

# Boost Your facebook®

## Marketing Results!



By Mari Smith *“Build it and they will come” may apply to a baseball field, but it doesn't to your Facebook page. You need to implement a sure-fire strategy that extends well beyond Facebook marketing.*

**A**s Facebook enters its second decade and continues to evolve, many speakers are finding it more elusive than ever to generate consistent results on the world's No. 1 social network. Organic reach for page posts has totally plummeted since the end of 2013, and Facebook is now officially a “pay-to-play” platform for businesses.

If you want your content to be seen in the news feed of your hard-earned fans, you have to dig into your wallet and pay. Often, speakers already have paid to build their fan base, and they are now being forced to pay again for those same fans to see even a fraction of content. It's just not fair!

Well, here's the thing: Lack of measurable results on Facebook is not because of lack of organic reach. It's not because of the news feed algorithms, or any conspiracy theories that folks might have. The bottom line is:

*Lack of measurable results on Facebook stems from lacking a fully integrated approach that goes far beyond marketing on Facebook.*

You cannot silo Facebook and hope to yield results purely from content and site engagement. You must include content marketing, blogging, email marketing, and video, as well as public speaking, live events and perhaps podcasting, too. You need a proven sales funnel, and you must implement conversion tactics regularly while maintaining a relationship-marketing approach.



### HOW CAN YOU IMPROVE RESULTS IMMEDIATELY?

**1** Ensure you have uploaded a well-designed profile picture and cover image. Don't skimp here. This is your brand and needs to be well represented. If appropriate, incorporate images of audiences and you on stage with a microphone. Think about the type of first impression you want to give your fans/visitors when they visit your Facebook page. Remember to update your cover image regularly as this helps keep your page fresh and gains further visibility in the news feed when the image is updated.

**2** Review your bio/about section and make sure you have plenty of keyword-rich phrases. These sections will get on Google and provide great SEO for you.

**3** Implement this three-pronged Facebook success model that encompasses content, engagement and conversion.

**CONTENT** Share between one and three pieces of awesome, relevant content each day, including weekends.

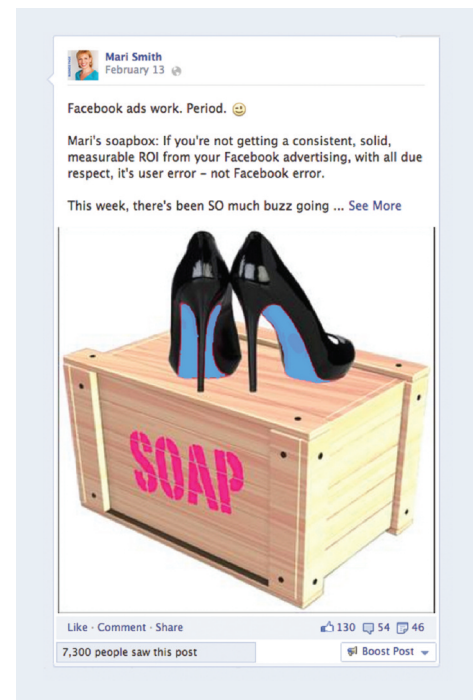
Get together with your team and create a solid content strategy that blends your own original content with “curated” content. That is what I like to call “OPC” (other people’s content). Fortunately, there are many terrific tools available today at no or low cost for cherry-picking quality, relevant content. Take a look at:

- ContentGems.com, Spundge.com, AllTop.com, Swayy.co, Inpwr.com, Scoop.it and Trap.it (enterprise).
- Strive for a variety of content formats, including blog posts, articles, images, short videos, audio and podcasts.
- Make a list of topics you are passionate about and that will resonate with your audiences. For example, along with my core expertise of social media and Facebook marketing, my favorite topics are productivity tips, time management, small business challenges, hiring and building a great team, how and what

to delegate, personal development, and spirituality. As a speaker, you’re a personality-based brand, so don’t be afraid to let your fan base really get to know you on a personal basis.

- The most buzz-worthy and viral posts seem to be the ones that make people laugh, cry or go, “Aw!” Of course, we can’t all post cute kittens or laughing babies! So, consider posts that are somewhat controversial or ask stimulating questions, or post polls, eye-catching images, short video tutorials, case studies and infographics. Think about the content in terms of your typical fans. If they were to share your post, would it make them look good to their friends?

On my own Facebook page, I focus on sharing Facebook marketing tips, news, stats and facts. I’m rarely controversial because, well, I simply like to keep the peace. But, I’m occasionally inspired to post something a bit outside the box, like this post where I shared a crazy idea that I had to delete my Facebook Page and start all over again!



Or, this post (above) where I got on my soapbox about the fact that Facebook ad failure is user error, not Facebook error!

**ENGAGEMENT** To really augment your engagement, hiring a community manager (or social media virtual assistant) could be the best investment you make, even if it’s only for a few hours a week. Your community members want to have their questions answered and know that they’re important to you.

Social media analytics company SocialBakers.com devised a great new metric to measure social customer care effectiveness call “Socially Devoted.” I strongly recommend studying the top brands on Facebook and Twitter to emulate what they get right.

**Note:** The current industry benchmark response time is 19.2 hours, but some research has shown that fans expect a response within 30 minutes! As a speaker, I strongly recommend that you ramp up your personal connections with fans and prospective



event hosts by providing prompt responses and regular engagement.

Be sure to check your metrics (insights) daily to see what's working. Test, test, test! Keep an eye on other speakers' Facebook pages, and also observe pages in completely different industries. Again, SocialBakers.com is a great site to check regularly to see how big brands around the world are performing on Facebook and Twitter.

**CONVERSION** Intersperse your value-added content with periodic promotions. Don't be afraid to let your fan base know that you're available for hire as a speaker, coach, trainer, etc. Make your expertise clear and obvious, as well as your favorite presentations, top events, cities/countries you travel to give keynotes, etc. Include a speaking inquiry form as an app on your Facebook Page.

You also should think about how you can add value even when posting promotional content, such as sharing a tip or link to a valuable blog post. Include a promotional nugget with a specific sale, product, launch, etc., as shown in the example below.

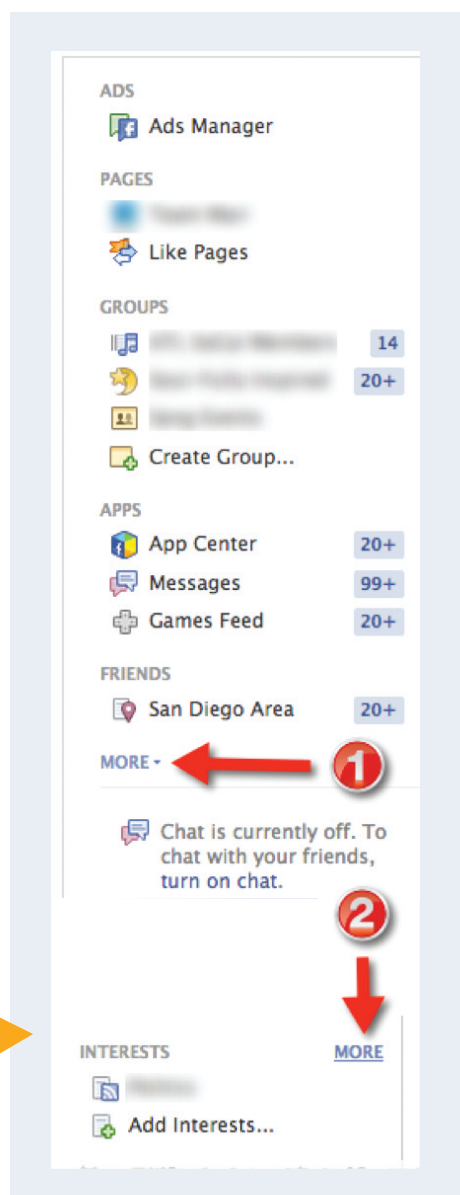


**Find Facebook interest links on your homepage navigation.**

## MAKE USE OF FACEBOOK LISTS

Interest Lists are a simple way to surface the exact content you want (and to stay focused when visiting Facebook). Many business users on Facebook don't seem to be aware of this awesome feature. You can create your own lists with a mix of business pages and people, whether you like/follow those sources or not. Lists can be public or private, and function similarly to Twitter lists.

Create a public list with a variety of related pages/people. Include yourself on the list, and then check it a few times a day to stay current. Plus, you'll have fresh content that you can both share and engage with. For a simple tutorial on how to create Interest Lists, see this post:



## BUDGET FOR FACEBOOK ADS

Facebook ads are the most targeted traffic your money can buy, so speakers should allocate an ad budget right from the start. Even \$10 per day will amplify the reach of your daily wall posts.

The right content strategy has to be in place, but there's no point in pushing out content to a wider audience without tying monetizable goals to that content. Promote posts with special offers, giveaways, events, contests, or invitations to purchase your products, hire you, and posts that have already received decent organic reach in order to further expand that reach.

## FACE VALUE

Be a strategic marketer on Facebook and other social sites by staying focused on providing tremendous value and engaging regularly. Your ultimate goal in using social networks is to grow your business. As I like to say, "Relationships first, business second." With this attitude, your audiences know you're sincere about connecting with them, but that you're also a successful businessperson with something of value to offer.



*Mari Smith is a passionate social media speaker and trainer, specializing in relationship marketing and Facebook mastery. She is coauthor of Facebook Marketing: An Hour a Day, and author of The New Relationship Marketing. O, The Oprah Magazine, described her as "a veritable engine of personal branding, a relationship marketing whiz, and the Pied Piper of the Online World."*

Mari Smith will speak on Facebook marketing at

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