

Facebook Success Strategies for 2019

Presented by
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Jenn Herman

- World's forefront blogger on Instagram marketing
- Social media consultant for businesses from entrepreneur to global organizations
- Featured in Inc., Yahoo Finance, Fox News, The Verge, AdEspresso, CBS Radio LA, Social Media Examiner, and more!
- Author of "Instagram for Business for Dummies", "The Ultimate Beginner's Guide to Instagram" and "Stop Guessing: Your Step-by-Step Guide to Creating a Social Media Strategy"



Every Post Should Have a

Purpose

What is your
Why?

Content Strategies

Educate, entertain, and provide value –
don't sell, sell, sell

Facebook Captions that Work



Facebook Captions

- Positive language
- Avoid salesy verbiage
- Use photos instead of link previews



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Facebook Captions



Entertainment

Facebook Captions

Education



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Facebook Captions

Edutainment

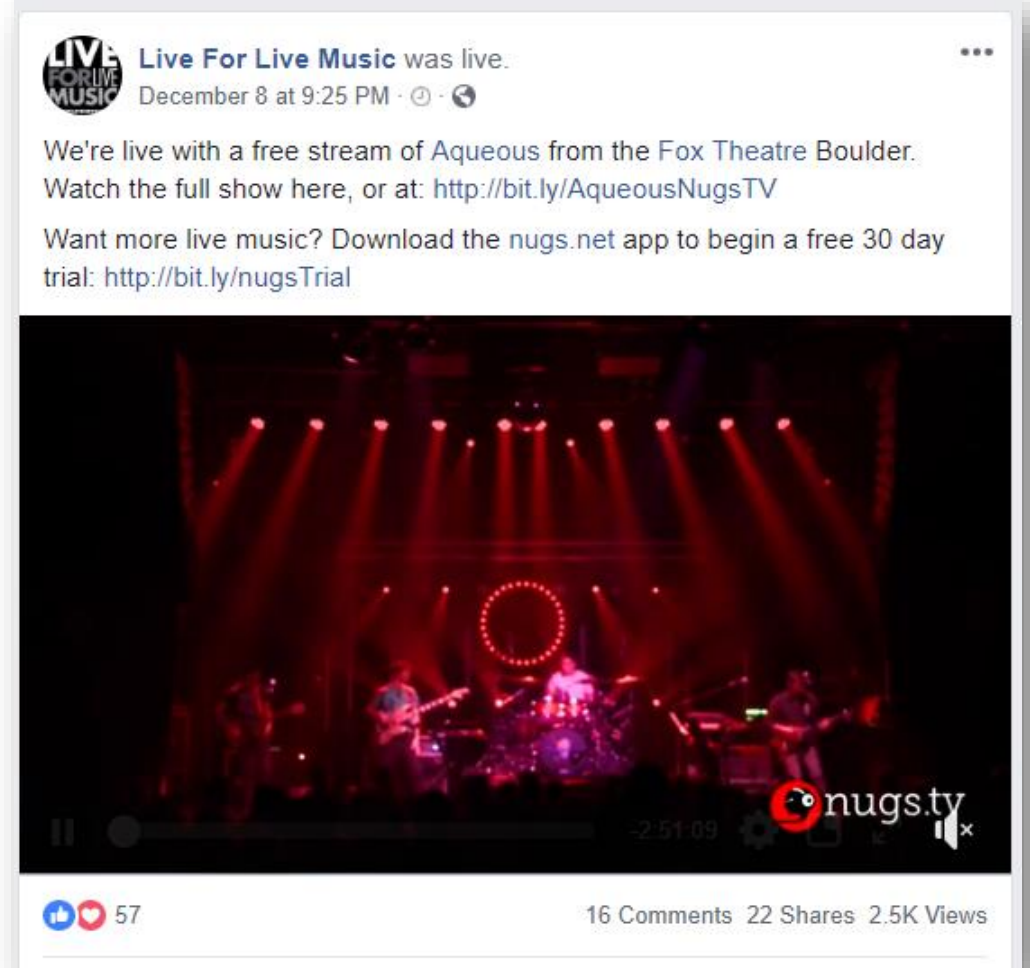


Facebook Live Video



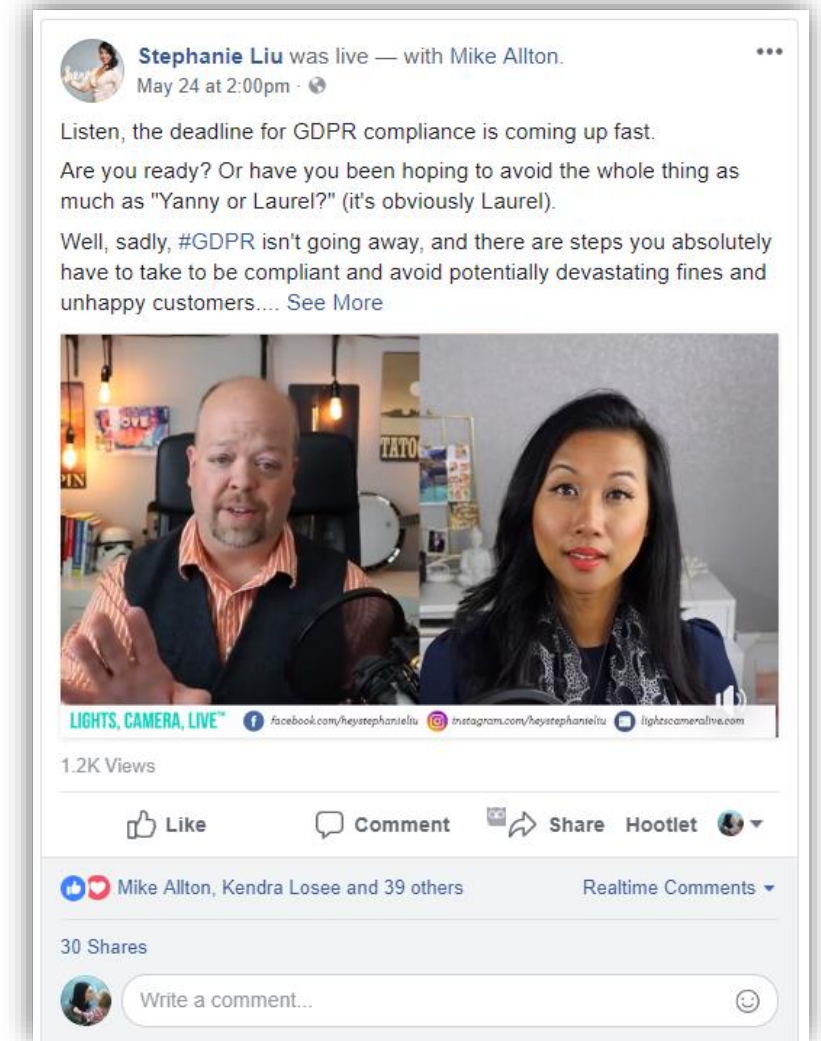
Facebook Live

- Gets more priority in the Facebook feed
- Drives more engagement than regular videos
- Shows real expertise and personality
- Transparency



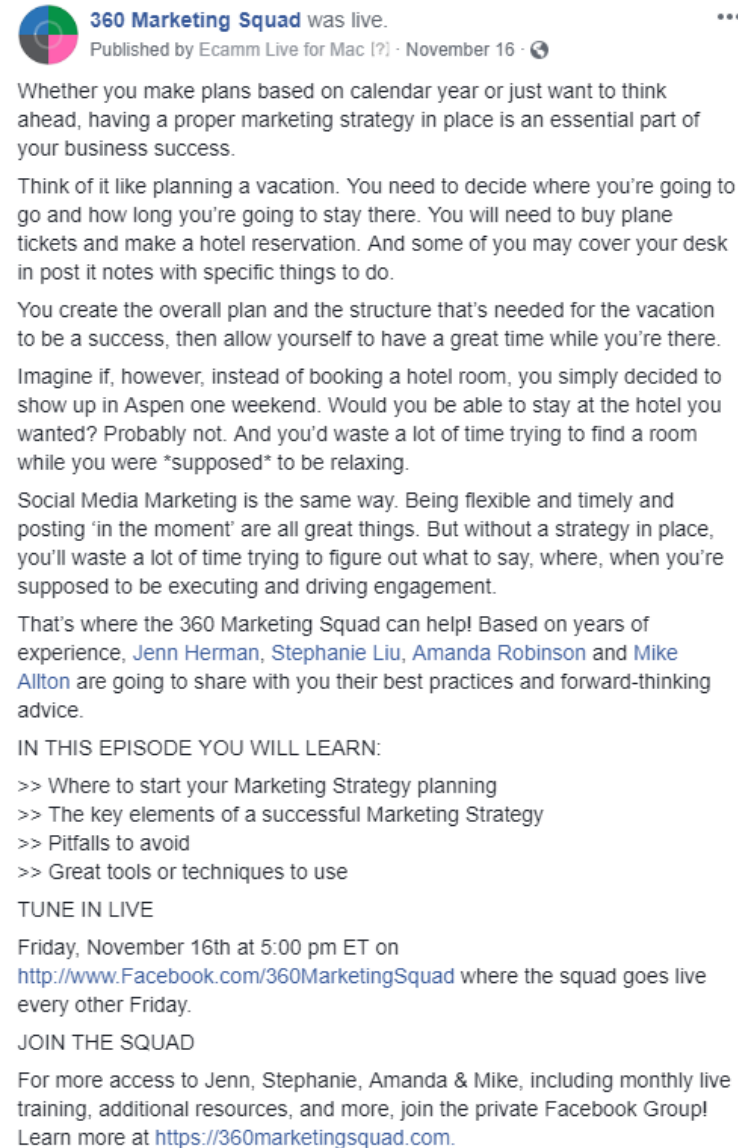
Facebook Live

- Answer questions your audience has
- Answer questions your audience should know
- Provide behind the scenes access
- Showcase products or services
- Host music sessions



Facebook Live

- Promote the live video in advance
- Tell people what to expect
- Use ecamm or Belive.tv to bring on guests



A screenshot of a Facebook Live post from the '360 Marketing Squad'. The post is titled '360 Marketing Squad was live.' and includes a timestamp 'Published by Ecamm Live for Mac (?) · November 16 ·'. The main text discusses the importance of having a marketing strategy, comparing it to planning a vacation. It mentions that the squad consists of Jenn Herman, Stephanie Liu, Amanda Robinson, and Mike Allton, who share their best practices and forward-thinking advice. The post also lists topics to be covered in the episode, such as where to start marketing strategy planning, key elements of a successful strategy, pitfalls to avoid, and great tools or techniques to use. It provides the date and time of the live stream (Friday, November 16th at 5:00 pm ET) and a link to the Facebook page. Finally, it invites viewers to join the squad for more access to the members, including monthly live training and additional resources, and provides a link to the private Facebook Group.

360 Marketing Squad was live.
Published by Ecamm Live for Mac (?) · November 16 ·

Whether you make plans based on calendar year or just want to think ahead, having a proper marketing strategy in place is an essential part of your business success.

Think of it like planning a vacation. You need to decide where you're going to go and how long you're going to stay there. You will need to buy plane tickets and make a hotel reservation. And some of you may cover your desk in post it notes with specific things to do.

You create the overall plan and the structure that's needed for the vacation to be a success, then allow yourself to have a great time while you're there.

Imagine if, however, instead of booking a hotel room, you simply decided to show up in Aspen one weekend. Would you be able to stay at the hotel you wanted? Probably not. And you'd waste a lot of time trying to find a room while you were *supposed* to be relaxing.

Social Media Marketing is the same way. Being flexible and timely and posting 'in the moment' are all great things. But without a strategy in place, you'll waste a lot of time trying to figure out what to say, where, when you're supposed to be executing and driving engagement.

That's where the 360 Marketing Squad can help! Based on years of experience, [Jenn Herman](#), [Stephanie Liu](#), [Amanda Robinson](#) and [Mike Allton](#) are going to share with you their best practices and forward-thinking advice.

IN THIS EPISODE YOU WILL LEARN:

- >> Where to start your Marketing Strategy planning
- >> The key elements of a successful Marketing Strategy
- >> Pitfalls to avoid
- >> Great tools or techniques to use

TUNE IN LIVE

Friday, November 16th at 5:00 pm ET on <http://www.Facebook.com/360MarketingSquad> where the squad goes live every other Friday.

JOIN THE SQUAD

For more access to Jenn, Stephanie, Amanda & Mike, including monthly live training, additional resources, and more, join the private Facebook Group! Learn more at <https://360marketingsquad.com>.

Facebook Live

- Done is better than perfect
- Don't worry about all the fancy tech – just go live with one button
- Practice before you go live – learn your angles and lighting
- Be someplace quiet and/or use a microphone
- Have someone ask you questions or talk to them behind the camera
- Don't use a script – but have a general outline



Facebook Groups

Why Facebook Groups Work

- Get customer feedback & market research
- People feel safe and more likely to engage
- Groups currently get priority in the feed

Facebook Groups

- Groups can be Public, Closed, or Secret
 - Public – anyone can see and join
 - Closed – anyone can see details but must request to join and see content
 - Secret – only those invited to the group can see any information

Facebook Groups

Make it about

your target audience

– not your company

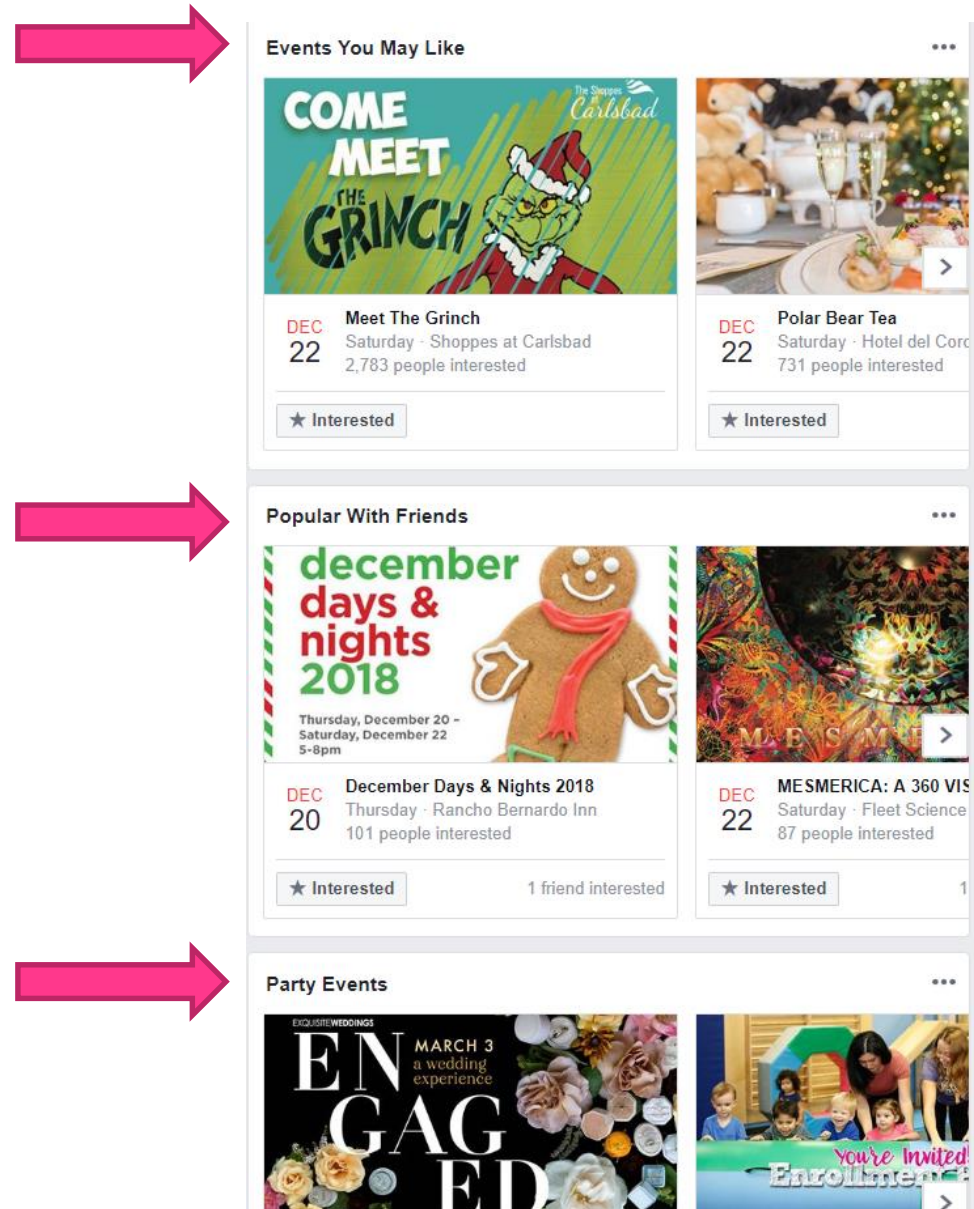
Facebook Groups

- Set group rules and guidelines
- Moderate the group and be actively engaged
- Provide challenges or “homework”
- Share links and resources
- Offer exclusive access and rewards
- Avoid selling in the group – use it as a lead gen tool



Facebook Events

Facebook Events



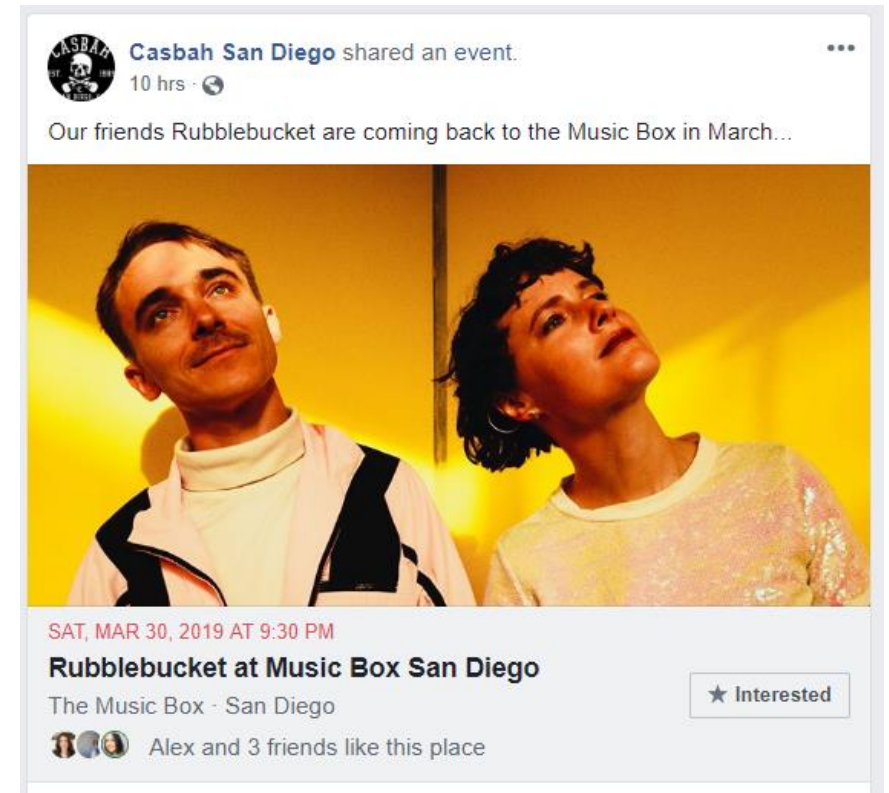
Facebook Events

- Friends see when people respond to events – more views and exposure
- Interested users get reminders of upcoming events
- Updated photos and details appear in the feeds of those attending or interested



Facebook Events

- Create events for anything!
- Events can be singular, recurring, or multi-day events
- Write a detailed description, including prices, hours, links to tickets, etc.
- Use a Facebook recognized venue/location if possible
- Use keywords for tags in search





Going Forward...

Going Forward...

- Focus more on community and less on sales
- Provide customer service
- Create visual and video content
- Authenticity and transparency – flaws and all

Thank You!

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