

My Tips for Success on Facebook



Hey,

Facebook continues to be the most powerful social network on the planet with over a billion active users.

Businesses simply cannot ignore Facebook as part of their online marketing strategy.

Take your Facebook marketing to a new level with my Facebook marketing tips.

Let's get started.

Post a lot

I recommend to post between 10 and 20 times a day. Why? I believe only 5% of fans see the average post you make. (Actually, Facebook pegs that figure at 13%). Content is important too, don't send spam.

Give people a reason to become fans

Offer your first-time visitors to become fans with a clear call to action. By encouraging the visitor to first "Like" your fan page in order to receive a free trial, coupon or even specialized information, you can significantly **increase fan conversion rates**, while giving real value in becoming a fan.

CLICK "LIKE" TO BECOME OUR FAN.

**truTV HAS A BIG CHALLENGE FOR
OPERATION REPO FANS.**



**WHEN WE GET 500,000  Likes, YOU GET A
NEW FAN-ONLY *OPERATION REPO* EPISODE!**

Lou Pizarro and his repo team are challenging you to help get half a million Likes for the show's official Facebook page.

If we reach that number by the end of the season in April, truTV will create a new full-length episode of *Operation Repo* for our Facebook fans, with a special video introduction from Lou, Sonia, Froy, Matt and Lyndah.

Sure, 500,000's a huge number. But *Operation Repo* is the most addictive show on television, and Lou and his gang always get what they go after--so we're confident our fans will help us reach the goal.

Invite at least five friends to  Like the page and we'll immediately unlock a BONUS VIDEO for you featuring the 10 Most Outrageous and Thrilling moments from the first seven seasons of *Operation Repo*.

And watch *Operation Repo*, Wednesdays at 9pm e/p on truTV!

TruTV's Operation Repo fan page challenged fans to get their friends to become fans for access to a never-seen-before episode.

TruTV's fan page saw a 400% increase in fan conversions during the video promotion because they gave people a reason to become fans.

Stay on topic

People who Like your page on Facebook expect your posts to be at least somewhat related to your site or industry. Keeping your focus so narrow may seem limiting, especially if you're the one crafting the posts each day but think of it as a creative challenge.

Here's some tips on that:

- **Write about a current event** and tie it to your site or industry.
- **Find and share a funny YouTube video** loosely related your site or industry.
- **Ask your audience to post questions**, pictures or stories about your site to your wall.
- **Repost the most interesting content** back out as an update.

Remember, Unliking a page is just as easy as Liking it. A single odd or off-topic post could get you booted from the stream

Ask the right kind of questions

One of the best ways to **get your fans talking on Facebook** is to ask interesting and entertaining questions. But did you know there's a right way and wrong way to ask questions on Facebook? When done right, you can significantly increase your fan engagement and build some great relationships.

The trick is to **ask questions that are easy to answer**. Questions that require just one-word responses tend to get the most engagement. Remember, people LOVE to talk about themselves, so when you make it about them, they are more likely to jump into the conversation.

For example, you can ask "What is your favorite brand watch brand?"

Include pictures in your Facebook updates

Twitter is a link economy, whereas Facebook is a picture economy. So just about every status update should include a picture. Ideas for pictures include customers, your product or service. There's no such thing as a bad picture so make sure to include one.

And one more tip: crop your pictures. For example, no-one needs to see people's feet. Remember that Facebook is going to present a tiny version of the picture, so you need to **get up close, personal and cropped**.

Celebrate your milestones

Did you reach a milestone? It can be one important to you or one important to your fans. (for instance reaching a thousand fans) Celebrate with your fans!

Even if you think it's something small, pull them in, thank them, celebrate with them like you would with your friends.

Get creative when your Facebook readers are most happy

Facebook has a [Happiness Index](#) that shows a spike of 10% on Fridays. As a marketer, you can take advantage of this increase in sentiment by doing something creative.

Activate Facebook fans (don't just collect them like baseball cards)

Your Facebook audience is a club, not just a list, and you cannot satisfy the intellectual and sociological cravings of a club through one pithy status update each day. Get creative. Get interesting. Get successful.

Recognize that the vast majority of your Facebook fans are indeed fans. Why would you Like a brand that you don't actually like? These are your best, most enthusiastic customers who have taken the initiative to raise their hands in the Facebook environment. Don't bore them to the point where they lose interest.

Create a robust, ongoing calendar of engagement programs whereby you give Facebook fans the opportunity to receive special info, tell you what they think about future products and marketing plans and access unusual fan-only deals.

Run a Facebook contest

Everyone loves a contest and a chance to win. If you need a little excitement on your Facebook page, a contest will **spur your community to action**. Hopefully you will also get the benefit of people sharing your contest with their friends.

There are several different types of contests you can run: a photo contest, a video contest or a sweepstakes where people just enter their name and email to win.


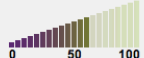

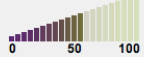

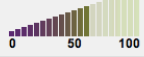

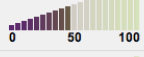

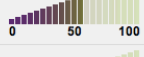

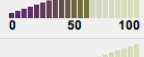

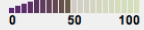
To run a Facebook Contest, you'll need to use a third-party app such as [Wildfire](#), [Strutta](#), [North Social](#), [Easypromos](#) or [Shortstack](#). You can also create your own iFrame app to accept the entries, but that will require programming. Facebook has many rules about how a contest or promotion can be run that you should read here: http://www.facebook.com/promotions_guidelines.php. The main thing to consider is that you cannot automatically enter people who Like your page or post a comment on your wall.

Your prize does not have to be expensive to garner a lot of entries and good buzz. If you give away something your audience is interested in, you will **create great buzz for you and your Facebook page**.

Measure your Facebook marketing!

Measure your Facebook marketing efforts as well as you can. Measure unique users, fans, conversions, clicks, activity, retention, loyalty and many other metrics.

Only if you measure those will you be able to fully **understand your fans**, and next time you'll come with an even better targeted offer.

	Picture	Name	Fans	Fan Growth	Fanpage Score	Eng. Rate	Country Reach
<input type="checkbox"/>		Coca-Cola FMCG Drinks Brands	33 278 309	+1 254 178 (+3,92%)		0,01 %	4,547 % (GLOBAL)
<input type="checkbox"/>		Red Bull FMCG Drinks Brands	21 835 177	+531 716 (+2,50%)		0,02 %	2,983 % (GLOBAL)
<input type="checkbox"/>		Skittles FMCG Brands	18 951 579	+482 554 (+2,61%)		0,03 %	2,589 % (GLOBAL)
<input type="checkbox"/>		Pringles FMCG Brands	15 148 767	+320 498 (+2,16%)		0,00 %	2,070 % (GLOBAL)
<input type="checkbox"/>		Monster Energy FMCG Drinks Brands	11 929 593	+352 721 (+3,05%)		0,02 %	1,630 % (GLOBAL)
<input type="checkbox"/>		Pepsi FMCG Drinks Brands	5 198 342	+536 882 (+11,52%)		0,03 %	0,710 % (GLOBAL)
<input type="checkbox"/>		Slurpee FMCG Brands	3 957 263	+210 881 (+5,63%)		0,00 %	0,541 % (GLOBAL)

You can find comprehensive brand dashboards, where you can analyze the engagement of your Facebook pages.

Find the best tool to measure your Facebook marketing

Once you have your marketing calendar all set and you are engaging your Facebook fans daily, spend some time to find the right tool to measure your Facebook marketing.

You'll be able to **see your progress as well as your competitors' progress** and adjust your social media strategies.

<https://monitor.wildfireapp.com>

With Facebook, you now need to consider your brand as a network

Smart brands are tapping into their Facebook audience to **get instant feedback, ideas on new product design, how to market better and what topics are trending with their audience.**

Some marketers are reacting to social media, but smart marketers are proactively using social media to drive their business.