

Facebook Marketing Strategy:

Why You Need One

(And How To Build It)



Failure to plan is planning to fail. We've all heard this expression before. However, that doesn't mean we always heed this advice. Sometimes we get busy and cut corners. And we pay the price later. That's because working without a plan is stressful. It also tends to be inefficient and ineffective. Like we've said before, "winging it is not a social media strategy."

Sometimes it's enough to simply try different things and see what works. However, without a coordinated strategy, your efforts may feel sporadic and disjointed. Your audience will notice. Strategy makes your efforts intentional. That makes your efforts more likely to succeed. Once you get your marketing strategy and processes down for Facebook, you'll be able to gauge how well content should perform (within a reasonable margin of error).

Define Your Goals

Before you know what to do, you need to know why you'd do it. It's easier to succeed when you give yourself a target to aim at. Here are some common business goals for Facebook brand pages:

- Drive referral traffic back to your blog, website, or landing pages.
- Strengthen brand awareness.
- Build a relationship with your audience.
- Provide customer service.
- Generate leads and conversions.

Which goals matter most to you?

- ☐ Traffic
- ☐ Brand Awareness
- ☐ Building Audience Relationships
- ☐ Customer Service
- ☐ Leads/Conversions/Revenue

Know Your Audience

It helps to know who you're talking to before starting a conversation. Knowing who your audience is on Facebook, however, can be a challenge. Fortunately, its own built-in analytics and other tools can make this task a bit easier.

Audience Survey Template

- ☐ Why do you use Facebook?
- ☐ What types of content would you like to see from us on Facebook (check all that apply)
 - ☐ Video
 - ☐ Images
 - ☐ Shareable GIFs
 - ☐ Contests
 - ☐ Company News Updates
 - ☐ Industry News
 - ☐ Helpful Tips & Tricks
 - ☐ Event Invitations

Can you name five brands you enjoy following on Facebook?

- 1.
- 2.
- 3.
- 4.
- 5.

Record notes from your findings here:

]

Google Analytics

Find your audience data in Google Analytics using the methods outlined in the accompanying blog post. Then, answer these questions:

- ☐ % of Female Visitors [] and Male Visitors []
- ☐ What are my site visitor's top five interests? Find this in Google Analytics under Interests > Affinity Categories
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
- ☐ What are the top five markets my audience members work in? Find this in Google Analytics under Interests > In-Market Segments
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

Facebook Insights

Log into Facebook, check out your Insights tab, and fill in the following fields:

- ☐ % of Female Fans [] % of Male Fans []
- ☐ How do your age demographics break down?

Female 13-17 [] %

Female 18-24 [] %

Female 25-34 [] %

Female 35-44 [] %

Female 45-54 [] %

Female 55-64 [] %

Female 65+ [] %

Male 13-17 [] %

Male 18-24 [] %

Male 25-34 [] %

Male 35-44 [] %

Male 45-54 [] %

Male 55-64 [] %

Male 65+ [] %

- ☐ What are the top 10 countries your audience is located in?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

- ☐ What are the top ten cities your audience is located in?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Next, Build Your User Persona

Complete the Facebook Audience Persona template.

Facebook Audience Persona		
Persona Name + Job Title <i>Workplace:</i> <i>Job Description:</i>	 <p><i>Insert a photo of your target audience.</i></p>	
Demographic Information <i>Age:</i> <i>Gender:</i> <i>Income Level:</i> <i>Level of Education:</i> <i>Location:</i> <div><i>Rural</i> <i>Suburban</i> <i>Urban</i></div>		
	Hobbies + Interests <i>Hobby:</i> <i>Hobby:</i> <i>Interest:</i> <i>Interest:</i>	Challenges + Goals <i>Describe:</i>
Persona Summary <i>How would your target customer or audience member describe themselves?</i>		
Values + Fears <div><i>What your audience expects from your service:</i> <i>Common concerns that prevent them from converting:</i></div>		Favorite Blogs + News Sources <i>List 5-10 popular with your demographic:</i>
Customer Quote <i>Add a real quote from a real customer that your persona might say:</i>		

Determine Your Messaging & Tone

You now know who you're talking to. It's time to figure out how you'll talk to them. This means establishing your brand voice on Facebook.

Will your tone be:

- Casual
- Professional
- Humorous

Describe Your Brand Voice In Three Adjectives:

What's one word that describes my content? _____

What's one word that describes my brand voice? _____

What's one word that describes my audience? _____

Now, plug those adjectives into the following Sentence:

_____ creates _____ content that's _____ for _____.
[YOUR BRAND] [ADJECTIVE 1] [ADJECTIVE 2] [ADJECTIVE 3]

You now have a one-sentence mission statement for your Facebook content strategy.

7-Point Facebook Content Creation Checklist

You'll need to create and curate different types of content for your Facebook page. Follow this checklist to make sure you have some basic resources you'll need:

- ☐ Do you work with a designer?
- ☐ If not, can you design images yourself? (Hint: use Canva, Piktochart, and Info.gram)
- ☐ Do you have a still camera or video camera?
- ☐ If not, do you know how to take quality images and video with your smartphone?
- ☐ Do you have budget to promote posts when they're successful?
- ☐ Are you familiar with the data you can find in Facebook Insights?
- ☐ Are you using a content calendar (either with a spreadsheet or an app)?

Content Curation List

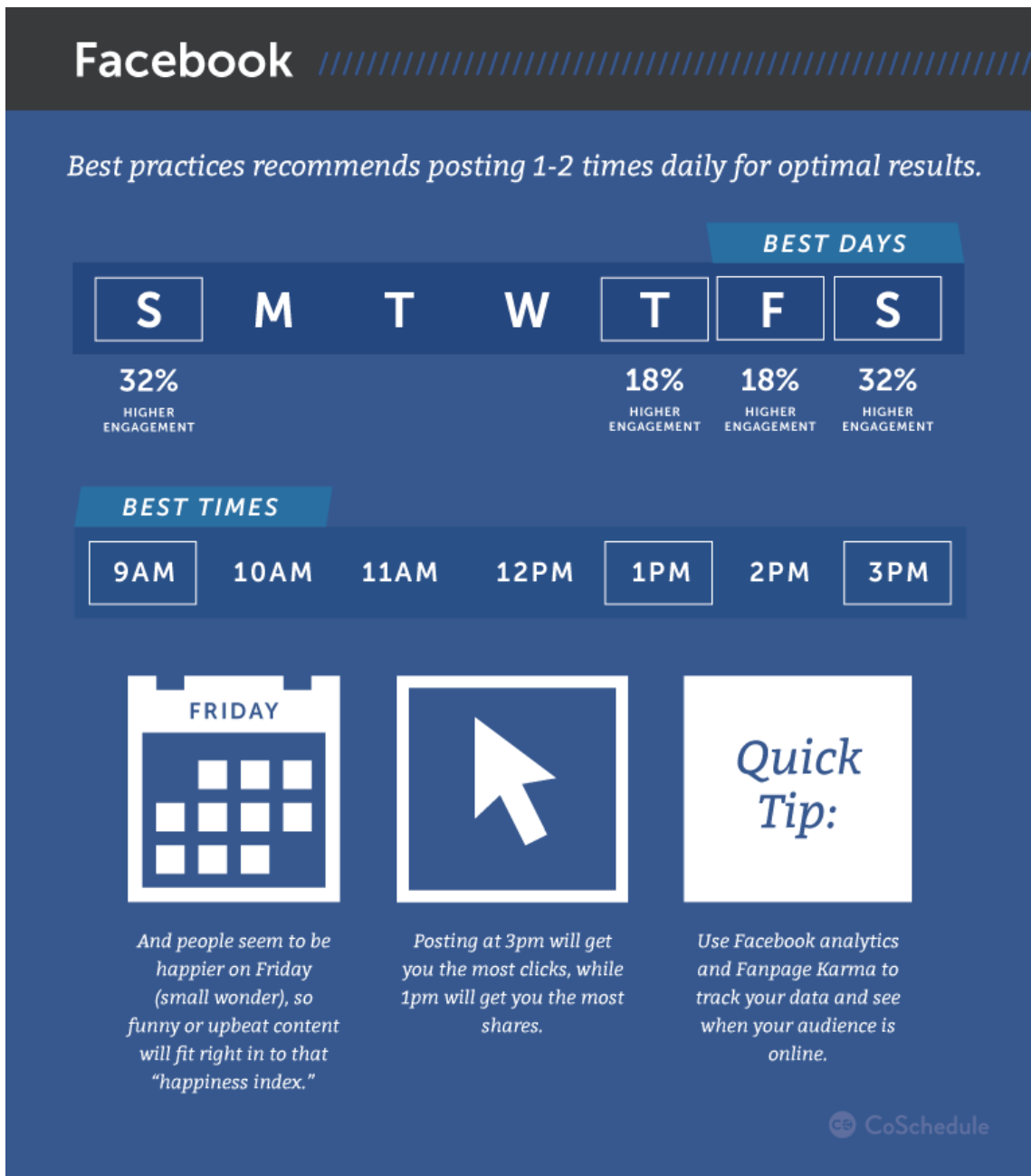
List 20 blogs and news sources related to your industry that you respect. Follow these sources to find a never-ending stream of content you can share on your page:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Build Your Posting Schedule

When to post and how often to post, are two common questions.



Use these numbers as starting points. Then, adjust until you find what works best.

Build Out A Facebook Content Calendar

To do this, start adding content to your calendar. Use the Best Times to Post and How Often To Post guidelines above until you have two weeks worth of content on your calendar.

Content can fall into one of three categories:

Campaign Posts

These posts are part of a unified creative campaign. They may promote a particular blog post, event, contest, or other content item.

Adhoc Posts

These are standalone posts. Mix these in with your campaign posts.

Curated Content

These are posts shared from other Pages.

How To Measure The Effectiveness Of Your Facebook Strategy

It isn't enough to just post content on Facebook. You need to show your boss why your efforts are important. This means tying your Facebook marketing performance to actual business goals.

Pay Attention To These Facebook Marketing Metrics:

- Total Page Likes
- Per Post Likes
- Per Post Shares
- Post Reach
- Weekly Post Reach
- Weekly Post Engagement
- Weekly Website Clicks
- Cover Photo Button Clicks

Why Are These Metrics Important?

Likes and shares are often dismissed as vanity metrics. Granted, they're not as important as conversions or revenue. However, they shouldn't be ignored. They let you know what your audience wants. Each like and share is an opportunity to make a connection between your brand and your audience.

Which Metrics Are Most Important?

This will depend on your goals. Follow this chart to align measurement with business objectives:

Continued on next page...

How To Match Facebook Metrics *To Business Goals*



BRAND AWARENESS

MEASURE THIS:

Post Reach
Likes
Shares
Comments
People Talking
About this



GENERATE LEADS

MEASURE THIS:

Referral Traffic
Conversions
Sign Ups
Cover Photo CTA
Clicks



CUSTOMER SERVICE

MEASURE THIS:

Response Rate
Response Time
Survey Feedback
1-Touch
Conversations



DRIVE TRAFFIC

MEASURE THIS:

Clicks
Referral Traffic
Conversions

 CoSchedule

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CoSchedule

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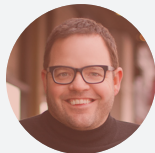
“

“CoSchedule is the easiest-to-use editorial calendar around, and includes a robust layer of social sharing functionality that makes it a no-brainer for me and my team.”

—Jay Bear, Founder of Convince and Convert



Michael Hyatt
Author



Jay Bear
Convince & Convert



Nathan Alder
RiverScene

Latest Features



Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...



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