

Facebook 2019: What Works Now, What Doesn't

Presented by
Jenn Herman



Jenn Herman

- World's forefront blogger on Instagram marketing
- Top 10 Social Media Blog
- 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



Jenn's Trends
April 20 · 🌐

Big news for me! I'm officially an Agorapulse ambassador 🥳🥳 I've talked about them so much, they decided to throw me a bone 😊 Just kidding! Lol I've actually collaborated with many of the Agorapulse employees, and its founder, for years. I love all the amazing people behind this company and I love their tool as a dashboard and analytics platform. Of course, they have a great integration with Instagram, including scheduling, so that's awesome too!

I'm so excited to have an official affiliation with this company as I do NOT partner with companies lightly. In fact, I turn down a lot of requests. But this is a company I'm proud to put my name with.

Plus, the warm new hoodie is pretty awesome too. Now, if I could only convince them to design branded high heels 🍷👠 we'd be ALL set!



1,005 people reached Boost Post

Like Comment Hootlet Share Hootlet

Kim Mundy, Rebecca Portsmouth and 80 others · Most Relevant



Musician's Friend tagged Fender Special Edition Standard Stratocaster Electric Guitar Black.
December 15 at 4:14 PM · 🌐

Happy #Stratursday, friends!

The Fender Special Edition Standard Strat features custom upgraded appointments such as a tinted and gloss finished vintage-style maple neck, classic 50' spaghetti logo, and three classic Fender single-coil pickups.

bit.ly/MFBlackStratFB




369 · 11 Comments · 26 Shares

@jenns_trends

Facebook Captions

 **Charmin**
1 hr · 🌐

We hear that #PinkPoop is now a thing. If it hits, don't worry, no one will hear a peep from us.



 **Ellie Won**
@Ellegreentaa [Follow](#)

[@Oreo](#) the peeps oreos made my poop bright pink
4:55 AM · 28 Feb 2017

People Are Saying Peeps-Flavored Oreos Turned Their...
Happy Easter.

BUZZFEED.COM | BY JULIA REINSTEIN

See more from Julia Reinstein. [Follow](#)

👍👍👍 664 125 Comments 486 Shares

👍 Like 💬 Comment ➦ Share

Entertainment

Facebook Captions

Education



A screenshot of a Facebook post from Taylor Guitars. The post features a photograph of three people sitting on a white outdoor sofa, playing acoustic guitars and smiling. The text of the post provides advice on choosing a guitar as a gift and includes a link to a guide. The post has 209 likes, 11 comments, and 9 shares.

Taylor Guitars
December 1 at 9:44 PM · 🌐

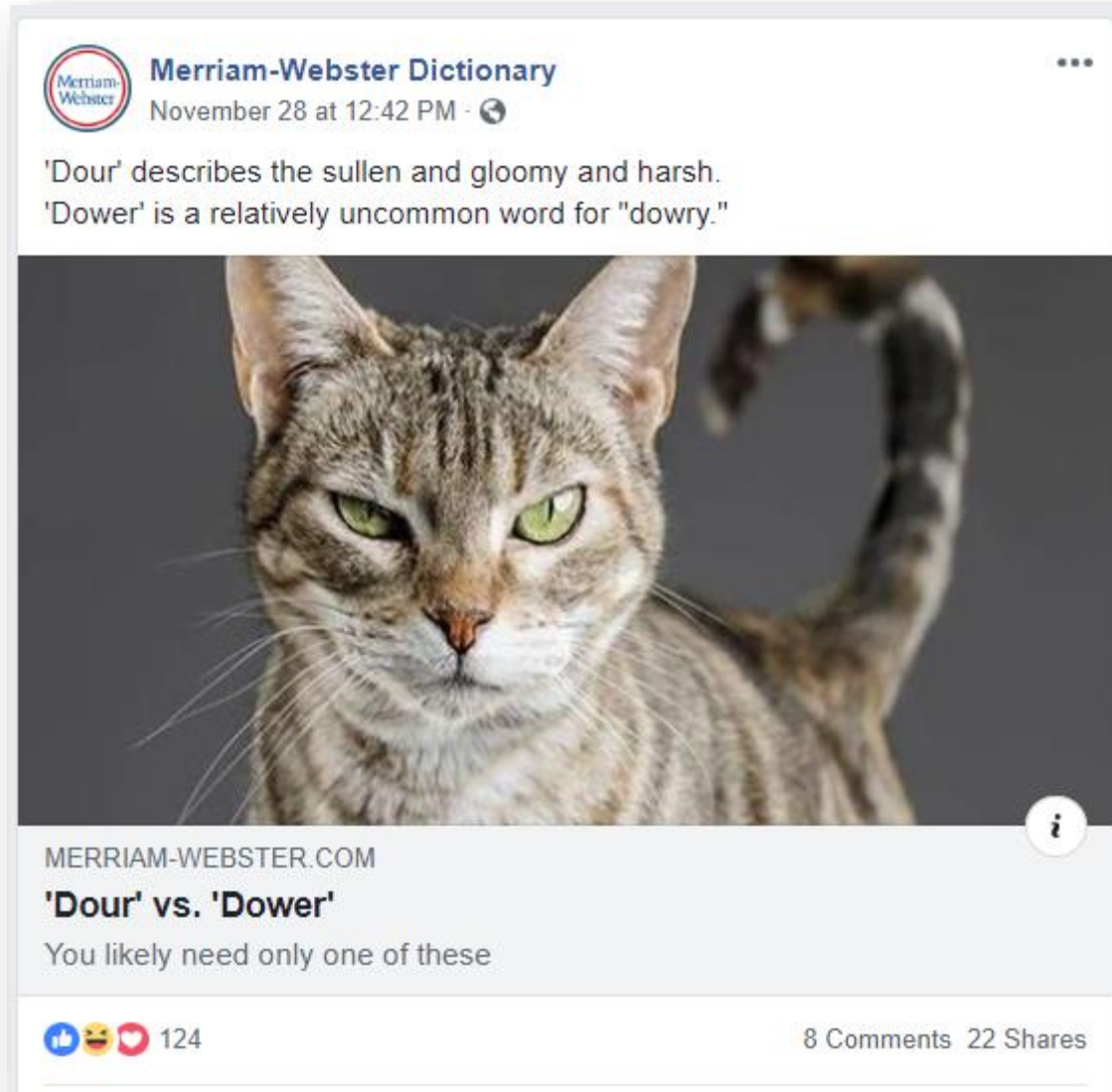
Buying a guitar as a gift the holiday season? It's important to pick a guitar that's comfortable and easy to play, whether you're shopping for a novice or an expert player. Learn how Taylor's player-friendly designs set us apart from the rest. <https://tylrgt.rs/2BK1YhY>

209 likes · 11 Comments · 9 Shares

Like Comment Share Hootlet

Facebook Captions

Edutainment



Merriam-Webster Dictionary
November 28 at 12:42 PM · 🌐

'Dour' describes the sullen and gloomy and harsh.
'Dower' is a relatively uncommon word for "dowry."

MERRIAM-WEBSTER.COM
'Dour' vs. 'Dower'
You likely need only one of these

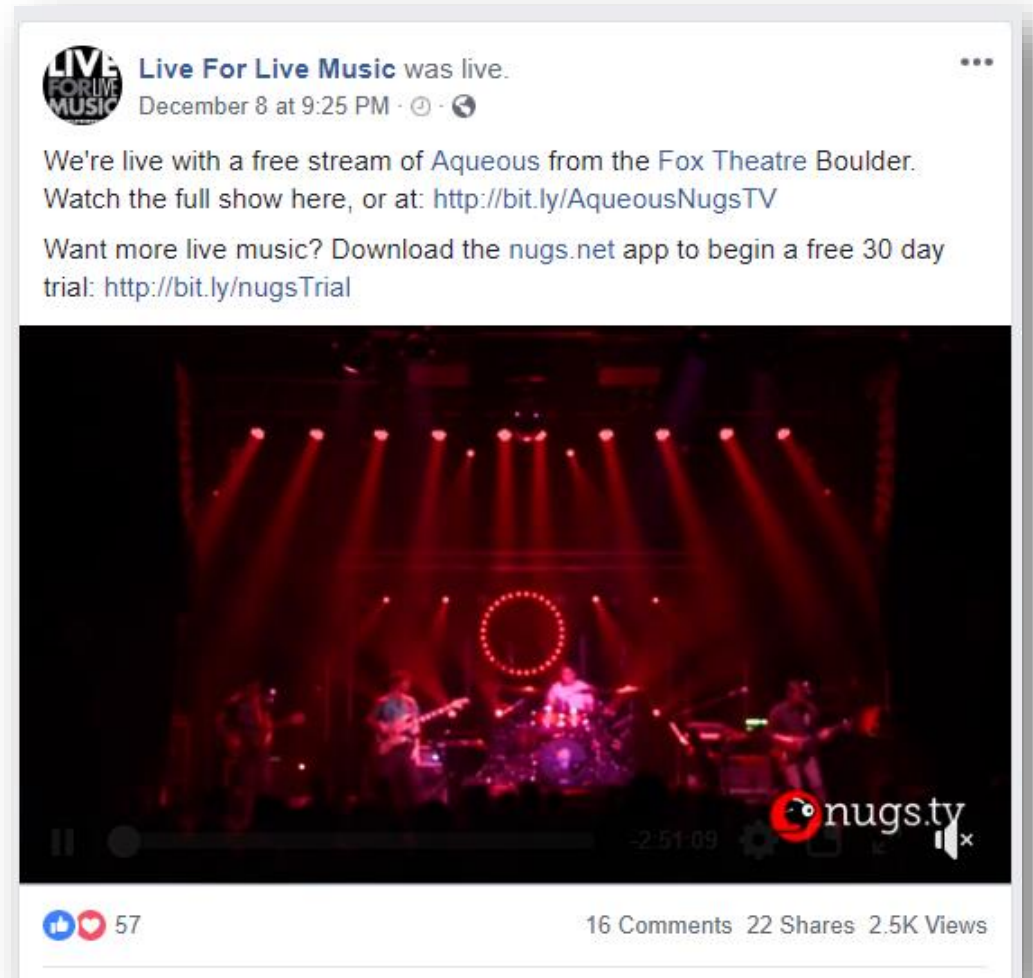
👍 🤔 🍷 124 8 Comments 22 Shares

Facebook Live Video



Facebook Live

- Gets more priority in the Facebook feed
- Record up to 4 hours but aim for 10-20 minutes
- Drives more engagement than regular videos
- Shows real expertise and personality
- Transparency



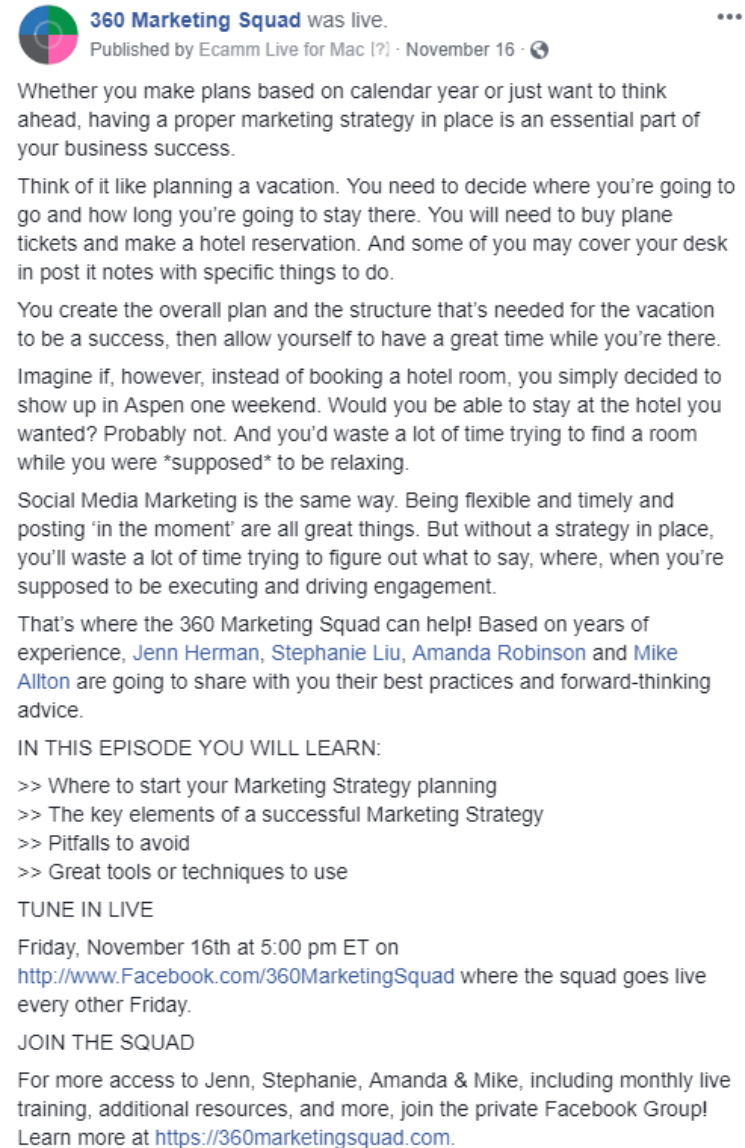
Facebook Live

- 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



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
- Engagement is significantly higher in well-managed groups

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




Events You May Like



DEC 22 Meet The Grinch
Saturday · Shoppes at Carlsbad
2,783 people interested

★ Interested



DEC 22 Polar Bear Tea
Saturday · Hotel del Coronado
731 people interested

★ Interested



Popular With Friends



DEC 20 December Days & Nights 2018
Thursday · Rancho Bernardo Inn
101 people interested

★ Interested 1 friend interested




DEC 22 MESMERICA: A 360 VIS
Saturday · Fleet Science Center
87 people interested


★ Interested 1 friend interested



Party Events



ENGAGED MARCH 3
a wedding experience



You're Invited
Enrollment



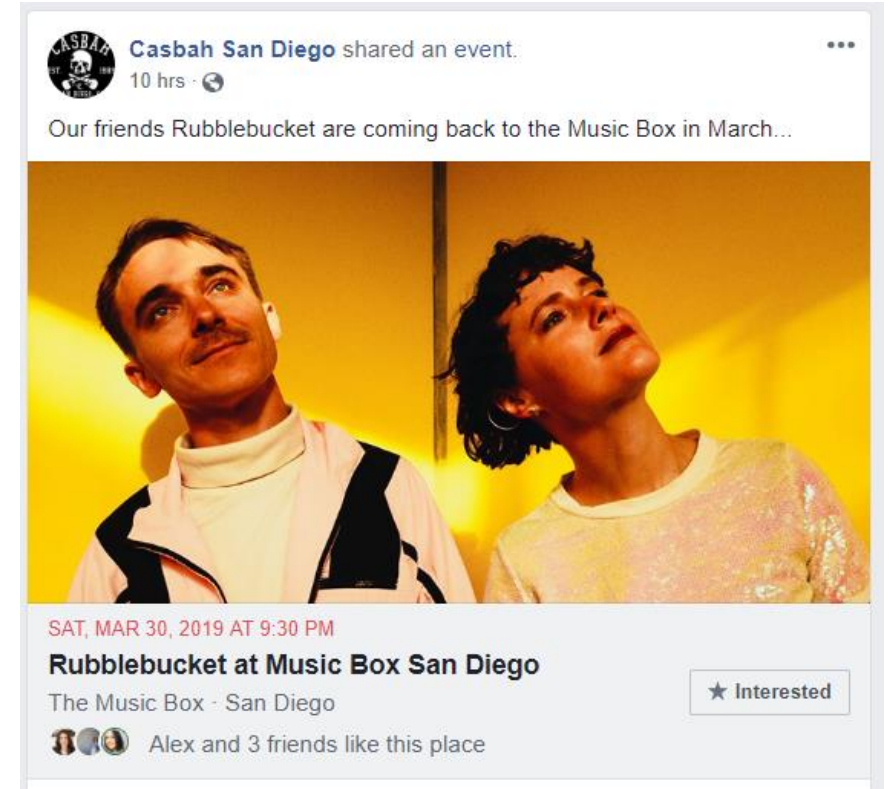
Facebook Events

- 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!

- www.jennstrends.com
- [@jenns_trends](https://www.instagram.com/jenns_trends)
- jenn@jennstrends.com



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