



Naturally Adventurous

11A Taylor Road, Bracebridge, ON P1L 1S6
1 800.835.7303

Algonquin Park, Almaguin Highlands, Muskoka and Parry Sound
www.explorersedge.ca

Facebook Ads and Business Solutions

*all information shared on this start-up sheet came directly from
www.facebook.com*

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Interesting Facebook Statistics:

- 800 million people on Facebook
- 500 million Facebook mobile users
- 2 billion posts are liked and commented on DAILY
- 526 million FB users log on DAILY
- 300 million photos are uploaded DAILY
- 100 million page “Likes” happen every day on Facebook
- When people hear about a business through a friend they are twice as likely to engage, and four times as likely to purchase
- “Facebook is the global scale of television and the precision of direct marketing all delivered around the simple intimacy and power of trusted connections between friends”
- “Think about how your business can fit into your customers lives on Facebook. It’s up to you to build engaging experiences that spark conversations, inspire sharing, and drive business results”

Facebook Key Terms:

Impressions: impressions measure the number of times a post from your page is displayed, whether the post is clicked on or not. People may see multiple impressions of the same post. For example, a fan might see a page update in their news feed once, and then a second time if a friend shares it.

Reach: reach measures the number of people who received impressions of a page post. The reach number might be less than the impressions number since one person can see multiple impressions.

CPC: cost-per-click; you are charged each time someone clicks on your ad or sponsored story.

CPM: cost-per-thousand impressions; the cost per 1000 times your ad or sponsored story is displayed.

Timeline: the space on each users page that allows friends, fans or businesses to post messages for the user to see (their friends and fans can also see these posts).

News Feed: this is what you see when you first log into Facebook. The news feed is a continuous stream of updates that highlights information that includes profile changes, upcoming events, status updates, uploaded photos, etc.

Admin: the person in charge of or responsible for a page. The admin can invite people to the page, appoint other admins, and edit page information and content.

Friend/Fan: a person who joins your page. You can directly communicate with your fans through event announcements, timeline posts, facebook mail messages, etc.

Insights: a free service that provides real time metrics and analysis of your Facebook page. Insights allow you to review page activity and performance, fans and ad respondents, as well as trends and comparisons. This information allows you to improve your business presence on Facebook.

Tag: you can mark, or “tag”, photos and videos to identify the image or person/business in it. Tagged photos and videos will automatically appear on the tagged person’s profile. For example, if someone staying at your resort is a fan of your business, you can tag them in photos which will then appear on their page. This is a good way of promoting your business to friends of friends.

Facebook Marketing Bootcamp:

www.facebook.com/business/sessions/

Following this link will take you to a series of webinars which take you through a series of topics in a recent Facebook Marketing Bootcamp education series.

1. Build Essential Connections for Your Business
2. Connect to People with Your Facebook Page
3. Spread the Word with Ads
4. Let Your Customers Do the Talking with Sponsored Stories
5. Maximize Your Efforts with Insights and Optimization
6. Make Your Business More Engaging with Social Technology

Getting Started:

www.facebook.com/business

Facebook pages are a simple, free product for businesses to create a Facebook presence and connect with new and loyal customers.

Add Content: Include important information such as your location, links to website, hours, photos, or menus so that people can get to know your business.

Claim your Place: Connect your physical store location to your page by claiming your Place so people can find you and “check-in” at your location.

Invite your Customers: Invite current and new customers to “like” your page, and promote it with in-store signs, flyers, emails, and website links. For example, you can create signage for your reception area or front counter which tells your customers you are on Facebook and to connect with you there.

Engage your Customers: Join the conversation, build relationships and gain valuable insight. Use your page to post regular updates about your business, provide exclusive offers to people who like your page to generate comments and drive engagement, get to know your fans and connect with them by responding to their comments, and learn how your audience is most interacting with your page to make adjustments and increase engagements.

Promote your Business: Create ads or run sponsored stories. Facebook Ads get the word out to exactly who you want using targeting criteria such as interests, location and more. Sponsored stories take advantage of friends talking to friends about your business.

Creating your Page:

www.facebook.com/business/pages/

Build your presence with your Facebook Page. Connect with potential customers and drive traffic to your business.

Build your Page: While creating your page, make sure it represents your product and mission.

- *Cover Photo:* this is the first thing people see when they visit your page. Choose a unique photo to your business, and change it as often as you like (seasonally, for specific events, to promote and activity that is popular at your destination, to engage your target market, etc).
- *Profile Photo:* this represents your page on other parts of Facebook, like in the news feed. This is the image that will accompany any posts you make or comments you make on your fans or friends pages. For a business page, it is best to use your business logo or another image which is associated with your business.
- *About:* write a short statement that clearly describes what your business is, and include helpful links (to your website for example) and contact information (phone number, email address and full mailing address).
- *Views and Apps:* photos, likes and apps are at the top of your page. Change the order to whatever you like so your fans see what matters to you first.
- *Posts:* add updates, photos, videos and links about your business so people always see fresh content on your page. This helps keep your fans engaged.

Talk to your Customers: post regularly to develop deeper relationships with your customers and create an active community around your page. Give your page an authentic and consistent voice, and encourage people to like and share your posts (this is a great way to expand your reach). Also, tagging customers in photos at your location can help you share your business with their friends when the tagged photo appears in their News Feed.

- *Share Exclusive Content:* post photos, videos, menus, recipes or other “sneak peaks” about new products or events.
- *Ask Questions:* simple questions let customers give feedback on a product or service. Questions also encourage engagement more than just a statement.
- *Create an Event:* celebrate a launch, holiday, or anniversary and promote it to your loyal customers.
- *Highlight What’s Important:* hover over a story you’ve created and click on the star to make it wider, or on the pencil to pin it to the top of your page, hide or delete it entirely. There are no mistakes with Facebook. If you add something you don’t like, or someone else does, you can easily delete it.

Expand your Reach: there are a number of ways to increase awareness and bring more people to your page.

- *Tell in-store customers:* add calls to action such as “Like us on Facebook” or “Have you Checked-In, on Facebook?” on in-store signs, emails and business cards.
- *Promote your Facebook Page:* Add your Facebook page web address to your business cards, flyers, or receipts.
- *Get the “Like” Button on your Website:* make it easy for people to like your page, even when they’re not on Facebook.
- *Run Ads and Sponsored Stories:* reach the people who like your page, their friends, or a wider Facebook audience with your campaigns.
- *Set up Check-in Deals:* reward loyal customers with discounts and other special offers to build valuable relationships that help drive awareness for your business.

Learn and Grow: set some goals to shape your page posts and ensure they are useful and relevant. Then check the metrics on your page insights dashboard regularly to learn who your customers are, what day of the week most people visit, how often people comment, and which posts are most engaging. This information is invaluable in deciding which types of posts to make and when.

Ads and Sponsored Stories:

www.facebook.com/business/ads/

Reach your potential customers, promote your business, and grow your audience with highly targeted ads and sponsored stories on Facebook. Sponsored stories enable marketers to amplify the distribution of stories that people have already shared with their friends. For example, when someone posts on Facebook that they have “checked-in” at a restaurant, their friends may see that in their News Feed. The restaurant can purchase sponsored stories to increase the distribution of that story to the person’s friends. In essence, sponsored stories allow your customers to tell your story for you, which is one of the most effective marketing tools being used today; the social one.

Decide What to Promote: start by choosing whether you want to promote your page, event, app or website outside of Facebook. Next, decide what activity you want to showcase in your ad or sponsored story. For example, if you decide to promote your page you can choose a new ad about your page, a post on your page, when people like your page, or when people like your page post.

Target the Right People: think about the profiles (aka timelines) of the people you want to reach with your ads, and select criteria based on what your audience is interested in, instead of what they may be looking to buy. You can target by:

- Location, Language, Education, and Work
- Age, Gender, Birthday, and Relationship Status
- Likes and Interests: Select likes and interests such as “camping”, “hiking”, “fishing”, or “backpacking” instead of “tents” or “campers”
- Friends of connections
- Connections

Design an Engaging Ad: try creating multiple versions of your ads with different images and copy to find out which combinations are most effective.

- Include your business or page name, a question, or key information in the title.
- Provide a clear action to take in the copy, and highlight the benefits of doing so.
- Use a simple, eye-catching image that is related to your copy and title.
- Target different audiences to determine which groups are most responsive to your ads.

Manage Your Budget: set a budget that will allow you to effectively reach your target audience, and check your campaign performance often.

- *CPC vs. CPM:* determine if you want to pay on a CPC (cost per click) or CPM (cost per impression) basis.

- *Daily Budget*: set the maximum amount you want to pay each day. Once you hit your daily budget your ad will no longer show.
- *Bid Price*: bid prices fluctuate often. Set a bid within or above the suggested range, and check your Ads Manager often to update it when the suggested range changes.

Review and Improve: your Ads Manager offers detailed metrics and reports to help you improve your ad performance. Continue to check your Ads Manager after you launch your campaigns to create, edit, and optimize them.

- Get basic data about your ads, such as impressions and clicks.
- Learn about your audience's age, gender, and location at an aggregate level.
- View specific time periods to learn how your ad performance has evolved.
- Identify ads with the highest performance, and review their target audiences to determine which segments are most receptive to your message.

***REMEMBER*:** you don't have to purchase ads or sponsored stories if you don't want to. Creating a page on Facebook, uploading content to it, and making changes to it doesn't cost you anything.

Operators Using FB in Port Loring and Restoule: *partial list

Vacationland Ontario Loring-Restoule:

<http://www.facebook.com/Vacationland.Ontario>

Wright Point Resort:

<http://www.facebook.com/pages/Wright-Point-Resort/142786249114279>

Pine Grove Resort Cottages:

<http://www.facebook.com/pages/Pine-Grove-Resort-Cottages/23949283613>

SunDog Gallery:

<http://www.facebook.com/pages/SunDog-Gallery/166556700091396>

Argyle Farmers Market:

<http://www.facebook.com/pages/Argyle-Farmers-Market/125614357450546>

Helene's Antiques & Other Things:

<http://www.facebook.com/pages/Helenes-Antiques-Other-Things/332601873447428>

Cedar Grove Camp:

<http://www.facebook.com/pages/Cedar-Grove-Camp/248224725215953>

Commanda Mini Mall:

<http://www.facebook.com/commandaminimal>

Falcon's Lair Resort:

<http://www.facebook.com/pages/Falcons-Lair-Resort/146089322140571>

Beautiful Wilson Lake Resort:

<http://www.facebook.com/pages/Beautiful-Wilson-Lake-Resort/131945276858894>

Old Mirror Lodge:

<http://www.facebook.com/pages/Old-Mirror-Lodge-Restaurant-Cottages/200460709993960>

Northern Lights Resort:

<http://www.facebook.com/NorthernLightsResort>