

Expert advice and guidance from the
Communications Sector

FACEBOOK FOR BUSINESS

MEET OUR EXPERT

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Conscious Communications is a public relations and marketing agency, with a conscience.

Founded on the principles of a conscious business, the company's open and transparent approach ensures it makes clear and conscious decisions for its clients that are proven to achieve positive results and help drive business.

The team provides strategic development, external communication and reputation management, internal communication, crisis and issues management support. They work with clients in many sectors including education, professional services, leisure and tourism, property and construction, sustainability, not for profit, food and nutrition and retail.

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Would you like to get involved with our Communications Sector? Do you have ideas for future events or expertise to share in a guide like this?

Please get in touch with Helen Bosett, Sector Co-ordinator at Cambridgeshire Chambers of Commerce on 01733 370809 or email h.bosett@cambscci.co.uk

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Top tips for successful Facebook marketing

Businesses marketing to consumers will have much more success on Facebook than those targeting businesses. In fact, businesses that are targeting other businesses are likely to alienate people on Facebook as recipients may feel that their personal space has been invaded. In this respect, Facebook is more 'social' than other social media.

However, consumers increasingly choose social media as the preferred method of engaging with brands so there are great benefits to having a presence on Facebook if your business is looking to build its consumer customer base.

You should consider including Facebook in your marketing mix if you can answer yes to the questions below. If you cannot - focus instead on alternative social media platforms:

- Are your customers individuals rather than businesses or organisations?
- Does your product, service, organisation or campaign appeal to and interest individuals who are off the clock?
- Is there capacity in your team to dedicate two hours per week (minimum) to creating content and monitoring and responding to interactions in a timely fashion?

The three Cs of Facebook success

- 1 Consistency** – it's important to ensure that marketing activity is applied in a coherent way across all appropriate channels, including Facebook (with attention paid to each platform's nuances). Strong, consistent branding reinforces your business' identity and drives positive sentiment and trust. Remain consistent in your frequency of posting too – posting a few times per week up to a maximum of twice per day – and avoid posting unless you have some great content to share.
- 2 Content** – the quality and tone of your content is top priority. Your content needs to be:
 - a) Relevant, interesting, and inspiring. You can earn the right to be heard and become an authority on your subject/product by providing content which serves one of the above purposes to your audience. Although using hashtags doesn't increase post engagement with your current audience, using hashtags will enable users not yet following your page to find your content
 - b) Visually appealing: using imagery and film – whether created in house, licence-free, or user-generated by your audience – your posts are 81 per cent more likely to be seen, enjoyed, and shared if they include high quality media. N.B. low quality memes (humorous mages or GIFs which spread rapidly online) and human faces are less engaging, and video achieves the highest engagement of all*
 - c) Sincere and personal: people expect a level of honesty and sincerity – don't use spam content and do make your audience feel special, through exclusive announcements and special offers
 - d) Polite and professional at all times: whatever you post online will be seen by people you may not expect to see it and cannot always be erased from history even when deleted (people can take screen shots)
- 3 Conscious** – social media users have come to expect almost immediate responses from brands – make sure to set up notifications to alert you to customer engagement and to respond in a timely and helpful fashion.

Facebook tools for maximum business success

- 1 Promoted posts** – simply create a normal post and boost its 'reach' by allowing a set budget and selecting the audience demographic to which you wish the post, or 'ad', to be served.
- 2 Insights** – measure the success of your business page using current benchmarks for interactions per post: 28 (for pages with up to 10,000 likes), 118 (up to 100,000) or 385 (up to 500,000).
- 3 Scheduling** – decide which times of day work best for your business and then use the scheduling function to schedule posts.
- 4 Call to action buttons** – underneath cover photos businesses can add a 'call now', 'contact us', 'book now' etc. button, making it easier for fans to become customers.
- 5 Apps** – over 80 per cent of time** spent on mobile devices takes place within apps. Use the Facebook Messenger app to communicate with consumers direct.

*<http://blog.hootsuite.com/do-images-increase-facebook-engagement/>

** <http://www.smartinsights.com/marketplace-analysis/customer-analysis/consumer-media-device-use>

