



The 4 Essential Elements of Every Successful Facebook Marketing Strategy

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INTRODUCTION

Facebook used to just be another social media website. The successor to the now largely defunct Myspace has grown from a humble college startup to a global economic force. As of the fourth quarter of 2015, *Facebook had over 2.5 billion monthly active users*. That's about $\frac{1}{3}$ of the population of our planet logging in every day. Marketing plans have gone from incorporating Facebook for fun to being singularly based around it.

Social media marketing has grown alongside Facebook. Social marketing content should be fresh and evolving with what is happening in the world. A solid Facebook marketing strategy has to be organic and function less like a company pushing promotional material and more like a real member of your audiences' community.

In order for your business to have a winning marketing strategy, we've put together these 4 essential elements of a successful Facebook marketing plan. Read through this guide and follow these tips and your next Facebook marketing push will be more successful than ever.

1. **Social**
2. **Content**
3. **Ads**
4. **Videos**

1. SOCIAL

Facebook has gotten *more refined algorithms* over the years and its users have gotten smarter. Content that reads like spam will get passed up by users looking to engage with more authentic material. You want to make sure that the updates and blogs you write don't just "sound" authentic, but actually are authentic.

Part of this authenticity comes from natural engagement. It's not enough to just post once every few months about sales and specials. Your branding needs to be engaging where your customers are.

If your demographics locate your clients areas, cultural scenes or tastes, then you need to be there too. But wait! Don't just go barging in with spam-like posts. Remember what we said earlier. Be natural. Try to find organic ways for your brand to interact in these spaces.

Holding contests, cross promotions and encouraging customers to interact with you can be great ways to drive your social strategies.

Graphic Designer's Tip: Social strategy depends on the clients but the rule of thumb: simple is better. Sometimes people try to cram in as much information as possible into the image when that is not necessary because you have space for copy in the caption.

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2. CONTENT

According to eMarketer research, the average user spends *43 minutes per day on Facebook*. That's a huge amount of scrolling time and an equally large advertising opportunity for any savvy business.

The key to unlocking stellar Facebook content is knowing that your audience is also being hit with your competitors content as well as unrelated ads. This creates a large sea of posts that users must traverse. Your content needs to be an island in sometimes choppy water for your target audience to be attracted to.

Try to keep your content simple. With so much noise already bombarding Facebook users, an easy way to stand out is to lower your own noise levels. Simple, decisive messaging can lead to greater conversions than complicated posts.

You should also increase the variation of your posts. If all of your content is the same spin on a sales pitch, your audience will tune you out. Mix up your posts into various categories. Promotional, informative and base building, can be solid frameworks to create some varied content.

Graphic Designer's Tip: Breaking up the blog with infographics is always good, it draws your attention to it and keeps the reader active within the blog. For visual learners and too many words overwhelm the reader and make them leave the blog.

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3. ADS

What's the key to Facebook advertising? It's something simple, yet often overlooked: All of your posts are ads. Each bit of content you add to your page can help lead to promotion and conversion. With this in mind, how do you unlock the true potential of Facebook advertising?

Keep in mind who your ads are being shown to. Facebook has a robust set of tools for analyzing your demographics and showing your advertising to a very specific audience. You don't need to waste time with the old fashioned "shotgun" approach to advertising.

This increased awareness of demographics also allows you to generate better ads and create them faster. If an ad campaign has not been working as intended, consider adjusting your demographics or sending out a variant of the ad. Facebook is, at its core, a website about sharing social experiences.

Your advertising should reflect this social landscape. Create ads that people want to share and that engage with your demographics other interests. As we mentioned in the Social section, find new ways to connect to your audience.

Graphic Designer's Tip: Try to keep the ads similar to your social posts by pushing the same branding. The sizing will always be different, but having the same feel between an ad and a template for social media will help potential customers easily connect the ad to a social post they've seen.

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4. VIDEOS

Facebook has been the force behind the global pivot to video and making sure your content matches suit is important.

Video advertising and content is king on Facebook, but it's not enough to just send out any old video. You need to make sure that the videos you are promoting have an impact with your audience.

The first step in this is to understand not just how Facebook uses video, but how your audience interacts with it. Users will scroll right past static images, but a moving picture compels them to stay and watch. Most users will scroll on by with their devices on silent, which means your video should not just have captions, but be able to convey its key information without the need of sound.

You should also try to make videos that are worth sharing. Understanding that Facebook is still first and foremost a social media network is the core of any good video content on the site. Try to make content that your audience wants to share with the people they care about, and your video posts will do advertising work for you.

Graphic Designer's Tip: Motion graphics are a nice simple way to add some interest into your social media. Many people stick to still images, so having something that does have some motion like a gif or a graphic will draw the attention of people.

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CONCLUSION

Facebook is a dynamic environment and your marketing strategy needs to embrace that complexity.

Old strategies that focus content around simple posts and repetitive ads don't work in an age where *users are generating great content* for brands.

Make sure that your social media content connects with your audience and that your presence on the web comes off as organic. You aren't just another business clogging up their feed with ads and promotional copy, you are a real member of their community who shares a common interest. Just make sure part of that interest is what you have to offer.

Takeaways:

- 1. Social - Facebook is still first and foremost a social media website.** Trust this. You want to engage with your target demographic wherever they show up on the website.
- 2. Content - You're not just putting out content, but becoming a part of their community.** You want to make sure your content does more than just advertise, but adds value as well.
- 3. Ads - Vary up your advertising content.** Get comfortable using Facebook's demographic and targeting tools to align compelling ads with the right crowd.
- 4. Videos - Make videos that respect how users engage with the platform.** Do this by using captions and making videos that people want to share.

To get the most out of your social media marketing strategy, *get in touch* with the experts at Ballantine today!