

# Facebook Marketing and beyond



Stefanos Karagos – Information Scientist -XPLAIN

LET'S START... POSITIVE

**CRISIS**

**CRISIS**

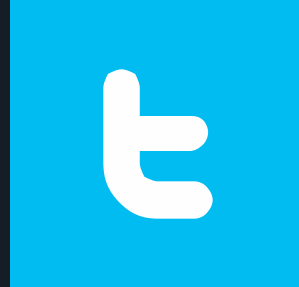
危机

DANGER + OPPORTUNITY

How do you see it?



Who are **you**?





Now Let me **XPLAIN**

WE ARE  
**XPLAIN**





We are  
The Leading  
**Data-Driven  
Marketing Firm**

**Focusing on Brands' Performance & ROI**  
through Disruptive Data Intelligence

# We Help **Brands & Agencies**

**Lead through Marketing Actionable Insights  
& Consumer Behavior Analysis!**

# We Love Numbers



37+

Countries  
Of Operation



85.8m

Content Pieces  
Analyzed



43.4m

Online Consumers'  
Behavior Analysis

# Beloved Glocal Brands



and **more!**

# Our Data-Driven Approach

Ingredients:


Data Mining, Marketing, Actionable Insights  
and Machine Learning Algorithms

# AND YES, WE ARE GOLD!

Our Innovative Strategic Methodology for **Mountain Dew's Global Digital Content Strategy** was awarded in the **Innovative Digital Solutions** by the **Internationalist**!



# What we are Going to Learn Today?

- 
- 1 Digital Facts & Figures
  - 2 Facebook in Numbers
  - 3 Facebook Page Set up
  - 4 FB as a Content Marketing Platform
  - 5 FB as a Community Platform
  - 6 FB as a Communication Platform (Ads)
  - 7 Facebook Insights & Important KPIs

facts and figures

# digital in greece





A close-up photograph of a man with a beard and mustache, wearing a grey t-shirt. He is covering his eyes with his right hand, with his fingers spread across his forehead. The background is a plain, light-colored wall.

**LET'S AGREE**  
on some Basic Principles First!

**Internet = Connectivity**







**WEB = Content**



CONTENT

# Social Web

The Current "version"



A large crowd of people at a concert or festival, with many hands raised in the air, illuminated by bright stage lights. The scene is filled with energy and movement, with people of various ages and styles visible. The lighting is warm and golden, creating a hazy, atmospheric effect. The text is overlaid on the lower half of the image.

The **Social Web**  
is a Humanized Ecosystem

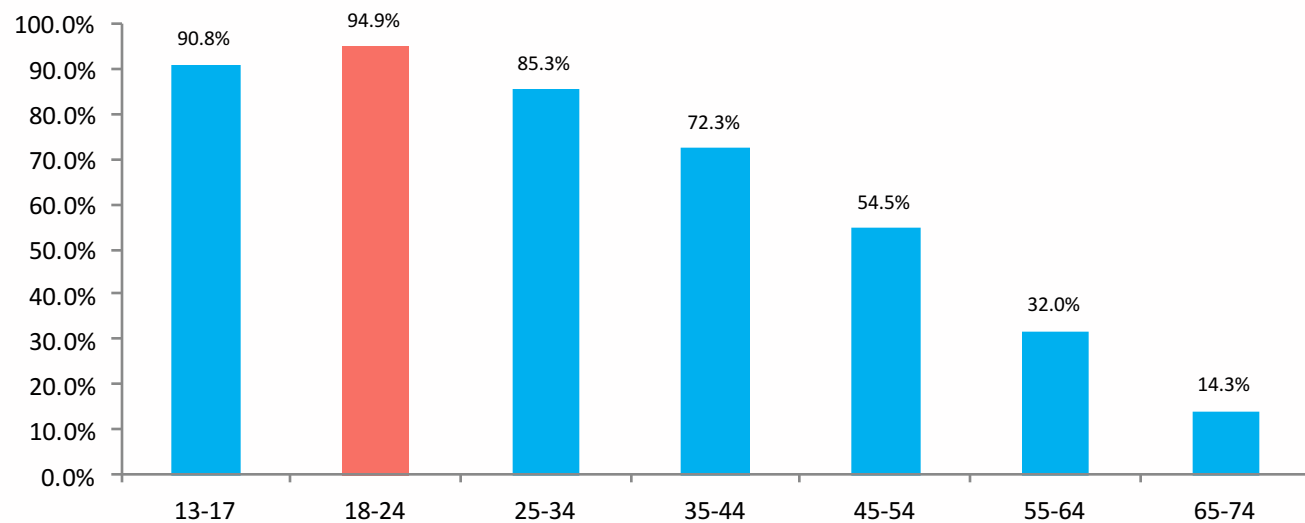
# The Social WEB World





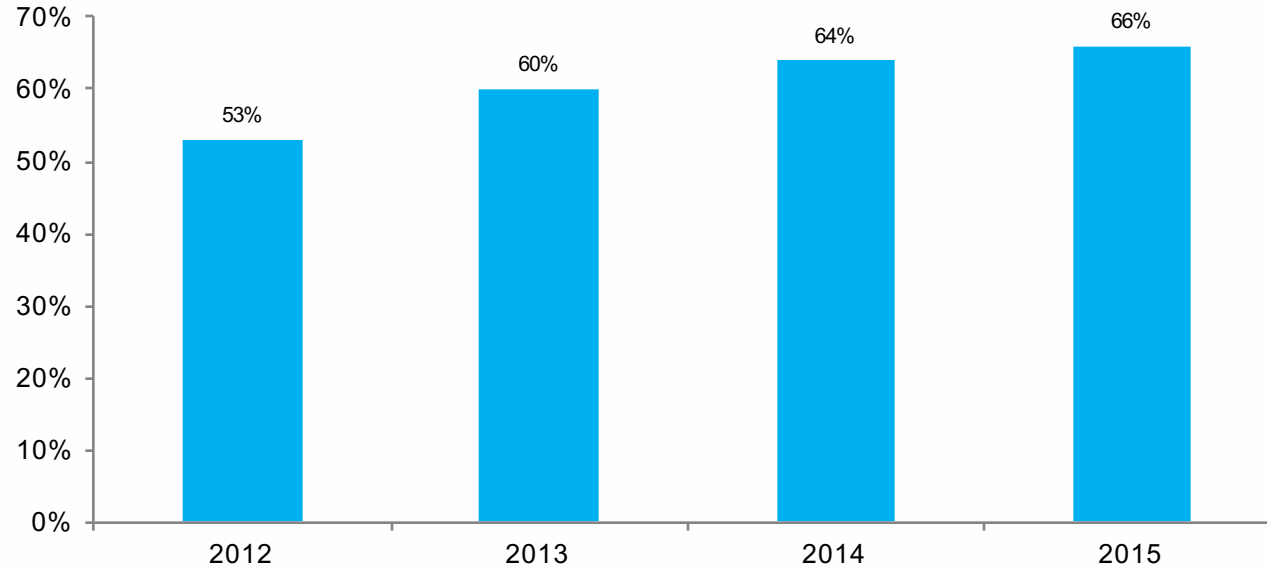
GREECE has the 5th  
Most Engaged Online  
Audience in Europe!

# INTERNET DAILY PENETRATION - GREECE

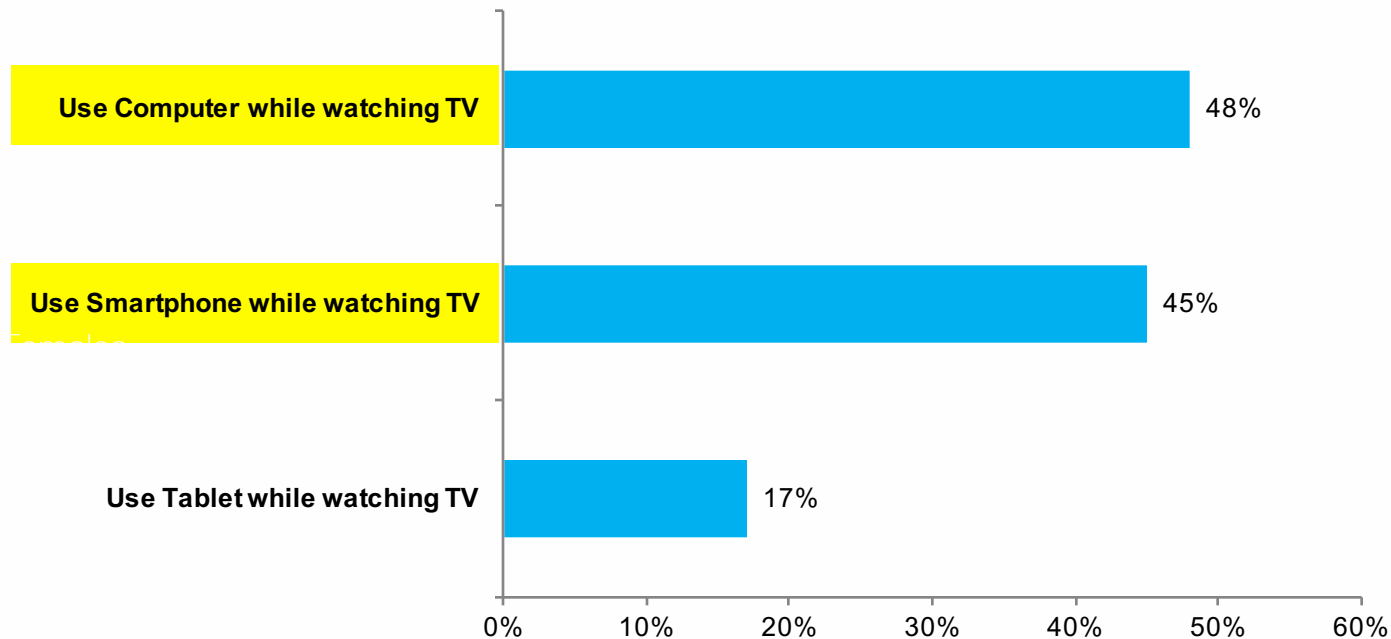




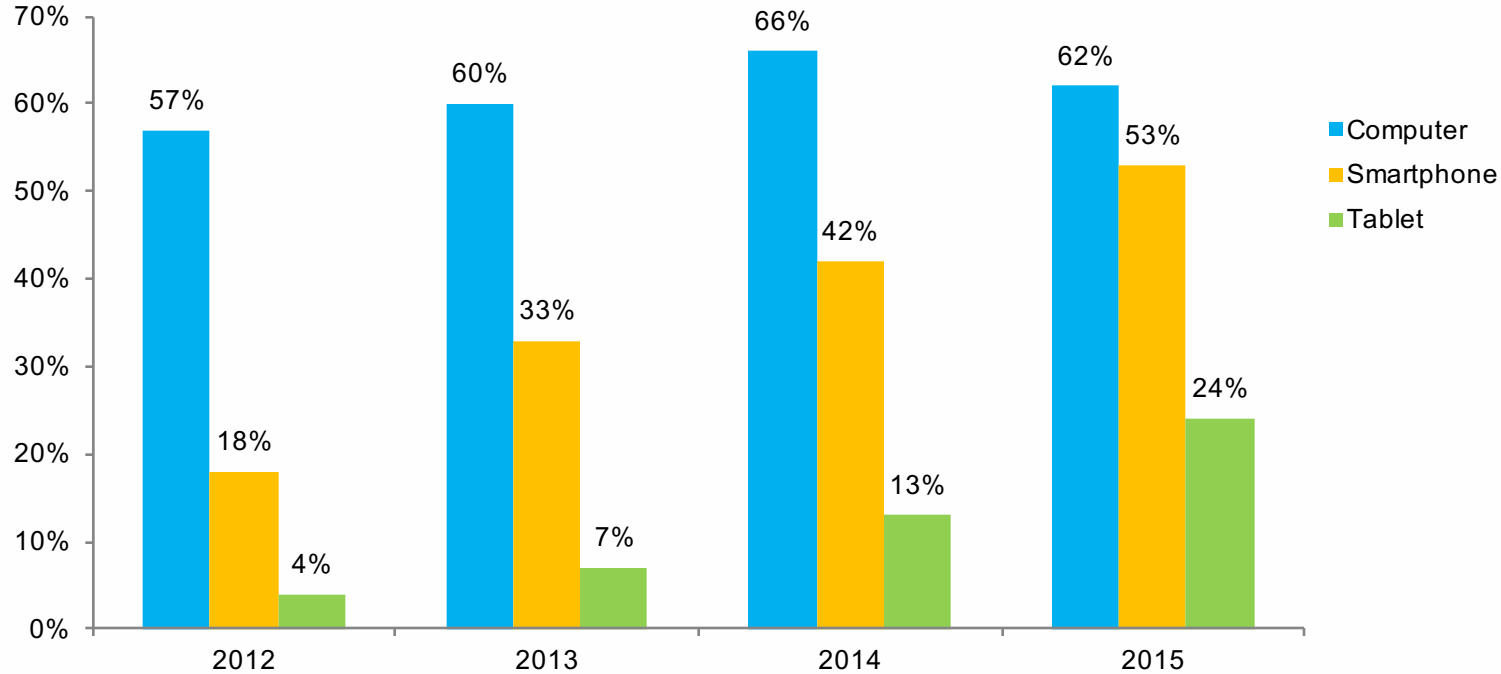
# INTERNET PENETRATION - GREECE

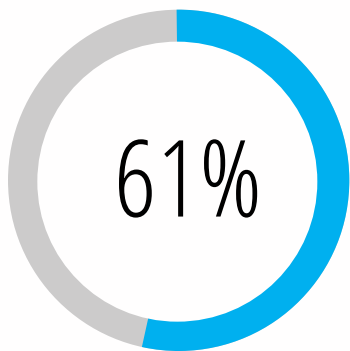


# SECOND SCREEN DEVICE USAGE

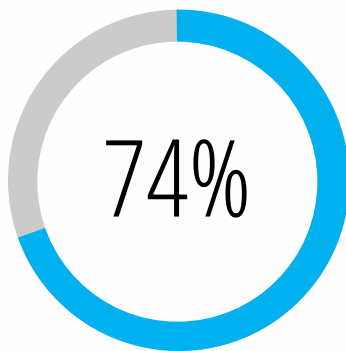


# USAGE OF CONNECTED DEVICES

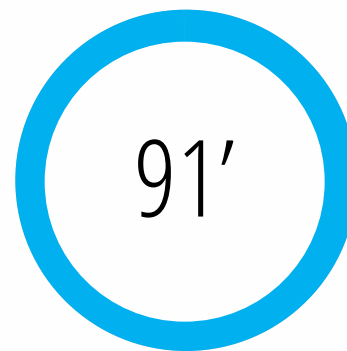




Social Media  
Penetration  
Global Average 40%



Social Media  
Penetration  
**18-44yo**



Average Time  
Spent in Social  
Media, Daily

# ONLINE MEDIA IN GREECE



The King of all Kingdoms

> **5,000,000**

Greek Accounts on Facebook



The Rising Star in Consumers' Lives!

> **1,200,000**

Greek Accounts on Instagram



The Real-Time Gossip tool!

> **600,000**

Greek accounts on Twitter



The Biggest Professional Social Network!

> **1,170,000**

Greek Accounts on LinkedIn





Mobile Rules!

# 124%

Mobile Penetration



What About **Consumers?**



Consumer Behavior has Changed!



# THIS IS GENERATION C. The Connected Consumer





**We Are Connected  
and Always Online!**

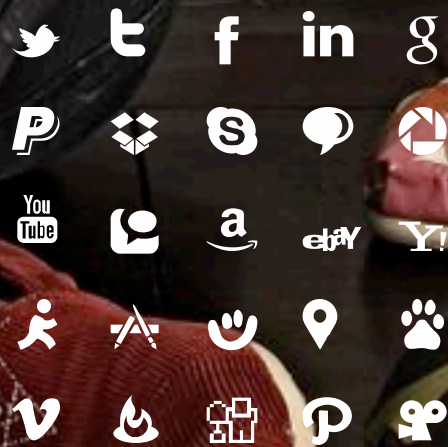


# The Buying Decision Journey **Has Changed**

The Long Story, **Shrt**



# A World Full of Choices







*boring*

Full of Branded Pages & Sites

What they all  
have in common  
with Fireworks?!

*crap*

Full of Facebook Apps

Full of Promotions

Full of Contests



They have  
A Fancy **Shrt** life!

*and they Burn Money*

*“sexy”*

# The New Trend



Full of Marketing **Flavors**



# Full of Marketing **Flavors**



A word cloud of digital marketing terms. The words are arranged in a cluster, with 'Digital' being the largest and most central. Other prominent words include 'Social-Media', 'Mobile', 'Online', 'Facebook', 'Twitter', 'Instagram', 'LinkedIn', 'Blogs', 'YouTube', 'Pinterest', and 'Tablet'. The words are in various colors including red, orange, yellow, green, and blue, and are set against a black background.

Facebook  
Social-Media  
Digital  
Online  
Mobile  
Twitter  
Instagram  
LinkedIn  
Blogs  
YouTube  
Pinterest  
Tablet

**The Sure** Thing is

A high-angle, wide shot of a large, diverse crowd of people gathered at night. Many individuals are holding up lit candles, creating a warm, glowing effect against the dark background. The crowd is dense and fills the entire frame, with people of various ages and ethnicities visible. The overall atmosphere is one of unity and community.

We ALL Live



The background of the image is a close-up photograph of parched, cracked earth. The soil is a light tan or beige color, and the cracks are deep, dark, and irregular, forming a complex network across the entire frame. The lighting creates subtle shadows within the cracks, emphasizing their depth.

In A **Recession**





Brands are **Suffering**

As the Chinese teach us

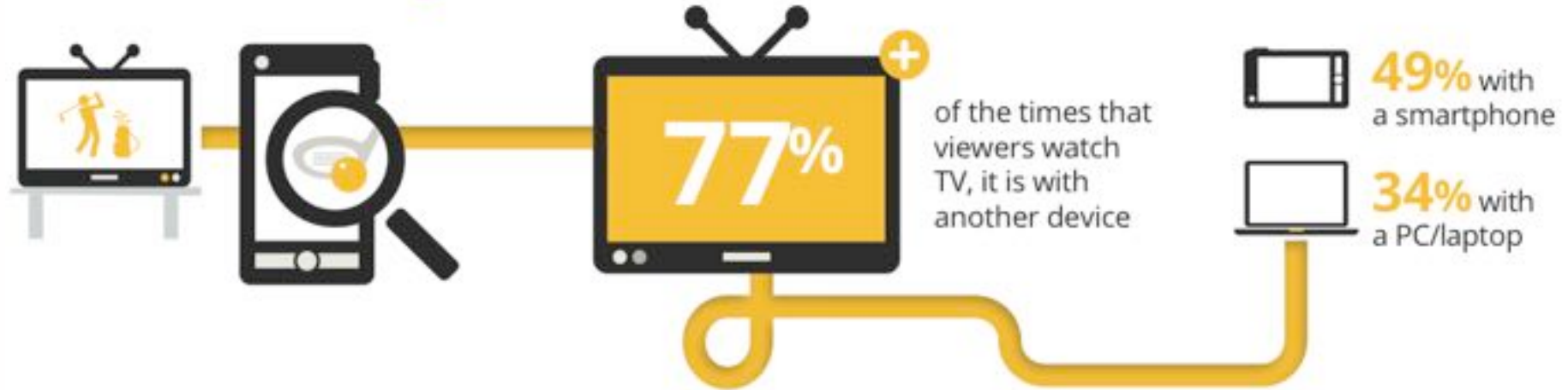
**CRISIS**  
**危机**  
(DANGER + OPPORTUNITY)



**Consumer Behavior** has Changed!

# Consumer Behavior has Changed!

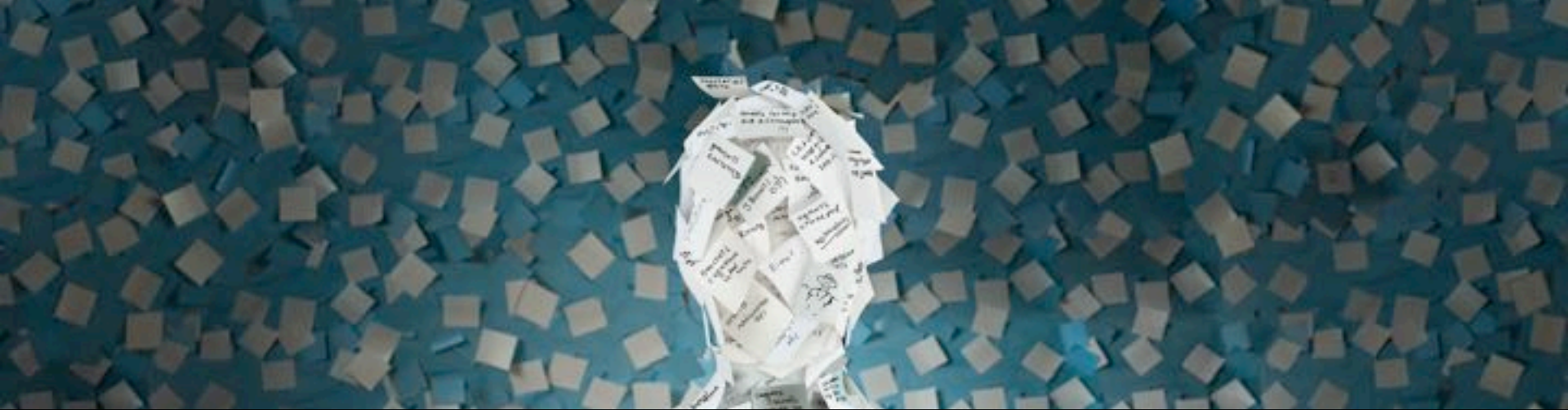
Television no longer commands our full attention



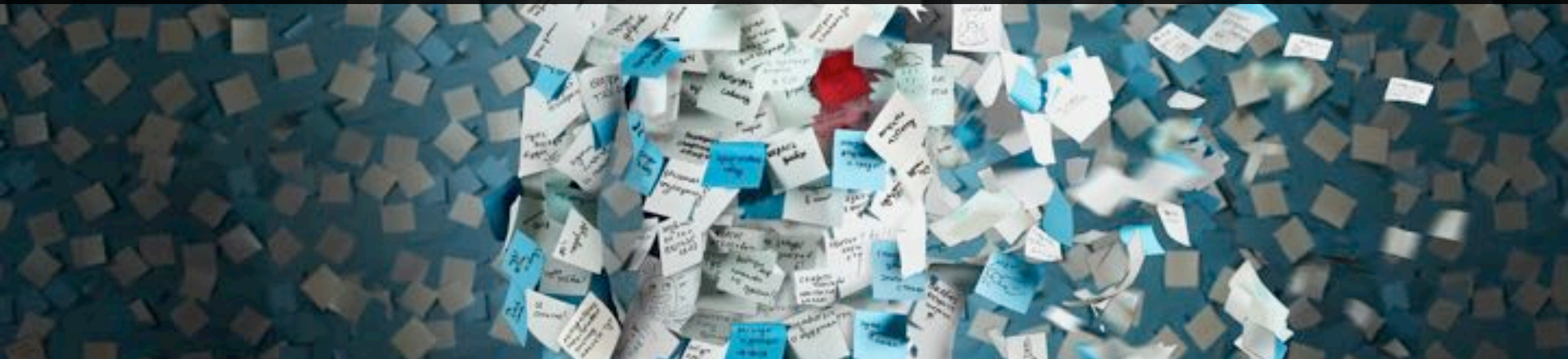


# Familiar Scene?





We All Live in an **Information Noise** World!





This has a **Humongous Impact** on Our Behavior!



Our average attention span is now 8 seconds.  
1 second less than the one of a goldfish!





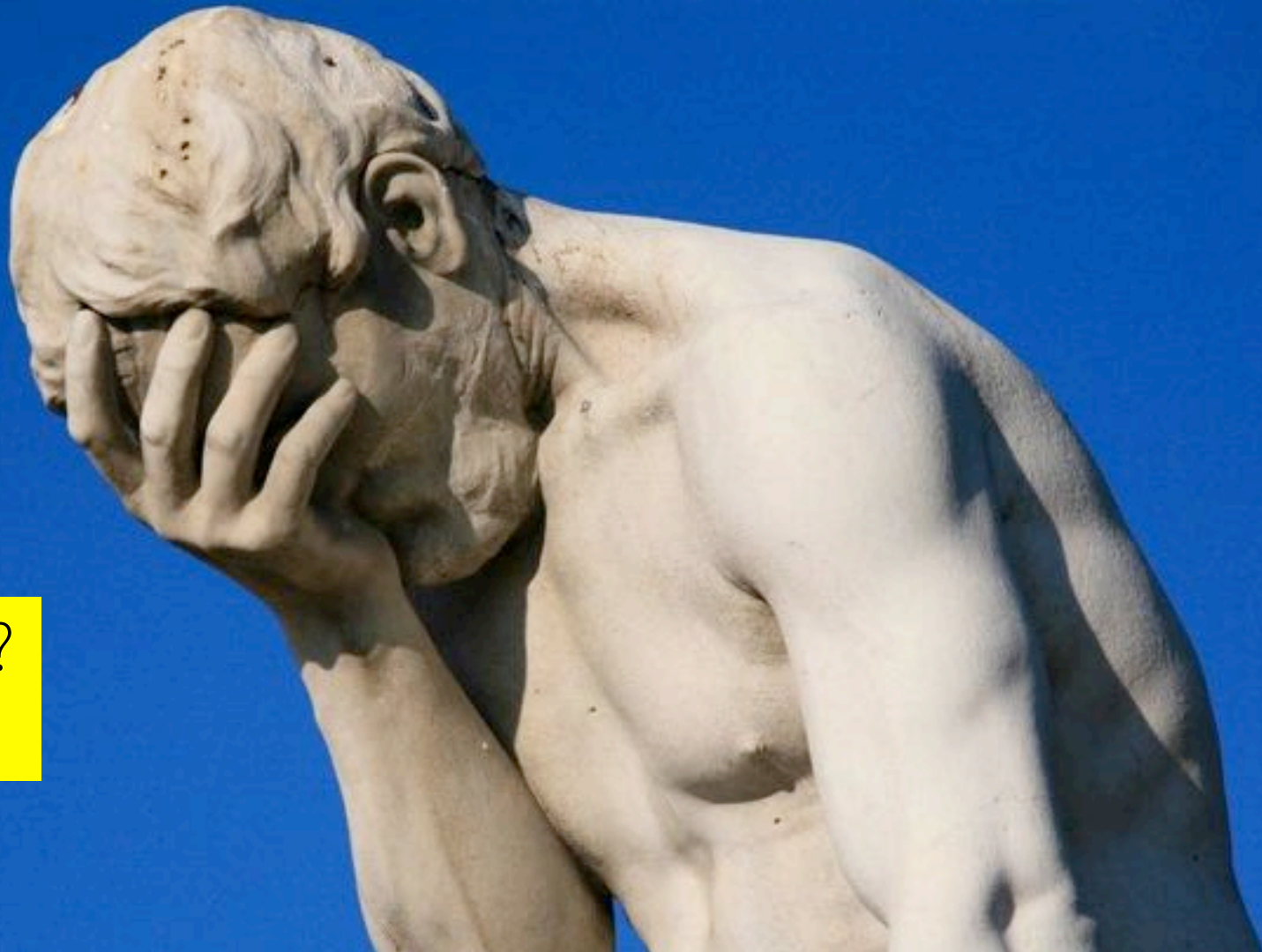
We are not Reading!



**WE ARE**

**SCANNING...!**

WTF?





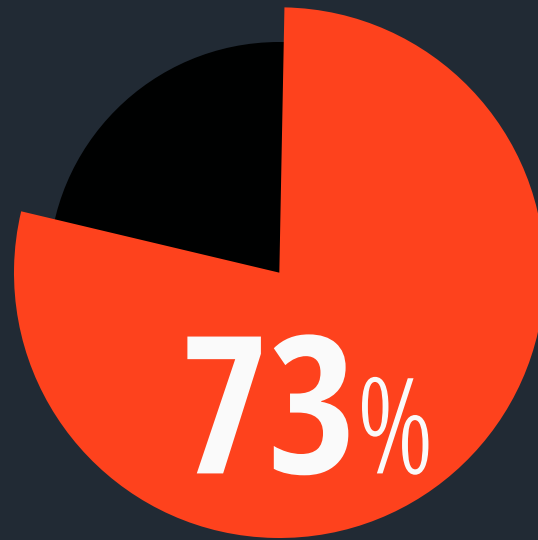
If a Brand is not in  
Google,  
It DOESN'T EXIST!

**It's A Google's World**

# GOOGLE IS THE #1 PEOPLE' ADVICE TOOL IN GREECE

Online Users Are  
Using **Google**,  
Searching For  
EVERYTHING





are searching for Solutions  
24 times a week and  
only once for Brands



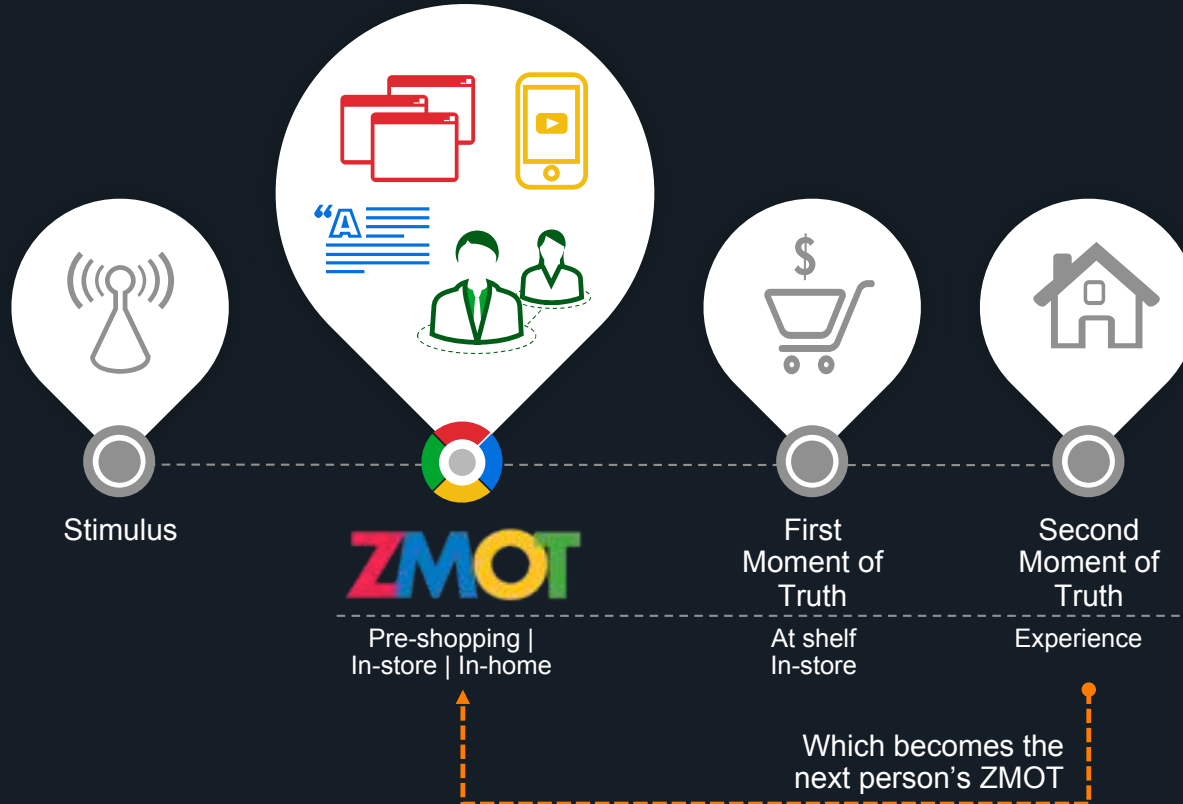
**CONSUMERS ARE SEARCHING  
ONLINE BEFORE BUYING!**

# The Traditional 3 Step Mental Model of Marketing



*FMOT: was coined by Procter & Gamble in 2005*

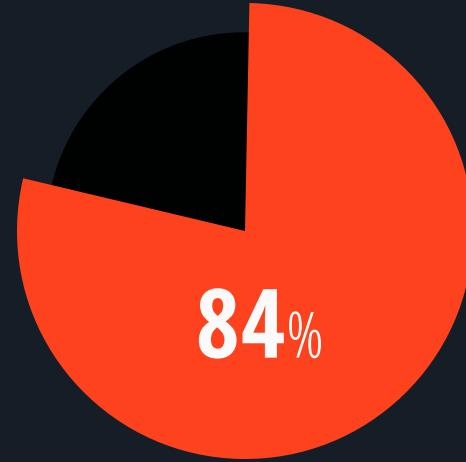
# The **New Mental Model** of Marketing



Research Online Shop Offline

**ROSO IS HERE TO STAY!**

Pre-shopping is a Daily Habit!

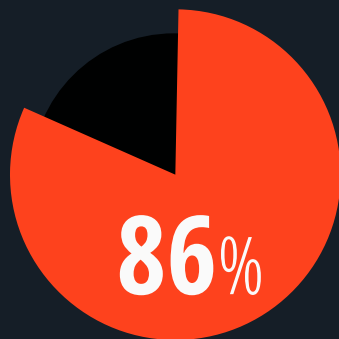


Of all Shoppers use their  
mobiles for Online Search in  
the path to Purchase

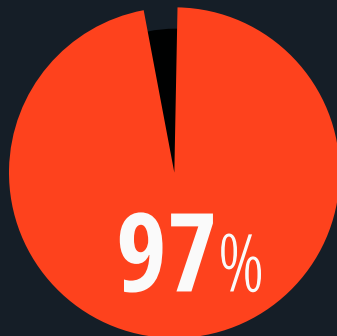


**It's A Natural Behaviour!**

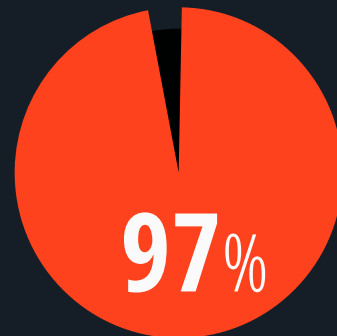
# Shoppers Rely On ZMOT Sources As Much As FMOT



ADS



SEARCH

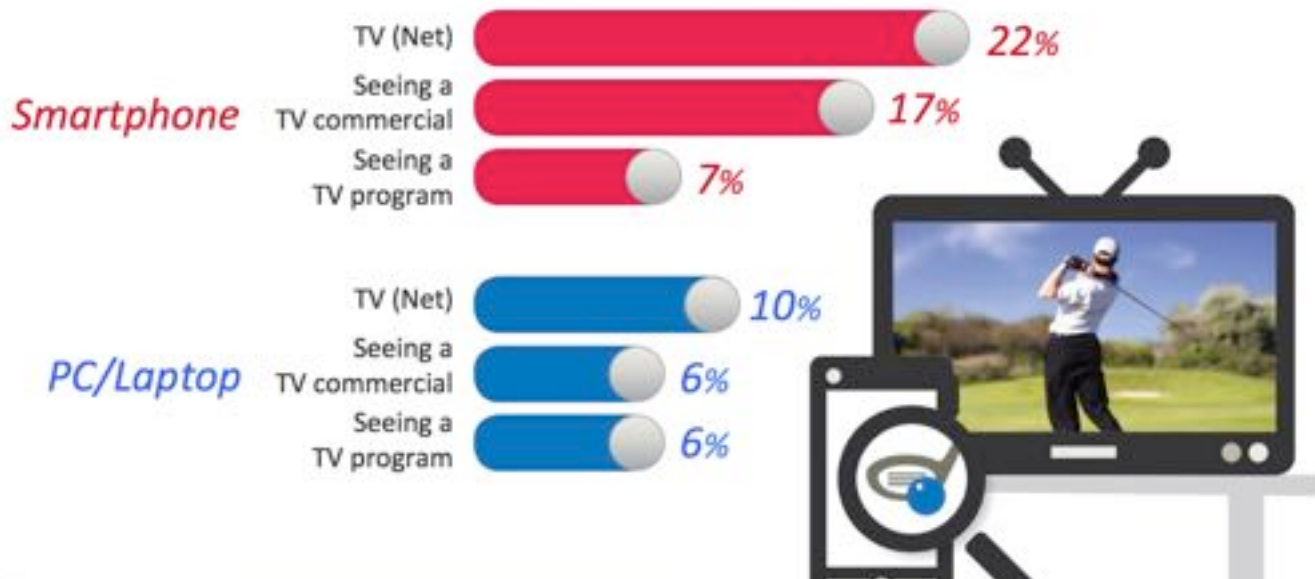


IN eSHOP  
EXPERIENCE

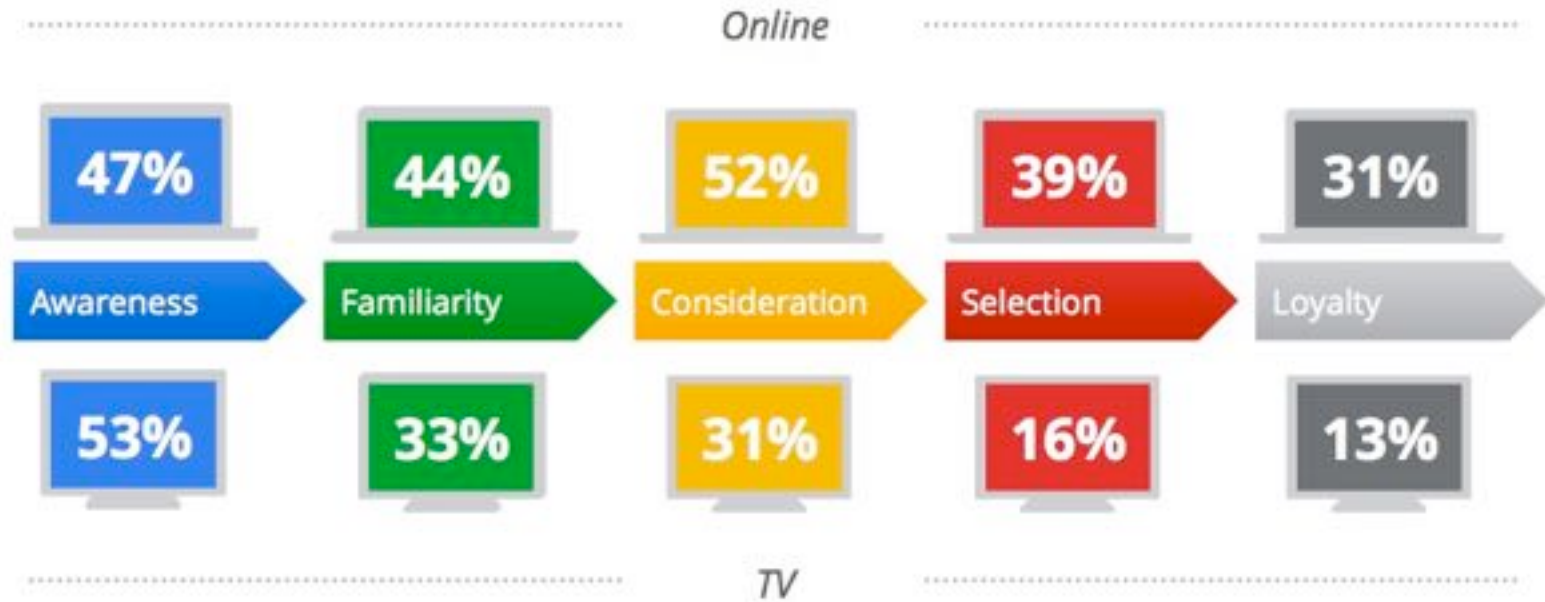


# NOW TV HAS A NEW ROLE: IT'S A SEARCH ACTIVATOR

Percent of search occasions that were prompted by Television



# INTERNET WINS THE MOMENTS THAT MATTER THE MOST

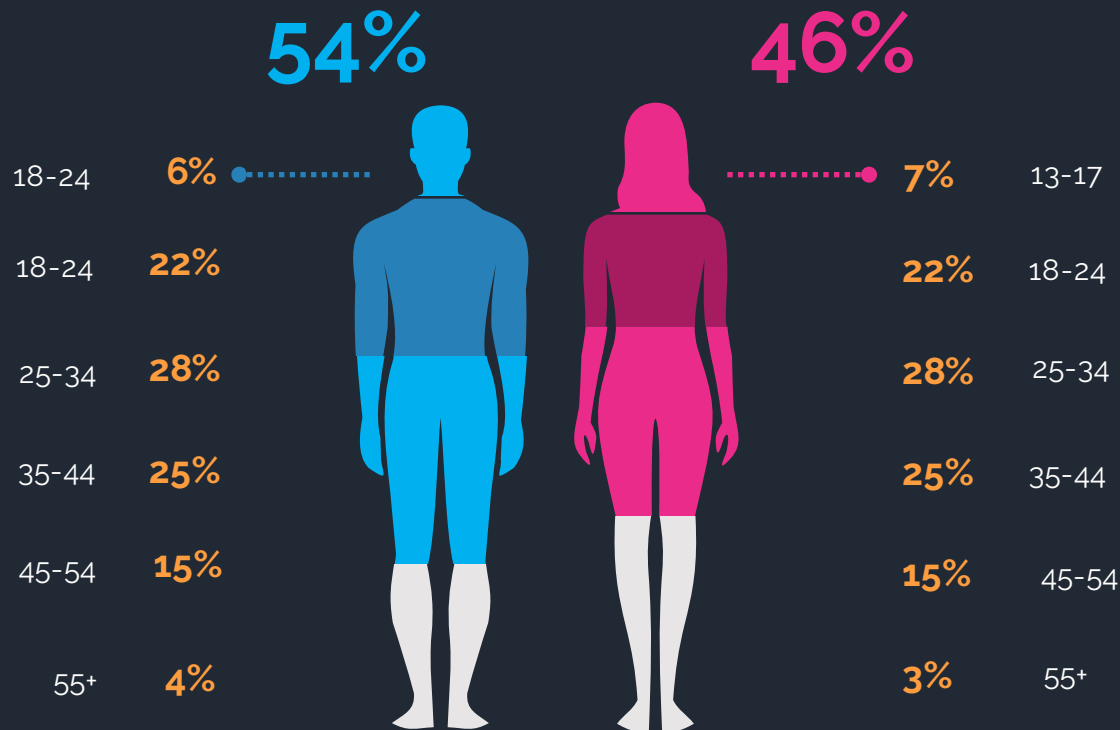


facts and figures

# facebook in greece



# Main Demographics



Source: Facebook 2016

# Activity per Greek Facebook user

(last 30 days)



5

Comments



11

Likes



1

Shares



11

Ad Clicks

Global Average

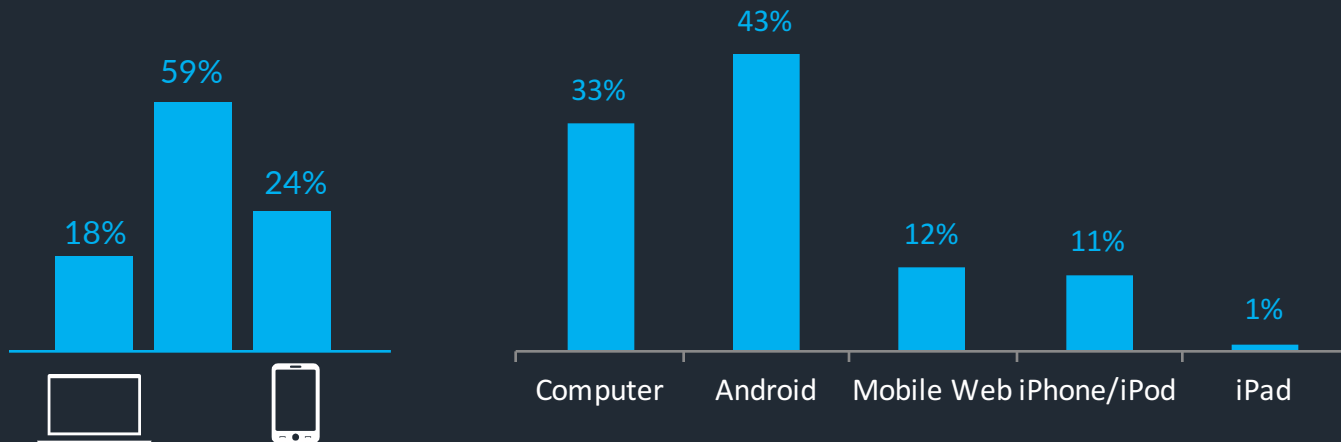
4

7

1

6

# Multiscreen Use (last 30 days)





Facebook Page Set up

# first things first



# Basic Elements of a Brand Page

**Logo**  
(168x168 pixels)

**Description (About)**  
& site

**Custom Apps**



**Cover photo**  
(851x315 pixels)

**Custom tabs (apps)**  
When a user clicks on "More" a list of all custom tabs appears.

A user can post a message to the page.

**Page Post**

Photos uploaded by the page



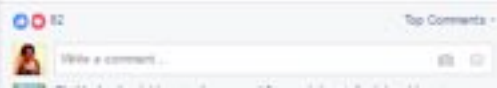
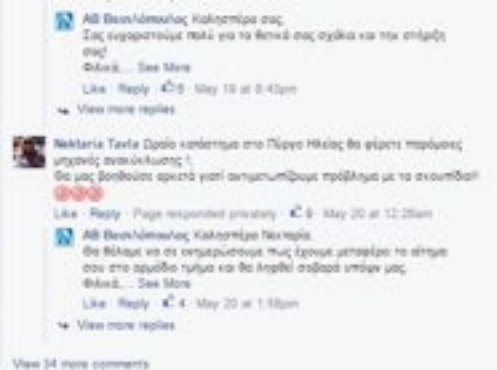
Videos uploaded by the page



Notes uploaded by the page



Posts by users to the page



# Facebook ads Placement

## Desktop newsfeed ad

It can promote a page, a page post, an external link or a desktop application.

The screenshot shows a desktop view of a Facebook newsfeed. On the left, a sponsored ad for Wix is displayed, featuring a woman holding a tablet with a website on it. The text reads: "New! Create Your Stunning Website Today http://www.wix.com/home/sites?click=here It's Free!". On the right, a right-hand side ad for FTK Retargeting is shown, featuring a cartoon character and the text: "To Prefer or Not to Prefer: You Must Ask T... blog.marketo.com Why can't we be friends? If you let your customers choose when, where, and how you engage...". Below the FTK ad, there is a yellow box with the text: "Right-Hand-Side ad It can promote an external site or a page post. In this case we have two external site or domain ads."

The screenshot shows a mobile view of a Facebook newsfeed. A suggested app ad for MTN PAYG is displayed, featuring a yellow background and the text: "MTN PAYG Sponsored (Sponsor) MTN Payg... no Ad in One App was price error...". Below the ad, there is a button that says "Install Now".

## Mobile newsfeed ad

It can promote a page, a page post, an external link or a mobile app.



Coffee please?

A dynamic environment that is constantly changing

# fb as content platform







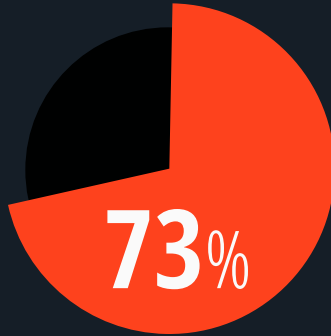
Content is the most Impactful Communication tool

# Content Rules

Brands' Life & Consumers' Behavior

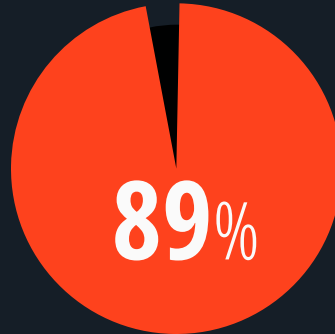
But the most of  
the Content is just Crap

ooops



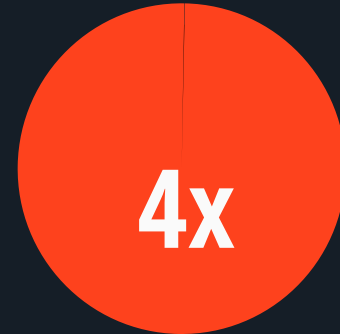
**of consumers  
get frustrated**  
by irrelevant web  
content.

hmmm



**Customer  
reviews have  
the highest  
effectiveness**  
rating (89%) when  
influencing buyers.

ouuug



**Nine out of ten  
marketers will be  
producing much  
more content** next  
year than they did this  
year.



Content is the King

but only if you treat it like a King!

The winners will be  
those who build



# Great Content Brands





# Great Content Brands

## **‘Great’**

because you aim high and hit the target.

## **‘Content’**

because this is different from your product or service brands.  
This is about being known for producing top-notch content.

## **‘Brands’**

because a brand is a promise.  
And a strong brand is built on promises upheld.

A Great Content Brand is a brand that's famous for producing intelligent, useful and entertaining content that's always worth consuming.

'Well-known'  
is not enough.  
Go for famous (in your  
market).

Never condescending or  
over-simplified.

Utility is the essence of  
content marketing. Make  
yourself useful.

A Great Content Brand is a brand that's  
famous for producing intelligent, useful  
and entertaining content that's  
always worth consuming.

If you fail once,  
you damage the  
brand.

Even if each piece doesn't nail their  
exact info-needs, they'll be glad they  
invested the time.

This doesn't mean a laugh riot.  
It means confident, clear and easy  
to read with a bit of attitude and  
energy.

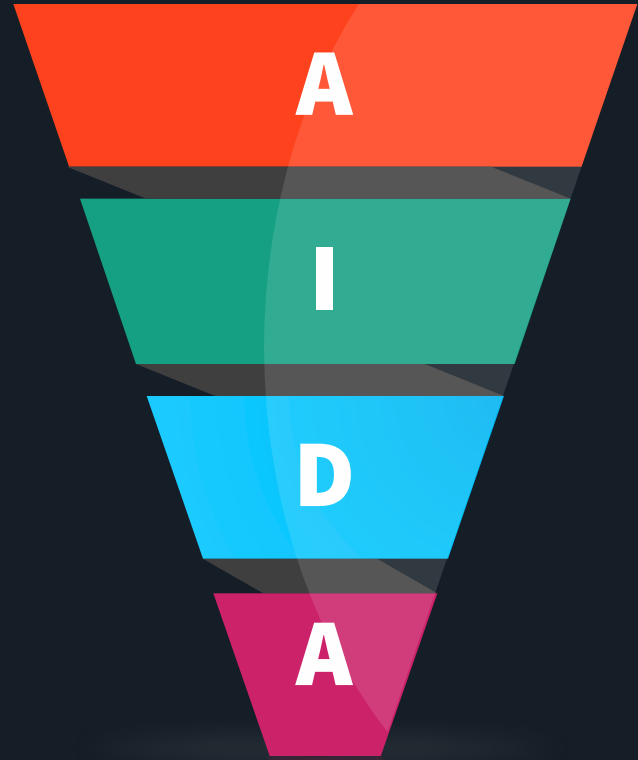


**Let's Talk About The King!**

# Follow the Funnel to find the Path to Success

AIDA is an acronym used in Marketing and Advertising that describes a common list of events that may occur when a consumer engages with a message.

Using a system like this gives one a general understanding of how to target a market effectively.



# Follow the Funnel to find the Path to Success

## **Attention (Awareness)**

attract the attention of the customer.

## **Interest**

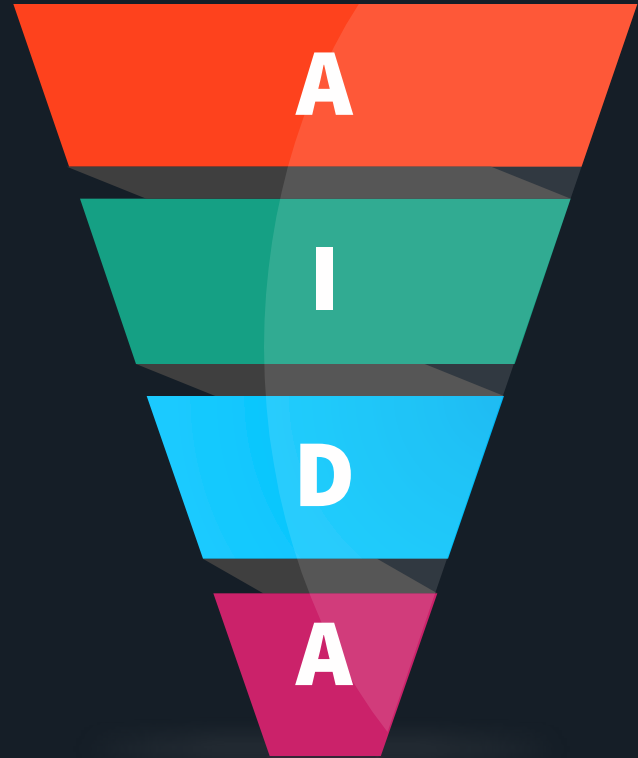
raise customer interest by focusing on and demonstrating advantages and benefits  
(instead of focusing on features, as in traditional advertising).

## **Desire**

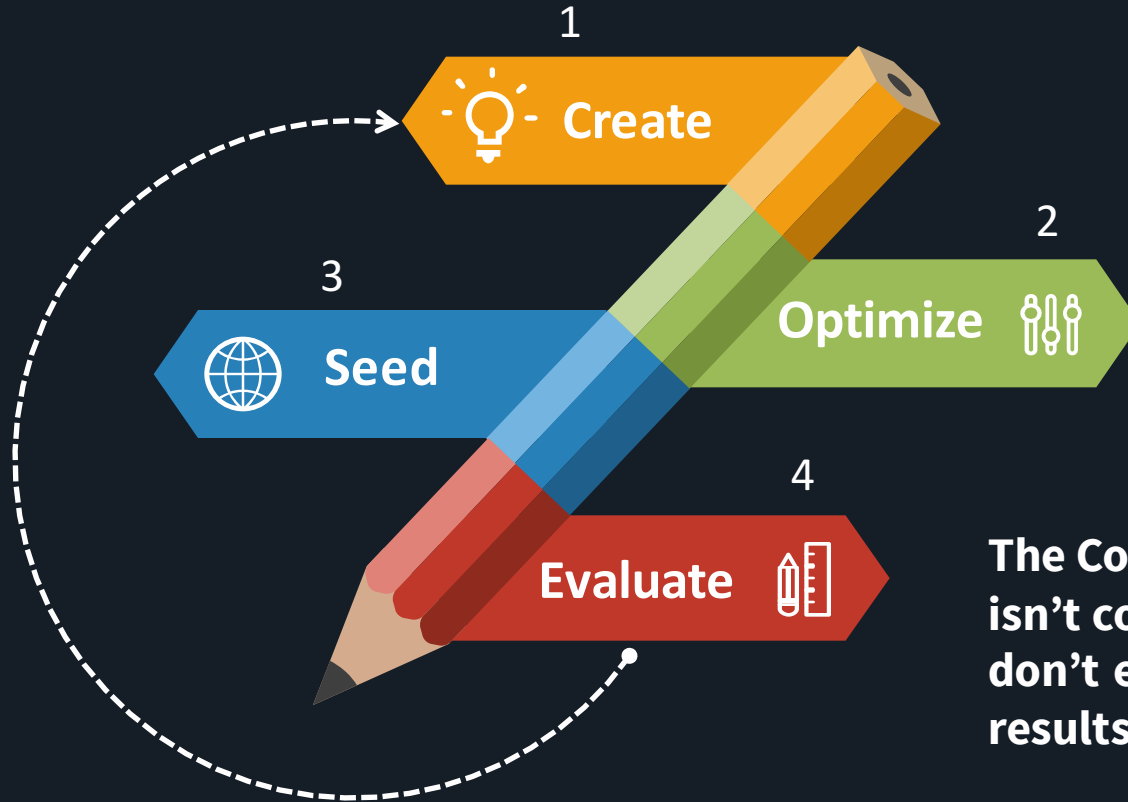
convince customers that they want and desire the product or service and that it will satisfy their needs.

## **Action**

lead customers towards taking action and/or purchasing.



# Understand Content's life Circle



**The Content's Life Circle isn't complete if you don't evaluate the results.**



**"Content Marketing is a Strategic Marketing Approach Focused on Creating and Distributing Valuable, Relevant, and Consistent Content to Attract and Retain a Clearly-defined Audience — and to Drive Profitable Customer Action.**



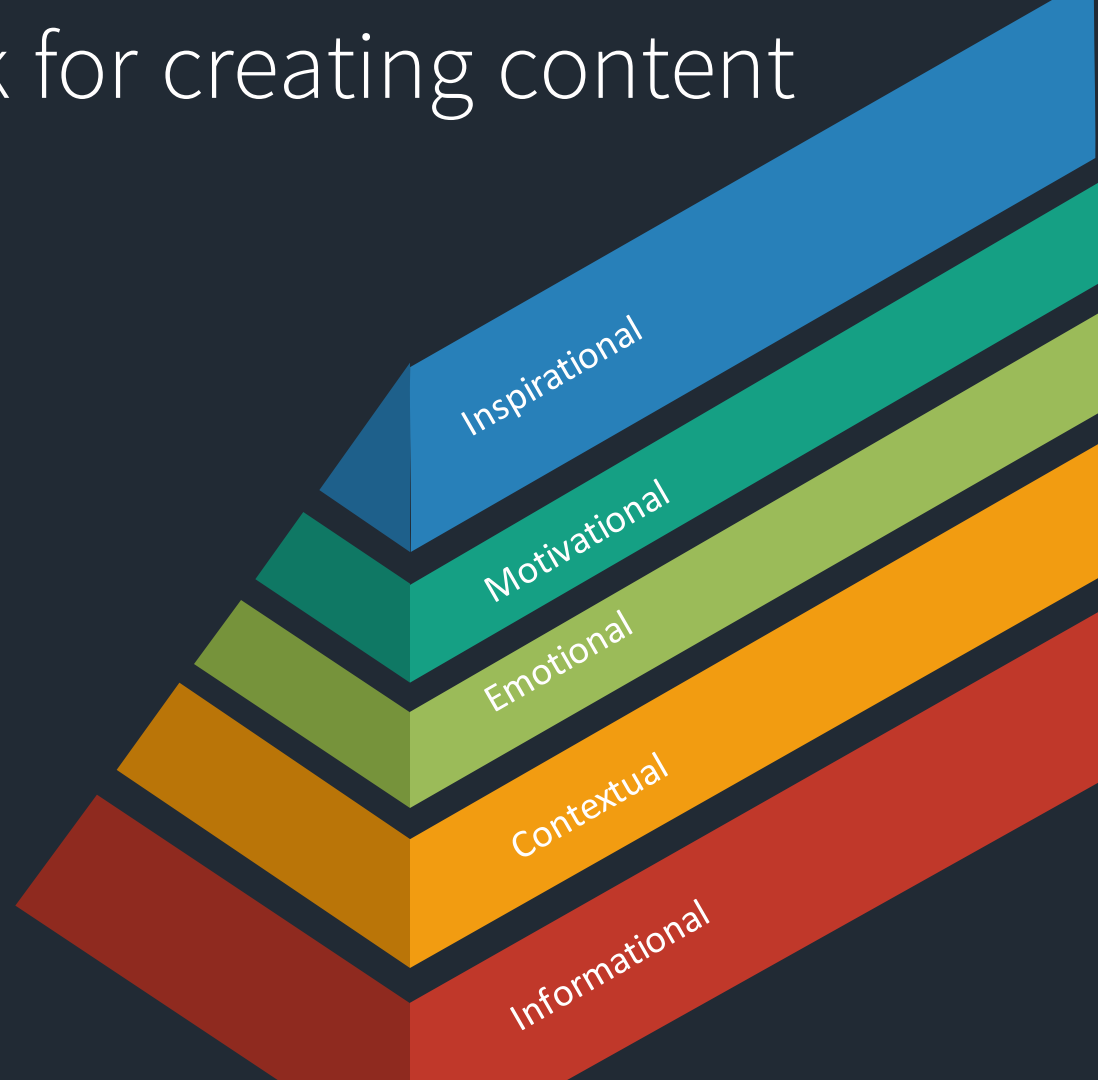
# The Simple Content Creation Framework

Because there is always a Simple Way

# A simple framework for creating content

## Content with a Purpose!

-  **Informational**  
To build confidence and knowledge in your product
-  **Contextual**  
To build confidence and respect for your company and its position in your industry
-  **Emotional**  
To instill feelings of goodwill and affinity in your buyers
-  **Motivational**  
To incite your audience into taking a desired action
-  **Inspirational**  
To influence your buyers' beliefs on what is possible





## Informational

To build confidence and knowledge in your product

Informational content includes the facts, figures, details, and explanations of a brand/product/service/company and its offerings. Types of informational content include feature analysis, product descriptions, case studies, and press releases.

Successful informational content helps your buyers understand how your product fits their needs, how it works, and how it resolves their problems, resulting in the mindset: “Your product is great.”



## Contextual

To build confidence and respect for your company and its position in your industry

**Contextual content includes thought leadership;** best practices; and market trends, insights, and analyses. It shows that your company is an industry authority on relevant subject matter. Types of contextual content include blogs, white papers, solution pages, webinars, and contributed articles.

Effective contextual content proves to your buyers that they can trust your business for the best innovations and for reliable advice. Not only does it convince buyers that your product will meet their needs, but also that your team understands the market and the best ways buyers can tackle their challenges, resulting in the mindset: “Your company is great.”



## Emotional

To instill feelings of goodwill and affinity in your buyers

Emotional content includes humor and imagery of everyday life and successes and situations that people can relate to and connect with. Types of emotional content include images, videos, and quotes.

Emotional content represents a big leap, from highlighting a company and its product to focusing more on the audience. It causes buyers to feel good about the company — not so much in that they can trust and rely on it, but in that they feel the company can relate to them and their interests. Emotional content drives positive vibes that result in the mindset: “I feel connected.”



## Motivational

To incite your audience  
into taking a desired  
action

Motivational content includes stories of courage to pursue what's new and different and pushes buyers to take on big challenges — and to push the boundaries themselves.

Types of motivational content include case studies, research reports, and industry stories.

Successful motivational content propels buyers into motion by showing them the impact they can make, resulting in the mindset: “I am going to take action.”





## Inspirational

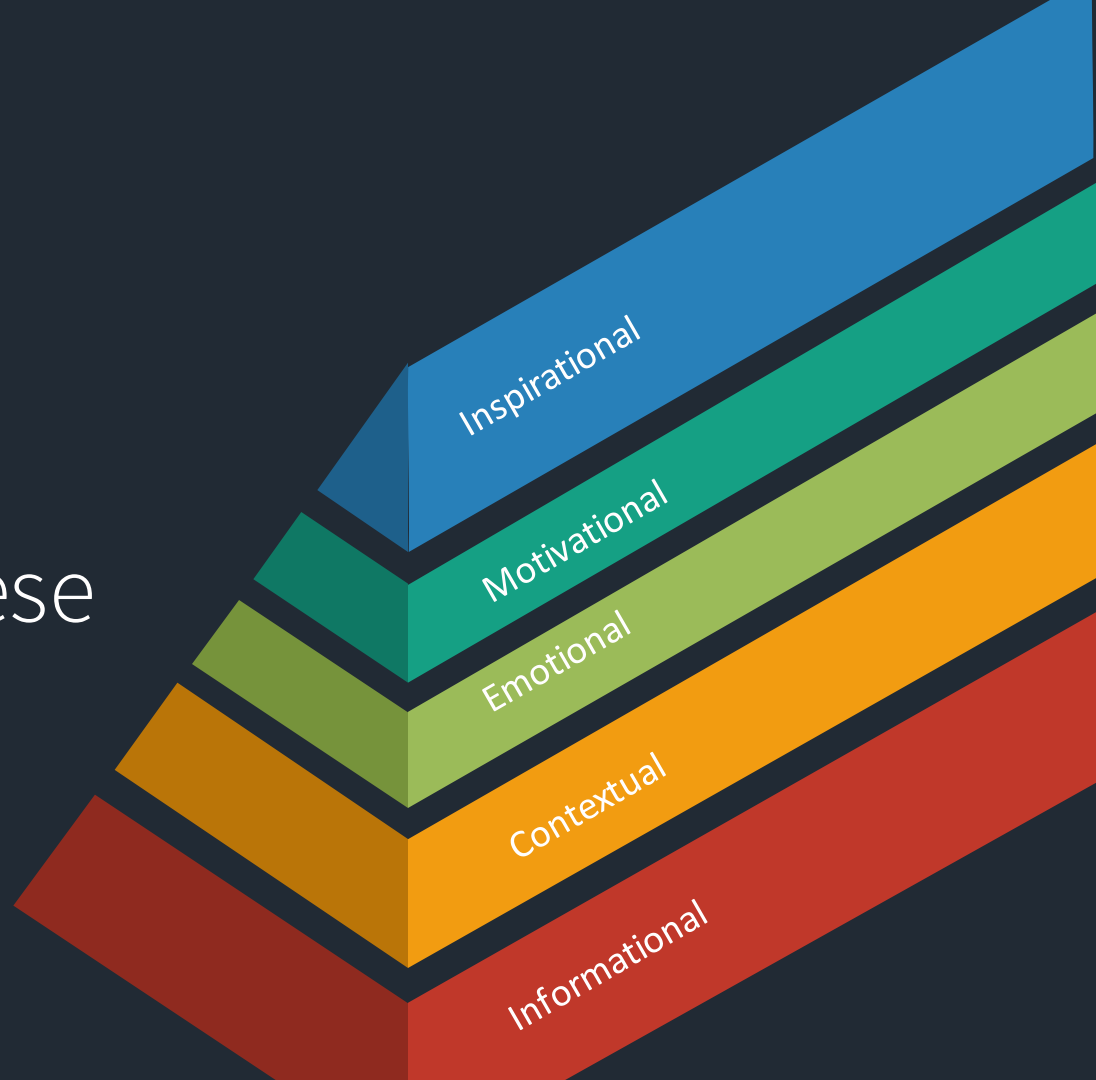
To influence your buyers' beliefs on what is possible

Inspirational content includes novel perspectives and stories of dreams and visions. It focuses on the human condition and often aims to change how readers think, what they do, and how they relate to others. Types of inspirational content can include videos, blogs, and microsites.

Inspirational content drives buyers to think beyond their direct role and impact, progressing to thoughts on how they can bring significantly larger benefits to their company and their own customers as a whole, resulting in the mindset: "I am going to change the world."

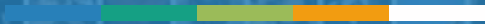
DON'T FORGET!

Create Always a  
Balanced Mix of these  
Content Classes!



10 Ways to Do it right!

# f\* awesome content



# #1 Use Native Videos

107



Video is the most engaging content type currently being rewarded with organic reach

## #2 Use engaging copy and images

108

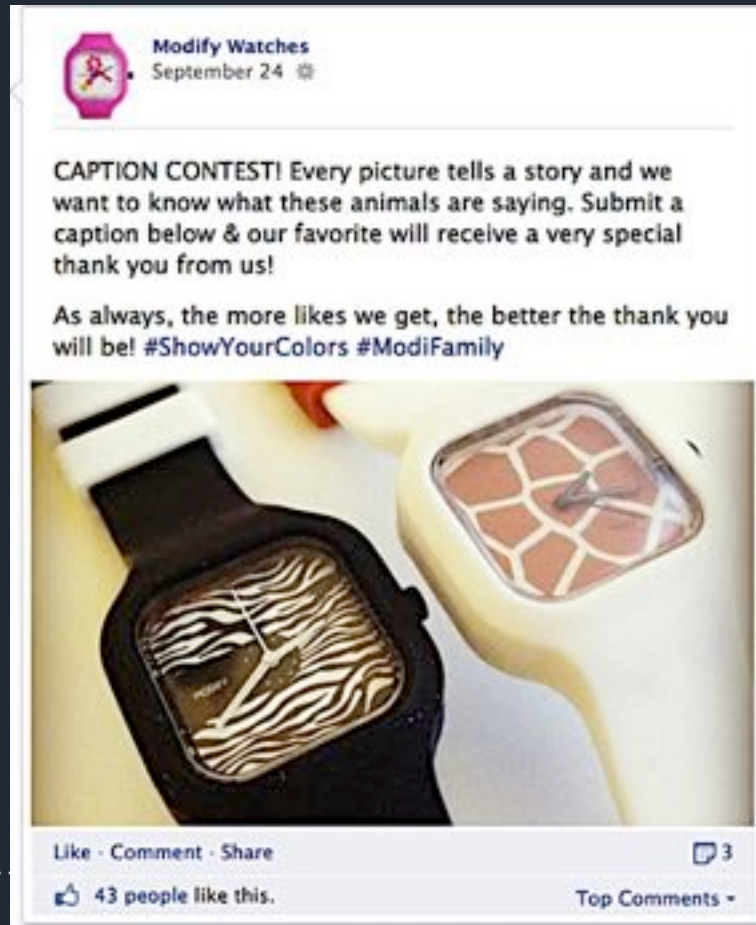


Photos get more attention and help your message stand out in the News Feed. Lifestyle images like the ones you see from your friends on Facebook are always engaging. Try sharing images of your products or photos of your customers enjoying your services.

Try to keep your posts between 50 and 150 characters to get more engagement. Shorter, succinct posts are better received.

# #3 Create a two-way conversation

109



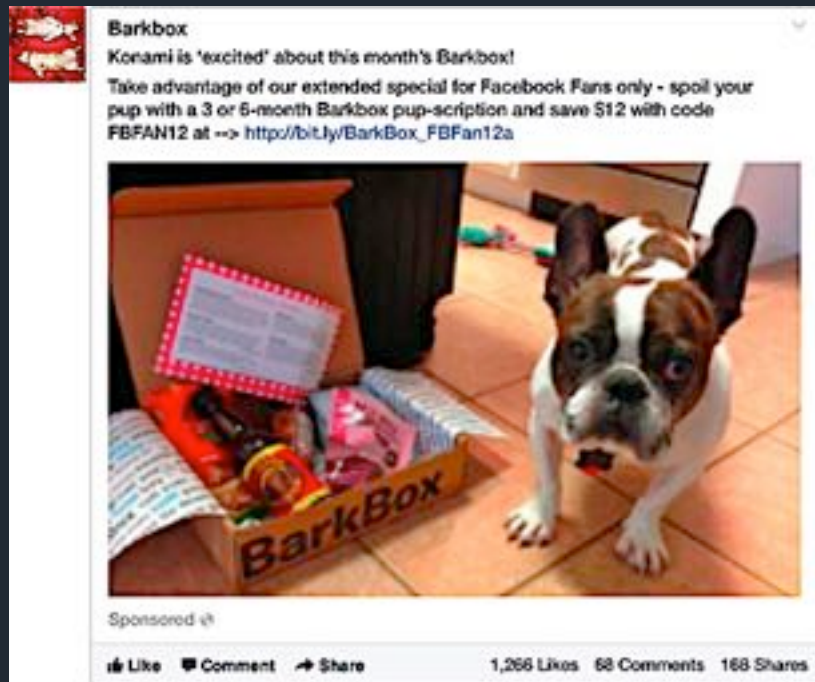
Ask your audience to share their thoughts and feedback on your product and services. This is another way to listen to your customers and improve your business.

Posting content that shows you took their feedback into consideration can build customer loyalty and show you value their ideas.



# #4 Share exclusive discounts and promotions

110



Offer special deals or perks to your customers to keep them interested and to drive online sales. Include calls to action with links to the most relevant page on your website.



# #5 Provide access to exclusive information

111



Reward people who are connected to your Page and drive loyalty and online sales by providing them with exclusive information.

Make them feel special by sharing exclusive product news, contests and events.

## #6 Be timely

112



Your audience will be more likely to engage with posts when they're related to subjects that are top of mind, like current events or the holidays.

Timeliness is also important when replying to comments on your posts.

The faster you reply, the more likely fans will engage with you in the future.

# #7 Plan your conversational calendar

113

Example of a conversational calendar.

THE BRIDGE 						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Product spotlight	Client Testimonial	Featured event	In the news	Weekend highlight	Friday special	Weekly wrap
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

A content calendar will not only help you post regularly, but will ensure your content is well planned and interesting, and that you don't miss major business events and news.

# #8 Schedule your posts

114

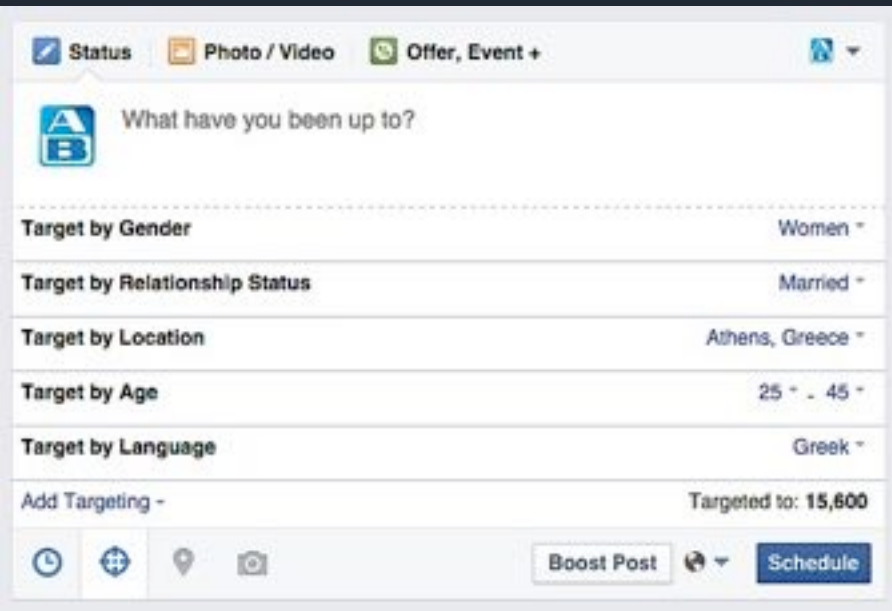


To better manage your time, you can schedule your posts in advance and plan for upcoming holiday events and specials.

Schedule your posts around the time just before most of your fans are online. You can find out when your fans are online by visiting your Page Insights and going to the posts tab.

# #9 Target your posts

115



The screenshot shows the Facebook post creation interface. At the top, there are tabs for 'Status', 'Photo / Video', and 'Offer, Event +'. Below these is a text input field with the placeholder 'What have you been up to?'. A dashed line separates the text field from the targeting options. The targeting options are listed on the left, and the selected values are on the right:

Targeting Option	Selected Value
Target by Gender	Women
Target by Relationship Status	Married
Target by Location	Athens, Greece
Target by Age	25 - 45
Target by Language	Greek

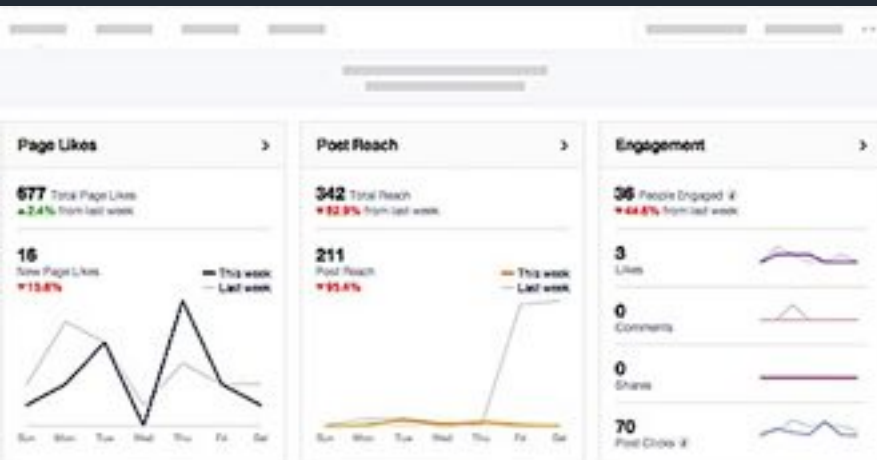
Below the targeting options, it says 'Add Targeting -' and 'Targeted to: 15,600'. At the bottom, there are icons for a clock, a hashtag, a location pin, and a camera. To the right of these icons are buttons for 'Boost Post' and 'Schedule'.

If your posts are meant for specific groups of people, you can target your post in your Page's sharing tool by clicking on the target icon at the bottom left corner and selecting Add Targeting.

You can target your post based upon gender, relationship status, educational status, interests, age, location, and language.

# #10 Review the performance of your posts

116



Check your Page Insights regularly to understand what's working to keep your posts relevant and engaging. Page Insights will help you understand your audience and what types of content interests them.

# in brief: The Perfect Facebook Post

based on Facebook's algorithm analysis

is a video



follows other posts on a regular schedule



is brief  
—70 characters or fewer



timely and newsworthy



gets published  
at non-peak times



and it's ...promoted ;-)



10 Facebook Terms you need to know

# fb jargon





## Lifetime Total Likes:

The total number of Unique Users who have liked your Page.

## Total Reach:

The total number of Unique Users who have seen any content associated with your Page.

## Organic Reach:

The number of Unique Users who visited your Page, or saw your Page or one of its posts in their news feed or ticker. These can be people who have liked your Page and people who haven't.

## Paid Reach:

The number of Unique Users who have seen any ad associated with your Page.

**Frequency:**

The average number of times a Unique User saw an ad pointing to your Page.

**Total Impressions:**

The total number of views any content associated with your Page has received.

**Organic Impressions:**

The number of views your posts have received in the users' news feed or ticker or on your Page's timeline. These views can be by people who have liked your Page and people who haven't.

**Paid Impressions:**

The total number of views any Ad pointing to your Page has received.

## Engaged Users:

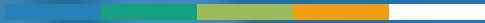
The number of Unique Users who engaged with your Page. Engagement includes any click or story (comment, like, share) created.

## Negative Feedback:

The number of Unique Users who have reacted negatively to your Page's content. As Negative Feedback Facebook sums up for every post the following user actions: Hide this Post, Hide All Posts, Report Spam, Unlike Page.

For Branded Facebook pages

# 15 important KPIs



# KPIs you have to use

**Re**

Targeted  
Reach

Are you reaching out to the right people?

**Or**

Organic  
Reach

What is the Organic Reach of your Facebook Page?

**Fi**

Fans  
Interests

Are your Facebook Fans interests relevant to your brand?

**Eg**

Engagement  
Metrics

Do people engage with your content through your Facebook page?

**Pt**

Potential  
Reach

What is the potential targeted reach of your Brand in Facebook?

**Fd**

FB Demo-  
graphics

Is your Facebook Fan base relevant to your Brand?

**Cv**

Conversion

Are you converting Facebook Fans to buyers?

**Tf**

Targeted  
Fans

What is the percentage of your core targeting group on the total Facebook Fan base?

# KPIs you have to use

**Or**

Online  
Reputation

When people talk about your brand online what do they say?

**Sc**

Search  
Metrics

When people search something relevant to your brand do they find you?

**Rt**

Response  
Time

When people ask, what is the average response time from your side?

**NI**

New Leads

What is the number of people willing to give you their contact details?

**Uv**

Unique  
Visitors

Are you driving people to your site?

**CI**

Cost per  
Lead

What is the cost you are paying for every new lead?

**Cs**

Customer  
Support

What is the number of people turning to your Facebook page when they need support?

**What won't change for sure**



# **Our Mission:**

To make the world more open and connected





**PEOPLE FIRST**



A Humanized Ecosystem

# fb as a community platform



# 10 Rules Of Community Management





# 1.SHARE YOUR PASSION

Communities are **a place to connect**, not advertise.

Instead of selling your brand, **sell your passion**.  
Instead of listing product attributes, start conversations about the interests that the product allows you to pursue.



## 2. ENGAGE WITH MEANING

When fans participate on the page, make sure you acknowledge it quickly and **answer queries promptly.**

Every comment is an opportunity to **demonstrate your passion** and create a connection.

Remember, **content tells the brand story, engagement shows the brand's spirit.**



### 3. LET IT GROW

**Size isn't everything**, it is far more valuable to have 100 brand advocates than 1,000 disengaged followers.

However, to keep conversations fresh and build momentum, you need to introduce new members.

Implementing a **social advertising strategy** can be both very cost effective and highly targeted



## 4. DON'T FEAR DEBATE

Prevent yourself from jumping in right away if a conversation gets a little heated.

**Get a feel for when to step in and when to sit back.**

The right topic engages people, touches them and keeps them posting.

If everything is under control, there's no reason not to let it run its course.

A little controversy attracts attention, getting other to join the conversation too.



## 5. DON'T MISS THE PARTY

There is no hard rule about when is best to engage with your community or how frequently to post.

**Start with 4-5 posts a week and experiment** from there.

Once you've found your own community's sweet spot, you can moderate activity to accommodate.

**Don't forget weekends.**





## 6. DON'T FEED THE TROLL

A troll is someone who intentionally seeks to cause trouble within a community. This may be abuse, pestering, harassing or persistent mindless negativity.

**The best way to handle it is ignoring it.**

Trolls want your attention and feed on your reaction. If you withhold it, they will go away. If they continue, it's acceptable to refer them to the guidelines and ban them from the community.



## 7. FIND YOUR 10%

Dedicate time to converting the occasional contributors, incentivizing them to participating more often. Identify and reward your most passionate 10%. Their influence is the reason the rest 90% stick around. Grant them special access and exclusive previews, extend invitations to offline events or ask their opinions about how to develop the community further.



## 8. BE HONEST

Transparency doesn't mean a post each day giving away company secrets.

However, honesty does mean answering questions and responding to negativity truthfully and without anger.

**If you're not sure how to respond, discuss it with your team.**

Address criticism and rumor head on without sweeping it under the rug.

Respond to questions and inquiries honestly.



## 9. LISTEN AND ADAPT

Activity within your community is a direct line into the perceptions of your brand.

You can be certain that the conversations taking place are being replicated offline.

**Create a habit of collecting data**, actively seek community suggestions and use this info to help inform future business decisions and ensure your engagement strategy is still relevant.



## 10. LEARN TO MEASURE

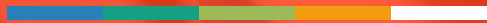
How you measure is not always as important as what you measure.

**Refer to your social media objectives** and what you wanted to achieve with your community.

**That is what you should be measuring.** It might include growth, engagement, returning users and referrals – but also, it may not.

How Brands' Visibility is achieved

# facebook newsfeed algorithm xplained





# GETTING THE MOST OUT OF FACEBOOK'S NEWS FEED & BEYOND



# POSTING ON PURPOSE



Whether you are looking to boost Engagement, increase Reach of a specific audience, inspire or educate your community, even build Equity for the Brand, having a solid Purpose behind all your posts is key.

**By creating content on Purpose ONLY you will be able to discover what works best for your audience for each objective to optimize accordingly.**



# 2

## POSTING FREQUENTLY AND CONSISTENTLY



**With Recency being among one of the most important factors** Facebook uses to determine what will appear in a user's News Feed, it becomes evident why following a consistent approach with **always-on relevant and engaging content** will increase the chances of your posts showing up in your audience's feeds.

Follow a **consistent posting and promoting strategy**, using differentiated and relevant messages for different micro-targeted audiences.

# 3

## AVOIDING HEAVILY PROMOTIONAL CONTENT



Make sure you keep a **good balance between highly promotional content** (visually and theme-wise) which has **lower shareability** and content relevant to your audience's interests that strikes a cord with them, driving both major digital KPIs, Engagement & Reach.

Using too much heavily promotional content may result in fans losing interest in your posts over time, which can have significant negative impact on Reach.

# 4

## LIMITING NEGATIVE FEEDBACK



**When users hide posts is considered a strong signal for Facebook's algorithm to display less similar content to these users, directly affecting Brands' visibility.**

Razor-sharp targeting (page and content promotion) with the creation of differentiated and relevant content for different micro-targeted audiences will help you keep negative feedback at bay.

# 5

## USING CAPTIVATING CAPTIONS AND HEADLINES



Writing good, captivating headlines will attract users' attention and **boost click-through rates** of your content **increasing interactions** and the performance / reach of your posts.

Be descriptive giving a real overview of the content that is behind the click. Using clickbait can have readers bounce straight back to Facebook because the content didn't deliver on its promise, resulting to being penalized with less News Feed visibility.

# 6 VIDEOS/GIFS AT THE FOREFRONT OF YOUR CONTENT MIX



Facebook is still giving an “Organic Reach boost” to this type of content that is not to be missed out on.

If promoted, relevant videos natively hosted on the platform can provide a noticeably greater ROI (greater Reach with less investment).

GIFs do work and can further boost Engagement with the Brand.

# 7

## RESPONDING TO USERS' POSTS AND COMMENTS



**Facebook pages are an excellent point of communication** and user posts or user comments on a Brand's page should be seen as a chance for the Brand to interact with the community driving Engagement higher.

**An active approach and timely response to user posts/comment will further fuel conversation positively impacting the performance of the posts/page**, minimizing negative sentiment and strengthening the bond with the community.

# 8

## USE CLEVER CALL-TO-ACTION



With the social rule **“if you never ask you will never receive”** definitely applying here too, the real challenge then for a Brand is finding creative and humanized ways enough to use call-to-action, in order to increase Engagement and Amplify reach.

# 9

## KEEP TESTING AND GOING BACK TO THE DRAWING BOARD



As you are looking to take results into the next level, constantly try different things and approaches to see what brings out the best response.

Ultimately, this is the only way to truly know what works and what doesn't for your Brand and your specific audience, as what works for other pages won't necessarily work for yours.

One such test could include experimentation with posting during lower activity times when there is less competition.



# Facebook important sources

## **Facebook For Business - [facebook.com/business](https://facebook.com/business)**

From Success stories to Latest Facebook news and Facebook announcements Facebook for Business is the best source for Facebook news.

## **Facebook Studio - [facebook-studio.com](https://facebook-studio.com)**

Every year Facebook has its own rewards for the best branded activations. Even getting in the site is a reward by its own though. A great source of inspiration when designing tactics.

## **Facebook News Room - [newsroom.fb.com](https://newsroom.fb.com)**

The official Facebook News Room, this is where all important announcements take place.

## **Facebook Blueprint - [facebook.com/blueprint](https://facebook.com/blueprint)**

Training Modules for Facebook Advertising

**So Never Forget:**



# Facebook has to be an Integral Element of your Online Marketing Strategy

If you want to maximize your Brand's results





Don't be afraid  
to break some eggs

**But keep Always  
the Brand Clear!**



# Any Question ?

WHAT

WHY

WHERE

WHEN

WHO

HOW



**Thank YOU**  
For Your Attention!

Stefanos Karagos – Information Scientist – XPLAIN

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