

All You Need To Know About

# Facebook Marketing

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## Introduction



Welcome to the latest and very easy to apply “Facebook Marketing” Training, designed to take you by the hand and walk you through the process of getting the most out of Facebook on behalf of your business.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Facebook Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

The training is comprised of 20 chapters, ready to show you the latest Facebook Marketing strategies.

This Is Exactly What You Are Going To Learn:

Chapter 1-What is Facebook Marketing all about?

Chapter 2-Creating A Facebook Page To Promote Your Business

Chapter 3-Creating Optimised Facebook Marketing Posts

Chapter 4-Promoting A Facebook Marketing Post

Chapter 5-Creating A Targeted Facebook Group

Chapter 6-Creating A Facebook Content Marketing Calendar And Scheduling Posts

Chapter 7-Using Facebook Live To Boost Engagement And Product Awareness

Chapter 8-Collecting Leads With A Facebook Giveaway campaign

Chapter 9-Integrating A Lead Capture Campaign On Your Facebook Page

Chapter 10-Creating A Facebook Web Traffic Ad

Chapter 11-Creating A Facebook Remarketing Campaign

Chapter 12-The Perfect Facebook Marketing Plan For 2020

Chapter 13-Latest Facebook Marketing Strategies For Local Businesses

Chapter 14-Crazy Ways To Make Traffic To Your Facebook Pages Explode

Chapter 15-Latest Facebook Contest Ideas To Try In 2020

Chapter 16-Latest Facebook Marketing Trends To Keep An Eye On In 2020

Chapter 17-Latest Facebook Marketing Do's And Don'ts

Chapter 18-Latest Facebook Marketing Premium Tools And Services To Consider

Chapter 19-Latest Facebook Marketing Success Stories

Chapter 20-Latest Facebook Marketing Frequently Asked Questions

Well, it's time to get started and I know you'll love this training.

## Chapter 1: What is Facebook Marketing all about?

Facebook is the top social platform for brands and businesses, and Facebook marketing is vital for your growth strategy, yet, it can be difficult to keep up with the competition and the changes that the platform constantly goes through.

So, if you want to learn an optimised, streamlined, fool-proof method to outdo whatever your competition is doing, then this is the training for you. If you're new to Facebook Marketing, you'll be glad to know that we're starting from the basics, and if you're not, then this is a great opportunity to get a fresh take. So let's get started!

### What is Facebook Marketing?

Facebook marketing is the use of Facebook as digital marketing channel. More specifically, it is the use of the Facebook platforms and its features to promote your brand, your business, and your products, to engage your audience, to collect leads, to communicate with potential customers, to build awareness, to generate traffic, and to drive sales.



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. You can use Facebook for marketing at no cost, and your success comes down to the strategies that you apply and the time you put into it.



## How does it work?



Facebook Marketing works primarily by building a social presence for your brand that users can interact with. This means you are going to create a profile for your business the same way you would create a profile for yourself.

In fact, the Facebook Marketing mindset is similar to the personal brand mindset: you create a page for your business that people can Like or Follow, where you are going to publish posts that sound casual and engaging to make it easier for people to interact with your brand.

Once you establish a presence and build a following, you are going to raise awareness about your products, services, and offers by curating branded content from your website or other content channel.

Right after you can start promoting your stuff a little more aggressively through contests and by sharing promotions such as discounts to get your audience interested in your stuff.

Then you can start using Facebook features for businesses, such as Facebook ads and Facebook remarketing.



### **Why should you consider Facebook for Marketing?**

Facebook should no doubt be a part of your digital marketing arsenal. The most obvious reason why you should consider it is exposure.

Facebook is still the most visited, most active social media site that exists, with over a billion active users a month. This means that finding the perfect audience for your business is easier on Facebook.

Facebook provides you with plenty of tools to engage your audience, including business pages, groups, chat, live video, and multimedia posts.

Facebook also gives you all the flexibility you need to promote your brand and to send traffic from your pages and groups to your website.

Facebook also lets you cross-promote content to Instagram, and it lets you integrate lead capturing functions such as lead capture shortcuts on your pages.

Plus, Facebook has what is perhaps the second largest and most cost-effective advertising platform on the internet.