

LocBox



BEYOND LIKES



148

MILLION +

FACEBOOK USERS

in the
United States



1

MILLION

FACEBOOK LINKS SHARED

every 20
minutes



130

NUMBER OF FRIENDS

the average
Facebook
user has



640

MILLION

MINS. SPENT ON FACEBOOK

every
month

FACEBOOK IS TOO GOOD (AND TOO BIG) TO IGNORE

Worldwide, people invest a lot of time using Facebook. More importantly, YOUR CUSTOMERS spend a lot of their time on Facebook. Just look at the impact Facebook has had on how people spend their online time.

Source: Facebook 7-1-2014 as catalogued on statisticbrain.com

FACEBOOK ISN'T JUST FOR CONNECTING WITH FRIENDS

It is an extremely valuable channel for your small business to reach and grow a pool of potential customers, engage with them online, get them to buy from you, and get their help to repeat the cycle.

★★★
1.23
BILLION

ACTIVE FACEBOOK USERS

every
month

★★★
23%

OF FACEBOOK USERS

check their
accounts more than
5 times daily

★★★
42%

OF FACEBOOK FANS

like a page to
get a coupon
or discount

★★★
52%

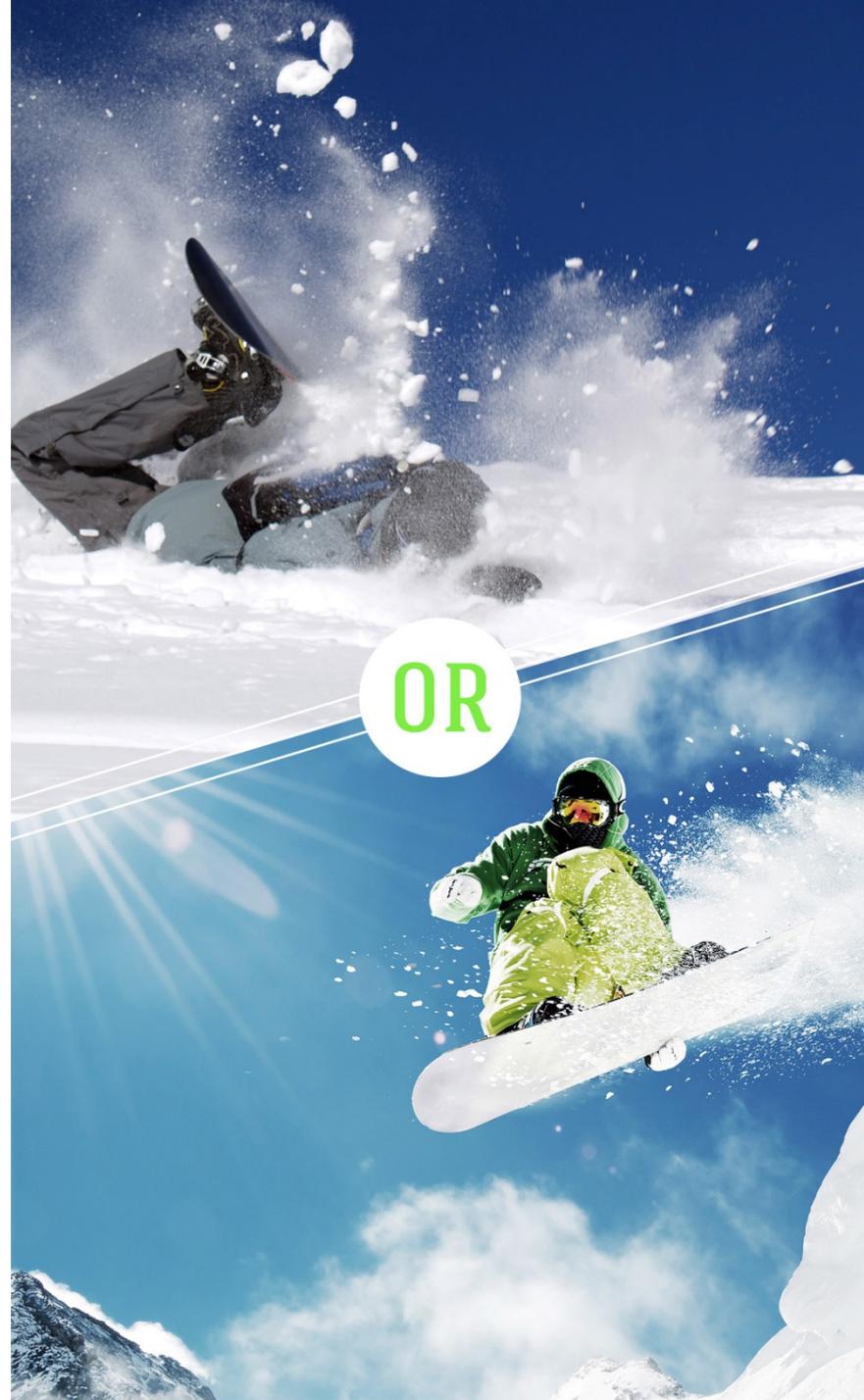
OF BUSINESSES

have found a
customer on
Facebook

FACEBOOK CAN BE RISKY FOR THE UNINITIATED

Many businesses try Facebook but abandon it too early. You attempt a few things that don't produce results and decide Facebook marketing isn't for you. However, your payoff for investing in Facebook is really just proportional to your knowledge of good Facebook strategies.

When you learn the marketing approaches that work and see some success, you'll realize Facebook has huge potential and that you can get really good at it!



PUTTING THE PIECES TOGETHER...

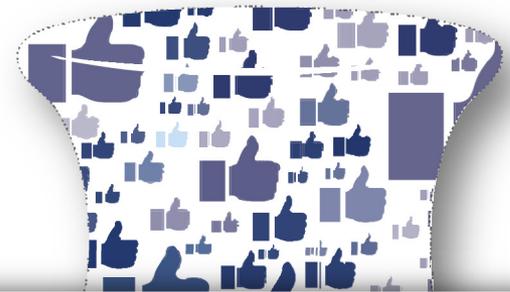
3 STEP RECIPE FOR BUILDING YOUR BUSINESS THROUGH FACEBOOK





FACEBOOK FANS MIGHT JUST BE THE HOLY GRAIL FOR MARKETERS

Facebook Fans are people who have liked your business's Facebook page. Fans start seeing the posts from your page in their news feed. Effectively, they've expressed an interest in your business and have given you permission to "talk" to them on Facebook. This is the Holy Grail to a marketer because unlike email addresses that change every 6 months, almost no one changes their Facebook account...ever.



IT IS ESTIMATED THAT 25-50% OF EMAIL ADDRESSES IN BUSINESS LISTS CHANGE EVERY YEAR

17% of Americans create a new email address every 6 months





ORGANIC

When you have an irresistible Facebook presence, customers will naturally want to become fans.

Organically acquired Facebook fans come from a kind of online word-of-mouth where your current fans like and share your engaging content.

Some special kinds of content, like video loaded directly into your status updates, will allow people to directly Like your page from the content.

Sometimes all you have to do is ask. Ask your fans to spread the word about your page, share some good content, or recommend you to their friends.

PAID

Especially if you're just getting started on Facebook, your business might need a little extra boost. Get quick exposure to potential customers through paid ads, promotions, and sponsored or "boosted" content on Facebook. You can target this content to friends of fans and other custom audiences.

Just make sure to follow the same content rules. Make it compelling, entertaining, and eye catching so you can grab the attention of Facebook users you reach.



We established that Likes are a cornerstone in Facebook marketing. You can get people to like your page and become fans through paid and organic approaches. But did you know you can use your Fan base to attract more Fans?

Facebook allows you to target your content and advertising to friends-of-Fans. That means your engaging content and compelling offers can reach beyond the folks who've liked your page. It's almost like having your Fans share their address books with you.





CUSTOM AUDIENCES

Moreover, Facebook has a feature that allows you to create “**custom**” **audiences** by uploading your existing email addresses.

Facebook finds those users by email address and lets you target these groups with content, offers, and advertising. Wow! You can market to Facebook users who haven’t yet liked your page. You can also create custom audiences from visitors to your website by adding the Facebook tracking pixel to your site.

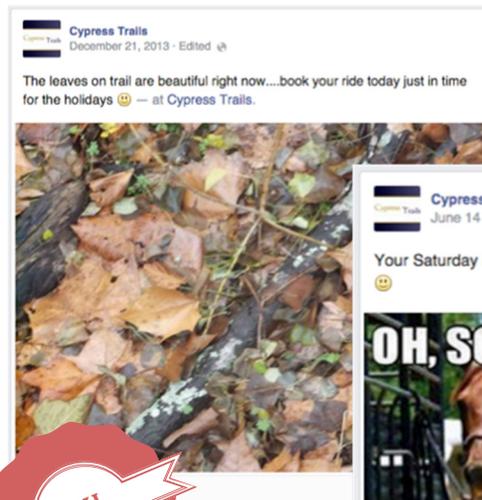
LOOK-A-LIKE AUDIENCES

“**Look-a-like**” **audiences** are another way to target Facebook users. Look-a-likes are people that are similar to a customer list you care about. They might have the same interests (e.g. people who like the same movies as your audience or people who have the same interest in politics) or characteristics like gender. You can target look-a-likes too!

2 ENGAGE — YOUR FANS —

You've heard it before...content is king. It's even truer on Facebook. You need to plan on posting multiple types on content, offers, images/memes, video and more anywhere from several times a week to several times a day.

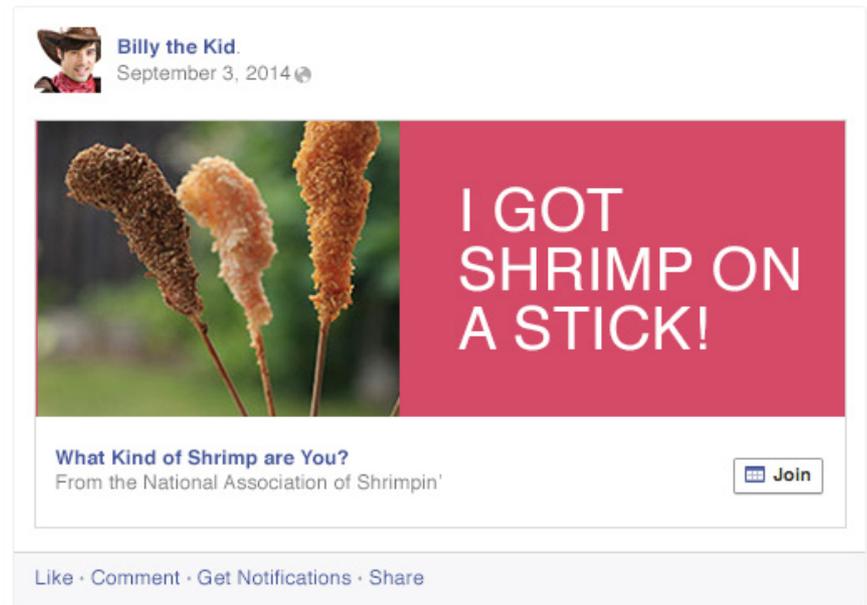
Remember, you're trying to reach your Fans to have them not only share your content but to engage more Fans. So, a good mix of *entertaining* content is what the marketing doctor prescribes for Facebook.



2 ENGAGE YOUR FANS

Other forms of effective content include

structured campaigns comprised of Facebook contests, questionnaires, quizzes, and special occasion offers (birthday or anniversary). How many times have you seen a Facebook post from one of your friends that shows their results from a quiz? Which celebrity are you most like? What job would you best at? The list goes on...because people engage with that content in Facebook, and they turn over their email address in the process.



Billy the Kid.
September 3, 2014

I GOT SHRIMP ON A STICK!

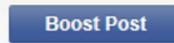
What Kind of Shrimp are You?
From the National Association of Shrimpin'

Join

Like · Comment · Get Notifications · Share

2 ENGAGE — YOUR FANS —

Paying for exposure works here too. Posting content to your Fans is free, but reaching 10x that many people will cost you some paid promotion. But remember, every time your content reaches someone new, you have the chance of making them a Fan and growing the entire Facebook universe for your business!

Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
07/02/2014 9:01 pm	 Don't forget to take advantage of the special EGTC membership price when buying your Bcycle membership and save \$50.			206 	3 8 	
07/02/2014 6:10 pm	 Las inscripciones comienzan el el 14 de julio! http://youtu.be/O3eHZ8m8Nsw			137 	2 1 	
07/01/2014 7:10 pm	 Do you know anyone who speaks Arabic? We do! We provide pre-academic, career and technical ESL classes for Arabic speakers and individuals from more than 50			3.2K 	5 23 	
06/30/2014 11:19 am	 The EGTC 2014-15 program schedule is now available online! http://www.emilygriffith.edu/calendar-catalog-and-schedule Reminders: Beginning			280 	16 6 	



3

MONETIZE
— THEM —

GETTING THAT CRUCIAL CLICK

All of this audience building sounds fun right? But how does that lead to growing your business? The answer: it's the critical click or “conversion” that we're after.

When you've got your audience engaged, sprinkle in an offer campaign. Make sure you target the right people. Maybe create a custom audience of your local customers and offer them a walk-in deal. Target other customers with online promotions. Don't blast out a generic “our business is the best” message. Be deliberate in targeting valuable offers to the right audiences.



The examples shown here have a couple things in common that make the offers work:

1. They are visually impactful
2. They have a clear call-to-action

The collage illustrates the visual impact and call-to-action of the offer across different platforms and provides performance data. The desktop version of the offer is as follows:

Stratosphere Trampoline Park - Delmar
30174 Foskey Ln, Delmar, MD, 21875

\$20 for Two Hours of Jump Time for Two! (Reg \$40)
- up to 50% off

From **\$20** [BUY NOW >](#)

Expires in **7 days**
Vouchers left **Only 15** [GIVE AS GIFT](#)

Available Options

- Two Hours of Jump Time for Two
Your Price **\$20** | Value **\$40** | You Save **\$20**

Facebook Overview

Views	Clicks	Purchases	43 Likes
3,300	150	10	2 Comments
			13 Shares

Ad Budget Spent **\$19.13**

Facebook Ads (1)

Sep 12 [View in Ad Management](#)

Target Audiences	Spent/Allocated	Results
Age: 18 - 55	\$19.13	3,299 Views
15 miles around Delmar, MD	\$50	150 Clicks
Potentially reaching 5,400 people		3 Page Likes
		40 Post Likes



SUCCESS

... *takes* ...

COMMITMENT

THERE IS NO GET RICH QUICK METHOD FOR SUCCESSFUL FACEBOOK MARKETING.

Like other things you do to grow your business, it takes a consistent effort to make the system work for you. Whether you do it yourself or get expert help to build and run your Facebook campaigns, if you invest in Facebook tactics that work – the ones outlined here – your business will reap the benefits of more customers and increased revenue.

LocBox developed an innovative online marketing platform with the tools and measurement needed to bulletproof your Facebook marketing. And like every great provider of tools, LocBox has a team to help you take your Facebook performance to new heights. We've helped 1000s of business owners expand their fan base, engage new customers, and ultimately drive more business. **We're here to help.**

www.LocBox.com

Blog.LocBox.com

LocBox

Support@GetLocBox.com | (855) 256-2269