

A person in a red shirt and yellow helmet is climbing a steep, reddish-brown rock face. The climber is positioned on the left side of the frame, with a rope visible. The background shows a clear blue sky with some light clouds.

# Take your **Facebook Marketing** *to a much higher level!*

Advanced Facebook Workshop  
Thursday, April 16  
1:30 EST / 10:30 PST / 6:30 GMT

*Discover today's latest techniques for ROI on Facebook*



Dennis Yu



Alex Houg



Josh Parkinson



Mike Gingerich

# First things first...

- **Slides → Yes.**
- **Video Replay → Yes.**
- **Q & A time at End.**
- **Bonuses & Deals at the End!**

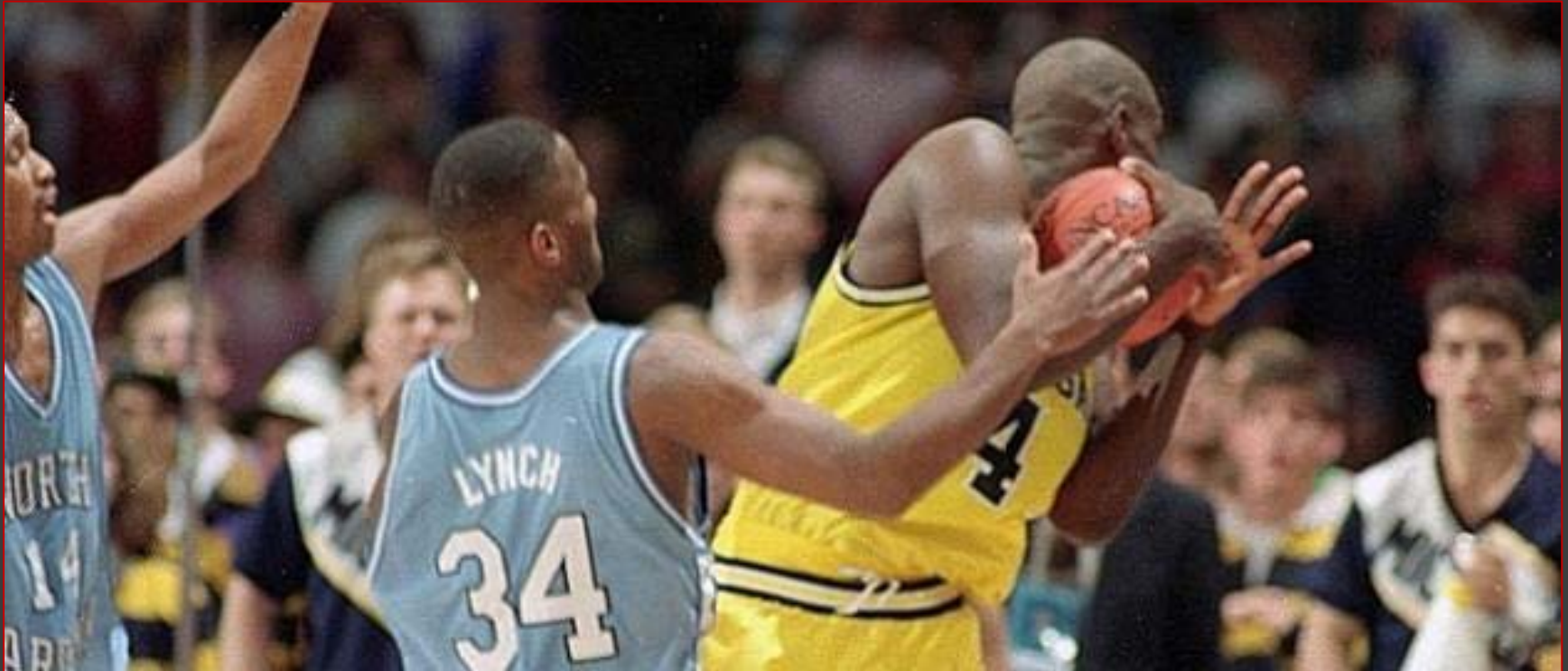
**Use the Hashtag #FacebookPlus**

# 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



# Timeout!



Elevate your  
**Facebook Marketing!**



#FacebookUP  
TabSite.com  
PostPlanner.com  
Blitzmetrics.com



# Why Facebook?

- **Demographics**
- **Targeting**
- **Time per Month**



# People on Facebook

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

# Facebook knows you!

**Activity Log**

- All
- Timeline Review
- Your Posts
- Posts You're Tagged...
- Posts by Others
- Posts You've Hidden
- Photos
- Likes**
- Pages and Interests
- Posts and Comments
- Comments
- MORE
- All Apps
- MORE

**Likes**

Activity Search

Mike Gingerich likes Pacemaker Buildings's link.

**Building Planning Guide - Pacemaker Buildings**  
www.pacemakerbuildings.com  
Have you downloaded our FREE Planning guide for building projects?

Mike Gingerich likes Pacemaker Buildings's status.

Recently completed suburban accessory building near Bremen Indiana in Marshall County. See more at www.pacemakerbuildings.com

Mike Gingerich likes Pacemaker Buildings's photo.

NEW DAY...  
NEW POSSIBILITIES!  
GO FOR IT.  
New Day. New Possibilities! Pass it on!

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**





# TOP TIP:

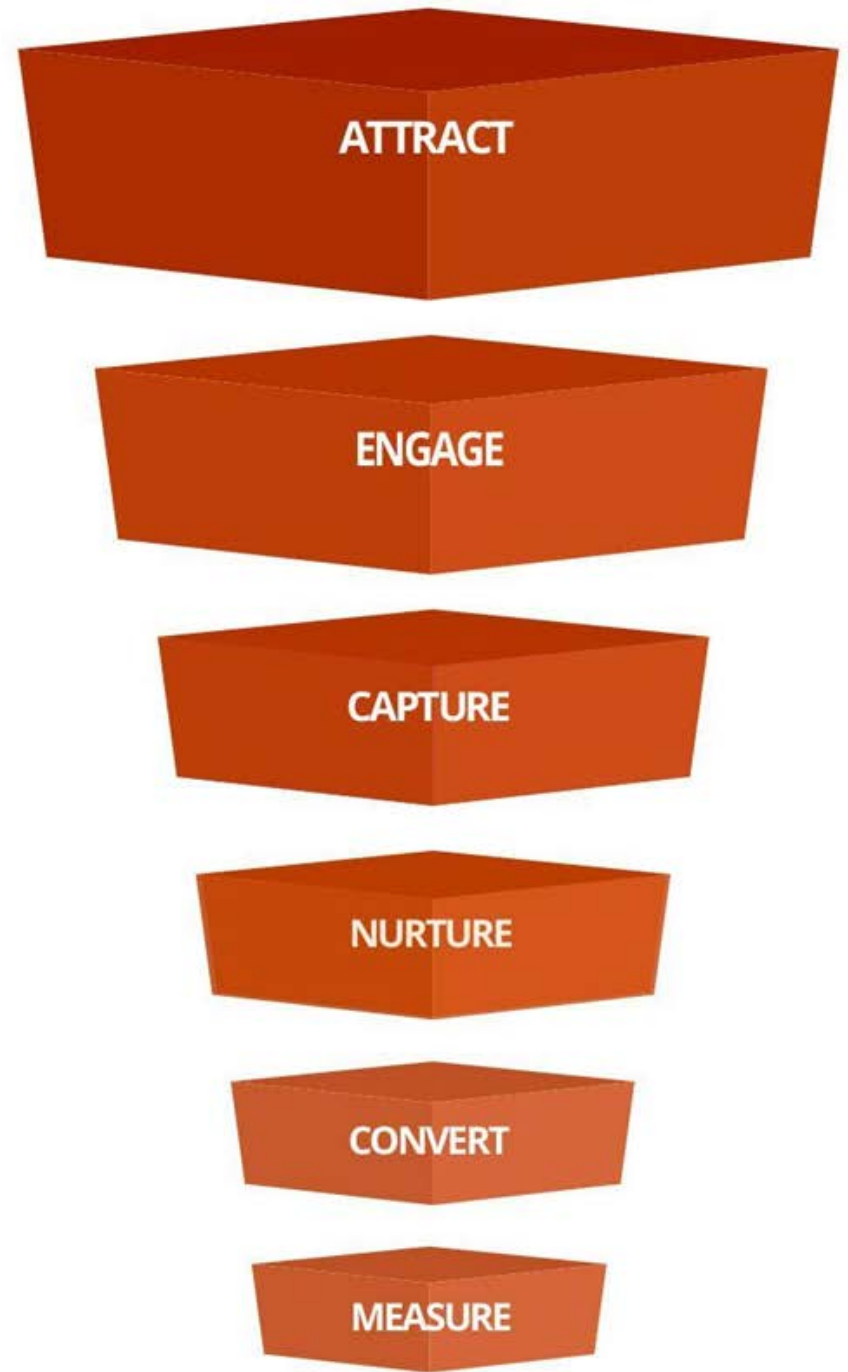
**To succeed on Facebook today you must...**

**1. Integrate**

**2. Multi-touch**



# The Digital Marketing Funnel



# The Funnel:

3 Main Parts

50%

## 1. Top of Funnel Content [Attracting & Engaging]



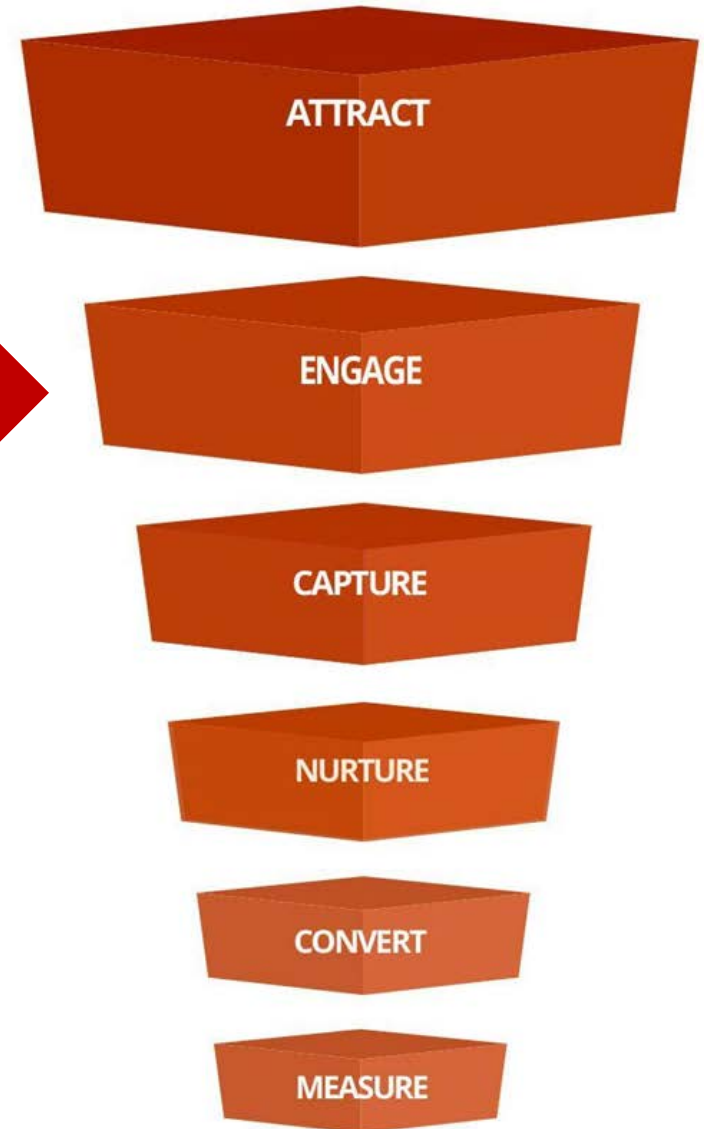
**Where:** Share & Amplify (Ads) on Facebook

**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



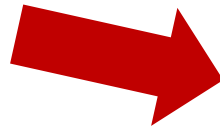
# Mid-Funnel:

30%

Content that offers resources  
with intent to gain

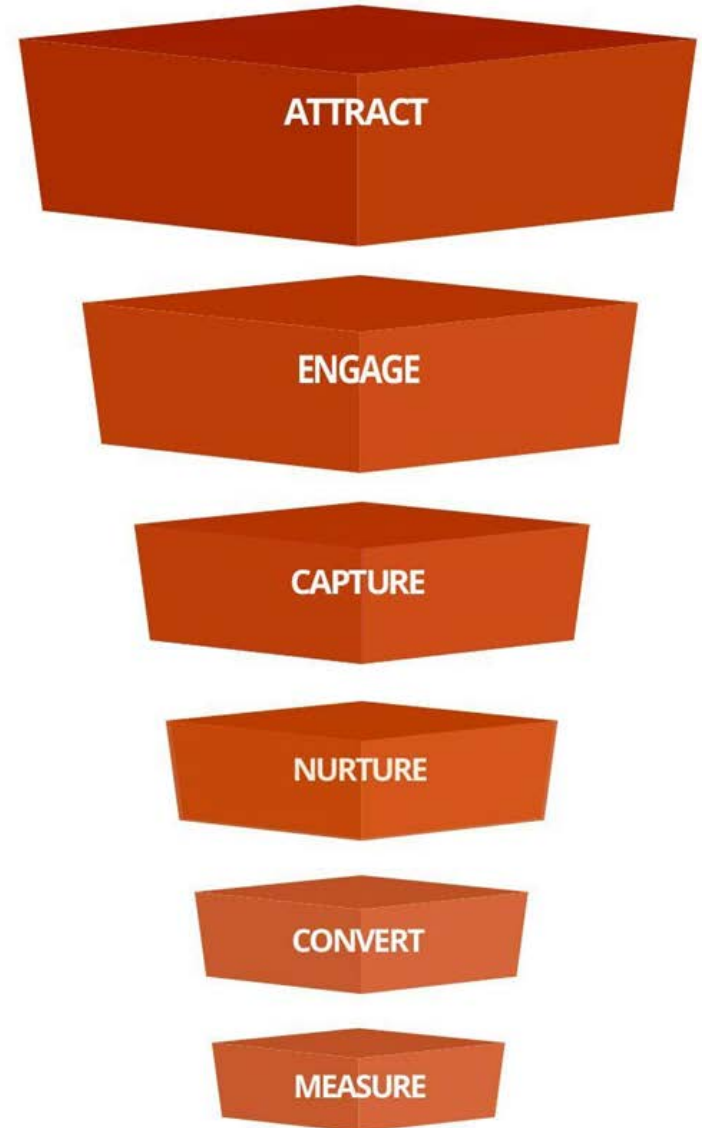
**LEAD CAPTURE.**

*(Email addresses)*



## The Digital Marketing Funnel

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





# Mid-Funnel is:



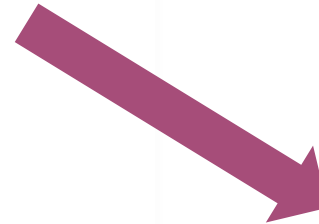
# Bottom

## Funnel: 20%

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

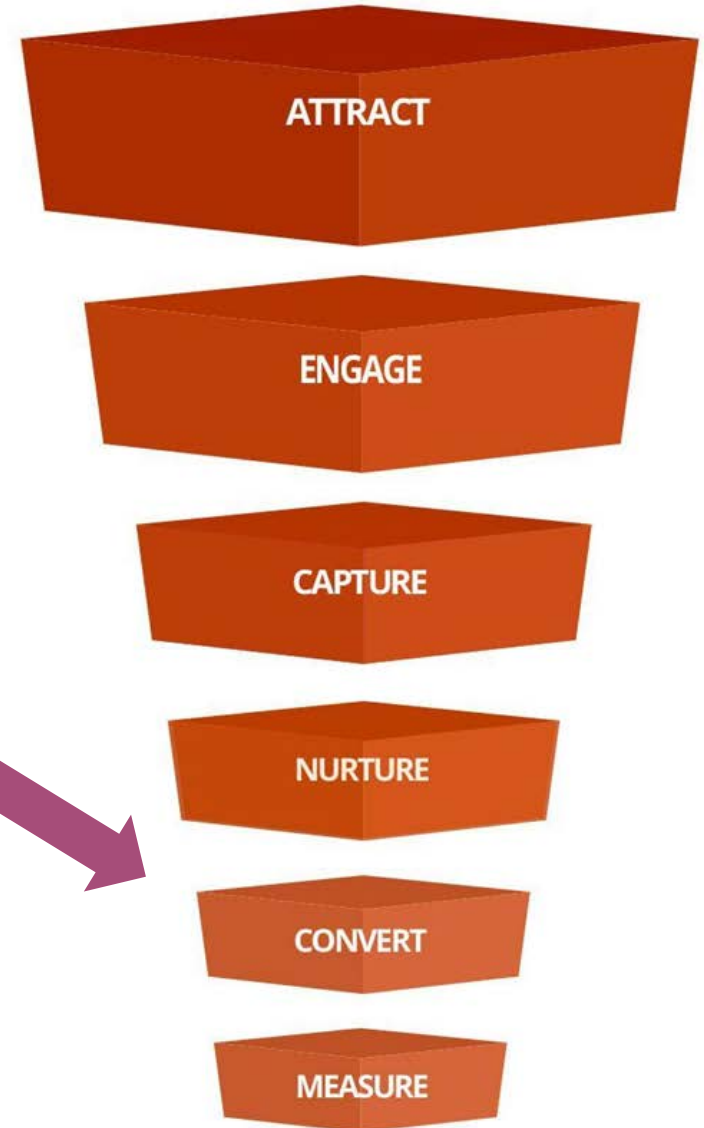
B2C: Coupon, Discount on purchase, etc.

B2B: Set an appointment. Free Consult.



## The Digital Marketing Funnel

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



# MORE FACEBOOK ALGORITHM CHANGES!!



Elevate your  
**Facebook Marketing!**



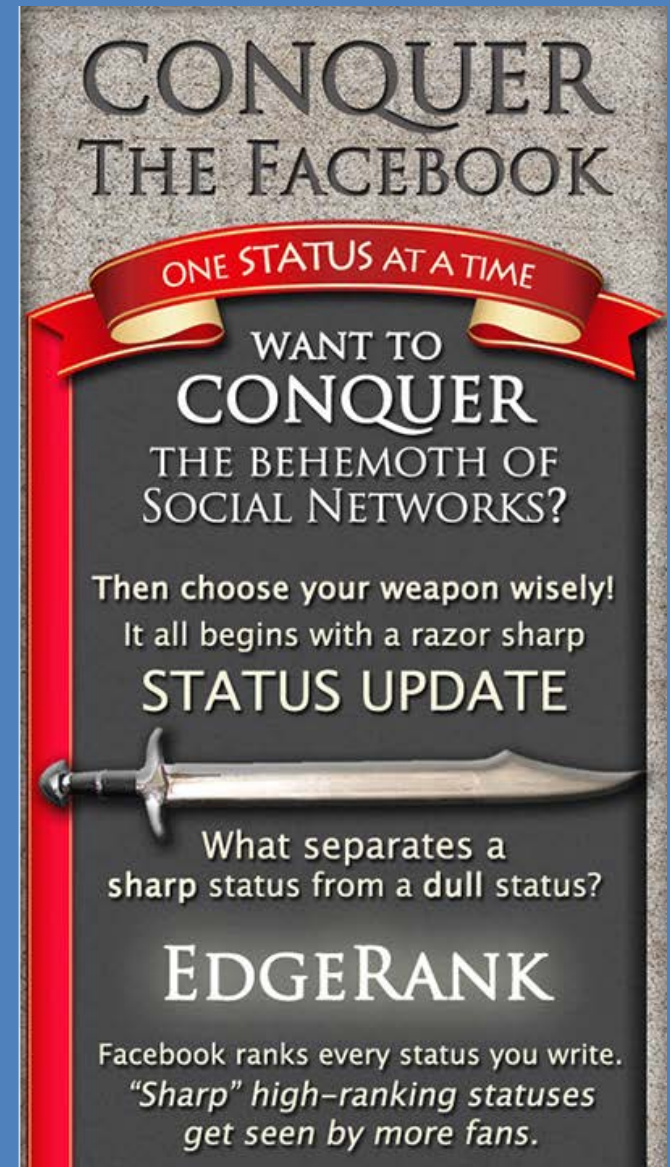
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TabSite.com  
PostPlanner.com  
Blitzmetrics.com

# Facebook Algorithm changes

Basic formula hasn't changed:

**Popular, Relevant & Recent**  
updates STILL outperform.

[postplanner.com/edgerank-infographic](http://postplanner.com/edgerank-infographic)



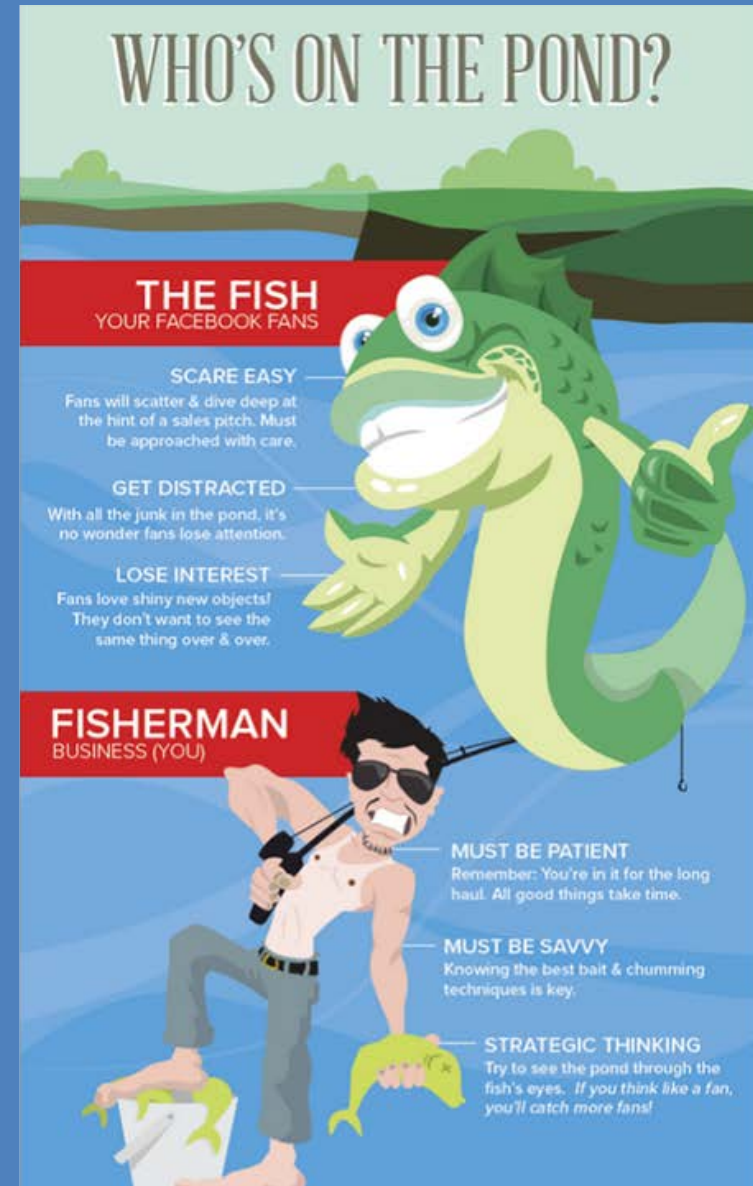


# Facebook Algorithm changes

But there is more & more competition!

Still need to Chum Chum Bait!

[postplanner.com/fishing](http://postplanner.com/fishing)



# Facebook Algorithm changes

Updates you need to think about:

- Avoid like-gating or like-baiting



# Facebook Algorithm changes

Updates you need to think about:

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



# Facebook Algorithm changes

Updates you need to think about:

- Avoid like-gating or like-baiting
- Avoid overly-promotional posts
- Post more videos





# Facebook Algorithm changes

Updates you need to think about:

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



# What's Working for Us!

## 1. Use Text on Images



# What's Working for Us!

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



# 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!





# 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








# Lead Capture

## With TabSite

### Contest Apps

 <b>Photo Contest App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Sweepstakes PLUS App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Video Contest App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Instagram Photo Contest App</b> <a href="#">Info</a> <a href="#">Add +</a>
 <b>Instagram Video Contest App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Essay Contest App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Sweepstakes App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Timeline Contest App</b> <a href="#">Info</a> <a href="#">Add +</a>

### Coupon & Lead Capture Apps

 <b>Coupon App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Group Deal App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Pin Deal App</b> <a href="#">Info</a> <a href="#">Add +</a>	 <b>Form &amp; Survey App</b> <a href="#">Info</a> <a href="#">Add +</a>
 <b>Landing Page App</b> <a href="#">Info</a> <a href="#">Add +</a>			

# 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](http://bit.ly/FBpetopia)



# Posting Lead Capture:

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

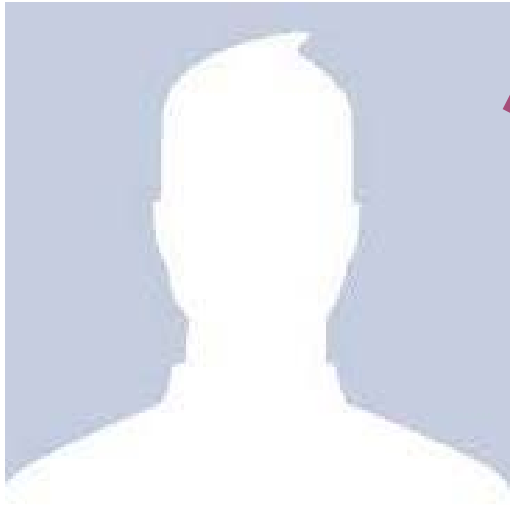
- A Coupon
- A How To Video
- Industry Report Guide
- Target these posts w/ FB Ads





# Mid:

# Goal:



Unknown to known  
[Name & email]



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

**Aim:** Move from Facebook to your Email Marketing





# Facebook Ads

Targeting = Your Key to Winning



# The 30 Item Checklist

## Retargeting via Custom Audiences

**blitzmetrics™**

Facebook is super powerful, delivering nearly magical ROI.

Retargeting via [custom audiences](#) is the core.

This is your step-by-step checklist to doing it.

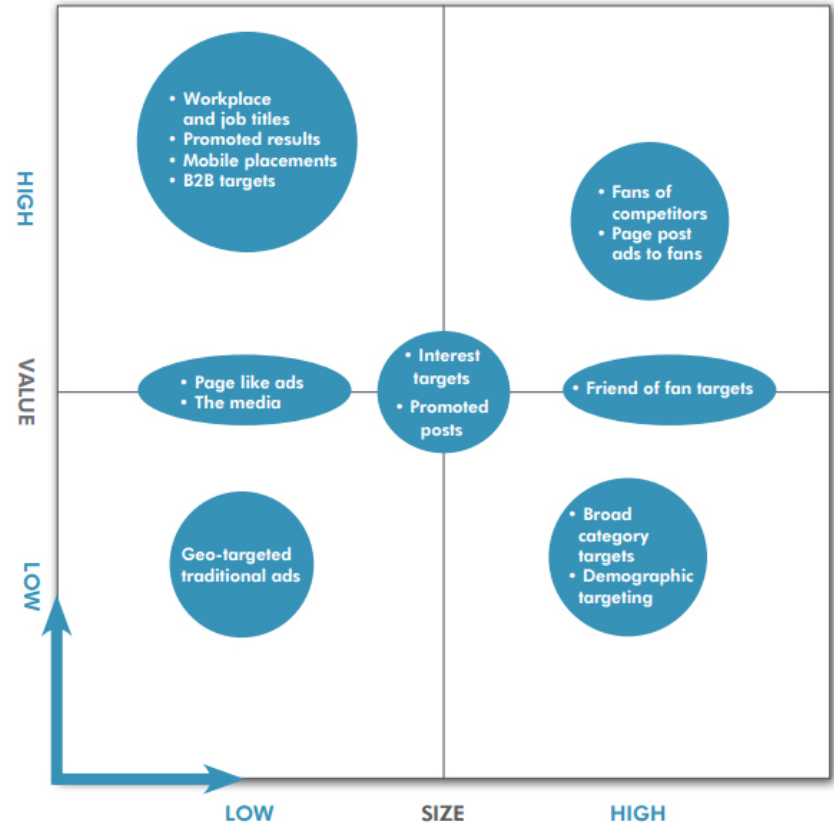
Shameless plug: come to the [growth hacking workshop](#) on April 10th and we'll do it together.

### Set-up Checklist

- ☐ 1. Create your Facebook and Google ads accounts, tied to [Facebook Business Manager](#) and Google MCC.
- ☐ 2. Use [Google Tag Manager](#) to install your [custom audience pixel](#) site-wide.
- ☐ 3. Get your Google remarketing pixel in the same place.
- ☐ 4. Add in Facebook conversion tracking and Google conversion tracking.
- ☐ 5. Ensure you have claimed your business' presence on the top 5 social networks (plumbing).

### Goals

- ☐ 1. Choose one metric each for funnel stage: [audience, engagement, and conversion \(AEC\)](#).
- ☐ 2. Set overall budget and percentage allocation for each funnel stage.
- ☐ 3. Determine target cost per conversion.
- ☐ 4. Define your mission (start with WHY).
- ☐ 5. Begin your [personal branding sequence](#) – topics you stand for, which drives content.



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# Personal Branding Guide



The image shows a Facebook profile page for a band named "Speed Control". The profile picture is a large photo of three men in a band setting: one in a red "WOLVERINE" t-shirt, one in a black t-shirt with a graphic, and one in a black t-shirt with "STRONGER IS THE NEW STRONG" text. A smaller, square profile picture shows three men, with the central one shouting. The name "Speed Control" is displayed in bold, with "Musician/Band" below it. Navigation buttons include "Like", "Follow", "Message", and a menu icon. Below the name are tabs for "Timeline", "About", "Likes", "Photos", and "More". On the left, a "PEOPLE" section shows "3,287 likes". On the right, there are buttons for "Post" and "Photo / Video", followed by a text input field labeled "Write something...".

**Speed Control**  
Musician/Band

Like Follow Message

Timeline About Likes Photos More

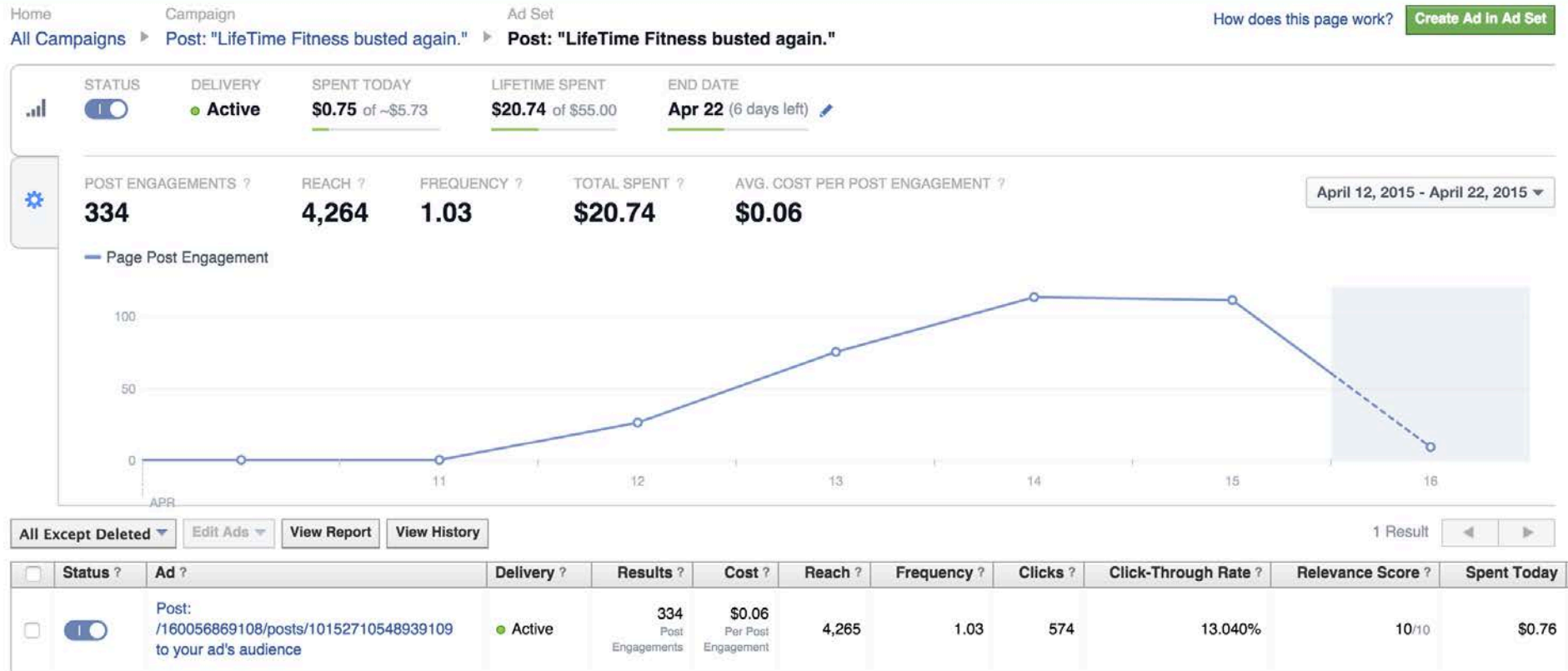
PEOPLE >

3,287 likes

Post Photo / Video

Write something...

# Facebook for a Dollar a Day



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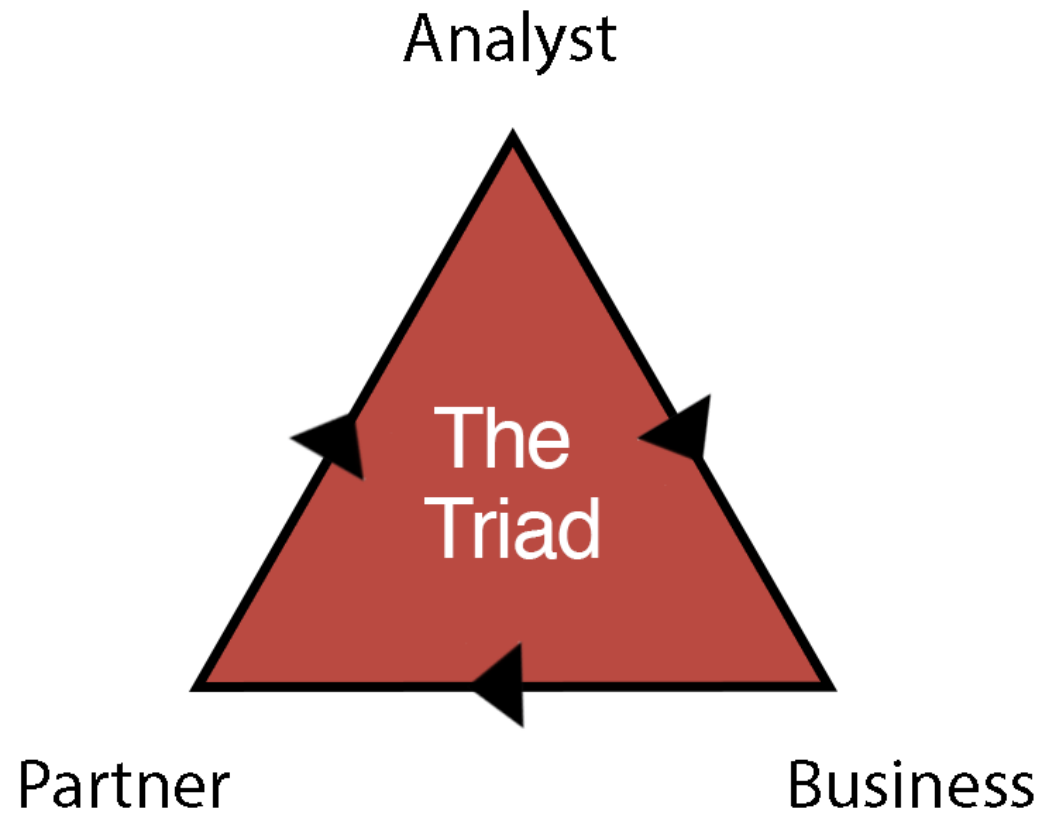


# Business Framework

The nine triangles of Business Framework



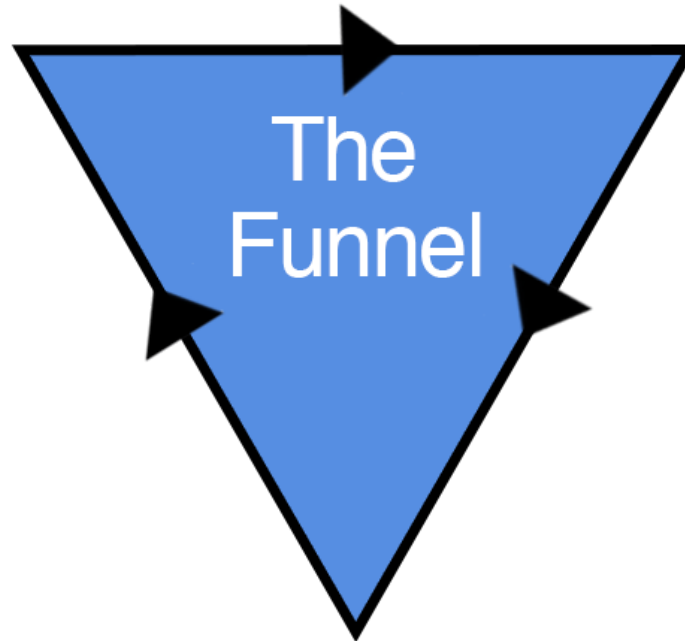
# The Triad



# The Funnel

Audience

Engagement

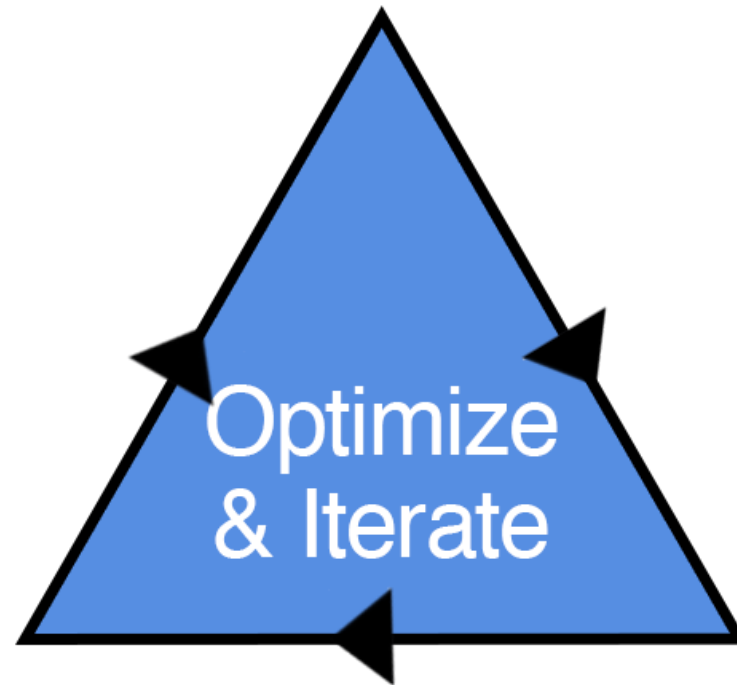


Conversion



# Optimize & Iterate

Metrics



Action

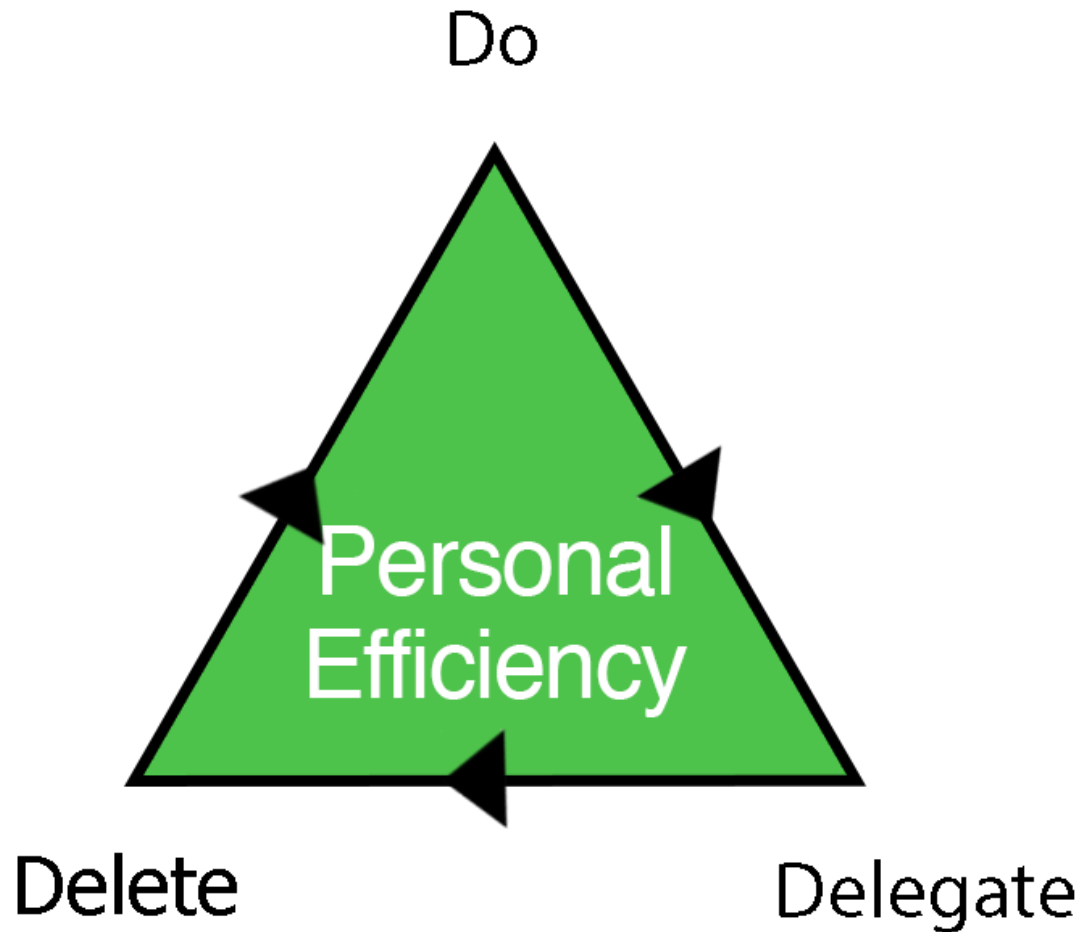
Analysis



# Business Strategy



# Personal Efficiency





# Leadership

Communicate

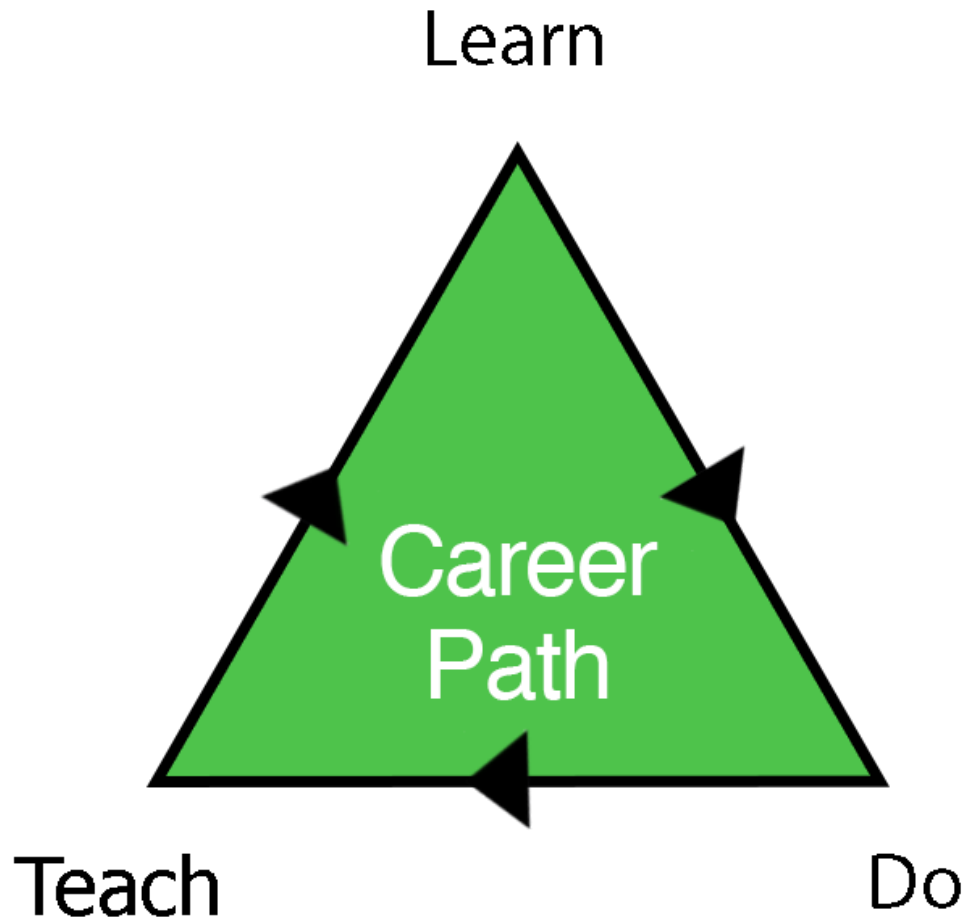
Iterate



Delegate



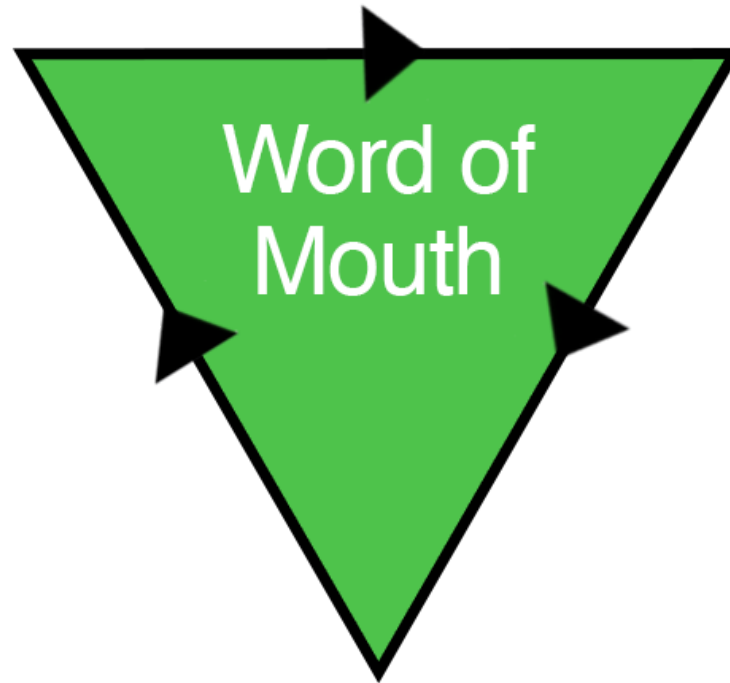
# Career Path



# Word of Mouth

Content

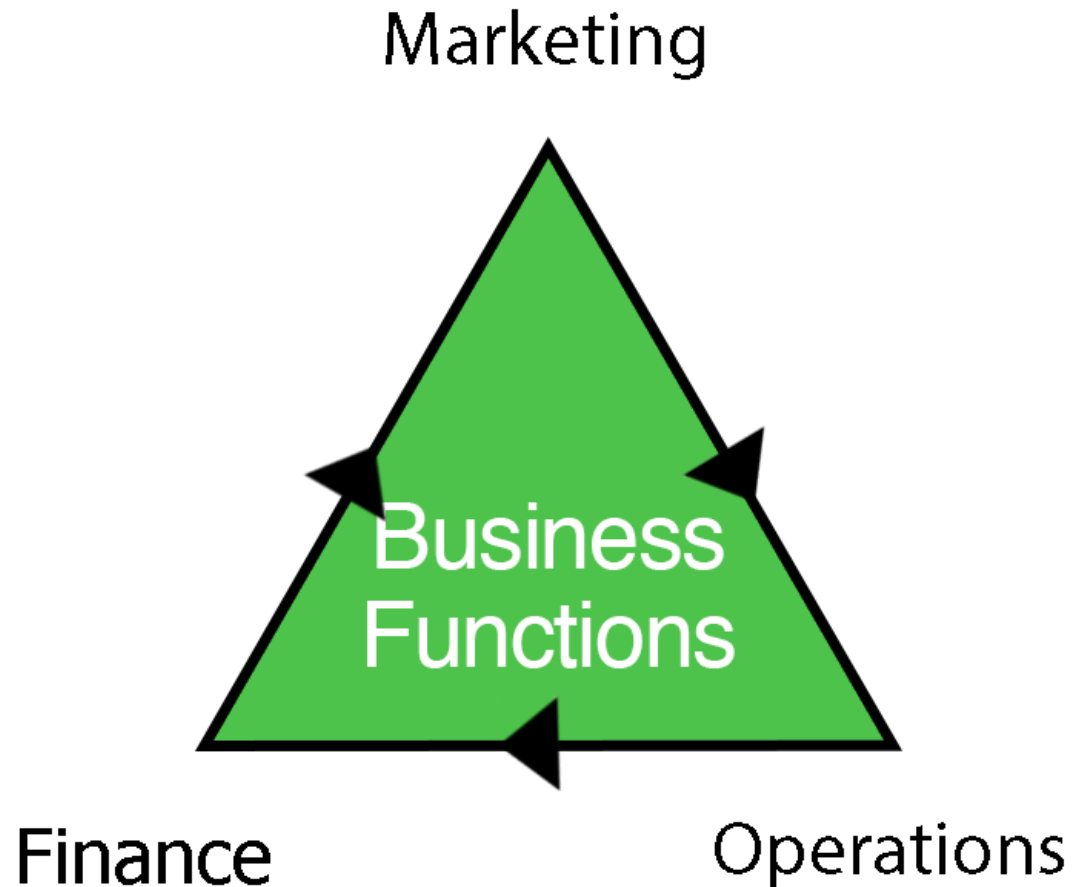
Checklist



Software



# Business Functions



# Q & A Time

## *PLUS SPECIAL OFFERS!*

**postplanner.com/tabsite** Coupon Code: **TABSITE2015**

2 FREE months of Agency! *\$198 value*

**Tabsite.com/signup**: Coupon Code: **Facebooktoday**  
For **UNLIMITED APP PLAN**

**OFFERS EXPIRE TONIGHT!!!**

**Blitzmetrics**: Text *LIKE* to 96000

