

Cheat Sheet



# Latest Facebook Marketing

Made Easy

Powered By Realtor Success Seminars

*Skyrocket Sales & Boost Conversions  
with Our Proven & Tested Facebook™  
Marketing Techniques*



## **What is Latest Facebook Marketing all about?**

- ✓ *Facebook marketing is the use of Facebook as digital marketing channel.*
- ✓ *Facebook is a marketing-friendly platform with a business-oriented environment, where you can build a presence for your business by providing value through content, conversations, and entertainment.*
- ✓ *Facebook Marketing works primarily by building a social presence for your brand that users can interact with.*
- ✓ *Facebook should no doubt be a part of your digital marketing arsenal.*
- ✓ *The future of Facebook marketing is more automated and enhanced by novel technologies like virtual reality, augmented reality, and 360 videos.*

## **Latest Facebook Marketing Strategies For Local Businesses**

- ✓ *Build A Collection Of Reviews For Your Page*
- ✓ *Create Events*
- ✓ *Curate Local Content*
- ✓ *Mention Other Local Businesses And Events*
- ✓ *Tag Locations*
- ✓ *Encourage In-Store Traffic*

## **The Perfect Facebook Marketing Plan For 2020**

- ✓ *Set Your Goals Straight*
- ✓ *Learn About Your Audience*
- ✓ *Establish An Engagement Strategy*
- ✓ *Establish A Content Schedule*
- ✓ *Determine Your Ad Strategy*
- ✓ *Involve Your Team*

## **Crazy Ways To Make Traffic To Your Facebook Pages Explode**

- ✓ *Include Your Facebook Page URL In Your Email Signatures*
- ✓ *Send E-Mail Blast Campaigns To Promote Your Pages*
- ✓ *Promote Your Facebook Page In Store*
- ✓ *Install A Social Sharing Plugin On Your Websites*
- ✓ *Engage With Other Facebook Pages and Groups*
- ✓ *Optimize Your Content For Mobile*

## **Latest Facebook Marketing Trends To Keep An Eye On In 2020**

- ✓ *Advertising Costs*
- ✓ *Automation*
- ✓ *The Simplified Mobile Experience*
- ✓ *Facebook Stories*
- ✓ *Video For Increased Engagement*
- ✓ *Facebook Messenger*



## Latest Facebook Contest

### Ideas To Try In 2020

- ✓ *Like, Comment, And Share To Win*
- ✓ *Caption Or Meme Contest*
- ✓ *Fill-In-The-Blanks*
- ✓ *Photo Contest*
- ✓ *Questions And Answers Contest*
- ✓ *User Generated Content Contest*

### Don'ts

- ✓ *Don't Use A Dummy Personality*
- ✓ *Don't Over Post*
- ✓ *Don't Argue With Unsatisfied Customers*
- ✓ *Don't Be Slow To Respond Or Engage*
- ✓ *Don't Go Over Budget*
- ✓ *Don't Target Too Broadly*
- ✓ *Don't Over Promote*
- ✓ *Don't Create An Incomplete Page For Your Business*
- ✓ *Don't Spam*
- ✓ *Don't Ignore The Facebook Terms and Conditions*

## Do's

- ✓ *Stick To A Posting Schedule*
- ✓ *Use Visuals*
- ✓ *Ask Questions To Your Audience*
- ✓ *Boost Your Most Successful Posts*
- ✓ *Stick To Your Goals*
- ✓ *Integrate Shopping In Your Page*
- ✓ *Split Test Your Posts And Ads*
- ✓ *Create A Voice For Your Brand*
- ✓ *Leverage Your Page's Real Estate*
- ✓ *Use Insights and Track Your Results*

## Premium tools and Services to consider

- ✓ [\*Agorapulse\*](#)
- ✓ [\*ShortStack\*](#)
- ✓ [\*Facebook Page Barometer\*](#)
- ✓ [\*Fanpage Karma\*](#)
- ✓ [\*PostPlanner\*](#)
- ✓ [\*Pagemodo\*](#)
- ✓ [\*MobileMonkey\*](#)
- ✓ [\*SocialBakers\*](#)
- ✓ [\*Perfect Audience\*](#)
- ✓ [\*Qwaya\*](#)

## Shocking Case Studies

- ✓ [\*Noah Kagan\*](#)
- ✓ [\*Pandora\*](#)
- ✓ [\*Rock And Roll Hall Of Fame\*](#)
- ✓ [\*Buffer\*](#)
- ✓ [\*Tomcat\*](#)
- ✓ [\*HubSpot\*](#)
- ✓ [\*FoxNet Games\*](#)
- ✓ [\*Major Impact Media\*](#)
- ✓ [\*BellaSoleil\*](#)
- ✓ [\*Femibion\*](#)