

Facebook Cheat Sheet





What is Facebook?

Facebook is the largest social media platform on the internet. Launched in 2004 exclusively for college students, it's has grown to more than 2 billion users worldwide with more than **72% of Americans** and **77% of Canadians** logging in at least once a month.

Facebook is owned by **Meta**, a company that also owns social media platform **Instagram** (acquired in 2012) and messaging app **Whatsapp** (acquired in 2014). The three platforms ensure that **Meta** has reach over demographics of all ages as younger users have migrated away from **Facebook** over the past few years.

Even with that shift in demographics, businesses cannot ignore **Facebook** as it is key to reaching people who are interested in buying your products. This **cheat sheet** will review and summarize some of the best practices you should employ to better connect with your customers, past, present and future!

 **Meta**



Businesses Have Two Ways to use Facebook

Organic Posts

Businesses create a “**Page**” where they can post content that can appear on the “**Feed**” of those who have “**Liked**” the page. The posts are also visible to those who visit the business page but have not liked it.

Because this is a free way to reach people on Facebook, it is referred to as “**Organic**” posts.

Facebook pages also allow potential customers to reach out to businesses through the **Messenger** function, which can also be incorporated into your website. This functions just like a personal message would, giving you the ability to answer questions in real-time as your business and not a personal account.

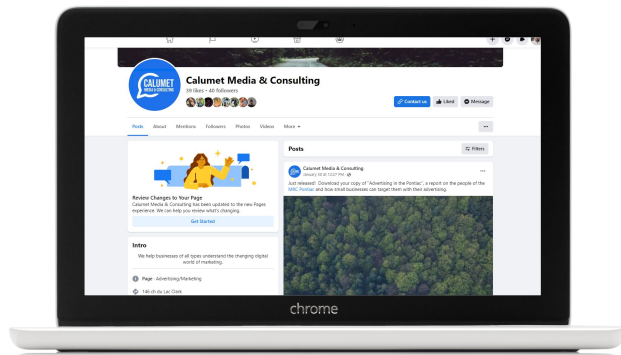


Paid Marketing

Facebook provides businesses with powerful tools that can target very specific types of audiences. When creating a paid marketing strategy, you can select specific target demographics (ie: by age or gender) as well as interest and affinities to ensure your message appears in front of the right person.

In addition, **Facebook** allows businesses to create their own “custom” audiences through the use of retargeting pixels on their website or by uploading email addresses or phone numbers of potential leads.

Business Pages & Organic Content



Example: www.facebook.com/calumetmedia

Media Sizes

Logo: Minimum of 170x170 pixels.

Cover Image: 1200x630 pixels.

Types of Content You Can Post

Text posts: Simple status updates that can include brief information. Text-only posts tend not to perform as well as those with images and videos.

Photos and graphics: High-quality images and graphics can help a business showcase its products, services, or events.

Videos: Short, engaging videos can be used to tell a story, provide a product demonstration, or offer a behind-the-scenes look at the business. These can be posted similar to photos or through “Reels” and “Stories” and “Live” events.

Links to blog posts or articles: Businesses can share links to relevant articles or blog posts that their audience may find interesting or helpful.

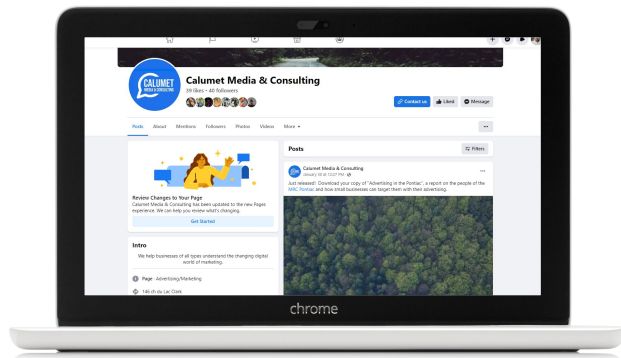
Polls and surveys: Facebook allows businesses to create polls and surveys to get feedback from their audience, which can help them better understand their customers' needs and preferences.

User-generated content: Businesses can also share content created by their customers, such as photos or reviews, which can help build trust and social proof.

Did You Know?

Unfortunately less than 2% of all those who like your business page will actually see the organic content you post. To reach more people without paying for boosted posts or advertising, you must make your content more engaging to your audience. How do you do that? Read on!

Best Practices for Organic Content



Media Sizes

Post Images: 1200x630 pixels

Facebook Stories: 1080x1920 pixels (vertical)

How Can You Maximize Engagement?

Be consistent: Consistency is key when it comes to posting organic content on Facebook. Set a posting schedule and stick to it. Posting too often or not often enough can result in low engagement or followers. Posting several times a week is normally sufficient for most small businesses.

Use visuals: Visual content is more engaging than text-only posts, so use high-quality images (and especially videos) to make your content more eye-catching and shareable.

Keep it short and sweet: Facebook users have short attention spans, so keep your posts brief and to the point. Use attention-grabbing headlines and captions to pique their interest.

Provide value: Offer your audience something of value with each post. Whether it's information, entertainment, or inspiration, make sure your content provides something meaningful.

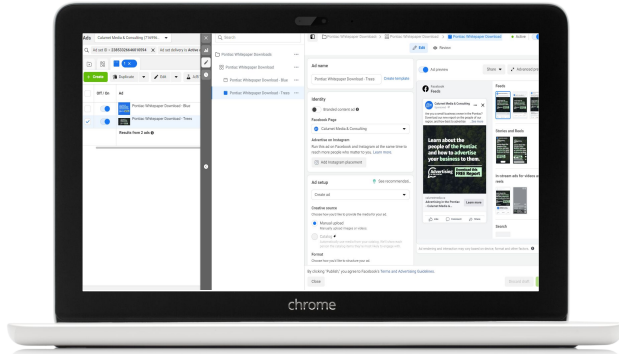
Talk to your audience: Social media is a two-way conversation. Encourage engagement by responding to comments and messages promptly and asking for feedback.

Monitor your metrics: Use Facebook Insights to track the performance of your content. Analyze which posts are getting the most engagement and adjust your strategy accordingly.

Test and optimize: Experiment with different types of content and posting times to see what works best for your audience. Use your metrics to optimize your strategy over time.

Drive Traffic: Use your communication with your audience to direct people to your website, improving your traffic numbers and encouraging them to enter your sales pipeline.

Paid Marketing



URL: *business.facebook.com*

Types of Advertising on Facebook

Boosted Posts: Take an existing post and target users demographically to make sure they see it.

Image or Video Ads: Image ads appear as a single image or video in the news feed of users.

Carousel Ads: Carousel ads feature up to 10 images or videos that users can swipe through.

Slideshow Ads: Slideshow ads use a series of images to create a short video-like advertisement.

Collection Ads: Collection ads showcase products and services with a primary image or video and multiple product images below.

Instant Experience Ads: Instant experience ads, formerly known as canvas ads, offer an immersive, full-screen experience that can include videos, images, and calls to action.

Sponsored Messages: Sponsored messages are ads that appear in Facebook Messenger.

Lead Ads: Lead ads allow businesses to collect user information, such as email addresses and phone numbers, directly within Facebook.

Dynamic Ads: Dynamic ads automatically promote products to users who have expressed interest in them on the business's website or app.

Did You Know?

Boosted Posts are simplified advertising campaigns that let business owners select basic location and demographic targeting. The full Meta Business Suite offers many other targeting options, including through the use of retargeting pixels or the uploading of custom audience data you might already own!

Boosted Posts versus Meta for Business

Boosted Posts

When a user creates a post on their **Facebook** page, they have the option to boost it by selecting a target audience and a budget. The target audience can be selected based on location, age, gender, interests, behaviors, and other demographic data.

Boosting is an effective way to increase the visibility and engagement of a post and can be used to promote a range of content, including text, images, videos, and links. They are also a simple way for small businesses and individuals to advertise on **Facebook** without requiring extensive knowledge of advertising tools.



Meta for Business

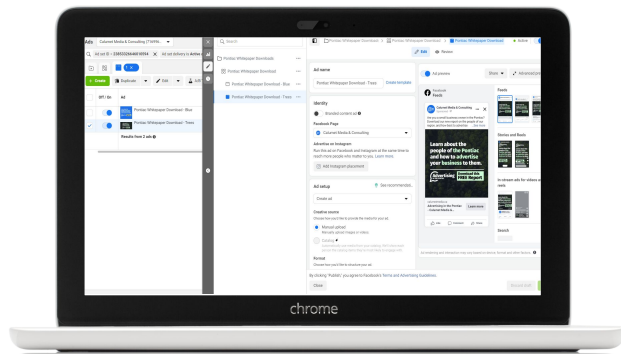
While Boosted Posts are a form of paid advertising on **Facebook**, Meta for Business offers a more comprehensive and sophisticated set of tools for businesses that want to take their advertising to the next level. It provides businesses with access to more advanced targeting options, including interest targeting, lookalike targeting, and behavioral targeting.

It also offers the ability to create custom audiences based on email lists, website visitors, and app users and A/B test their ads to optimize performance.

Best Practice

If you're new to advertising on Facebook, **Boosted Posts** are a great way to get your feet wet and provide you with some limited targeting abilities. If you're more advanced, or want to track more metrics and develop more advanced targeting, then the **Meta for Business** suite is a better route for your marketing.

Best Practices for Paid Marketing on Facebook



URL: business.facebook.com

How can you improve your results?

Properly define your audience: Before creating any ad on Facebook, businesses need to define their target audience. This includes identifying the demographic and psychographic characteristics of their ideal customer. By doing so, businesses can create more targeted and effective ads that resonate with their target audience.

Use compelling visuals and copy: To capture your audience's attention, you need to use high-quality visuals and compelling copy in their ads. This includes using eye-catching images and videos, as well as writing concise and persuasive copy that highlights the benefits of their products or services.

Experiment: Facebook offers a variety of ad formats, including image ads, video ads, carousel ads, and more. By experimenting with different formats, businesses can find the ones that work best for their specific goals and target audience.

Monitor and optimize your campaigns: To ensure that their ads are performing well, businesses need to monitor their campaigns regularly and make adjustments as needed. This includes tweaking targeting, adjusting budgets, and testing different ad variations.

Use retargeting: Retargeting allows businesses to target users who have previously engaged with their website or Facebook page. By using retargeting, businesses can re-engage users who are already familiar with their brand and are more likely to convert into customers.

To properly retarget users from your website, you'll need to install a Facebook Pixel. What's a pixel? Keep reading!



Pixels

A Facebook pixel is a small piece of code that businesses can place on their website to track user behavior and interactions. It allows businesses to measure the effectiveness of their Facebook ads, optimize them for better performance, and retarget users who have already shown interest in their products or services.

Although changes to Apple's iOS recently affected the way that pixels collect data, there are many ways you can use them to improve your marketing:

Retargeting: By tracking users who have visited a specific page on their website, businesses can create retargeted ads that show up on Facebook. For example, if a user adds an item to their cart but doesn't complete the purchase, the business can use the pixel to retarget that user with an ad for that specific product.

Lookalike Audiences: Facebook allows businesses to create lookalike audiences based on the data collected by the pixel. This means businesses can target users who have similar interests, demos, and behavior to those who have interacted with their website in the past.

Conversion Optimization: Pixels can track and optimize advertising campaigns for specific actions on your website, such as purchases or sign-ups. This helps businesses make their ads more effective and cost-efficient.



Custom Audiences

Custom audiences are a targeting option offered by Facebook that allow advertisers to reach specific groups of users with their ads. They are created using data from your own sources, such as customer email lists or website visitor data, and can be used to target existing customers, re-engage lapsed customers, or target new audiences similar to your existing customers.

Here's how it works:

Create a custom audience: You can create a custom audience by uploading a list of customer email addresses or phone numbers. You can also create a custom audience based on website traffic or app activity via the Facebook pixel.

Facebook matches the data: Facebook uses the data you provided to match it against their user database. This helps Facebook identify the users in your custom audience.

Target your custom audience: Once Facebook has matched the data, you can use the custom audience to target ads to those users on Facebook, Instagram, or other platforms within the Facebook Ads network.

Custom audiences are a powerful tool for advertisers as they allow you to target specific groups of users who are already familiar with your brand. This can help you to increase conversion rates, reduce advertising costs, and drive more sales or leads.



Final Notes

After your own website, **Facebook** is the go-to digital platform for most small businesses. It's relatively easy to set up a business page and start posting, but developing a comprehensive digital marketing plan with **Facebook** requires more thought and strategy.

If you're struggling with engaging your audience or driving people to actions that help your business, reach out to **Calumet Media & Consulting** and book a no-obligation consultation.

Visit us online at www.calumetmedia.ca or drop us an email at jon@calumetmedia.ca



www.calumetmedia.ca

About Calumet Media & Consulting

Calumet Media & Consulting's name comes from the second largest island in the Ottawa River, **Calumet Island** (or **L'île-du-Grand-Calumet**), which has long been a gathering place for local people on both sides of the river to trade and swap stories.

Increasingly, we gather, trade and swap stories online rather than in person with websites, social media and ecommerce having changed the way business is conducted. **Calumet Media & Consulting's** goal is to help businesses understand how to benefit from that change and better communicate with current and potential new customers.



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About Jon Stewart

Growing up in the **Pontiac** in the 1980s and 90s, I left the area when I was 17 to pursue an education in Ottawa. After graduation, I had a two decade career in the media industry where I managed sales at brands like **CHEZ 106**, **The Ottawa Citizen**, **Pembroke Observer** and dozens more. I specialized in helping businesses transform their marketing approach, integrate new technologies, and drive incremental sales from their advertising. I recently moved back to the area and have recently launched **Calumet Media & Consulting** to help small businesses of the Ottawa Valley as I have done with hundreds of companies across Canada and the US.

Thanks for Downloading



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