



The Ultimate Beginner's Guide to

# Facebook Marketing

# Contents

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<b>Introduction</b>	<b>3</b>
<b>Creating a Facebook Business Page</b>	<b>4</b>
<b>Adding Content to Your Page</b>	<b>6</b>
<b>Why You Should Run Ads on Facebook</b>	<b>8</b>
<b>Defining Your Target Audience</b>	<b>9</b>
<b>Getting Started with Ads Manager</b>	<b>10</b>
<b>Boosting a Post</b>	<b>11</b>
<b>The Importance of Following Up</b>	<b>13</b>
<b>Monitoring Your Performance</b>	<b>15</b>
<b>Conclusion</b>	<b>16</b>

# Introduction

More than  
**2 BILLION PEOPLE**  
use Facebook every  
single month.



That's more than a quarter of the world's population. And somehow, there are still so many businesses that don't put any effort into marketing on this platform.

**That's a big mistake!**

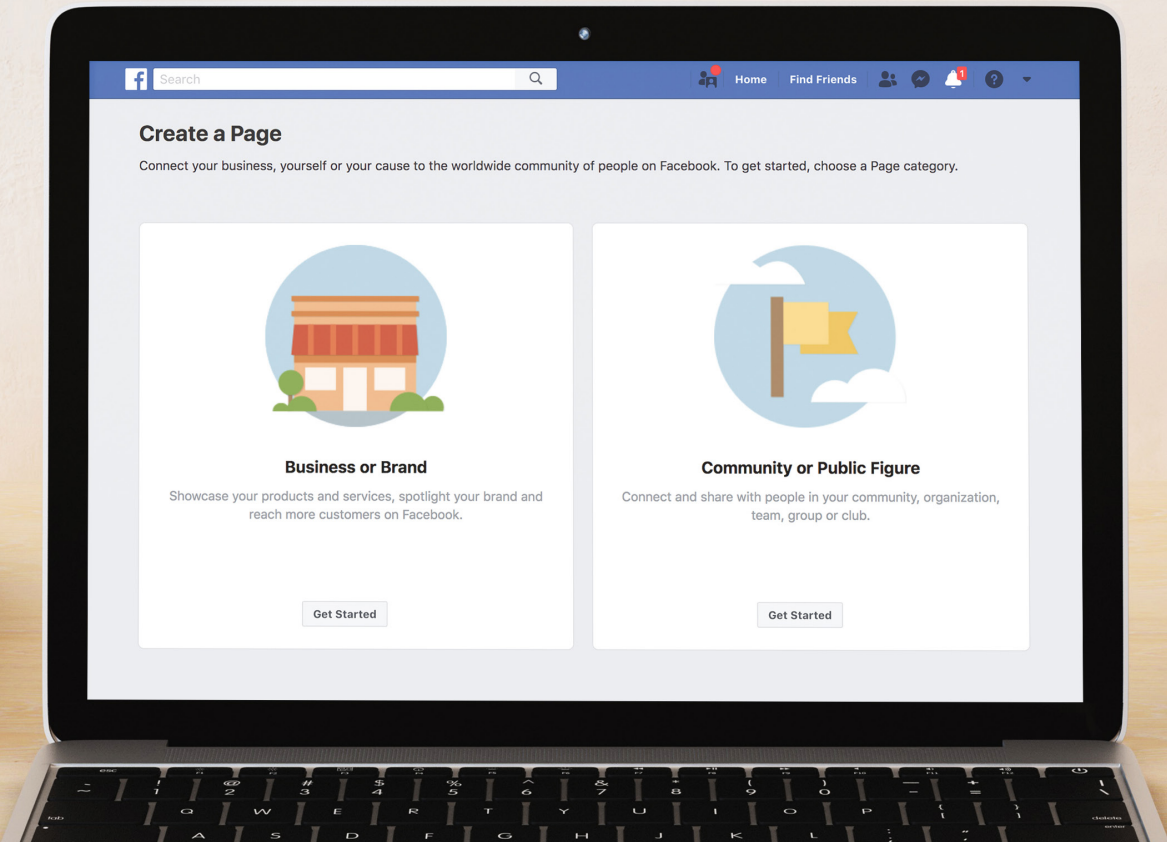
## FACEBOOK

- 1** is a great place to build client relationships.
- 2** allows you to run highly targeted ads and monitor their performance.
- 3** allows you to reach whoever your target audience is.

This guide will outline everything you need to know to set up a professional Facebook page, create compelling marketing campaigns, and establish rock-solid client relationships that will grow your business by leaps and bounds.

# Creating a Facebook Business Page

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If you're serious about your social media success, you need to create a dedicated Facebook business page.

Here are the major benefits of a business page:

- Allows an unlimited number of people to follow your business.
- Gives you access to Facebook Ads Manager, which allows you to run sophisticated paid marketing campaigns.
- Access to analytics, letting you know how engaged your audience is and how successful your ad campaigns are.

# How to set up your Facebook business page

Page Ad Center **1** Inbox Events Manage Jobs Notifications **2** More **Settings** Help ▾

- General
- Messaging
- Page Info**
- Templates and Tabs
- Post Attribution
- Notifications
- Messenger Platform
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Authorizations
- Branded Content

### GENERAL

**Description**

ReminderMedia helps businesses solidify their key relationships with the use of American Lifestyle magazine and Start Healthy magazine.

A brief summary of your Page. The limit is 155 characters.

[Save Changes](#) [Cancel](#)

**Categories**

Business Consultant × Media/News Company ×  
Marketing Consultant ×

### CONTACT

**Phone Number**  **Has a phone number**

+1 (866) 458-4226  
Extension (optional)

**Website**  **Has a website**

http://remindermedia.com/

**Email**  **Has an email address**

1. Log into Facebook on your browser.
2. Click the arrow in the top right-hand corner of your screen.
3. Click Create Page.
4. Follow the on-screen instructions to update your business's information.
5. Once your page has been created, update your profile photo and cover photo.
6. Under your profile picture, click Create Page Username.
7. Select a unique URL for your Facebook business page.
8. Follow the instructions in the right-hand column to invite friends to like your page.
9. Click the Settings link in the upper-right corner.
10. Click Page Info.
11. Fill in any relevant information for your business that hasn't yet been completed.

# Adding Content to Your Page

Before you start advertising your business on Facebook, you need to make sure your Facebook page is worth following.

In other words, when people click on a link to your business page, they shouldn't be subjected to a series of sales-oriented posts. Instead, they should find a carefully curated mix of content that tells a bigger story about your brand.



## USE THE 80/20 RULE.

You may have heard of the Pareto principle, which states that 80% of results come from 20% of causes. When it comes to social media marketing, the 80/20 rule means focusing more on offering value and building relationships than on promoting products. In other words:

80%

of your posts support your brand but don't relate directly to what you sell.

20%

of your posts promote what you sell.

In other words, you want to use your Facebook page to build trust and establish your expertise without constantly hitting your visitors over the head with sales pitches. You might share informative blogs, behind the scenes videos, or even Q&As with your customers.

If you need some help getting started, we create compelling content that you can curate and share with your followers. You'll find great articles and amazing recipes at [americanlifestylemag.com](http://americanlifestylemag.com) and [starthealthy.com](http://starthealthy.com).



**88% OF PEOPLE**  
trust online reviews  
as much as a personal  
recommendation from a friend.

"I highly recommend this product to others. Don't hesitate. Their customer service is over the TOP!"

"The company is great to work with! They are always very quick to answer calls and help me with whatever I need."

#### **ENCOURAGE TESTIMONIALS.**

Simply put: there's no underestimating the power of an online review. A survey from BrightLocal found that 88% of people trust online reviews as much as a personal recommendation from a friend.

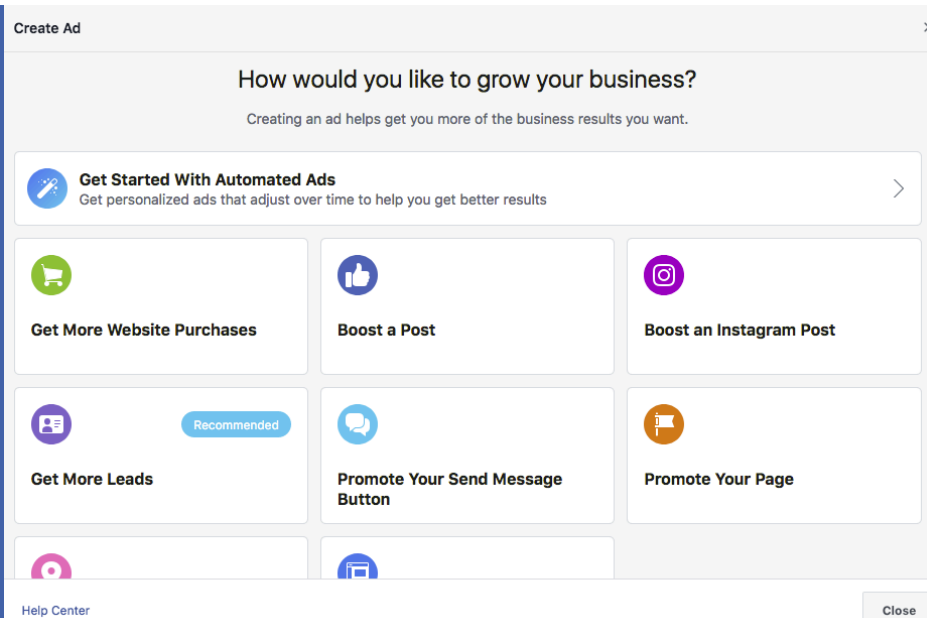
That means when people are considering buying from you, it's pretty likely they'll want to see how other people feel about your business. Rather than leaving this up to chance, you'll want to get ahead of the game and encourage your satisfied customers to leave you a recommendation on Facebook. You can even send them this video to show them how to post a review: [remindermedia.com/blog/how-to-review-a-business-on-facebook](https://remindermedia.com/blog/how-to-review-a-business-on-facebook).

Alternately, they can send you reviews by email, which you can post to your website and share on Facebook.

Once you've gotten into a routine of filling your Facebook page with great content, you'll be ready to take your social media efforts to the next level by running ads and attracting new leads.

# Why You Should Run Ads on Facebook

While it's possible to grow your business on Facebook organically (read: for free), it's generally a good idea to allocate some funds for running targeted ads.



## THERE ARE TWO REASONS FOR THIS:

- 1** Your organic posts only show up for a small portion of the people who like your page, which greatly limits the impact your business can have.
- 2** When you pay to advertise your business on Facebook, you can take advantage of very specific targeting options that will allow you to get in front of the most relevant audience possible.

Of these two reasons for paying to advertise on Facebook, the latter is the most important. Whatever your goal is, there is a way to make it happen. In fact, Facebook actually lets you specify your goal for any ad campaign you create.



# Defining Your Target Audience

**REMEMBER:**  
a specialist always  
beats a generalist.

When it comes to advertising on Facebook, it's important to have an ideal audience in mind, so that you can personalize your messaging and create an exceptional customer service experience.

## LOCATION

If you're a service-based sales professional, it's far easier to attract new business when you focus on a particular market. Facebook allows you to narrow your search down to the individual zip code. By doing this, you can increase the chances you'll find a relevant lead in the community you serve.

## AGE

By learning to specialize in a particular generation or age bracket, you can really hone in on what they value and make sure you deliver it. If you're a real estate agent, you might want to work with millennials, who tend to be first-time home buyers. Or, if you're a financial advisor, you might

be looking to connect with retirees. In either case, you can take advantage of Facebook's age-based targeting to connect with your audience.

## LIFE MILESTONES

Your clients' recent behaviors or milestones can often be a good indicator of whether they'll be interested in what you sell. For example, you can target ads to the friends of people who recently moved, people who were recently engaged, or newlyweds. All of these people might be relevant leads for a real estate agent. Whichever industry you're in, consider the life events that might make a client more interested in what you have to offer.



Think about the community you're looking to serve—who they are, where they live, and what their needs are. Consider, also, what things they might be interested in apart from your services. Knowing more about your ideal client will leave you better prepared for making those valuable connections.

# Getting Started with Ads Manager

If you're looking to grow your business's Facebook presence through targeted ads, you first need to create a Facebook Ads Manager account. From there, you can build highly customizable campaigns that yield amazing results.

## First, you'll need to set up a Facebook Business Manager account:

1. Navigate to [business.facebook.com](https://business.facebook.com)
2. Click Create Account.
3. Follow the instructions on your screen to fill in the rest of the details for your business.
4. Click the Pages link under the Accounts section on the left.
5. Next, click the blue Add button.
6. From the menu that pops up, select Add a Page.
7. Follow the on-screen instructions to add your page to your Business Manager account.

## Add a payment method:

1. Near the bottom of the page on the left-hand side, click Payments.
2. Click the blue Add button.
3. Follow the instructions on your screen to add your credit or debit card of choice.

## Create Your Business Manager Account

### Your Business and Account Name

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

### Your Name

### Your Business Email

This should be the one you use to conduct company business. We'll send notifications about your business to this email.

When you add others to your business, your Facebook name, profile picture and user ID from Facebook will be visible to them.

[Next](#)

## Now you're ready to create your Facebook Ads Manager account:

1. Under Accounts, click Ad Accounts.
2. Click the blue Add button.
3. From the menu that pops up, select Create a New Ad Account.
4. Complete the on-screen instructions to select your business's name, time zone, payment method, and preferred currency.
5. Click Next.
6. Click the button next to your business's name, and then Create.
7. Follow the on-screen instructions to add any additional admins to your account, or click Skip.

That's it! Your Ads Manager account is now set up, and you're ready to start promoting your business on Facebook.

For a step-by-step video tutorial, visit: [remindermedia.com/blog/setting-up-a-facebook-business-page](https://remindermedia.com/blog/setting-up-a-facebook-business-page)

# Boosting a Post

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Now that you've got your Ads Manager account set up and your target audience defined, you can start running ads to promote your business.

Because creating an ad from scratch can be a complicated process, we recommend starting off by boosting one of your existing posts.

**A boosted post will allow you to reach a wider audience with content you've already created. Here's how to do it:**

1. To get started, navigate to your Facebook business page, and find the post with the most likes, comments, and shares. If you don't have a post with a lot of engagement, simply select the post you feel has the most potential. Click the blue "Boost" button. *(Note: some posts will say "Boost Unavailable" and cannot be boosted. In this case, you'll need to choose a different post.)*
2. Next, you're going to need to define your audience. If your page is brand new and doesn't have any followers yet, Facebook can actually find an audience for you by using its algorithm. To take advantage of this, just leave the default "Automatic audience" option selected. We recommend choosing "People you choose through targeting."
3. Click Edit. Here, you can break down your audience by gender, age range, and geographic location. You can get as specific as individual zip codes, or as broad as an entire country.
4. You can also target your audience by interests or behaviors, just as you can in any other ad. Using the search box, start typing some characteristics you'd look for in a target audience. For example, real estate agents might search for newlyweds, or people who are interested in Zillow or HGTV.
5. Next, you're going to specify your budget. Start off with something small, just to get an idea of how your ad performs with the targets you've selected. In addition to the dollar amount, you'll also choose how long your ad is going to run. You can choose from 1 day, 7 days, or 14 days, or manually enter an end date.  
  
As you make your selections, you'll see that Facebook updates the page with estimates of how many people you'll reach, as well as how much you'll spend per day on your boost.
6. Finally, you'll need to choose your payment method. If you haven't already created an account on Facebook Ads Manager, you'll need to follow the instructions on your screen to add a credit or debit card. Once you've done this, click Boost. Facebook will review your boost request and, so long as you haven't violated any ad policies, it will start running soon.



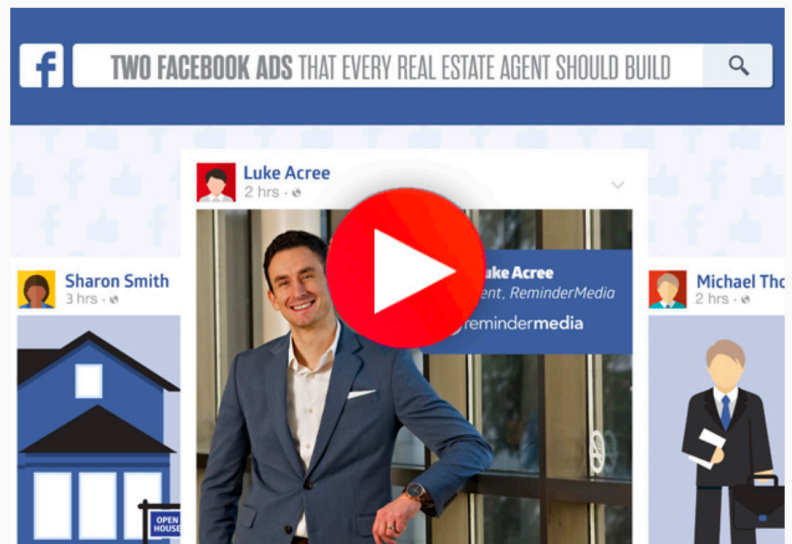
After you've boosted your post, you can go back in and check its performance, both during the boost and after it. Just click View Results at the bottom of the post, where the Boost button usually is. And, if you want to cancel your boost, you can click the Settings icon in the lower-left corner, followed by Delete Ad.

## Facebook Ads Training Webinar

Take the spring market head-on with Facebook advertising!

- ✓ Why you should have a business page
- ✓ Step-by-step tutorial on setting up a listing and branding ad
- ✓ How to follow up with the newly generated leads

WATCH WEBINAR



Feel like you are ready to dive into targeted ads? Watch our webinar for sound strategies and step-by-step instructions that will help you get the most out of your campaigns. [remindermedia.com/webinar/facebook-ads-training-webinar](https://www.remindermedia.com/webinar/facebook-ads-training-webinar)

# The Importance of Following Up



If you're drawing in more leads than you can count but doing nothing to follow up, you're expending all that time, energy, and money for no reason. Here are some tips for engaging your new Facebook leads.

## ENGAGE WITH PEOPLE IN THE COMMENTS SECTION.

When someone goes out of their way to leave a comment or ask a question on your post, the least you can do is to interact with them in some way.

- Like positive comments.
- Thank people for words of support.
- Answer questions.
- Take criticism as an opportunity to explain your perspective.

When your prospects see that you're engaging with people on social media, they'll know you're committed to providing excellent customer service at every level.

So, remember: you're on Facebook to network and offer value. Don't constantly hit people over the head with sales pitches, and you'll be rewarded for your patience later on.

## INVITE LEADS TO LIKE YOUR PAGE.

On any Facebook post or ad that you run, you can invite people who've liked the post to also like your page.

- In your browser, click the number of likes in the bottom left-hand corner of your post. If you're using the Facebook app, you'll need to click the number of comments to bring up the post in a new window, then click the number of reactions.
- Scroll through the list of people who've reacted to your post and look for any boxes that say "Invite." Click Invite.

It's really that easy. While not everyone will accept an invitation to like your page, those who do will see more content from you in their feed and be one step closer to becoming a paying customer.


## Community


[See All](#)

 **Joshua Stike and 3 other friends** like this or have checked in



[Invite Friends](#)

 **21,493 people** like this

 **22,053 people** follow this

### New Message ×

To:

Hi Maggie! Thank you so much for the kind words. Are there any additional questions I can help answer for you?



**We are so close to moving into our extended home! Take a tour with Josh and Luke of our updated space 🔥**

By ReminderMedia

[Send](#)

## SEND DIRECT MESSAGES.

When someone has a question about your product or leaves words of support on one of your posts, you can also choose to send them a direct message (depending on their privacy settings). Just click Message underneath the comment in question. Then, type your response and click Send.

# Monitoring Your Performance

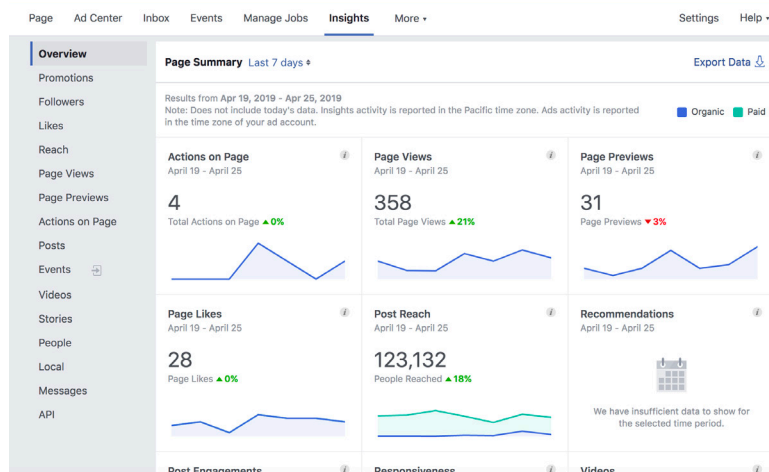
One of the most compelling aspects of creating a Facebook business page is the access you'll have to a wide array of analytics that allow you to see just how engaged your audience is.

When you navigate to the Insights tab on your Facebook business page, you'll be shown some of the KPIs for your page over the last 7 days. Next to each one, you'll see either a green number (indicating an increase over the previous period) or a red number (indicating a decrease).

You can click the drop-down menu at the top of the page to adjust the time frame (up to 28 days), or click the Export Data link to the right to download a spreadsheet with a full set of analytics. You can specify the time frame for your exported data, going back as far as 180 days.

The most important numbers you'll want to be aware of are Page Likes (the number of new people who have chosen to get updates from your business) and Engagements (the total number of likes, comments, link clicks, and shares) for the period in question. Ultimately, you want to see both of those numbers going up over time.

As mentioned earlier, checking the performance of one of your boosted posts is even easier. Simply find the post you've boosted on your Facebook page, then click View Results. When you do this, you'll see a breakdown of your boosted post's performance, including the amount of link clicks, comments, and shares, as well as the total number of people reached.



By keeping track of the performance of your paid campaigns, you can get a better idea of which approaches are most effective and use that information to guide your future marketing efforts.



When it's used properly, Facebook can be an incredibly effective marketing tool for your business. Hopefully, this guide has left you feeling better prepared to make connections on this wildly popular and powerful platform.

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