

How To Build A Captivating Facebook Page & Attract Followers

The Pro's Secrets to Facebook Domination!!!



Deborah Pretty

"Facebook is a trusted partner and a highly effective platform for our marketing efforts. It has been instrumental in helping us massively increase our revenue during the pandemic year and our account team has worked closely with us to develop new methods according to best practices to continue to effectively advertise our brand given the evolving changes in the market and advertising ecosystem".

Randy Shoemaker Chief Marketing Officer, Eastern Standard Provisions

"The ability of Facebook to be as agile as they have been with attribution, tracking, and optimization has been amazing. We have been able to continue to scale this and other companies off of these same principles through eCommerce funnels that work extremely well in the Facebook world of Conversions API and pixel integration and optimization. We could not be happier with the results, and continued partnership with Facebook."

Terrell Brown

Co-Founder, Ecomm & Coffee

Moreover, did you know that Facebook was the first social network to surpass one billion registered accounts and currently boasts approximately 2.5 billion monthly active users, making it the most popular social network worldwide!!!

Undoubtedly reading through to the end will prove to be time well spent. Ideally, think if you'd implemented as least one new strategy from every lesson learned where would your business be today? Consequently, as you know reading alone does not accomplish goals, you must act. My motto: You must move your feet, in this scenario, move your hands and get to stepping (in the Martin Lawrence voice)!.. Get to Reading Girl... 😊..

Table Of Contents

01	Introduction Section 01
02	Mark Zuckerberg 2021 (State of Small Business Report- Notes) Section 02.....
03	Digital Data: What Fortune 500 Exec's Know that you Don't Section 03
04	The Art of Creating a Captivating Facebook Business Page Section 04
05	The Secrets of Posting: What, When, and How Section 05
06	Facebook Case Studies Section 06
07	Facebook Polling: A Simple Strategy to Create Massive Growth Section 07
08	9 Facebook Marketing Tactics: Proven to Grow Your Audience Section 08
09	A Simplified Beginner's Guide to Social Media Marketing Section 09.....

HOW TO CREATE A CAPTIVATING FACEBOOK PAGE & INFLUENCE PEOPLE TO FOLLOW MUST

Introduction

Don't be put off or fooled by all the over-the-hill Facebook marketing shenanigans. The #1 Rumored question; is Facebook marketing dead? 🤖 ... If that's your concern, be sure to read the stats, facts, and case studies below. For starters, there are 2.4B **users on Facebook**.

Further, in a 2017 study, it was found that 57% of consumers say that social media influences their shopping decisions. Out of that 57%, 44% said that Facebook of all social media platforms was most influential. Lastly, recent research found that 78% of American consumers say they've discovered products on Facebook. {Statista}

Facebook is like Fine Wine; it gets better with time... YES! ...**Facebook is getting older, but the grass is still Money Green!** All in all, Facebook had 1.84 billion daily active users in December 2020. (PR Newswire) In fact, according to recent research in June 2020, the top social media apps in the Apple App Store **included mobile messaging apps WhatsApp, Facebook Messenger, as well as the ever-popular app version of Facebook!** If that doesn't excite you, keep reading!

Fortunately, marketing your small business on Facebook remains a gold mine. Particularly since there are billions of people who visit Facebook monthly. Not only do they visit Facebook, favorably so, but they also come with money in hand. With that in mind, **let us fantasize for a minute. What will it mean to your bottom-line if you could capture .0000000001 percent of your target audience from the stampede of Facebook traffic? Can you say gazillionaire...? You make the call!**

Moreover, did you know that Facebook was the first social network to surpass one billion registered accounts and currently boasts approximately 2.5 billion monthly active users, making it the most popular social network in the world !!!

This eBook was written to aggressively express the critical importance of adding **Facebook marketing** to your social media marketing mix. By doing so, you can create brand awareness, boost sales, attract fans and followers, and buyers.

Not only that,
but Facebook marketing is also easy to implement, immensely effective, and FREE, for the most part.



Mark Zuckerberg 2021 (State of Small Business Report)-Notes

To better understand the perspectives, challenges, and opportunities of small and medium sized businesses (SMBs) around the world, Facebook and partners collaborate to collect and share critical information with the broader community. This program includes surveys and reports covering both the United States and countries around the world, as well as topical summaries on areas of interest. **2021 Global State of Small Business Report**

The COVID-19 pandemic has affected businesses around the world for over a year and SMBs have been hit particularly hard due to their vulnerability to economic shocks.

As a part of ongoing measurement efforts to provide information on how SMBs are faring at various stages of the pandemic, Facebook is sharing insights from the most recent Global State of Small Business Report.

For the first 2021 Global State of Small Business **Report, Facebook surveyed over 35,000 SMBs in 27** countries and territories in February 2021. The report investigates the effects of the pandemic on these businesses' performance, how they have adapted to the current circumstances, and their **expectations for the future.**

STATE OF SMALL BUSINESS REPORT

For the first 2021 Global State of Small Business **Report, Facebook surveyed over 35,000 SMBs in 27** countries and territories in February 2021.

The report investigates the effects of the pandemic on these businesses' performance, how they have adapted to the current circumstances and their **expectations for the future.**

We hope these findings will be useful for policymakers and governments designing interventions to support small businesses, which will be at the heart of economic recovery.

In both global and US samples, SMBs with a higher share of digital sales were less likely to have reported a decline in sales performance.

US MINORITY-LED SMB'S STATS

In the US, minority-led SMBs² were more likely to report negative impacts from the pandemic. Overall, these SMBs indicated they were 9 percentage points more likely to be closed than other SMBs. Black-led SMBs were most likely to report being closed, at 33% compared to 18% for SMBs not led by minorities.

This was relatively consistent across genders. Not only were minority-led SMBs more likely to report a drop in sales, but the magnitudes of these drops were higher as well.

. Minority-led SMBs were 7 percentage points more likely to report that sales were half of what they were the previous year. These trends extended to effects on employment.

Black-led SMBs were most likely to report being closed, at 33% compared to 18% for SMBs not led by minorities.

Like

Nearly one-third (32%) of minority-led SMBs reported reduced employment, compared to 25% for other SMBs.

Despite these impacts, over 60% of global and US SMBs have made at least one change to the way they do business to adapt to the pandemic-induced business environment.

This includes changes to processes for interacting with customers and utilization of digital tools.

SMBs in middle-income countries were particularly more likely to have made a change, at 68% compared to 55% for SMBs in high-income countries

Digital tools appear to be vital for many SMBs in adapting and reaching customers.

Over half of SMBs (55% globally, 60% in the US) **reported using digital tools to communicate** with customers.

Advertising and selling goods or services online were other predominant uses of digital tools.

Continue to read as we provide details that will, without doubt, help you to cut through the social media clutter **to drive dollars into your bank account! After which, you'll clearly understand how Facebook marketing works. Moreover, this eBook will clear the smoke on how marketing on Facebook can significantly impact your business... and most importantly, you can start... Now!!!**

"From the beginning, Facebook has been our only acquisition channel to sell products.

We can directly attribute 100% of sales to Facebook. There is no doubt that this platform alone has helped our business grow as fast as it has. We now want to expand to new markets in Canada and beyond, again by using Facebook as our main sales channel."