Cheat Sheet

Increase your business profits with these latest Facebook marketing techniques.

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Limited Special Offer for You:

Facebook Marketing Made Easy

(Video Training)

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What should your advertising strategy be?

- ✓ Stay with your current customers
- ✓ Determine potential customers
- ✓ Boost your page posts
- ✓ Analyze your conversion

Shocking Facts

- ✓ Facebook has 1.49 Billion monthly active users, an increase of 13% year over year. (Source)
- ✓ A user spends 20+ minutes a day on Facebook. (Source)
- ✓ 6% of all digital time is spent on Facebook each day. (Source)
- ✓ Approximately 83.1% of Facebook's daily active users are outside the US and Canada. (Source)
- ✓ Facebook has 1.25 billion mobile users, (an increase of 24 percent year over year) and 798 million mobile daily active users (a 31 percent increase year over year). This means about 65 percent of Facebook's members use the service daily, and 64 percent of its mobile members use it daily. (Source)
- ✓ 4.5 billion Likes are generated daily, meaning there are 3.1 million likes every minute. (Source)
- ✓ Last year the amount of video from people and brands in Facebook's News feed increased 3.6X year-over-year. (Source)
- ✓ Now With 2 Million Advertisers, Facebook Is Gaining a Foothold With Small Businesses. (Source)
- ✓ Facebook represents 10% of all digital ad revenue. (Source)
- ✓ 86% of posts are published during the work week with engagement peaking on Thursday and Friday. (Source)
- ✓ 1 PM is the best posting time to get maximum share and 3 PM is ideal for get more likes. (Source)
- ✓ Brands posted 20,000 more videos on Facebook than they did on YouTube in December 2014. (Source)
- ✓ Facebook is receiving ¼ of all display revenue. (Source)
- ✓ 70% of marketers used Facebook to gain new customers. (Source)

Facebook is getting 37% of display ads on mobile. (Source)

Benefits

- ✓ Promote product development and innovation
- ✓ Generate awareness
- ✓ Drive preference and differentiation
- ✓ Increase traffic and sales
- ✓ Easy customer support
- ✓ Build loyalty and deepen relationships
- ✓ Amplify recommendation and word of mouth
- ✓ Gain insights
- ✓ Low-cost marketing strategy
- ✓ Targeted advertisement

Automation Tools

1. HootSuite
2. SocialOomph
3. SocialAdsTool
4. Qwaya
5. AdEspresso
6. Simply Measured
7. Edgerank Checker
8. Socialmotus
9. Agora Pulse
10. Crowdbooster

How your business can get the most out of Facebook.

- ✓ Facebook Pages
- ✓ Facebook Groups
- ✓ Facebook Apps
- ✓ Facebook Events
- ✓ Facebook Ads
- ✓ Facebook Audiences
- ✓ Facebook Pixels

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The 10 do's.

1. Follow the 80/20 rule for posts
2. Revert your customers as soon as possible
3. Establish your fan following organically
4. Update once or twice each day
5. Ask questions and use engaging content
6. Provide a giveaway
7. Request for feedback
8. Take advantage of visual content
9. Show your personality
10. Use checklists

The 10 don'ts.

1. Don't disregard your audience
2. Don't buy likes
3. Don't write fake comments
4. Don't try to sell
5. Don't write long posts
6. Don't automate everything
7. Don't target everyone
8. Don't forget to include a call to action
9. Don't create only one campaign
10. Don't send mass messages

The Top 10 Facebook Automation Tools.

1. HootSuite
2. SocialOomph
3. SocialAdsTool
4. Qwaya
5. AdEspresso
6. Simply Measured
7. Edgerank Checker
8. Socialmotus
9. Agora Pulse
10. Crowdbooster

Shocking Facebook Marketing Case Studies.

1. Hyundai
2. Toyota
3. SAP
4. Domino's Pizza
5. Salesforce
6. Friso Mexico
7. HubSpot
8. State Bicycle Co.
9. Castle Auto Group
10. Banvitburada.com

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