B2B Marketing™



BEGINNER'S GUIDE

# Beginner's Guide to Facebook

B2BMARKETING.NET

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# Introduction

**Although only 11 years old, Facebook is known as one of the 'original' social networks, and now has an average of 936 million daily active users (as of March 2015). While it has faced increasing competition from a host of new social media platforms over the years, it continues to grow across the globe. Facebook has traditionally been seen as a more effective marketing channel for B2C brands, but it also presents a big opportunity for B2B marketers, even though it may not be their go-to social media channel (compared to LinkedIn or Twitter, for instance).**

In order to help you make the most of what Facebook has to offer, we have put together this guide, which is the second in our series of Beginner's Guides focused on specific social media networks. It will walk you through how to use Facebook effectively, so you can build a meaningful presence and generate some real returns. Whether you're a more junior marketer seeking to understand how to help grow your company's brand via social media or an experienced professional looking to improve your use of Facebook, this guide provides a range of strategic and practical guidelines to help.

In the following pages you will find a comprehensive reference to the basics of Facebook, a guide to creating a successful Facebook strategy, 10 everyday tips, a useful social media case study and a list of further reading in case you're looking for extra help.

# Facebook: The basics

We've put together a few helpful references to help get you started on Facebook:




**Page likes**
Facebook page likes are the number of individuals that follow your company page. Page managers can invite friends to like the page, encourage interaction from followers (such as sharing posts) or use paid-for advertising to attract a larger audience.

**Timeline**
The Facebook timeline is a scrolling wall containing your page updates. For company pages it also contains reviews, pages liked, apps and allows users to post on the page.

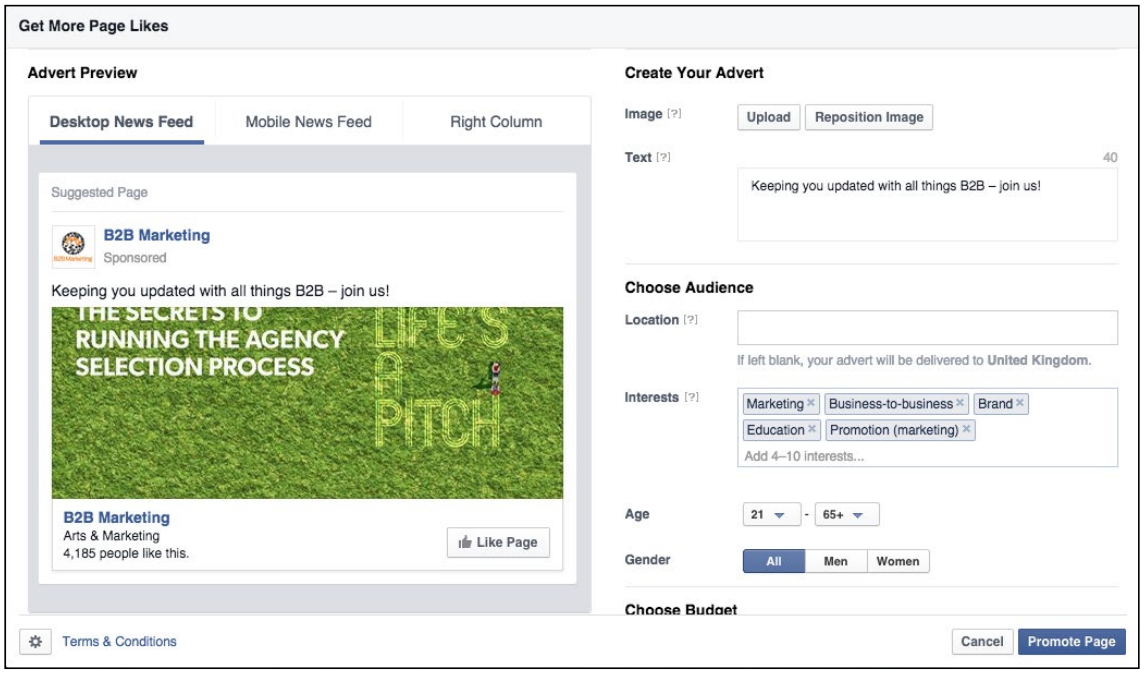
**Insights**
The insights tab shows detailed analytics for your company page. This includes post reach, engagement as well as a 'pages to watch' tool where you can compare your performance with competitors'.

**Profile photo:** 160x160px
**Cover photo:** 851x315px
**Page is responsive (changes on mobile)**

**Publishing tools**
Facebook offers publishing tools, allowing page managers to schedule updates without using a social publishing platform. The tool shows exactly how the post will appear on the page, whereas many external platforms do not have this capability.

**Trending**
These are the most popular stories that are being discussed on Facebook. Social managers should monitor trending stories to see where and when their brand can add to debates, but beware – jumping on the back of every news story without adding any value will lose you likes.

# Paid-for options explained




It is becoming increasingly difficult for brands to be seen or heard on Facebook without paying for it. So here are the most popular advertising options explained:

**Promote page**
Promote page ads encourage Facebook users to like your company page by displaying it as a 'suggested page' in news feeds. On desktops the ad consists of your company name, logo, strap line, cover image and a large 'like page' call-to-action button. This is a key way to increase your page likes.

**Boost post**
Boosting a post will ensure your followers or a larger audience see an update, encouraging further engagement such as likes, comments and clicks. This is especially helpful when announcing a new piece of content or upcoming event.

**Promote website**
This option creates an advert that asks users to like your company page and follow an additional call-to-action, such as 'sign up', 'shop now' or 'download'. This allows marketers to drive further traffic to a specific page on their company website.

Facebook offers sophisticated targeting for its paid-for options. This includes choosing audience via location, interests, age and gender. The network has also made social advertising affordable, with budgets starting from £3.

# How to create a Facebook strategy

SALLY PRITCHETT
OWNER
SOMETHING BIG



Unlike business-focused social networks like LinkedIn, many B2B marketers still see Facebook very much as a B2C platform. Though many B2B brands do have company Facebook pages, they're often just 'ticking a box' without actually using this channel effectively.

However, if you neglect Facebook as a B2B marketing platform you're missing out on the chance to reach and engage with a potentially huge audience: 35 million people in the UK (two thirds of the country's adult population) use the social network.

## B2B brands need a Facebook strategy

The key to effective B2B Facebook marketing is to focus on the personal dimension which Facebook interactions offer: remember that even though you're talking from one business to another, it's actually the people behind your brand talking to the people at the companies you're targeting. Bearing this in mind, here's how you can use Facebook to drive your business:

## 1. Get the basics right

Gather as much information as possible before you start. Who is your audience? Why would they be interested in your product or service, and what kind of information are they looking for? Where are they based? Going from this, you can develop a content plan for what kinds of posts you'll share when – don't just post randomly.

Once you've established what you're trying to communicate with your Facebook page, think about what you aim to achieve. Metrics by which you can measure your success include page likes, engagement and visits to your website from Facebook. To see how your Facebook presence affects your B2B activities more holistically, look at how your Facebook interactions translate into business relationships and sales. Set yourself targets and create monthly reports to measure the success of your general activity and specific campaigns.

Also make sure you've agreed within your business (or with your social media agency) who will manage your B2B Facebook page and activities, and that they're well trained to represent your brand.

## 2. Set yourself up for success

Before you start promoting your brand on Facebook, make sure you're happy with your shop window: the look and feel of your page.

Upload a clear profile picture – ideally your company logo – and make sure you use a visually engaging header image. This should also represent your brand, but you can change this to promote specific events, campaigns, products or services depending on the time of year.

Update your basic information and description to make it clear to your audience who you are and what your page is about. Ensure you have a clear tone of voice for your company, but remember to be friendly and personable.

## 3. Make the most of Facebook's unique format and features

Beyond sharing company news and engaging with your audience, from a B2B perspective Facebook lends itself especially well to announcing company events. You can include opt-ins for email marketing on your business page and pre-schedule content[1], which gives you more flexibility on reaching your audience.

Also think about formatting. On Facebook, you can make your copy stand out by spacing it in paragraphs, rather than in one long block. Still, try to keep posts relatively short so that people don't need to 'click to read more'. Facebook is also a great channel for sharing images, which are eye-catching and stand out in your audience's news feeds.

Keep up-to-date with the latest Facebook developments and updates to see how you can get the most out of these for your brand.

1. facebook.com/help/389849807718635

## 4. Build your community – and page 'likes'

One of the key Facebook metrics is the number of 'likes' your company page has: Facebook users who 'like' your page. These users automatically receive your status updates and posts in their news feeds (though they can opt out while still 'liking' the page).

If you're starting your company page with zero 'likes', start by promoting the page within the company – every employee should 'like' the page. Also make sure you share the link to your Facebook page on your company website, blog, email marketing, email signatures, Twitter feed, LinkedIn company page and Google+ page, and anywhere else you can think of.

Beyond organic reach (which is down to two per cent on Facebook according to Trina Albus, founder of social media agency Magenta[2]) consider how paid social could increase your follower base. You can further promote your page and grow your following by using Facebook ads[3], which can be targeted by variables including age, location and interests. They're easy to set up and you can set your own budget and track the results.

## 5. Nurture your following and expand your reach

Beyond sharing interesting and relevant content with those who 'like' your company page, actively engage with them. Ask questions in your posts and respond to comments – even abusive ones – swiftly and politely.

Also use community management to extend your reach. Take the conversation about your brand beyond your own page by targeting related organisational groups and other pages in the sector.

Once your page is more established, use Facebook's analytics tool – Page Insights[4] – to get a targeted overview of who 'likes' your page. Does this match your target audience? Which types of posts are most popular? Review your findings and (if necessary) adjust your strategy.

With a strong concept of what you aim to achieve, combined with clear plans for execution and measuring your results on social and beyond, you can develop your B2B Facebook page as a key marketing channel. You may need some trial and error to see what works best for you – but the earlier you demonstrate best practices in using Facebook, the stronger chance you'll have to establish a leading brand presence on the platform.

2. somethingbig.co.uk/smwnyc-how-to-develop-successful-social-advertising-campaigns

3. facebook.com/business/products/ads

4. facebook.com/help/336893449723054

# Ten everyday Facebook tips

## 1. Understand Facebook's advantages

Understand what Facebook is best for – while the network can be used for lead generation, Facebook is primarily a content-sharing platform, so it should really be used as a lead nuturing space.

## 2. Adapt your tone

Facebook is perhaps the most light-hearted social network of the lot, so make sure your content is tailored, and repurpose it specifically. What works on LinkedIn or Twitter won't necessarily work on Facebook in the same way.

## 3. Mix it up

Make sure you mix up the type of content you're sharing. However, remember that while you have more space than you do on Twitter, posts with the highest rates of engagement are those that are easy to digest and share.

## 4. Don't be self-centred

Remember the 80/20 rule – only 20 per cent of the content you post should be about your brand, while 80 per cent should be interesting, shareable content, for instance, about your industry.

## 5. Develop visual content

Focus on pictures and videos – these tend to work best and drive higher levels of engagement, especially since videos now auto play in user's feeds.

## 6. Use hashtags sparingly

Hashtags aren't widely used on Facebook, but you can 'tag' other Facebook accounts (individuals and company pages) in your posts by typing the '@' symbol in front of the user name.

## 7. Use call-to-actions

Give customers and prospects a reason to 'like' your page or a 'call-to-action', as the more likes you have, the bigger your audience. You can offer incentives, for example a free download or a discount if people 'like' your page.

## 8. Take advantage of analytics

Make the most of Facebook's free analytics function-alities, as well as other features such as audience segmentation.

## 9. Promote your events

Use Facebook's events pages – while these have typically been used in the B2C arena, there is no reason why you can't generate a buzz around your events on Facebook if you have a good following.

## 10. Stay up-to-date

Make use of Facebook's new publishing update, which allows users to publish full articles on the network, leading to higher levels of engagement.

# Case study: Nectar Business finds B2B value in Facebook




**Using social media – in particular Facebook – as the primary channel to promote and celebrate a B2B partner event, Nectar Business delivered high levels of engagement and positive brand sentiment, demonstrating the value of social for targeting an SME audience.**

Nectar Business is part of Nectar, the UK's largest loyalty programme. It is specifically aimed at small business owners, allowing them to collect Nectar points on business purchases with a range of coalition partners including Brakes, Hertz and DHL Express, which they can then spend on rewards for themselves or the business.

Nectar Business is always eager to deliver new and exciting ways to deepen collector engagement, and is committed to proving value to partners who belong to the programme. One way it achieves this is through bi-annual coalition collect events – promotional periods where Nectar Business partners run bonus offers for the benefit of collectors. These twice-yearly events seek to increase collector engagement, celebrate and promote the coalition nature of Nectar Business, and drive positive brand sentiment.

Promoting coalition events is difficult because the message has to cut through a high level of everyday programmatic communication, so it's important to find creative ways to reach collectors. Knowing it needed a clever approach to maximise the impact of the September 2013 coalition, Nectar Business turned to its marketing and social media agency, The Crocodile.

## Integrated approach

The Crocodile went about creating a unique name and identity – Superpoints – to underscore the generosity of the coalition event and act as an umbrella concept for communicating a mix of double and triple bonus point offers and prizes.

Taking an integrated approach, The Crocodile devised a mix of below-the-line communications including social media content, email and DM

to promote the Superpoints event – all driving collectors to a dedicated landing page. In addition, The Crocodile created a Superpoints social media competition to get collectors excited and foster genuine dialogue and engagement around the event among its 11,000 Facebook fans and 20,000 Twitter followers.

The Crocodile commissioned award-winning illustrator Rod Hunt to create a bustling street scene featuring participating partners (Brakes, Hertz, DHL Express, DDC and BOC). This formed the focal point of the social media competition.

Each day, for 21 days, the Superpoints logo was hidden in a different location within the scene and a clue was given to its whereabouts, in the form of a question relating to the participating partners and the event. Collectors had to correctly locate the logo to be entered into a daily prize draw for the chance to win 10,000 Nectar points. Its unique, fun style made the competition stimulating and memorable.

## Daily clues

Exposing collectors to the breadth of coalition partners was an important part of driving participation. The unique visual nature of the competition and tactics such as 'daily clues' reinforced the coalition USP in a new way that really struck a chord with the audience.

Using social media as the primary promotion channel for the event and the entry mechanic for the competition, allowed Nectar Business to 'talk' to collectors regularly, generating buzz and engagement to increase awareness in a way that other channels couldn't.

The Superpoints competition met all objectives. It grew positive brand sentiment with 76 per cent of collectors surveyed saying the campaign made them feel it was worthwhile belonging to Nectar Business (demonstrating the value perception) and 66 per cent agreeing it made them feel the programme was generous. The execution and simplicity of idea behind the campaign contributed to its success.

## The results

The competition element of the campaign achieved unprecedented levels of engagement for Nectar Business on social media and exceeded all expectations:

- 14,317 views (143 per cent of target).
- Over 10,000 entries (214 per cent of target and equivalent to 1/3 of total event participants).
- 75 per cent entry conversion rate (25 per cent above target).
- 45 per cent of people who entered, shared the competition.
- Engagement score: 401,422 (161 per cent of target).

The overall social engagement metrics also reflected the campaign's success:

- 66 per cent increase in Facebook page likes.
- 2880 per cent increase in Facebook post likes.
- 622 per cent more comments on Nectar Business Facebook (versus previous month).
- 531 per cent increase in tweets mentioning Nectar Business (versus previous month).
- 162 per cent increase in social referrals to Nectar Business website.
- Participating partners amplified the message on their social channels and were among the top 20 users of the hashtag #NBSuperpoints.

"Superpoints was a fantastic celebration of the Nectar Business programme and our most successful social campaign to date," said Kate Madden, marketing manager, Nectar Business. "The Crocodile demonstrated a clear understanding of our objectives and came up with a clever, engaging idea, which delivered outstanding results."

Since the 2013 Superpoints event, the campaign has been repeated twice – only being replaced by the Nectar Business' 10th anniversary campaign in 2015. Lessons learned from the Superpoints campaign, in particular how social content was used to better engage collectors, was invaluable when shaping the 10th anniversary campaign.

# Further reading

- *Social Media Week New York: How to develop successful social advertising campaigns*, Something Big
- *How to prove social ROI*, B2B Marketing
- *The Art of Social Media*, Guy Kawasaki and Peg Fitzpatrick (December 2014)
- *Make Facebook Work for your Business*, Alex Stearn (October 2014)
- *Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes*, Perry Marshall, Keith Krance and Thomas Meloche (February 2015)

# About Something Big

Something Big is a rapidly growing integrated creative agency. We're a diverse and growing team of more than 45 passionate experts committed to delivering unique and engaging campaigns that deliver measureable and profitable results. We work with our clients to engage audiences, build brands and drive their businesses forward through creative and integrated campaigns across the full marketing mix.

Our approach is simple: we strive to continuously add creative value and do the best work we can. Strategically. Creatively. Responsibly. We don't tie our clients into commitments or contracts; our clients come back to us again and again because of our high standards, deep understanding of their businesses and continued results.

In 2014, one of our integrated campaigns won us the B2B Marketing Award for 'Best Use of Social Media' 2014. We've been proudly positioned at 36th place in the Top 70 UK B2B Marcomms Agencies league table, are confirmed for the Recommended Agencies Register (RAR) up to October 2015, and are featured in the top 15 agencies for client rankings and top 20 for peer rankings in the May 2015 Drum Independent Agency Census.

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# About B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as B2B Marketing magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

- Online community
- Magazine
- Awards
- Research and reports
- Training
- Events
- Membership

**For more information on any of these products or services go to b2bmarketing.net or call +44(0)20 7014 4920**

# STAY ON TOP OF THE MARKETING EVOLUTION

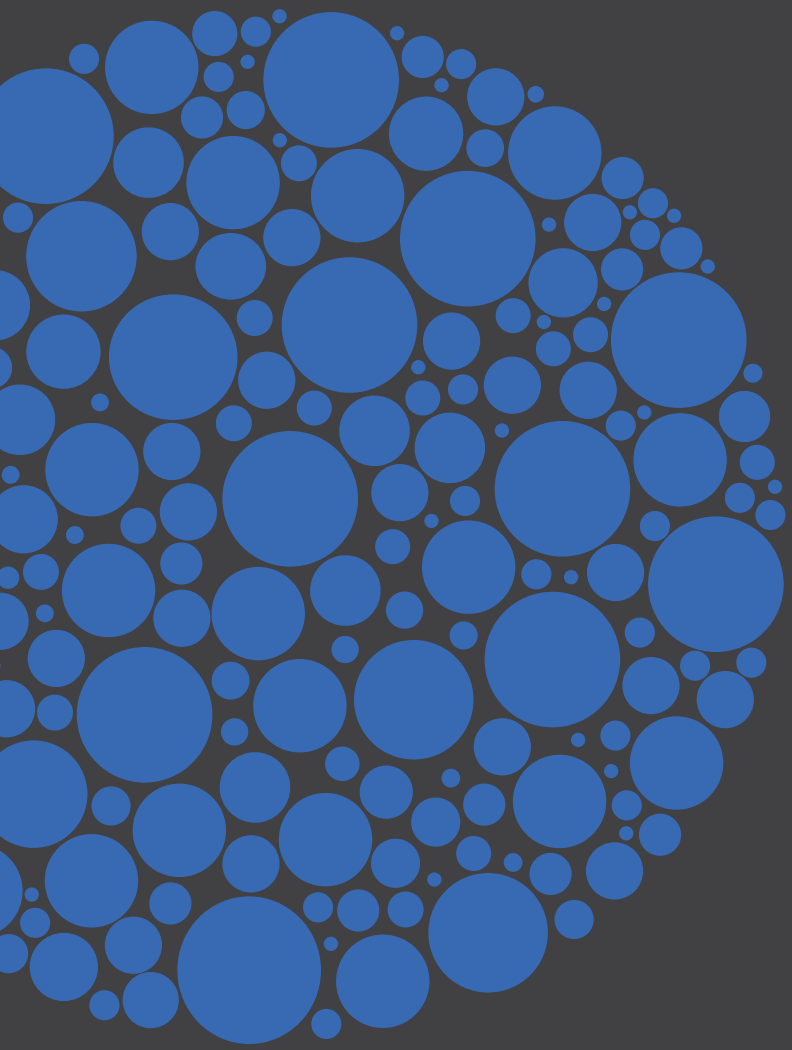
## Corporate membership

B2B marketers have never had to be so multi-skilled, multi-tasked, and accountable to business objectives. Marketers need up-to-the-minute research, knowledge and insight to ensure they are not left behind.




## Join us today

To find out more, contact our membership team:
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