Fisher Keller Or my dog ain t in this fight is the southern version

Like · Reply · 115 · June 28, 2014 at 12:23am



7 Replies

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01/22/2015 7:14 pm		Ever feel like the floor, tables, chairs and walls are out to get you <grin>?			21.5m 	249.8K 1.5m 
12/04/2014 8:03 am		Time to get up, dress up, show up and NEVER give up!			1.2m 	11.6K 78.4K 
12/07/2014 6:40 pm		Blowing out someone else's candle doesn't make yours burn any brighter.			991.2K 	8.8K 66.4K 
12/18/2014 3:39 pm		Never judge someone based on someone else's opinion.			404.9K 	3.5K 30K 
01/08/2015 10:33 pm		Life is too short...give it to God and have a good night!			250.4K 	2.2K 13.1K 
12/21/2014 6:58 am		Life is too short to wake up with regrets!			249.9K 	3K 12.6K 
01/11/2015 6:40 pm		Never regret or be afraid to stand up for what you believe in...even if it means standing alone!			189.8K 	2K 14.4K 
02/08/2015 6:58 am		Good morning! Wake up DECIDING that you are going to be happy today! Who's with me?			181.8K 	2.6K 9.7K 

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What would it cost me to get reach if I PAID Facebook?

Audience

- ☐ People who like your Page [?]
- ☒ People who like your Page and their friends [?]
- ☐ People you choose through targeting [?]

Location United States

[Edit](#)

Total Budget

\$10,000.00



Your maximum budget is much higher than usual.

Est. People Reached

240,000 - 630,000

of 110,000,000

Your targeting is very broad. Narrow your targeted audience if you want your promotion to reach more people that you care about.

Duration

Boost this post for

1 day

Account

Boom! Social (101524780010108, I ▼)

Payment

PayPal account (kimgarst@aol.com) [Change](#)

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I have had 36 posts in the last 90 days with unpaid reach (reach/#fans) and engagement rates (people talking about/#fans) over 200%!

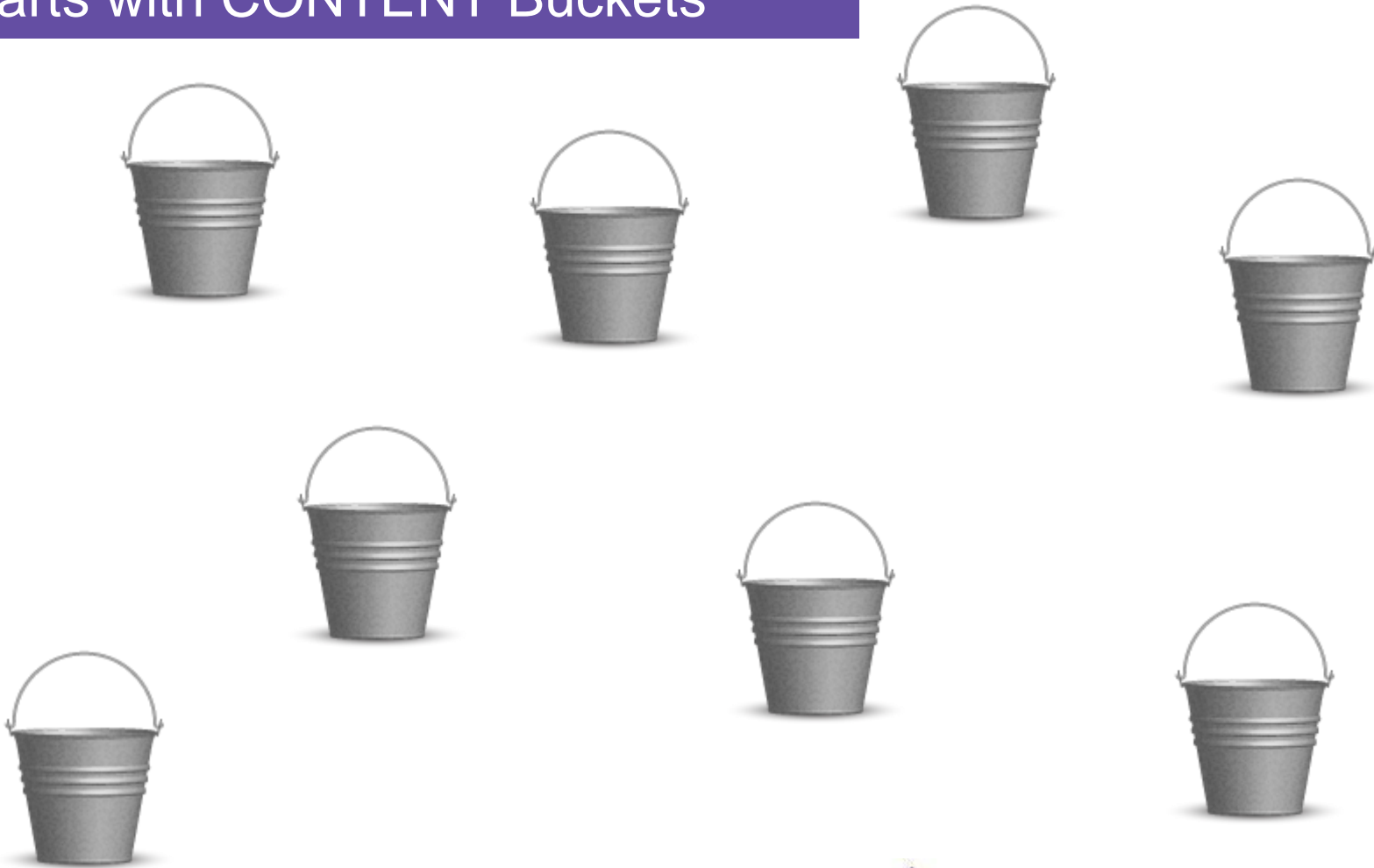
The current Facebook averages for those stats are 6% and 2 %.

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Starts with CONTENT Buckets



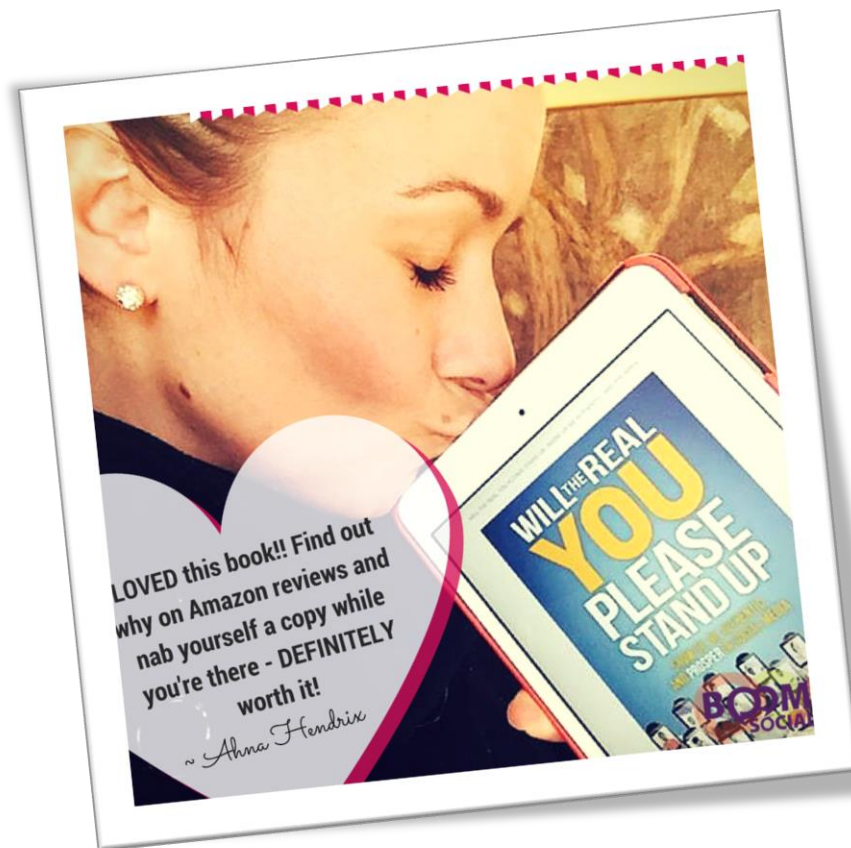
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My Content Buckets

1. Motivation/Inspiration
2. Business/Social Media Tips
3. Humor
4. Relatable Content
5. Testimonials
6. Highlighting Fans
7. Content
8. Brand/Personal Happenings
9. Personal Stuff
10. MARKETING MESSAGE
yes, I do sell stuff!



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Make Your Content Visual:

Visual content dominates on Facebook. Use more visual content and make your content visually stunning.

Canva and Wordswag (iPhone app) are two of my favorites.

You can create amazing short videos with your PHONE!



@KIMGARST | BOOMSOCIAL.NET

A great way to

STAND OUT

on social media is to use
amazing visuals!



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Make Your Content Stuff People Want to Share

I want to
SLEEP
but my
BRAIN
won't stop talking to itself!



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Use Your Own Data and See What is Working for Other People

Look at your own Facebook Insights to see what is working for you. In Insights click on the "Posts" tab and then the "Reach" column header and Facebook will sort the last 3 months of posts by reach from highest to lowest. Do more of what is working and less of what is not.



#ChaleneChallenge

Don't let these exercises fool you! When done right, they are targeted and tough. They primarily work the abductors, but additionally challenge the adductors and glutes. Strap on an ankle weight to up the intensity.

Know someone who dislikes working out the lower body? Tag them below and #ChaleneChallenge them to add these exercises to their routine.



OUTER THIGH

230,420 Views

Like · Comment · Share · Hootlet · 4,817 206 3,834

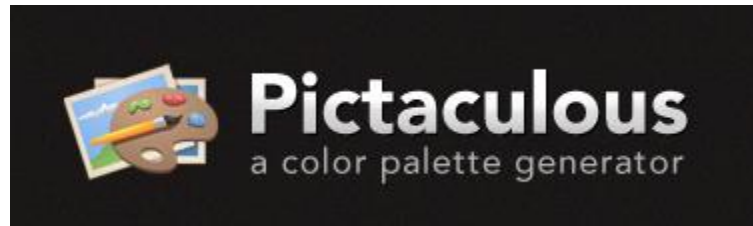
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The Job Is In The Tools – I use these DAILY!

post  planner



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What's Working for Us!

1. Use Text on Images

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What's Working for Us!

1. Use Text on Images
2. Add Trackable Shortlinks to pre-Viral images

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What's Working for Us!

1. Use Text on Images
2. Add Trackable Shortlinks to pre-Viral images
3. Design Featured Images on Blogposts to Stand Out!

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What's Working for Us!

1. Use Text on Images
2. Add Trackable Shortlinks to pre-Viral images
3. Design Featured Images on Blogposts to Stand Out!
4. Only Boost PROVEN Organic Blogposts



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Lead Capture

With TabSite

Contest Apps

 Photo Contest App Info Add +	 Sweepstakes PLUS App Info Add +	 Video Contest App Info Add +	 Instagram Photo Contest App Info Add +
 Instagram Video Contest App Info Add +	 Essay Contest App Info Add +	 Sweepstakes App Info Add +	 Timeline Contest App Info Add +

Coupon & Lead Capture Apps

 Coupon App Info Add +	 Group Deal App Info Add +	 Pin Deal App Info Add +	 Form & Survey App Info Add +
 Landing Page App Info Add +			

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Contests:

Incentivizes
spur
Sign-ups!

Pet Care Store

- Grew fan count by over 10,000 in 2 months!

- Averaged over 250 entries.

bit.ly/FBpetopia



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Posting Lead Capture:

**Incentivize
the Email
List Sign-up!**

- A Coupon
- A How To Video
- Industry Report
- Guide
- Target w/ FB Ads



Pacemaker Buildings shared a link.
Posted by Post Planner [?] - October 14

Have you downloaded our FREE Planning guide for building projects?

PLANNING GUIDE
for Post Frame Buildings

Free complete guide available for downloading!
Learn about Building Types and How to get the Most out of Your Money



Pacemaker
BUILDINGS

Building Planning Guide - Pacemaker Buildings
www.pacemakerbuildings.com

Whether you are in the early dreaming stages, just thinking about a post-frame building, or looking for a builder, this building planning guide is here to help.

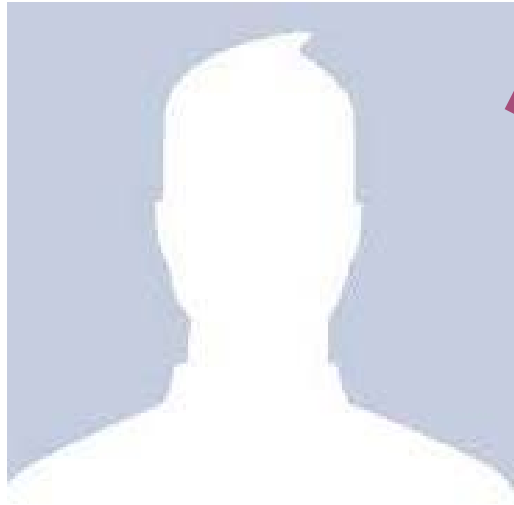
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Mid:

Goal:



Unknown to known

[Name & email]



Offer ***clear incentive*** to sign-up!

Aim: Move from Facebook to your Email Marketing



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Facebook Ads

Targeting = Your Key to Winning

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Facebook Ads



Advertise on Facebook

Help: Choosing an Objective

STEP 1: CREATE YOUR CAMPAIGN

Choose the objective for your campaign

- Send people to your website
- Increase conversions on your website
- Boost your posts
- Promote your Page
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views



Ads Types
in
Ad Manager

For as little as
\$1 per day
you can drive
specific actions
by specific
audiences you
want to reach.

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Custom Audiences ⓘ

Website

Digital Hill site

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

Add a country, state/province, city or ZIP

Age ⓘ

25 ▼

-

56 ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Job Titles ⓘ

Vice President

x

Owner/ President

x

Sales

x

Sales Manager

x

Account Executive

x

Account Manager

x

CFO/CEO

x

CFO

x

President

x

Add a job role...

More Demographics ▼

Audience Definition



Your audience is too specific for your ads to be shown. Try making it broader.



Audience Details:

- Category:
 - Digital Hill site
- Age:
 - 25 - 56
- Interests:
 - Sales, Sales management, Marketing, Social media marketing or business owner
- Job title:
 - Vice President, Owner/ President, Sales, Sales Manager, Account Executive, Account manager, CFO/CEO, Chief Financial Officer or President
- Placements:
 - on News Feed on desktop computers and mobile devices

Potential Reach: Fewer than 1000 people


Facebook Ads Boost Post

Boost Post

 **Digital Hill Multimedia, Inc.**
Sponsored · 

Discover Holiday Marketing Success with Facebook Apps
<http://buff.ly/1rzC713>

promotion is in no way associated with, administered by, or endorsed by Facebook; and acknowledge a complete release of Facebook by your participation.



Holiday Marketing Success with Facebook Apps

Wanting to run some holiday marketing promotions on Facebook? Not sure how? Discover Holiday Marketing Success with Facebook Apps here...

Audience

☐ People who like your Page and their friends [?]

☒ People you choose through targeting [?]

Cities ▾ + 10 miles ▾

Location

Elkhart, IN, United States ✕

Goshen, IN, United States ✕

Fort Wayne, IN, United States ✕

Age

27 ▾

 -

57 ▾

Gender

All

Men

Women

Interests [?]

Social media marketing ✕

internet marketing ✕

Marketing ✕ Sales ✕

+ Customer + Product (business)


+ Demand chain + Upselling

+ Price

Maximum Budget

\$20.00 ▾

1,300 - 3,600 of 100,000 ▾

 [Terms & Conditions](#)

Cancel

Boost

SPECIAL OFFER!!

postplanner.com/tabsite

Coupon Code:

TABSITE2015

2 FREE months of Agency!

\$198 value

Cancel anytime before April 19 and pay nothing.

EXPIRES TONIGHT!!!



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BONUSES!

For TabSite Code: **Facebooktoday**

Go to TabSite.com, select Unlimited Plan,
At checkout below credit card enter code.

3 Months FREE! Nearly \$300 value!

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