



**THE MOST
FREQUENT FACEBOOK
MARKETING MISTAKES**
AND HOW TO FIX THEM!

Mari Smith's

SUPERCHARGE YOUR FACEBOOK MARKETING GUIDEBOOK



**BOOST
YOUR
BUSINESS**

with
facebook
and
Mari Smith



LEARN FROM MARI SMITH
in the companion 90-minute
FREE webinar!

Details at:
signup.marismith.com/facebook

*Mari Smith is a top social media
influencer and premier Facebook
marketing expert.*

If you've been feeling overwhelmed by the constant changes on Facebook and frustrated with a lack of solid results, you're not alone. Many small to medium size business owners – even Fortune 500 companies - find it challenging to properly reach their fans and struggle to measure real monetary results from their Facebook marketing efforts...

You're more than likely making many, many mistakes on Facebook every single day that are costing you money... simply because you don't know what you don't know. Or, you're using dated practices that no longer work. It can be challenging to keep up with Facebook's algorithm updates, but that's what I'm passionate about – well that and helping businesses to create more success and growth through proven online and offline marketing strategies!

On that note ...



**BOOST
YOUR
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facebook

... Facebook recently **hired me** to teach at a series of “Boost Your Business” educational events for small and medium sized businesses across the United States. Our tour stops in four major cities (San Diego, Minneapolis, Nashville and Boston), and we’d love to see you if you’re able to attend. Find out more and register [here](#).

Whether you can attend the Facebook Boost Your Business live dates or not, be sure to join me for my next **free Facebook webinar**, designed to teach business people around the world the best Facebook marketing techniques and strategies (from the comfort of your own home or office!):

In this special Facebook Marketing Guidebook, I’ll walk you through the **Top Five Facebook Marketing Mistakes** and how to fix them. Then, on the companion webinar, you’ll discover the full **Top Ten Facebook Marketing Mistakes** – I’ll be able to share my desktop with you and demonstrate the fixes, along with showing examples, case studies and “hot seats!”

Get instant access to the companion webinar-on-demand that goes with this Facebook Guidebook.

PLUS, register for my next **FREE Facebook training webinar!**

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Let’s go:

MISTAKE #1

Not RESPONDING to fan posts and comments

Customers are posting twice as many messages that actually require a response from brands, yet five out of six of those messages go unanswered¹. A whopping 71% of complaints on social media are made on Facebook, compared to only 17% on Twitter, 6% on Google+, and 5% on Instagram².

Socialbakers.com created a powerful metric called “Socially Devoted” to measure a brand’s response quotient, including how many questions they answer and how quickly they respond to customer posts.

SOLUTION: Responding to posts and comments (ideally including all social activity and your blog), translates to money in the bank. People want to be heard and acknowledged. Depending on the size of your company, it may take a significant investment of resources to provide social customer support but it will pay off with the right training and approach.

Related mistake: Turning your Facebook Page WALL OFF. (Although this may be preferred for certain celebrities, major brands and highly regulated industries, in general, not allowing fans and visitors to post on your wall is an “old school” approach that shows you don’t want to hear from your audience unless you first have something to say!)

Sources:

¹Sproutsocial

²Edison Research and @jaybaer



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of complaints on social media are made on Facebook

Action Steps:

- Create a written policy for managing posts and comments by your audience on Facebook.
- Be sure to have a thorough process for how to manage negative comments and complaints.
- Consider using a simple in-house, color-coded system: Green = respond. Yellow = respond and invite to take the issue offline. Red = delete and possibly ban.

Notes:

Be sure to access the companion webinar-on-demand and register for the next free Facebook training!

See pages 9 and 10 for details.

MISTAKE #2

Your posts are overly PROMOTIONAL.

If every post is all about you, your business, your products, your service and rarely about anything else, you could be having a detrimental effect. Granted, it may depend on your fanbase and their response, but if every Facebook Page post you publish contains a strong push to sign up, buy, visit your website, etc. you could be pushing some fans away.

SOLUTION: Be sure to check your “Negative Feedback” on posts. That is, how many hides, hide all, and unlikes you’re getting. You’ll want to experiment to find your own sweet spot, but a suggested ratio is 40:40:20.

Forty percent value-adding, informational, educational content with little to no promotion.

Forty percent promotional content with direct calls to action.

And then twenty percent leeway to test off-topic, questions, polls, humor, etc.

Related mistakes:

1. Posting too **OFTEN**,
2. Posting too **SELDOM**,
3. Posting uninteresting, **IRRELEVANT** or recycled content, and
4. Only posting the **SAME** types of content such as just photos and no videos or links.



Action Steps:

- Export your Facebook Page Insights (post data) for the past 90 days.
- Review column “R” which shows the total negative feedback count per post. (You can also review individual posts within the Insights dashboard to see the breakdown of negative feedback).
- Study the posts with the highest negative feedback and make adjustments as needed to your posting format, style, copy, frequency and timing.

Notes:

In the companion webinar-on-demand, you’ll find out exactly what “too promotional” looks like and remedies to get better results..

See pages 9 and 10 for details.

MISTAKE #3

Not having a BUDGET for ads.



Let's face it, we all know that the "good old days" of totally free marketing on Facebook are over. However, that doesn't mean businesses have to invest a fortune to get solid, measurable results.

SOLUTION: Facebook ads is still the *most targeted traffic* that your advertising dollars can buy. Even with a nominal budget (say, \$10-50 per week if you're a super small business up to \$100 a week), nowhere else online can you reach such a laser-specific type of audience than on Facebook. But, it all boils down to properly understanding the tools and features available to you and integrating an effective strategy. Think about it this way, if you could get a 3x ROI every time you spent a dollar advertising on Facebook, wouldn't it be worth it? Spend \$100, get \$300 in sales. With proper training and testing, you could see results significantly greater, such as 10x or 100x ROI!

Related mistake: Not being clear on the specific ROI goals you need to achieve.

Action Steps:

- Set specific, measurable goals that you want to achieve (e.g. x number of website visits, leads, registrations, etc.)
- Allocate weekly ads budget within your means.
- Experiment with your paid posts (ideally within the Facebook Ads Manager or even Power Editor, if you can - see Mistake/Solution #4).

Notes:

Effective promotions on Facebook is an extensive topic. Be sure to register for Mari's next FREE Facebook training to jumpstart your results! **See pages 9 and 10 for details.**

MISTAKE #4

Using only the BOOST button.

Certainly, the Boost button does help amplify your content but your content may perform a whole lot better with more granular targeting, placement and bidding. You have no doubt noticed that Facebook encourages you to use the Boost button at every opportunity. You'll see notifications letting you know that a certain post is performing "better than 90% of all your other posts" and that you should boost it to reach even more. Some colleagues of mine call the boost button the "crack of Facebook." With all due respect, it can be addictive. And you have higher reach numbers to show the boss (even if that's you!).

SOLUTION: In order to maximize your reach to your ideal target audience, it's important to utilize Facebook's more powerful ad tools. Yet, it's crucial to the financial success of your business that you are able to translate that higher reach into bottom line sales and profits – see next tip as well.

Related mistake: Not making full use of DARK posts (this is paid content in the Facebook News Feed or right side column that look like Page wall posts but only appear as paid content and not on your wall. Much of the sponsored content in your News Feed is dark posts.)



Action Steps:

- Map out a solid Promotional Plan that includes a series of non-promotional, value-adding posts as well as posts with direct offers.
- Create written parameters of your target audience - be as specific as you can. (Many Facebook advertisers also have access to an extensive list of "Behaviors," including purchase intent.)
- Decide in advance which posts you'll chose to promote more granularly, including making use of dark posts.

Notes:

If you're hooked on using the Boost button but not seeing satisfactory results, I will show you a better approach to Facebook marketing.

See pages 9 and 10 for details.

MISTAKE #5

Promoting posts without a measurable ROI.

We have to admit, Facebook does an amazing job of tempting us to go after bigger numbers: more fans, more reach, more link clicks, more video views and just more, more, more. However, time and again, I see promotional content in the News Feed that just doesn't seem to be tied to an overall business building or conversion strategy at all. That telltale "Sponsored" label always indicates when a marketer is paying to get the content in front of our eyeballs. And, so often, the paid content just completely misses the mark. For example, paying to boost/promote pictures of your cat may not be the best way to show a real return on investment. That is, unless perhaps your business is gourmet kitty food or fluffy cat beds! LOL!

SOLUTION: Again, this may be a personal choice for each Page owner. It may be if your objective is to increase reach and engagement, and then make an offer, your strategy could be different. However, it's much more effective to plan out your weekly or monthly editorial calendar in advance, and strategically choose when you'll post value-adding content vs. promotional offers (or a combination of both).

Related mistake: Not using TRACKING LINKS

Action Steps:

- Ensure you have set clear objectives (continue on from #3 above) - familiarize yourself with Facebook's 10 Advertising Objectives at fb.com/ads.
- Continuing on from #4 above, integrate these Objectives into phases of your Promotional Plan.
- For a sample free Editorial Calendar, go to this shared Google doc: http://bit.ly/SM_calendar And, for a free Social Media Marketing Promotion Calendar and Launch Plan, see this shared Google doc: <http://bit.ly/promocal>

Notes:

Be sure to watch the companion webinar-on-demand for more about how to utilize these free resources!



Be sure to
**Join Mari
LIVE**
for the next **FREE
Facebook Training!**



Due to popular demand, I regularly lead free Facebook marketing webinars, designed to teach business people around the world the best Facebook marketing techniques and strategies (from the comfort of your own home or office!)

JOIN MARI SMITH LIVE on the next FREE webinar! PLUS, get instant access to the companion webinar-on-demand and find out the fixes to the Top Ten Facebook Marketing Mistakes!

If you're reading this report, more than likely you are already registered for my next webinar. To check the dates/times for the next LIVE training, be sure to visit www.signup.marismith.com/facebook

Get instant access to the companion webinar-on-demand where I take you on a deeper dive of the TOP TEN Facebook Marketing Mistakes (the five mentioned in this Guidebook in detail, plus I also reveal the next five mistakes and proven solutions). You'll see my desktop with demonstrations of the fixes to all ten mistakes, along with examples. PLUS, I'll also send you details of my next LIVE free Facebook training to help you implement even more actionable tips to improve your bottom line results and revenue.



JOIN MARI SMITH
on the companion 90-minute
**FREE Webinar
On-Demand!**

Plus find out details of Mari's next LIVE free Facebook training!

If you're reading this report, more than likely you are already registered for my next mega webinar. If not, be sure to visit:

www.signup.marismith.com/facebook

About Mari Smith



Often referred to as “the Queen of Facebook”, Mari Smith is hailed as the premier Facebook marketing expert and one of the most influential and knowledgeable new media thought leaders in the world. Facebook recently recruited Mari to lead the **Boost Your Business** 2015 tour, across the U.S.

Forbes named Mari one of the Top Ten Social Media Power Influencers several years in a row.

Mari is author of *The New Relationship Marketing* and coauthor of *Facebook Marketing: An Hour A Day*. She provides consulting and training services to businesses and brands, helping them integrate proven, profitable online marketing strategies. Mari also speaks at major national and international events, often sharing the stage with notable celebrities and other top thought leaders.

“If there’s anyone on the planet who can help you build a business using Facebook, it’s Mari Smith. Her early Facebook coaching was instrumental in helping Social Media Examiner become a multimillion-dollar business.”

— Michael Stelzner – Founder and CEO, Social Media Examiner

“The biggest transformation in my business happened after I attended Mari’s Social Media Intensive Training program. Mari’s knowledge in the social media arena is second to none.”

— Jacob Sapochnick – Immigration Attorney

“I have been able to build a fan base of over 2 Million for my clients using Mari Smith’s techniques. She helps me stay ahead of the curve; her ninja tactics have helped me explode my client’s online presence.”

— Kathryn Rose – Co-founder, SocialBuzzClub.com

A partial list of Mari’s clients:

- AAA (American Automobile Society) • ASMP (American Society of Media Photographers)
- Association of Golf Merchandisers • BeachBody • CCPRO (Community College Public Relations Organization)
- Dave Ramsey Solutions • Facebook • NAMM (National Association of Music Merchants)
- Pillai Center for Mind Science • SUCCESS Magazine