



# facebook

# Marketing

## tutorialspoint

SIMPLY EASY LEARNING

[www.tutorialspoint.com](http://www.tutorialspoint.com)



<https://www.facebook.com/tutorialspointindia>



<https://twitter.com/tutorialspoint>

## About the Tutorial

---

This tutorial is designed to make the audience understand how Facebook can be used as a digital marketing tool. It also explains how Facebook provides insight into its users' interests, likes, dislikes, personal life and buying behavior. In addition, it also provides a large database of information that can be tapped into by your business or organization to generate high quality leads, sales enquiries and traffic to your website.

## Audience

---

This tutorial is for those who wish to make or strengthen their stand in the market through Facebook as one of the social media platforms. The audience of this tutorial is expected to have a basic understanding of digital marketing and good communication skills.

## Prerequisites

---

We assume that you have the creative skills required to help you stand out in the field of digital marketing.

## Disclaimer & Copyright

---

© Copyright 2018 by Tutorials Point (I) Pvt. Ltd.

All the content and graphics published in this e-book are the property of Tutorials Point (I) Pvt. Ltd. The user of this e-book is prohibited to reuse, retain, copy, distribute or republish any contents or a part of contents of this e-book in any manner without written consent of the publisher.

We strive to update the contents of our website and tutorials as timely and as precisely as possible, however, the contents may contain inaccuracies or errors. Tutorials Point (I) Pvt. Ltd. provides no guarantee regarding the accuracy, timeliness or completeness of our website or its contents including this tutorial. If you discover any errors on our website or in this tutorial, please notify us at [contact@tutorialspoint.com](mailto:contact@tutorialspoint.com).

## Table of Contents

---

About the Tutorial.....	i
Audience .....	i
Prerequisites .....	i
Disclaimer & Copyright.....	i
Table of Contents .....	ii
<b>1. FACEBOOK — OVERVIEW .....</b>	<b>1</b>
<b>Types of Facebook Pages.....</b>	<b>1</b>
<b>How can posts be effective to grow your business .....</b>	<b>2</b>
<b>2. FACEBOOK – PROFILE PAGE SETUP .....</b>	<b>3</b>
<b>Choosing which page suits your venture .....</b>	<b>3</b>
<b>Adding page details.....</b>	<b>4</b>
<b>3. FACEBOOK – PAGE NAVIGATION .....</b>	<b>6</b>
<b>Adding a display picture and a cover photo.....</b>	<b>7</b>
<b>Create a ‘call-to-action’ button .....</b>	<b>7</b>
<b>Settings .....</b>	<b>8</b>
<b>4. FACEBOOK – AD OPTIONS .....</b>	<b>10</b>
<b>Get traffic to your website .....</b>	<b>10</b>
<b>5. FACEBOOK – AD MANAGEMENT .....</b>	<b>13</b>
<b>6. FACEBOOK – PAGE PROMOTION .....</b>	<b>15</b>
<b>7. FACEBOOK — PERSONAL BRANDING.....</b>	<b>19</b>
<b>8. FACEBOOK — IDENTIFY TARGETS.....</b>	<b>22</b>
<b>9. FACEBOOK — QUALITY POSTS.....</b>	<b>24</b>
<b>Types &amp; Quality of Posts .....</b>	<b>25</b>
<b>10. FACEBOOK — POST FREQUENCY .....</b>	<b>28</b>

11.	FACEBOOK — LIKES PHILOSOPHY.....	29
12.	FACEBOOK — CREATE FANS.....	31
13.	FACEBOOK — ENGAGING FANS .....	33
14.	FACEBOOK — CALL-TO-ACTION .....	36
	<b>How to add the call-to-action button .....</b>	<b>37</b>
15.	FACEBOOK — VIDEO PROMOTION.....	38
16.	FACEBOOK — MARKETING TRICKS.....	40
17.	FACEBOOK — A/B TESTING .....	42
	<b>Creating a test.....</b>	<b>43</b>
18.	FACEBOOK — ANALYTICS.....	44

# 1. Facebook — Overview

Utilizing Facebook for your digital marketing strategy is without doubt one of the best ways to connect and grow a social following online. Being one of the largest social media platforms, it provides insight into its users' interests, likes, dislikes, personal life and buying behavior. This large database of information can be tapped into by your business or organization to generate high quality leads, sales enquiries and traffic to your website.

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered on a solid blue rectangular background.

## Types of Facebook Pages

---

Facebook pages assist businesses, brands and organizations in sharing information and reaching out to people. Users like the pages that they are interested in. With this, they can stay in touch and get updates about different activities. There are a number of different pages you can create depending on what sort of organization you are starting.

Following is a list of the types of Facebook pages that you can create:

- Local business or place
- Company, organization or institution
- Brand or product
- Artist, band or public figure
- Entertainment
- Cause or community

## **How can posts be effective to grow your business**

---

Facebook is a fantastic way to reach out to your audience on different levels. By posting information, photos, videos and stories, the content you share can:

- Personalize your brand
- Drive users to your blog
- Generate more traffic directly to your website
- Educate and create awareness about your industry
- Promote the culture of your organization

Facebook marketing is completely scalable as you create campaigns that are realistic and relevant to your brand. All of this is completely measurable by utilizing Facebook analytics, giving you the ability to test, evaluate and adjust the strategy that you are currently implementing.

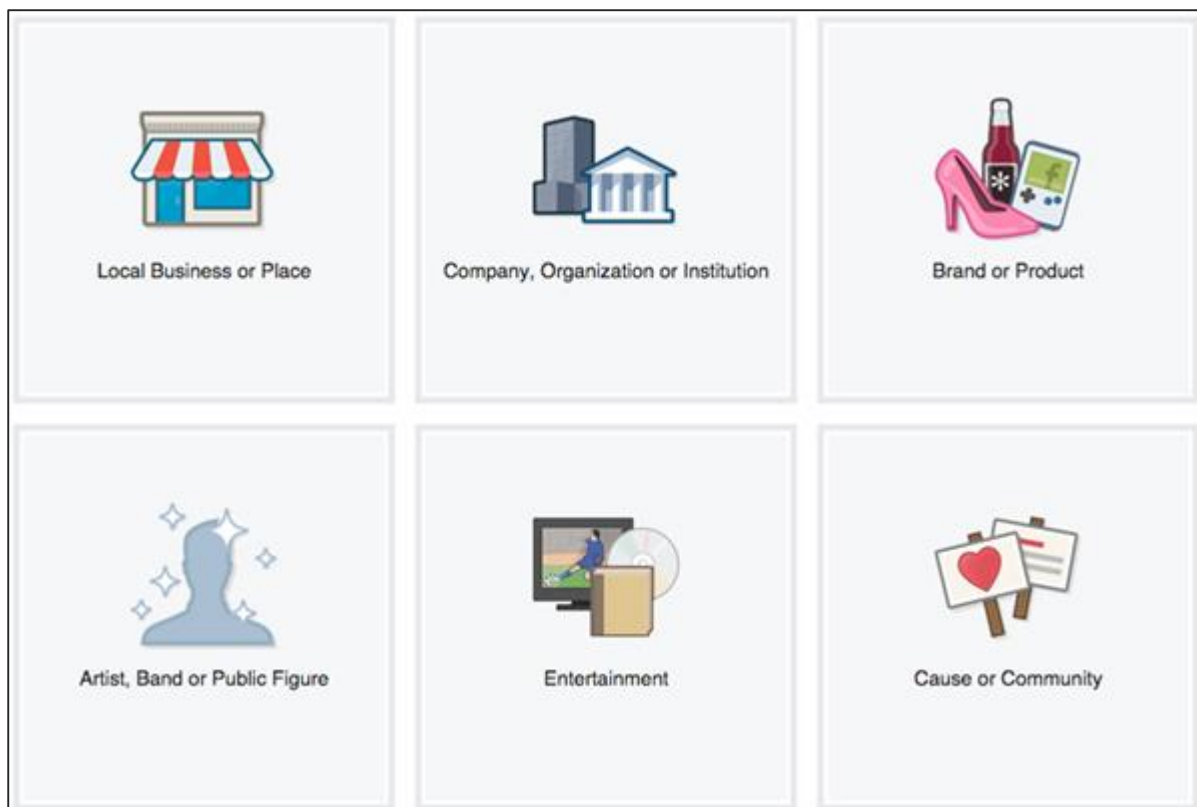
## 2. Facebook – Profile Page Setup

We will discuss, in this chapter, how to choose the most optimized page that will suit your venture.

### Choosing which page suits your venture

---

The first step to 'create a page' on Facebook requires you to select the page category. While all of the pages have the same look and feel, they have different information and features that you can highlight and promote.



Once you have decided what type of page you would like to create, you need to add in the basic details and sub-categories to get the page up and running. For each page type, different information is required.

The following is a snapshot of what information you put in to begin the creation wizard. You can change the page whenever and as many times as you would like after the setup. The only thing to keep note of is that if you change from a business or local place you will lose your reviews, maps and check-ins.

**Create a Page** Pages I Like Pages I Manage

Create a Facebook Page to build a closer relationship with your audience and customers.

**Local Business or Place**

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

**Company, Organization or Institution**

Join your supporters on Facebook.

Choose a category

Company Name

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

**Brand or Product**

Choose a category

Brand or Product Name

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

**Artist, Band or Public Figure**

Have a profile? Learn more about letting people follow your public updates.

Choose a category

Name

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

**Entertainment**

Join your community on Facebook.

Choose a category

Name

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

**Cause or Community**

Join your supporters on Facebook.

Cause or Community Name

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

The image above is what the information fields look like when you click on one of the categories in **'create a page'**.

## Adding page details

The Facebook wizard will guide you through the process quite easily when you are creating your page. If you have decided that your page is a Local Business or Place, you can add tags that help improve the ranking of your page (which will increase visibility when people are searching interests related to your business).

You can also add a detailed description, website link and a custom Facebook web URL. You will also be required to confirm that you are the authorized representative to create a Facebook page for the business. Once you have finished this step, you will then be asked to add a profile picture, add the page to your favorites and have the option to claim any duplicate pages relating to your business.

The last step to getting your business or place page set up is to choose your preferred page audience. This will let Facebook know what demographics should see your page. The setting up of Facebook pages for other categories are fairly similar.



### Set Up Local Business or Place

1 About > 2 Profile Picture > 3 Add to Favorites > 4 Claim > 5 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

**Locations** ⓘ Everyone in this location ▾

📍 Include ▾ | Add a country, state/province, city, DMA, ZIP c

**Age** ⓘ 18 ▾ - 65+ ▾

**Gender** ⓘ All Men Women

**Interests** ⓘ Search interests | Suggestions | Browse

Skip Save

Once you have completed the Setup Wizard, you will be directed to your new page. It will look empty except for the information you put in during the setup.

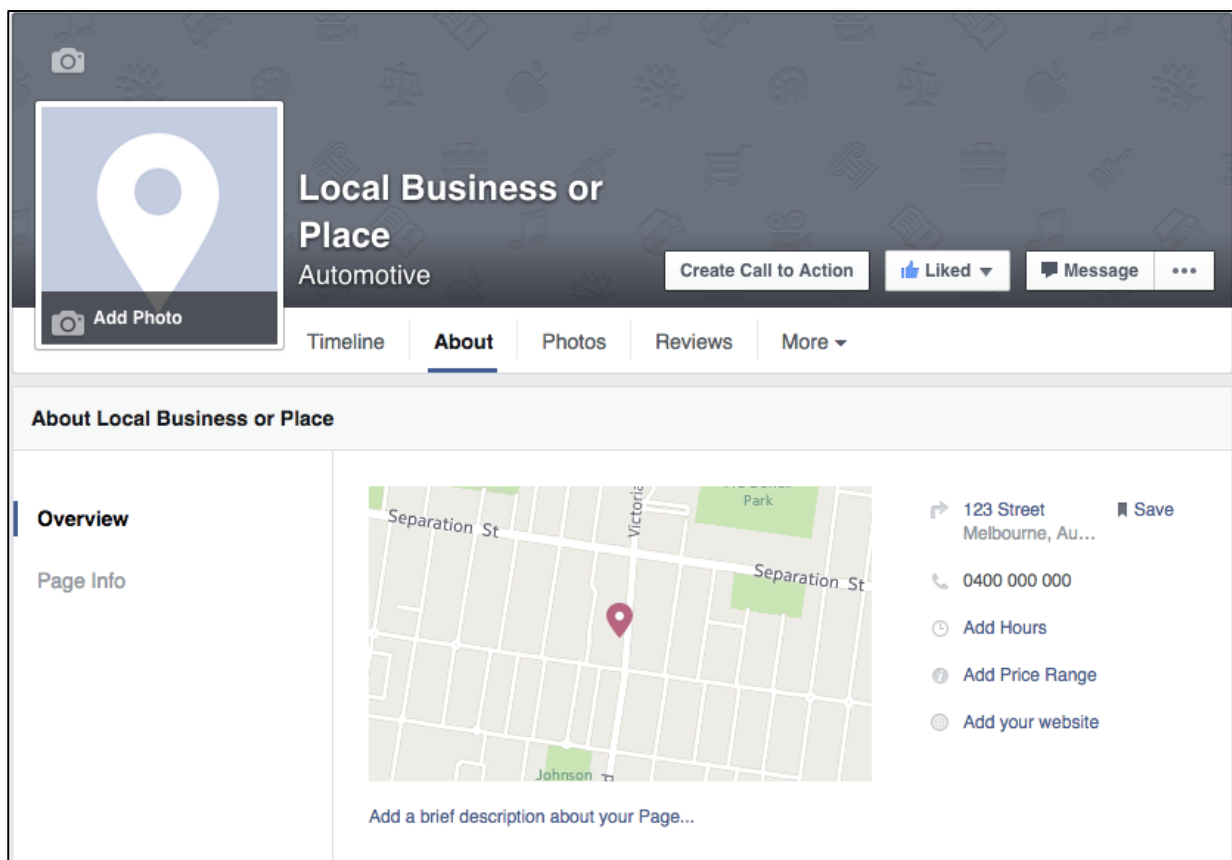
# 3. Facebook – Page Navigation

After completing the initial setup, you will be redirected to your new Facebook page. Apart from the information you provided in the setup process, it will look rather empty. In this chapter, we will show you how to navigate through different areas of the page so that you are comfortable with modifying and utilizing the functionalities.

In the 'About' tab, you can ensure that all your business details have been entered correctly. The areas you can update/modify include:

- Address
- Contact details
- Website URL
- Operating Hours
- Price Range

You can also include a brief description about your business.

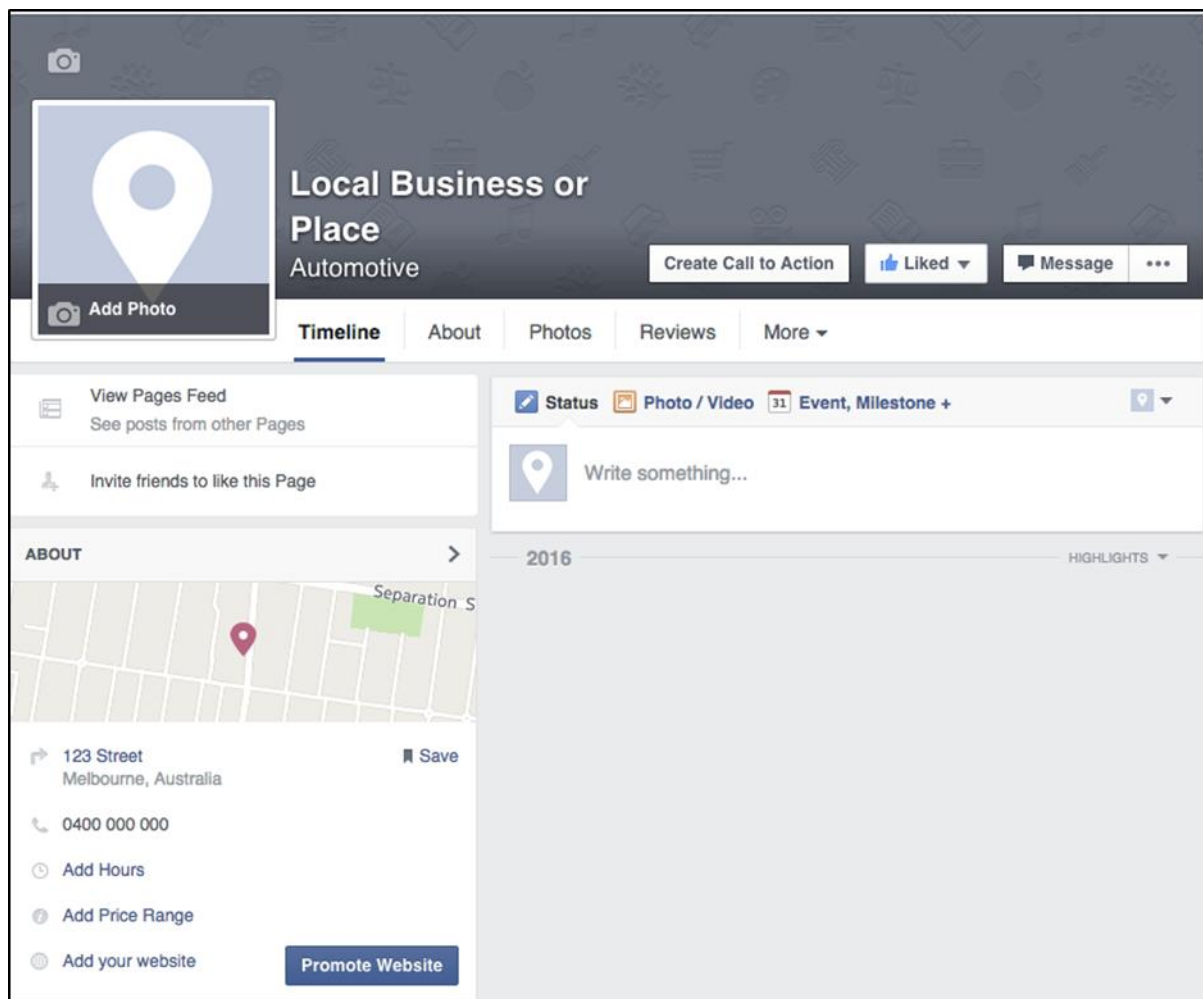


## Adding a display picture and a cover photo

To add a display picture and a cover photo, you will need to click on the camera icon located within the designated areas (see picture below). In general, the display picture should represent your business with either a logo or icon that people will familiarize with your brand. The cover photo is a great way to show off what makes your brand shine by giving your users a graphical image that promotes your service. Depending on the culture and values of your organization this can be professional, creative, informative or a mix, there are no set rules, it will depend on how you want to market yourself.

**Display picture size:** 180px x 180px

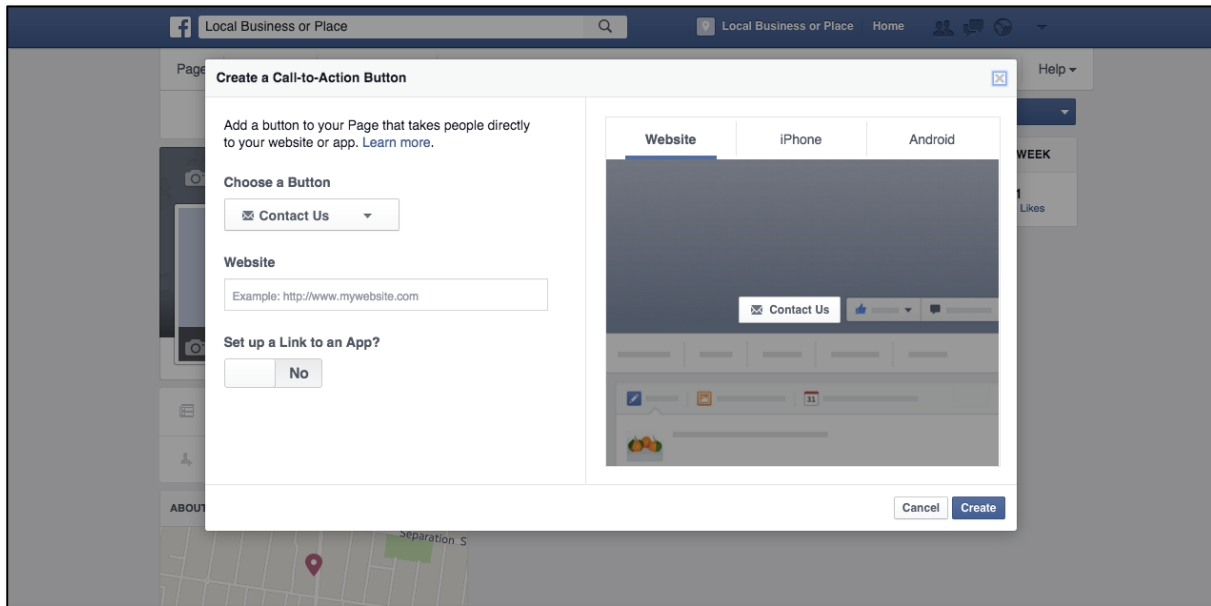
**Cover photo size:** 851px x 315px



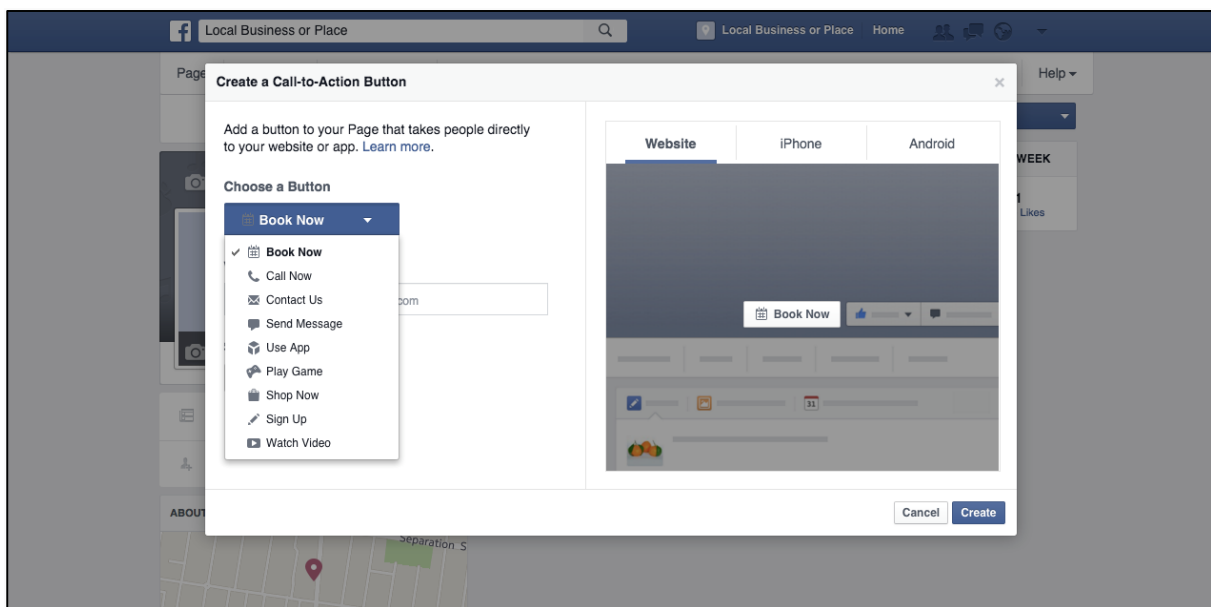
## Create a 'call-to-action' button

Creating a call-to-action button on your page enables your audience to straight away be taken to a desired location. This is a great way to start generating leads, get traffic, bookings, subscriptions and much more. You will be able to choose what type of button

you would like to have displayed and where it will take someone if they click on it. You can create call-to-action buttons for desktop, iPhone and Android.



The image above is to create call-to-action button.



The image above shows the different types of buttons you can have displayed on your page.

## Settings

The settings tab gives you the access to monitor and perform adjustments on your page. In the general page, you can choose whether your page is public or private. In the initial phase of setting up your page, you may wish to change the status of the page to private until you are ready for people to start finding/seeing what you are up too. Here you can also set who can post on your wall, you can choose to either just let the admin post or let

your fans and people who find your page, post and comment on your wall. You can also set who can tag photos, message you privately, restrict age to see the page and which countries it will be available for. You can also merge duplicate pages you have or delete the page entirely.

<b>General</b>	<b>Favorites</b>	Page is not added to Favorites	<a href="#">Edit</a>
Messaging	<b>Page Visibility</b>	Page published	<a href="#">Edit</a>
Page Info	<b>Visitor Posts</b>	Anyone can publish to the Page Anyone can add photos and videos to the Page	<a href="#">Edit</a>
Post Attribution	<b>News Feed Audience and Visibility for Posts</b>	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	<a href="#">Edit</a>
Notifications	<b>Expiring Posts</b>	Ability to set posts that expire is turned off for my Page	<a href="#">Edit</a>
Page Roles	<b>Messages</b>	People can contact my Page privately.	<a href="#">Edit</a>
People and Other Pages	<b>Tagging Ability</b>	Only people who help manage my Page can tag photos posted on it.	<a href="#">Edit</a>
Preferred Page Audience	<b>Country Restrictions</b>	Page is visible to everyone.	<a href="#">Edit</a>
Apps	<b>Age Restrictions</b>	Page is shown to everyone.	<a href="#">Edit</a>
Instagram Ads	<b>Page Moderation</b>	No words are being blocked from the Page.	<a href="#">Edit</a>
Featured	<b>Profanity Filter</b>	Turned off	<a href="#">Edit</a>
Page Support	<b>Similar Page Suggestions</b>	Choose whether your Page is recommended to others	<a href="#">Edit</a>
Activity Log	<b>Comment Ranking</b>	Most recent comments are shown for my Page by default.	<a href="#">Edit</a>
	<b>Merge Pages</b>	Merge duplicate Pages	<a href="#">Edit</a>
	<b>Remove Page</b>	Delete your Page	<a href="#">Edit</a>

Other notable areas in the settings are:

**Page roles** – Choose to add new people in to your page as either an admin, editor, moderator, adviser or analyst.

**Messaging** – Show your average response time in getting back to private messages. You can also let people know that you will be either just as or less responsive outside of business hours.

**Preferred page audience** – Change who finds your page by optimizing the age criteria, location, gender and users' interests.

# 4. Facebook – Ad Options

There is a lot of flexibility when it comes to choosing the types of ads you want to produce for your Facebook page. This will depend on what you are offering for the campaign and the type of audience you want to promote. Over the last couple of years, Facebook has spent a great deal of time and effort to adjust the types of ads it offers to really be tailored to suit the needs of business owners and users.

The first question you want to ask yourself is what is the objective of the advertisement that you are going to post. Different types of ads serve the following purpose:

- Generate traffic to your website.
- Boost likes and engagement for your page.
- Install and promote your mobile and desktop applications.
- Direct people to your business, ecommerce platform or event.

## **Get traffic to your website**

---

Following are some of the ways to generate traffic to your website.

### **Send people to your website**

This option is utilized to set the destination when someone clicks on the advert to a custom URL of your choice. This ad simply displays a title, short description, and the URL of the link you wish to display.

This option is best if you want to direct someone to your homepage, online store, contact page or any other page on your website that you want people to see.

### **Increase conversion on your website**

If you choose to implement and increase conversion on your website campaign you will be given a short code. This code is added to the page that you wish to track conversion on.

For example, if you want to track how many people subscribe to a newsletter on your page, you should add this to your newsletter confirmation page. You can then optimize the ad to reach out to people in your audience that you would like to convert.

### **Boost likes and engagement for your page**

Boosting your post will create an ad from a post that you have already created on your page. This is best used when you want to get a wider audience to see what you have posted. The goal for a post boost is to increase the number of people viewing, liking, commenting and sharing the content that you have published.

End of ebook preview

If you liked what you saw...

Buy it from our store @ <https://store.tutorialspoint.com>