



FACEBOOK ~ MARKETING PLAN WORKSHEET

Use this document as a guide to kick off your foray into Facebook social media.

WHY ARE YOU HERE?

Begin by examining your own motives. To be on Facebook, or any other social media, just because everyone else is and just because your customers are here, isn't adequate motivation to do the job well. *Having a passion for improving lives by using social media well IS* an adequately motivating reason (however esoteric it may seem) to converting the social media madness into controllable tool. Answer these questions to help guide your motivating thoughts on using social media for your business:

1. What is your primary purpose for being on Facebook? _____

2. What are the best uses of social media for your business? _____

3. Can you sell your products or services on Facebook (or Twitter)? _____

4. What does your presence on Facebook demonstrate to your customers and prospects? _____

5. How often should you post an update on Facebook (or Twitter)? _____
6. How do you know if you're updating/tweeting too often? _____
7. What are the advantages of social media tools for your business? _____

8. What do or don't you like about Facebook (or Twitter)? _____

9. What benefits have you seen already in using Facebook (or Twitter)? _____

10. What's the one thing you wish you could do on Facebook (or Twitter)? _____

MARKETING OBJECTIVES

Know your objectives and goals before plunging in willy-nilly. Targeted efforts reap better results and save time. Here are some examples of objectives in using Facebook:

- Drive traffic to your company website.
- Better understand potential online clients, peers and colleagues as well as competitors.
- Cross promote content to other social media sites.
- Gain recognition as a subject expert. Builds credibility.
- Get conversions and leads.
- Build your brand!

If the above list feels like it's from outer space, and you need something more tangible to connect these ideas to, make it personal:

- I want to reach a wider audience with my products and services.
- I need to educate my customers and prospects about the nuances of my services.
- I want to build and maintain strong, loyal relationships with my customer base.
- I want to sell my products to a wider audience.

Can you rank the above list by what is most important to you?

**Remember, social media are primarily COMMUNICATIONS platforms,
providing an opportunity for closer dialogue with your target market and customer base.
What do you want to talk about?**

COMPLETE THESE GOAL STATEMENTS:

Complete each sentence as applies to your business. (Expand on extra paper as needed.) Rank each statement in importance to your business and/or on Facebook alone upon completing all. Parenthetical phrases are merely suggestions to stimulate ideas.

1. I want to build awareness of _____
2. I want to learn about (potential clients, prospects, neighbors, community and cross-promote them) _____

3. I'd like to leverage content FOUND on Facebook to _____

4. I need to build credibility as a (or) the _____
5. I'd like to cross promote (neighboring businesses, power partner businesses, referrals to, suppliers' pages) _____

6. I want to create a Facebook persona that is (a community supporter, humorous, resourceful...) _____

7. I want to promote my special offers by (type of offer or discount, methodology on Facebook...) _____

8. I want to educate my fans about _____ by _____

9. To demonstrate our great customer service, I want to _____

FACEBOOK ~ KEY STEPS TO SUCCESS

Use these tips to outline a course of action:

- I. DISCOVER SOURCES: find and follow others
 - a. Find and Friend or Like other interesting individuals or business accounts (Fan pages).
 - b. Look for businesses you love, public service accounts, people you know, celebrities, or news sources you read.
 - c. Tip: Use the Admin Panel daily to see who commented, Liked, visited, etc. to your page. Friend and Like as appropriate.

2. CHECK IT OFTEN: pay attention to what's happening
 - a. Direct Messages (private) from individuals appear in the upper right of your Timeline Admin Panel.
 - b. View your personal and business News Feed often. Build Likes and Friends while acting as your Company Name persona (Home > Use Facebook As: Fan Page Name). Visit Friend/Fan pages to find others to Like. Periodically blast out request for a Like. Use the Build Audience utility in the Admin Panel to build Likes: Send invitations via the 4 methods:
 - i. Invite Email Contacts – using your list of email contacts
 - ii. Invite Friends – these are your personal friends on Facebook, which may not always apply to your business
 - iii. Share Page – a great tool to blast out the existence of your page to all your friends and urge them to Share on their own News Feeds/Walls as well.
 - iv. Create an Ad – which you must pay for (PPC). I don't recommend pursuing this UNTIL you have your ducks in a row on your fan page with a completed Cover Photo, tabs, etc.
 - c. Click links in others' posts to view: images and videos they have posted, the profiles of users mentioned in their message, or announcements related to a keyword you would use/follow.

3. TAKE IT WITH YOU: connect your mobile
 - a. Facebook is portable! Connect your account to your mobile phone or download a Facebook app to begin reading your News Feed on the go.
 - b. You can get updates about traffic, activities in downtown Napa, or catch up on the buzz about an event you're about to attend. The possibilities are endless!

FACEBOOK ~ TO DO & STEPS

Before you jump in the deep end, you must set up a complete Timeline format page:

- I. BUILD YOUR TIMELINE PAGE
 - a. Cover photo 851 x 315 pixels (Ideally the new storefront)
 - b. Profile photo 180 x 180 pixels (Logo)
 - c. From Admin Profile choose Edit Page and complete everything in each of the tabs on the left sidebar (Your Settings...Basic Info...Profile Pic...Manage Admins, etc.) Be sure to enter sub-categories (You'll need to explore sub-categories already in use to make sure you've chosen the best ones. This helps search results.)
 - d. Finish everything through About, Description, email, website, hours of operation, parking info....
 - e. Set Tabs: 4 by default starting with PHOTOS. Other common default Tabs:
 - i. Likes

- ii. Map
 - iii. Welcome
 - iv. Events
 - v. Newsletter Signup
- f. Most of these are relatively undesirable. Ideally you want folks to be able to schedule appointments or buy from a Facebook tab (which may lead the viewer off the site).

To post your own micro-blogs:

2. **BUILD A VOICE:**

- a. Use existing information (other people's posts) on Facebook to find your own voice and show others what you care about.
- b. Share messages you've found and love, or Comment with your reaction to a post you find interesting. (Must be done in Company Name persona mode.)
- c. Tip: If you're a new user, others are more likely to find your messages if they are Shares or Comments first.

3. **MENTION:** include others in your content

- a. Once you have a number of Likes/Friends you can mention them in your posts and AutoFill will complete their names. These posts will cross post to their feeds.
- b. Try posting a message mentioning a local celebrity or person you admire – they often respond to fans. You'll see their response, if friended, in your Admin Panel's notifications.
- c. Tip: Can't think of anything to write? See Facebook topic suggestions on my blog!

4. **GET FANCY:** explore advanced features

- a. As you become more engaged on Facebook, search by topic, town, keyword to locate potential followers. You'll usually need to Friend/Like them first before they will Like your page.
- b. Once you're familiar with Facebook basics, consider exploring the site's more advanced features: lists, direct messages, and favorites.
- c. Learn how to include images or videos in your Facebook posts, or consider connecting your Facebook account to your blog, Twitter, or website to show off your updates across the web.
- d. Tip: The best way to gain followers on Facebook is to regularly engage and contribute in a meaningful way.

FACEBOOK ~ MARCIA'S TIPS

As you become familiar with the language of posting (longer than tweets), commenting, sharing and more – visit my blog for several posts on how to be successful with Facebook. Be sure to share great content on Twitter – but not by cross-posting from Facebook!