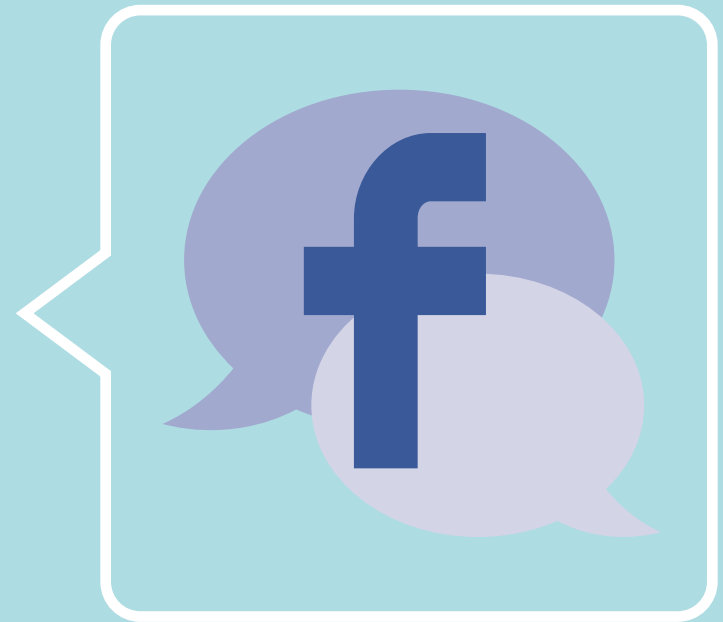


**wishpond** EBOOK

# FACEBOOK CONTENT MARKETING FOR BUSINESSES



[wishpond.com](http://wishpond.com)

## Table of Contents

<b>Chapter 1 - Types of Content</b>	<b>6</b>
<b>Chapter 2- Defining your Target Market and Content Themes</b>	<b>11</b>
<b>Chapter 3- Creating a Schedule</b>	<b>14</b>
<b>Chapter 4- Post Options</b>	<b>17</b>
<b>Chapter 5- Writing Content About Your Company</b>	<b>22</b>
<b>Chapter 6- Promoting your Content with Facebook Ads</b>	<b>25</b>
<b>Chapter 7- Analyzing your Facebook Content Marketing using Facebook Insights</b>	<b>29</b>
<b>Chapter 8- Understanding Facebook's EdgeRank</b>	<b>33</b>

# WISHPOND SOCIAL MARKETING SUITE

... is the easiest way to run great marketing campaigns on every channel:



**Facebook Pages**



**Twitter**



**Pinterest**



**Websites**



**Mobile**



**Local**

[Learn About The Suite](#)

[Book a Personal Consultation](#)



SOCIAL OFFER



PHOTO CONTEST



SWEEPSTAKES



VOTING  
CONTEST



PHOTO CAPTION  
CONTEST



PINTEREST  
CONTEST



VIDEO  
CONTEST



ESSAY  
CONTEST

### WHAT IS THE KEY TO BUILDING AN ENGAGED FAN BASE FOR FACEBOOK PAGES?

One that will Like, comment on, and share your posts because they actually want to, not just because you are enticing them with a monetary prize?

Good content. That's it.

#### *What is good content?*

Good content plays on the interests and living situations of a target market. It is relatable to their everyday life, and immediately provokes a personal response. It includes all types of content, tells interesting stories and asks users for their opinion. It creates a townsquare mentality where users go to find something interesting and socialize with other like-minded people.

**In this guide I'll show you how to create this type of content by:**

- Defining your target market personas and relevant topics for them
- Creating themed content schedules
- Using Facebook options to target and expand the reach of your posts
- Analyzing your posts using Facebook Page Analytics
- ... and much more

# TYPES OF CONTENT

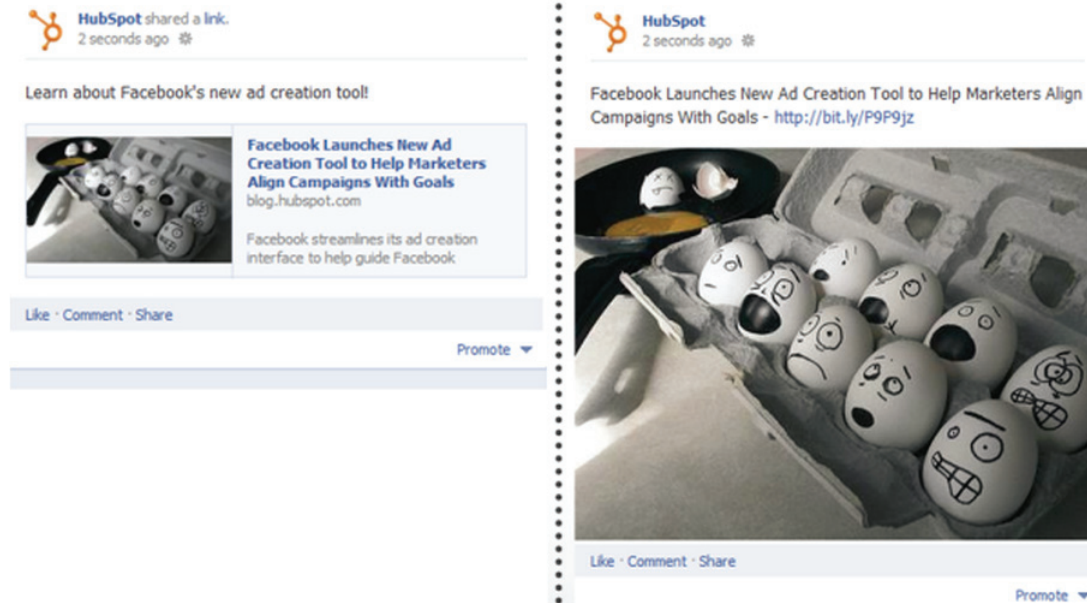
Let's first develop an understanding of the different types of Facebook content that can be posted on a Facebook Page:

## IMAGES

### Single Images

Facebook Posts that include a single image generate 120% more engagement than the average post.

Photos are engaging and easy to digest, making them your most effective tool for content marketing. Photos also allow you to take up a much larger portion of a user's News Feed, boosting the attention you'll receive. Just take a link at how much more prominently photo posts are displayed on a Facebook Page compared to a link-based post that pulls in just a small thumbnail image. And as you can see, you can include links in photo posts, too:



Grab your audience's attention by using simple images with a clear focal point. Images with highly saturated colors also help the creative stand out against the site's white background.

To maximize your image posts, include relevant text to help tell a quick story. These most engaging way to do this is in the normal format of online memes, which include relevant text in large font directly on top of the image:



One great way to engage your audience around your photos is by including a call-to-action to write your best caption for a funny/ridiculous photo, like the one below:



One last way to engage fans using images is to give them two options to vote on. Walmart does this perfectly by getting users to “Like” for one option and “Share” for the other, thereby maximizing the posts reach:



## Photo Albums

Facebook Posts that include a photo album generate 180% more engagement than the average post.

Photo albums are a great way to promote content from events, new product lines, and photo galleries of related content. Photo albums allow you to post multiple pieces of content at once without annoying users with multiple posts, giving each post the ability to be engaging/interesting to more users at once. See an example below:



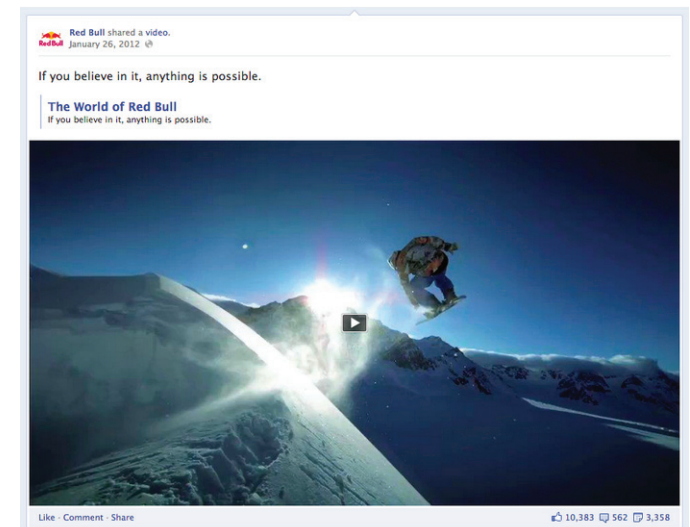
## Video

Facebook Posts that include a video generate 100% more engagement than the average post.

**When posting a video, follow these easy rules:**

- Have a killer default frame image
- Keep it short
- Keep it simple

Videos are great for behind-the-scenes looks of your company, how-to's and event clips, like this video from Red Bull:





## Text

Text is best used in a short fashion. Posts between 100 and 250 characters (less than 3 lines of text) see about 60% more likes, comments and shares than posts greater than 250 characters.

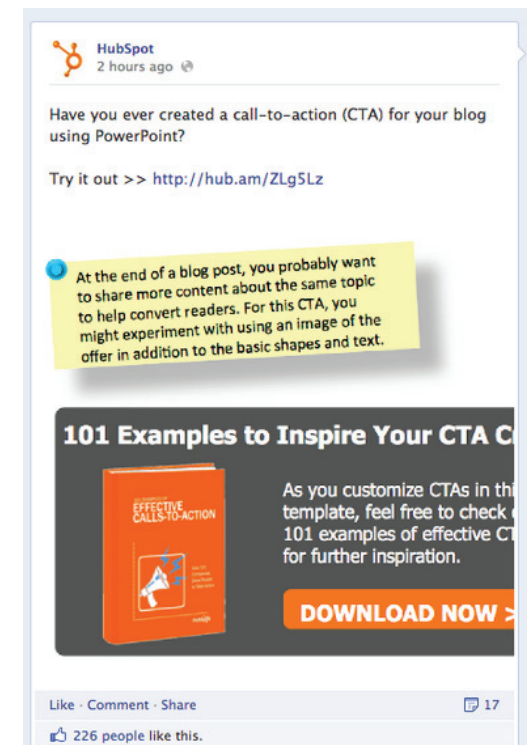
The best types of text content is “Fill-in-the-blank” posts. This is where you ask an open-ended question for fans to answer in the comments section. These generate about 90% more engagement than the average text post. See an example below:



**When posting links to outside content follow these best practices:**

- Keep it short
- Make the call-to-action clear and within the first 90 characters of the post
- Use an image to draw attention to the post

Check the example from HubSpot on the side:



# DEFINING YOUR TARGET MARKET & CONTENT THEMES

## DEFINING YOUR TARGET MARKET

Before you start posting content you first need to define your target audience to determine relevant content themes and interests. It's not as easy as just defining the age, gender and location of your audience anymore. Interests now cross all demographic boundaries. When defining relevant themes, don't just think about your vertical, think about the lifestyle of your target market.

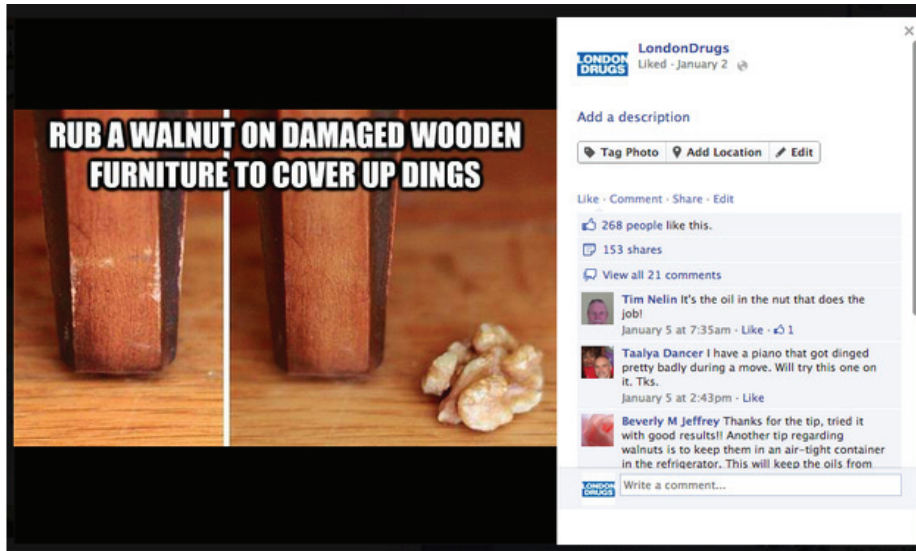
### *Content Themes*

To become relevant to them you need to become a go-to source for:

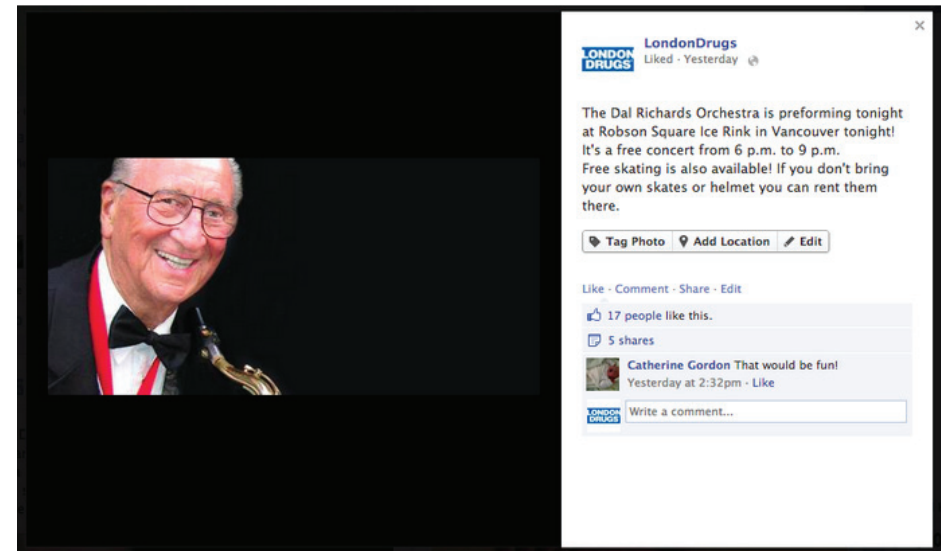
- Common problems
- Relevant news updates
- Ways to make life better
- Points of interest

Check out four posts from LondonDrugs, a Western Canadian Retailer, which include each of the source types above, for their target audience of Western Canadian Families:

## Solutions for Common Problems



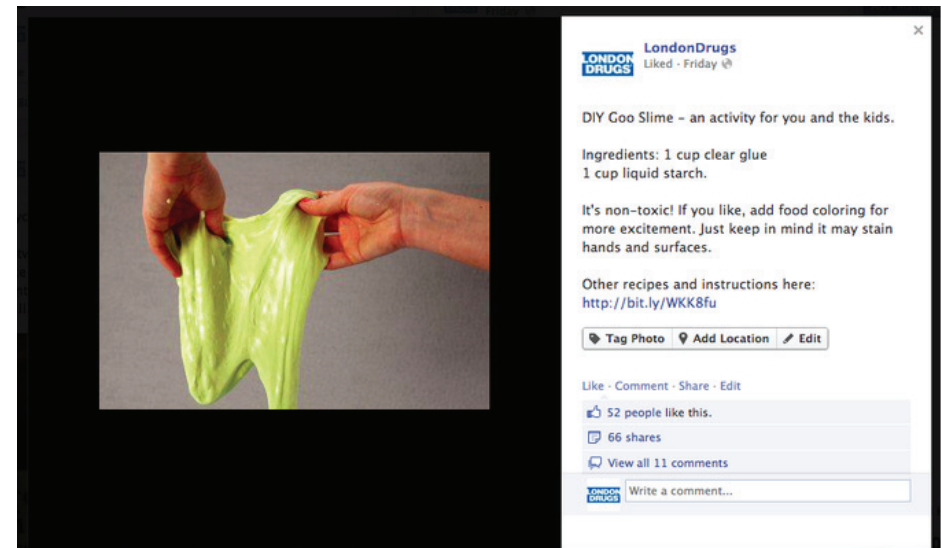
## Relevant News Updates



## Ways to Make Life Better



## Points of Interest



# CREATING A SCHEDULE

When doing any type of content marketing, having a schedule - and sticking to it - is key. If you try to go day-to-day, fitting your content in as you can you'll falter quickly (believe me, I've tried!).

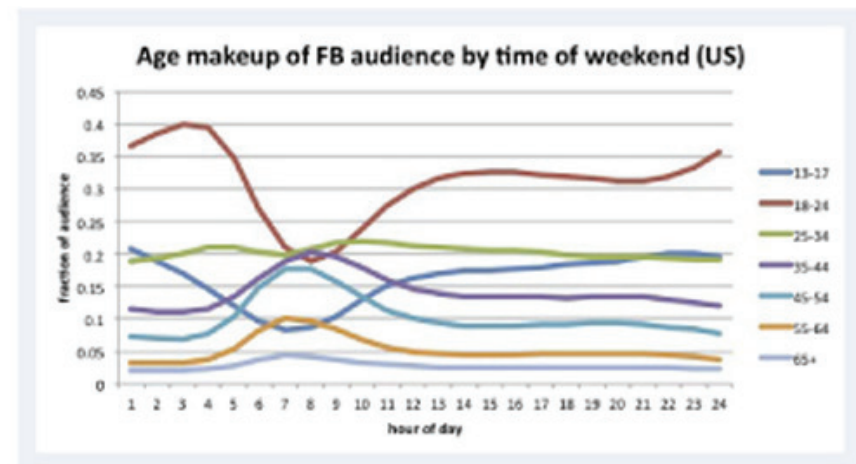
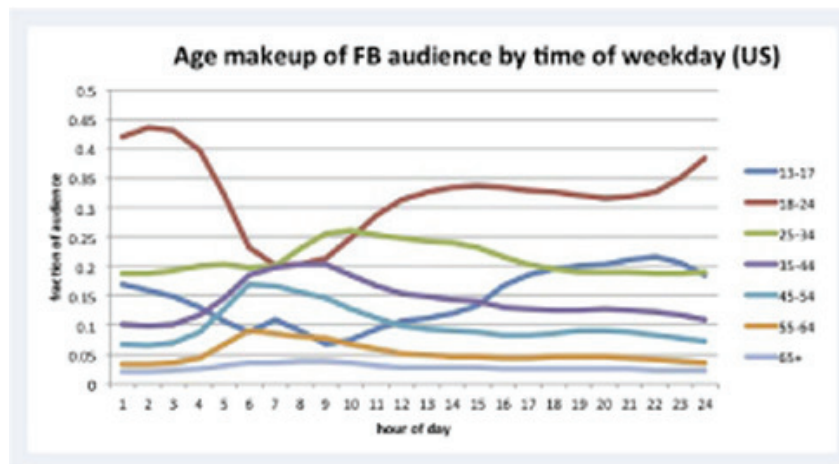
**When creating a schedule, keep two best practices in mind:**

### **1. Post regularly.**

“Post at least five times a week to stay top of mind for fans. Consistency is also key. For example, post new product announcements on the same day every week so fans know what to expect and can look forward to hearing from you.”

### **2. Post at the optimal time.**

“Only you know what's right for your business, and you can use your Page Insights to figure out what's working (for instance, try posting at different times of day and see when you get the most engagement). We have found that restaurants post from 7am-12pm when people are making plans for the day, while retailers post in the 8am-2pm window. User engagement with Facebook Pages is highest from 9-10pm and the 18-24 demographic is the most engaged during this time.”



[source: facebook.com/business/fmc/guides/bestpractices]

I've personally found it best to create weekly schedules of 3-4 posts per day, using a spreadsheet tool like Google Drive's Spreadsheet. This makes it easy to share with team members and allow for all member to update and collaborate in real-time. Check out an excerpt from one of my recent content schedules below:

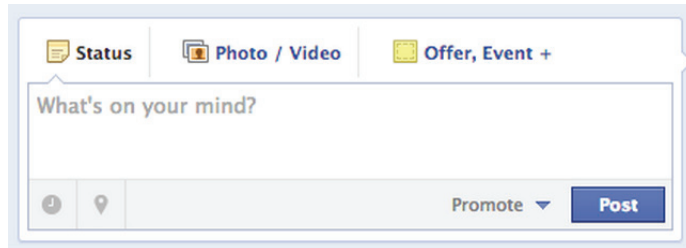
	A	B	C	D
1	<b>Week 1</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>
2				
3	Facebook/Google+ #1	Favorite Holiday Movie Character Bio	Classic Holiday Movie Sweaters (photo album w/descriptions)	Favorite Holiday Movie Character Bio #1
4	Facebook/Google+ #2	Great Kid-friendly Holiday Drink Recipe	Top Holiday Toys of the '50s (photo album w/descriptions)	Resident Pharmacist: Tips for boosting your immune system against cold/flu
5	Facebook/Google+ #3	Resident Pharmacist: How to prepare your kids to stave off cold/flu this season	Cool/Modern Holiday Wreaths (photo album w/descriptions)	Cool holiday wrapping paper (photo album w/descriptions)
6				
7	Twitter #1	Classic Holiday Movie Quote (Who said it?)	Which Holiday Toy would you have rather received for Christmas in the 1950's - Play-doh or Mr. Potato Head?	Immune System booster tip
8	Twitter #2	Looking for a vegetarian-substitute for your holiday dinner? Check out a (blank)	Ralphie rocking a classic Christmas Sweater from A Christmas Story (photo)	This is how they do Christmas Wreaths in (city) (photo)
9	Twitter #3	Resident Pharmacist: How to prepare your kids to stave off cold/flu this season	Classic Holiday Movie Quote (Who said it?) #1	Christmas Turkey Or Christmas Ham, which is best?
10				
11	<b>Week 2</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>
12				
13	Facebook/Google+ #1	Famous Christmas Miracles in Movies - Scott Calvin becomes Santa Claus in "The Santa Clause"	Top Holiday Toys of the '70s	Holiday Gift Ideas for Toddlers
14	Facebook/Google+ #2	1st Winnipeg Family Holiday Activity (Steve)	Top Holiday Gifts to give if you have no imagination (satire)	Top Calgary Family Holiday Activity (something cool in downtown Calgary that families can do in the winter/at christmas)

# POST OPTIONS



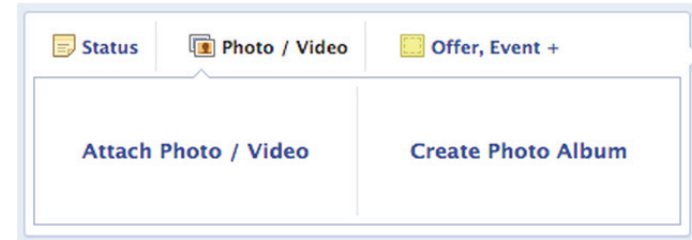
## 1. Status Update

This is the most basic type of post. It contains only text and links.



## 2. Photo/Video

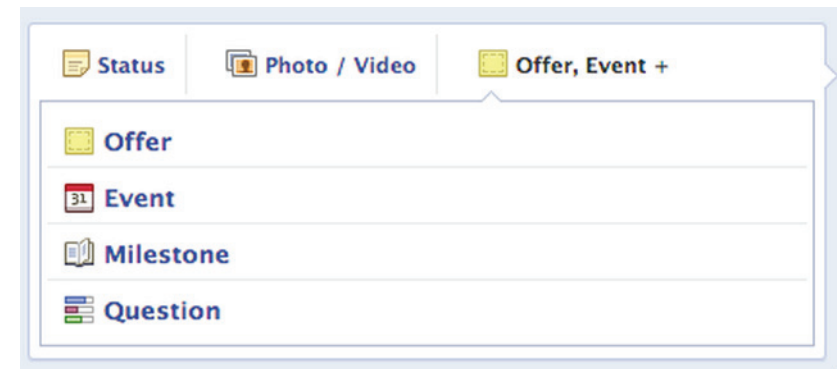
This type of post allows for visual content: You can add a photo, photo album or video to a post, which can also include text and links.



## 3. Offer, Event +

This includes 4 different types of posts:

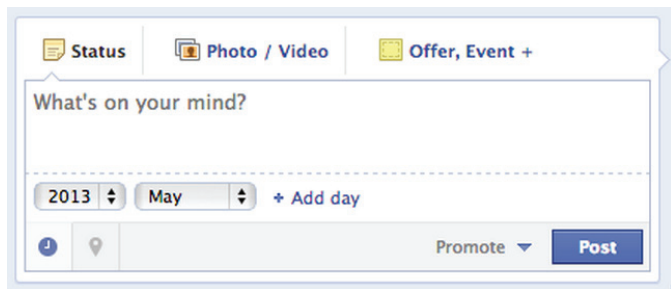
- **Offer:** This allows you to post a coupon for your business that users can claim directly from the post itself
- **Event:** This allows you to create and post about an event, which is a great way to spread the word about any promotional events you have coming up
- **Milestone:** This is a special type of post signifying a major event in your company's history, such as the opening of a flagship location or the sale to your 1,000,000th customer
- **Question:** This is a very engaging type of post that allows you to ask a multiple choice to your Facebook fans



## Scheduling Options

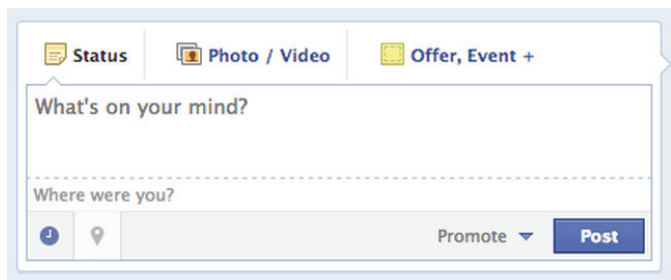
Facebook now allows you to schedule posts in the future and even in the past!

It's super-simple and allows you to stack up a number of posts in advance, although not as efficiently as doing so with a 3rd party service like Hootsuite. Simply click the clock icon in the bottom of the Status update box and you will be able to select the year, month, date and time of your post. If you set the date in the past there is an option to “Hide Post from News Feed”, meaning it will not appear in your fans' News Feeds, it will only appear on your Facebook Page's Timeline:



## Location Tagging

Clicking the “Pin” icon will allow you to list the place that the activity this post refers to took place:

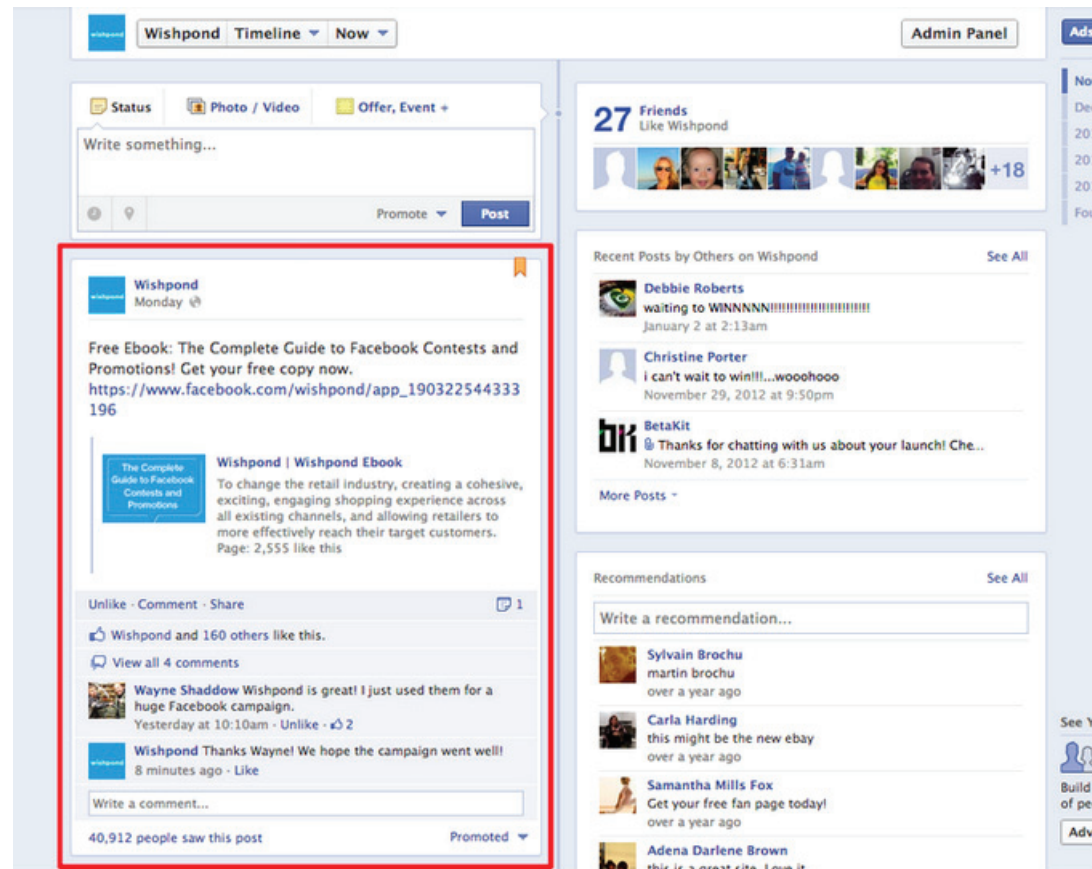


## Feature Options

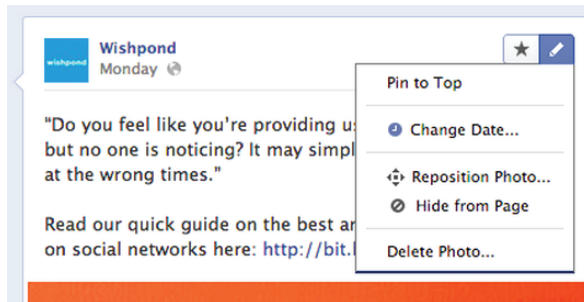
Once you've published a post, there are several options for making it more visible on your Facebook Page:

### 1. Pin to Top

"Pinning" an item to the "Top" of your Facebook Page places the post at the top of your Wall for a period of 7 days. This makes it immediately visible to every visitor, so it's a way to boost views for new promotions and product releases. Check out a live example below, note the orange banner in the top-right corner of the post signifying that it is "pinned":

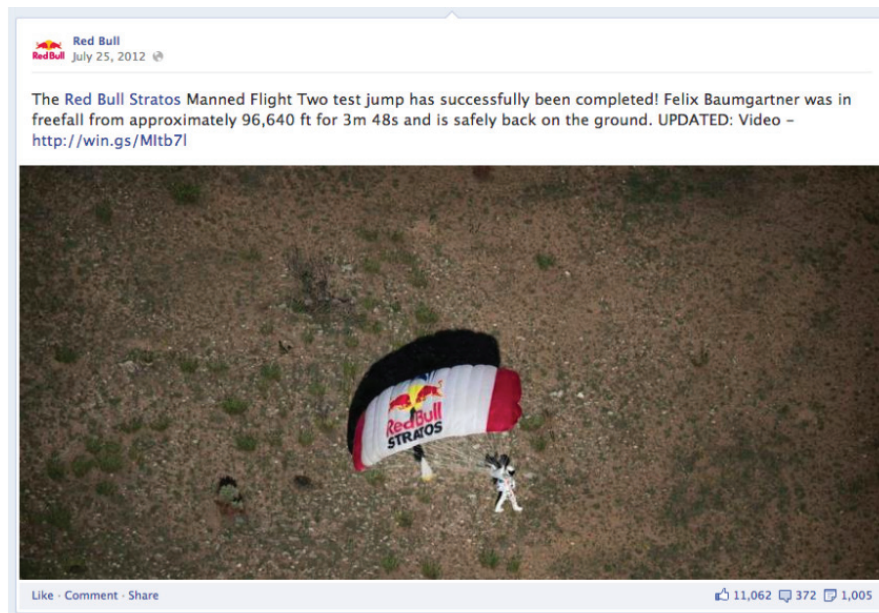


You can Pin a post by clicking on the Pencil icon in the top right corner of one and selecting “Pin to Top” in the dropdown menu:

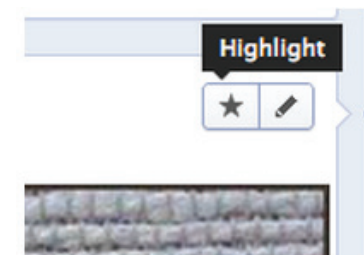


## 2. Highlight

“Highlighting” a post makes it appear full-width on your Facebook Page (normal Facebook posts only appear half-width). This is great when making posts that include large images and videos to give users a full view:



You can Highlight a post by clicking the “Highlight” icon in the top-right corner of it:



# WRITING CONTENT ABOUT YOUR COMPANY (INCLUDING NEW PRODUCTS, SALES, ETC.)

When it comes to writing about yourself/your company in your Facebook content, remember this simple piece of advice:

## NOBODY CARES ABOUT YOU, THEY ONLY CARE ABOUT THEMSELVES.

To follow this simple piece of advice, keep Facebook posts about your company to an absolute minimum. If you must talk about your company, try to include your community and how they helped you achieve a goal, like this post by Red Bull about reaching 30 million Likes on its Facebook Page:



If you are looking to promote a new product line or sale, you can post about it, but always skew the post towards how this is helping your fans by saving them money or introducing new solutions to their problems!

Check out how Walmart promoted their new Special K line as a way to keep healthy when snacking:





*See how Target promotes their sales:*



**Target**  
Liked · Thursdays via Target

You shouldn't break a sweat looking at the price of your workout gear. Good thing you can head to our sale on C9 by Champion: <http://bit.ly/VnQh5y>

Like · Comment · Share

3,583 people like this.

37 shares

View previous comments 6 of 57

**Christopher Kutz**  
<http://www.kitsapsun.com/news/2013/jan/11/banner-honors-sailor-killed-in-afghanistan/#comments> In the comments section is the apology.

**Banner honors sailor killed in Afghanistan**  
[www.kitsapsun.com](http://www.kitsapsun.com)  
Sean Brazas widow, also a Naval Base-Kitsap sailor, also recognized.

22 hours ago · Like

Write a comment...

# PROMOTING YOUR CONTENT WITH FACEBOOK ADS



To give your content and Page an added boost, Facebook Ads are a great tool. But keep one thing in mind: Just because you promote a post, don't think that it will make a post go viral. For a post to actually become popular and drive a large amount of engagement, the content itself has to be good. The quality of a post is determined by its engagement level. The engagement level of a post will not change no matter how many people see it.

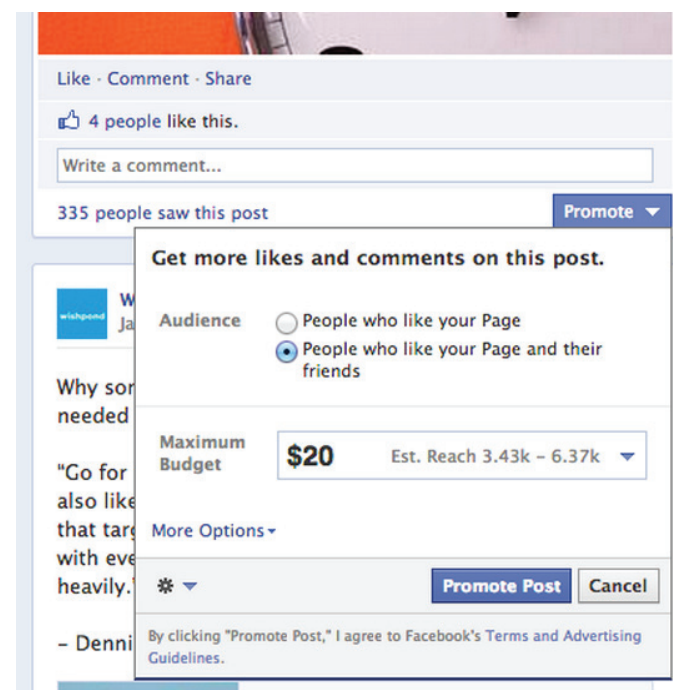
**There are two options to promote your posts that are open to the public, and one that is currently in closed beta:**

1. Promoted Posts
2. Promoted Page Post
3. Suggested Posts (beta)

## *Promoted Posts*

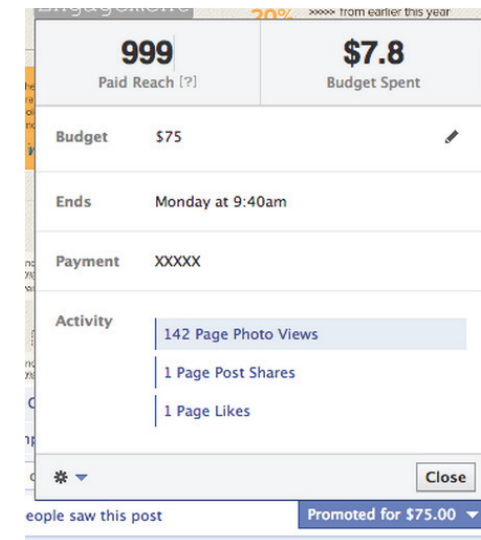
This is the best advertising tool that Facebook offers. It allows you to promote your content directly in user's News Feeds, where users focus their attention, as opposed to the sidebar, which users generally ignore.

A Promoted Post gives your post reach to more of your fans and your fans' friends (a normal post is only seen by approx. 16% of your fans). To create a Promoted Post, simply create a post as normal and click the "Promote" link in the bottom-right corner of the post:



As you can see above, they give you options to promote to just your fans (people who like your Page) or both your fans and friends of fans. Depending on your current number of fans, you will have a different set of budget options: The more fans you have, the higher you can set your budget and the more users you can reach. Facebook automatically sets the promotion to run for three days, and will use the budget equally over that time period.

During a Promotion you can see the performance stats by clicking on the “Promoted” hyperlink:



You can also see the level of paid vs. organic vs. viral engagement by clicking on the “## people saw this post” hyperlink in the bottom-left-corner of the post:



### Promoted Posts appear to users in one of two ways:

- If a user is a fan of a Page, they will see the post like normal directly at the top of their News Feed, they are just more likely to see the post in their News Feed
- If a user is a friends of a fan of a Page, they will see the post in the format below, showing that one of their friends Likes the Page:



## Promoted Page Posts

Promoted Page Posts are ads that appear in the sidebar of Facebook. They are much less effective, but allow you to target hyper-segmented markets that have no connection to your Facebook Page.

You can create Promoted Page Posts in the Facebook Ads Manager. Once there, you can target users by a wide range of data points, including demographics, interests and Likes:

The screenshot shows the 'Choose Your Audience' interface in Facebook Ads Manager. It includes fields for Location (Country, State/Province, City), Age (13 to No max), Gender (All, Men, Women), Precise Interests (Enter an interest...), Broad Categories (Activities, Business/Technology, Ethnic, Events, Family Status, Interests, Mobile Users (All), Mobile Users (Android), Mobile Users (iOS)), Connections (Anyone, Only people connected to Wishpond, Only people not connected to Wishpond, Advanced connection targeting), and Friends of Connections (Target people whose friends are connected to, Enter your Page, app, or event names...). A 'See Advanced Targeting Options' link is at the bottom. On the right, the 'Audience' section shows '18,330,680 people' and 'who live in Canada'.

This is an example of a sponsored Facebook post. It features a 'Sponsored' label and a 'Create an Ad' link. The first ad is from HubSpot, promoting a free ebook 'How to Attract Customers with Facebook' with a 'Like This Page' button. The second ad is from Vancouver Aquarium, featuring a photo of a jellyfish and the text 'This comb jelly does not create its own light, instead beating comb plates scatter outside...' with a 'Like This Page' button.

## Suggested Posts (beta)

As of this writing, Facebook is currently beta-testing a new product called “Suggested Posts”. These appear in the News Feed just like Promoted Posts, but can be promoted to users who are not your fans or friends of fans. This gives you the ability to reach entirely new markets, but may come at the cost of annoying users. Check out an example below:

This is an example of a suggested Facebook post. It features a 'Suggested Post' label and a 'Like Page' button. The post is from Udemy, promoting a course 'Become a Web Developer from scratch' with a 60% off discount. The post includes a photo of a man and text describing the course. At the bottom, there are engagement buttons (Like, Comment, Share) and a 'Sponsored' label.

# ANALYZING YOUR FACEBOOK CONTENT MARKETING USING FACEBOOK INSIGHTS

Facebook Insights makes it easy to analyze the performance of your content marketing in real time. So much so that I find myself drawn to look on a constant basis.

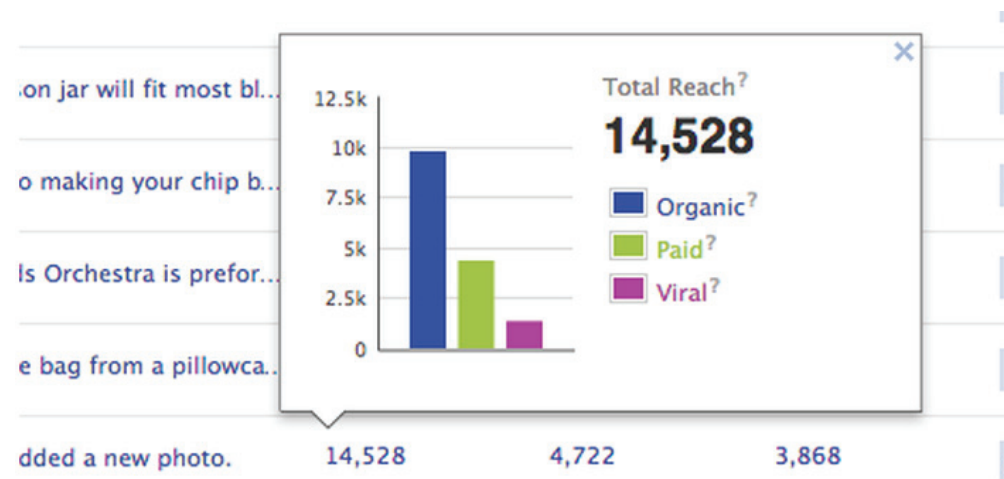
This is your best source to determine which type of content your audience engages with the most and which to promote. As a rule, I consider a post engaging enough to promote (or continue a promotion) if it is getting 4% - 5% Virality.

**Virality:** This refers to the percentage of people who have created a story (liked, commented on or shared) from your post out of the total number of unique people who have seen it.

Page Posts (Updated 9 minutes ago)						
All Post Types ▾						
Date ? ▾	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	
9/25/12	 Post-it: For the little things you'll for...	544	233	42	7.72%	
9/24/12	 Mondo Pasta – Guerrilla Marketing	430	96	44	10.23%	
9/21/12	 Would you buy one for your cat?	477	112	41	8.6%	
9/20/12	 Oh, the irony...	590	74	25	4.24%	
9/19/12	 Wishpond added a new photo.	739	212	40	5.41%	

Let's take a look at each of the different metrics:

## Reach



**Total Reach:** The number of unique people who have seen your post

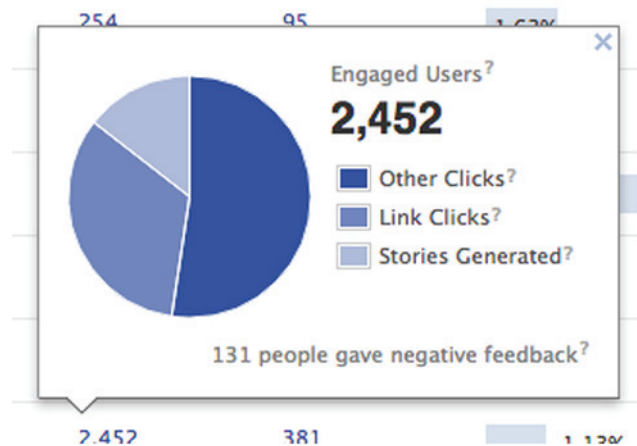
**Organic:** The number of unique people who have seen your post in their News Feed or on your Facebook Page. This includes people who have Liked your page and those that haven't

**Paid:** The number of unique people who have seen your post through a paid channel such as a Promoted Post or Promoted Page Post

**Viral:** The number of unique people who have seen your post because one of their friends interacted with it by liking it, commenting on it or sharing it

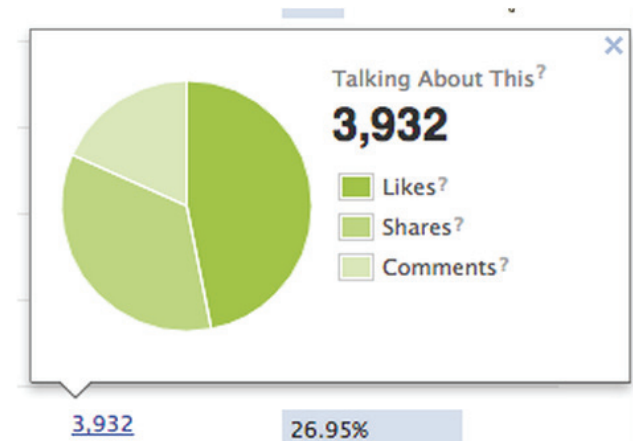
## Engaged Users

Engaged users are the number of unique users who have clicked on your post. Depending on your post type, you can see a complete breakdown of the type of clicks:



## Talking About This

Talking About This refers to the number of unique people who have created a story (liked, shared or commented on) from your post. This number is very important in determining the performance of your post: The higher the number of people talking about your post, the more engaged they are with it, and the more they are engaged with your brand.



# UNDERSTANDING FACEBOOK'S EDGERANK



A recent controversy over average Facebook Page reach led Facebook to publicly announce the four main factors it uses to determine the reach each Page post gets. Reach refers to the number of your Facebook fans (users who Like your Page) who see each of your Posts in their News Feed. The four factors are:

1. If you interacted with an author's posts before: If you Like every post by a Page that Facebook shows you, it will show you more from that Page.
2. Other people's reactions to a specific post: If everyone on Facebook that's shown a post ignores it or complains, it's less likely to show you that post.
3. Your interaction with posts of the same type in the past: If you always Like photos, there's a better chance you'll see a photo posted by a Page.
4. If that specific post has received complaints by other users who have seen it, or the Page who posted it has received lots complaints in the past, you'll be less likely to see that post. This factor became a lot more prevalent in September 2012.

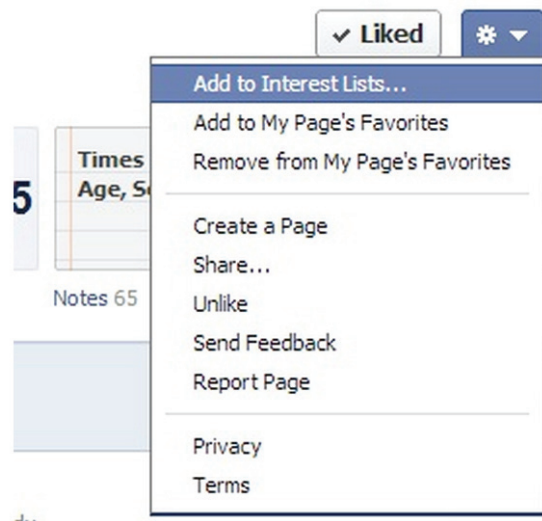
*Just like Google does for PageRank, Facebook often makes changes to its News Feed algorithm, EdgeRank. It changes how it weighs factors that try to increase engagement and general satisfaction.*

Maybe reach decreases on some Pages, but people interact more with the News Feed overall, according to Facebook's News Feed product manager Will Cathcart. Cathcart said, "we started penalizing things that had an above average rate of complaints, and rewarding things that had a below average rate of complaints. Facebook believes the change was a success because engagement went up and "complaints went down in the double-digit percentage."

There are a number of services that have popped up to help you optimize your posts for Edgerank, just like SEO for Google. One such service is EdgeRank Checker: it monitors and analyzes your Facebook post data to show you the level of interaction you're getting with your posts and provides recommendations to help optimize your posts for EdgeRank.

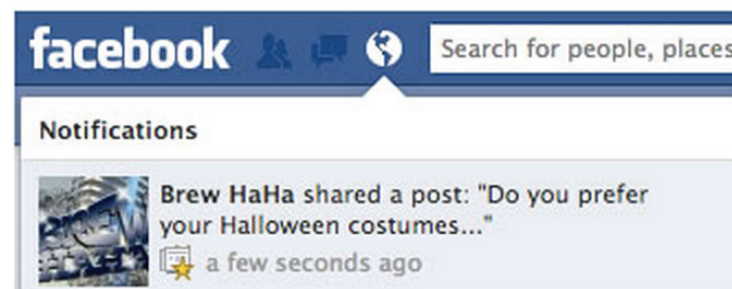
## SUCCESS.COM RECENTLY TALKED ABOUT TWO TRICKS TO GET MORE EXPOSURE TO YOUR FANS FOR FREE:

### 1. Have your fans add you to their Interests



Ask that your fans click on the gear located on the top right hand side of your brand's page, and then click on 'Add to Interests List.' Once a brand page has been added to your Interests, there's no need to actually create an Interest list, unless, of course, you'd like to create one.

### 2. Ask your fans to receive notifications from your page



This is still in beta (not yet available for all users), but there is now the option to receive red pop-up notifications from any of your favorite fan pages— hover your mouse over the 'Liked' button and click on 'Get Notifications.' Fans can always opt out of getting notification flags, although this is probably not an option for any fair-weather fans.

Contact Us

*We would love to give you the advantage of our learnings.*

Book a Personal Consultation



*Written by:*

**Nick Steeves**

Director of Marketing

Wishpond

wishpond.com