

THE POCKET GUIDE TO LOCAL

# FACEBOOK MARKETING

*Learn the basics and how to make a profit.*



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# Introduction

On its face, it's very easy to understand the commercial value of Facebook. After all, Facebook has over 2.5 billion active users. Imagine that, 2.5 billion users. Also, when people use Facebook, they don't just look at a couple of pages and leave. It's not like they're engaging with a typical website. In many cases, people who use Facebook tend to consume a lot of content. They tend to stay on a page for a very long period of time. On top of this, when people engage with content on Facebook, they also share with their friends. This means that a particularly useful or valuable piece of information on Facebook can have a tremendous potential reach. This reach doesn't just include the local area of the person sharing the content, but can also involve friends of friends who live several continents away. Make no mistake about it. Even if a person only has a relatively small circle of friends, if this person shares enough content, the content that this person shares on Facebook might reach millions of people.

It is no surprise that international brands and national companies have been flocking to Facebook as a powerful online marketing platform. Unfortunately, not enough local business owners see the upside of Facebook. This really is too bad because Facebook is one of the most targeted online engagement platforms in existence.

The moment you log on to Facebook, Facebook is already tracking you. Not only does it pay attention to where you are geographically, it also pays attention to your interests, and the kind of content that you consume. This is not neutral material. This material is directly fed into Facebook's powerful advertising system. Even if you don't want to pay for Facebook advertising, simply having your brand within its online ecosystem can give you a tremendous leg up on your local competitors. Make no mistake about it, even if you run a purely local business, you would be missing out tremendously if you don't tap into the immense marketing power that Facebook brings to the table. This report gives you a quick look at the marketing potential of the internet's premier social networking platform. There are no two ways about it. It can have a profound impact on the success of your local business.

## **Why Consider Facebook Now?**

The reason why Facebook is so powerful is because when people share content on Facebook, they are sharing among their network of friends and associates. In other words, the trust is already there. Consider this scenario: if a complete stranger recommends something to you, chances are you wouldn't pay attention to that person; you don't know that person. However, if somebody who you know and trust shares content with you, chances are quite high that you would at least take a look. This is a tremendous competitive marketing advantage. This is exactly what's at play when you market your brand aggressively on Facebook. If you recruit a wide enough base of Facebook users, your brand can piggy back on their social trust networks. More people would engage with your brand, thanks to the trust they have in friends who share your brand.

Another reason why you should pay attention to Facebook is the fact that mobile devices are shaping up to be the top way people interact with online content. This massive sea change in consumer behavior means that there will always be always-connected massive consumer base online. This means that when people make a local buying decision, they can and will easily resort to their mobile devices to cross reference local brands with online review sites, and other sources of information. This has a profound impact on how local consumers make buying decisions. They're constantly filtering these decisions through online resources, thanks to their always-connected mobile devices. You don't want to be left behind by this trend.

Just as importantly, you need to be proactive in shaping and protecting the online brand of your local business since these always-connected consumers are cross referencing your brand's mention online. If you stand idly by and let critics and haters define your offline brand, you might be losing out on a lot of potential local customers. The fact of the matter is, you can't rely on local goodwill to drive warm bodies to your business' physical doors. Increasingly, credibility is determined by local presence, not generations of local goodwill. Even if your local business is a local institution in your area, that alone is not going to be enough.

You have to make sure that your online brand sustains and preserves the generations' worth of local branding that you put into local your local business. This is why Facebook is so important. Thanks to its trust based content sharing ecosystem, its exponential marketing

potential, and its intense content consumption patterns. It would be extremely foolish to overlook this highly lucrative online marketing platform. With that said, your marketing efforts on Facebook don't have the cost you an arm and a leg. In fact, you don't have to spend a red cent marketing on Facebook. I've outlined some key strategies in this report that would enable you to develop a credible presence on Facebook without breaking the bank.

# Chapter 1

## **Your Facebook Fan Page: Your Window Into the Lucrative World of Social Media Marketing**

The beginning and end of your Facebook marketing endeavor falls squarely on your Facebook fan page. Your Facebook fan page can do wonders for your local business. The more people like your Facebook fan page, the more people can see your updates. If enough of these people like the updates that you send out, your updates will reach even more of your Facebook fan page fans. Think of it as a modified version of email. If you have a mailing list, you only need to click a button for your update to reach a wide range of people. Similarly, when people click on your Facebook fan page, they are essentially giving you permission to send them your updates. If you send them high quality updates, enough of these people will like your updates so that Facebook can then send your updates to more of your fans.

In addition to being a content distribution platform, your Facebook fan page can also help you set appointments. This doesn't have to be fancy. By simply using Facebook's messaging system, you can enable your fan page visitors to reach out to you and set up appointments for visits to your local business.

In terms of local marketing, if your content is compelling enough, your content can go viral but it can be spread in the best way possible. What do I mean by that? It's not enough for your content to spread around the internet. That's not going to do you much good if the people who pick up your content are located on the other side of the planet. You need your content to reach people who can visit you locally. If you craft your content strategy correctly, your content can go viral within a fixed geographic range. This can lead to a massive influx of warm bodies to your business' physical doors.

Finally, another great way you can expand your local brand's reach through your Facebook fan page is by simply reaching out to other local businesses. These local businesses are not competitors of yours. However, they are serving the same local area. By simply commenting on their updates and enabling people to see your branded local fan page avatar, you gain a

window into the local fan base of these localized businesses. In essence, you gain an opportunity to poach these local customers to your page. From your page they can either sign up to your mailing list or get your local address and phone number so they can visit your business.

### **It's All about Reach**

I can't emphasize this enough. Your Facebook fan page truly expands your reach because think about it, a fan would often invite a friend, who would then in turn invite another friend, who invites another friend. Do you see how this all works out? So if you send compelling content to one friend, and this friend shares it, you can easily market to this whole friend of a friend network. This produces an exponential effect. Even if your local fan base consists solely of 150 people, if the people have hundreds of friends each, and their friends have hundreds of friends in turn, this can easily lead to a local reach of tens of thousands of people. Never underestimate the power of human social interconnection. This can produce an exponential effect if your content is compelling enough to be shared.

### **The Compelling Power of Trust**

The reason why content can spread like wildfire on Facebook is because when people share content they are essentially lending their credibility to that piece of content. When a friend of yours shares content on Facebook, you would pay attention to the content because the person who shared it is a trusted person. Do you see how this works? Compare this with a stranger recommending a piece of content to you. You probably won't even give it the time of day. You might think it's a waste of time checking out that content because you don't trust that person. However, if your mom shared a piece of content with you, at the very least you would pay attention to the content.

Nine times out of ten, when somebody you trust finds something so compelling that they share it, you would also share that sense of compulsion, and share that piece of content in turn. That's how content becomes viral on Facebook. It's all about the trust, not necessarily some sort of magical ingredient engineered into the content.

## **Effective Local Business Marketing on Facebook Is All About Localization**

Another reason why Facebook should be near the top of your online marketing to do list is its impressive power of localization. One of the long standing problems with online marketing is that it tended to favor businesses that have a national scope. In other words, if people are able to find you through a search engine, you are able to service them if you do your business completely through the internet or you ship nationwide. This is completely useless for a purely local business that relies on foot traffic to serve as its customer base.

Facebook is able to serve up purely local customers if you play your cards right. Why? The social networks of friends and family members can be broken down by geographic clusters. If you market correctly on Facebook, you can spread content that has a laser-targeted or limited-defined geographic reach.

Pay attention to chapter 2 and succeeding chapters. I'm going to outline specific marketing methods that you can use on Facebook that won't cost you a dime. Don't get too excited. Just because you're not spending dollars and cents doesn't mean you're not spending any money at all. You have to remember that time is money. So for every minute you spend crafting together a powerful and compelling Facebook marketing campaign, you are spending money. Why? You could have been getting paid for that time you invested on marketing on Facebook. Do you see how this works? This is called an opportunity cost. For every minute you spend doing one thing, you could've spent it doing another set of tasks that might have yielded more money.

This is why you should never fall into the common misconception that there is such a thing as free online traffic. No. You may not be paying in greenbacks, but you're definitely paying in the form of time. There is no such thing as a completely "free" source of online traffic. With that said, make sure you pay attention to the free traffic generation tips in succeeding chapters with a close eye on return on effort. Your overarching philosophy should be to get as much results for as little investment of time as possible.

# Chapter 2

## **Marketing Method Number 1: Share Credibility Building Content**

The first technique you should use in using your local business Facebook fan page is to share compelling content. This might seem pretty straightforward but it really isn't. You really need to pay attention to your current customer base. Ask them what kind of content would they like to share; what kind of content would they like to see on their Facebook timeline?

Once you have a rough idea as to their content expectations, the next step is to create compelling content based on these parameters. Keep in mind that what people say is often very different from how people actually behave. When you interview people, there is a common tendency for them to give you answers that they think you are looking for. So pay attention to the traffic results that you're getting. And be ready to modify the specific content that you create to enhance the actual behavior of that traffic. For example, if people say to you through your local offline surveys that they are looking for product information updates, and it turns out that the actual content that they respond the best to is product sales updates, then you should publish more product sales updates, and forget about the other stuff. Do you see how this works? Pay attention to what people actually do instead of what they say. Still, what they say gives you a starting point, but you shouldn't stop there.

## **Put Your Brand Front and Center**

Make sure that you go out of your way to tell people that you care. This means your brand must be front and center. When people interact with your content, they must see your brand. This way they would eventually identify the quality and value that they get from your content with the quality and value they should expect from your brand. This of course happens on a subconscious level. Still, the more you do it, the tighter the identification becomes.

## **Encourage People to Share Your Content**

Make it a point to encourage people to share your content. If they like your content, call them

to action, the action being sharing your content. This is extremely important because I can't count how many times I've advised local business owners to create compelling content, and they forgot to call their audience to action. Not surprisingly, their audience members would eagerly await and engage with their content and then click the like button, but since these business owners did not actively and explicitly call the reader to share the content, their fan page membership count grew slower than they originally anticipated. This really is too bad because you have to understand that for the most part, you cannot assume that people know what you want them to do.

You have to be explicit about it. If you want people to click on something, encourage them to do so. If you want people to share your content, be explicit about it. Don't assume that these people already know what to do.

### **Make Sure You Use Your Existing Customer Base to Seed Your Local Fan Page**

Anybody can put up a fan page. That's not the problem. However, most of these fan pages are dead on arrival. Why? The people who put up these fan pages would have to struggle mightily to recruit people to like these fan pages so these pages would have a critical mass of fans. If you have a local business and you're already enjoying a decent level of foot traffic, you have a serious competitive advantage. You only need to remind your current customers that you have a fan page and that they should like your fan page. Maybe you should give them an incentive. Maybe you should give them some sort of discount code or maybe some sort of redemption code that they can use to get offline benefits.

Whatever you do, get them excited about your fan page so enough people would like your fan page. Why is this important? If you do this you are establishing an initial base of fans. You need this to establish critical mass. It's much harder to start with zero fans. Since you already have foot traffic, convert that foot traffic into at least a small but loyal bedrock of existing fans. You need those people to then share your content among their social networks so you can increase your local reach.

### **People Who Have Specific Needs Would Be Interested And Would Want To Share Your Content**

Another reason why you should put in the time to build credibility through sharing content is that people who are interested in a particular subject matter would pay attention to your content. Also these are the people who are more likely to share your materials. In other words, they filter themselves.

The good news is that the content that you're sharing on your fan page doesn't have to be all created by you. Third party websites that are in the same niche as you may be creating content. Feel free to share that content. In fact if you do that, you create a win-win situation. It's a triple win; the consumer wins because they get content that means something to them, you win because you are able to serve up valuable content to people who are interested in the niche your local business is addressing, and the third party publisher wins because they get traffic to their website. As long as they're located very far from you, then you can promote their content. Why? You're trying to reach a local base of people. It's not like these people would contact that far away business and set up an appointment. It doesn't work that way. So if you understand this, then you can see why you're not shooting yourself in the foot by publishing information that seems like it's published by a competitor. Just make sure that the highly compelling content that you're sharing with your fans comes from a website of a local business that is located very, very far away from you.

## **The End Goal**

The end goal is simple: the more credible your content becomes, the more trust your brand attracts. It's very easy to assume that just because you have a local base of existing fans, people already trust you. That's not the problem. The problem is getting that local starting mass of people to share your credibility building content with people in their local network. It is those other people that you need to prove yourself to. If you publish the right kind of content and get it in front of the right eyeballs, then it's much more probable that there will be a lot of credibility built around your brand. If you keep this up for a long enough period of time, people will start identifying your brand with a certain range of qualities and values. This is precisely where you want to be because this would give you a tremendous competitive advantage compared to your local competitors.

# Chapter 3

## **Marketing Method Number 2: Post Online Promo Codes For Local Fulfillment**

In the first marketing method, I basically focused on using content to build trust in your online brand so that trust can be built among the local social networks of people who follow your brand. For this chapter, I'm going to focus on using your Facebook fan page for direct local promotions. In other words, you're just going to speak directly to your local base, based solely on getting them to engage with your fan page so they have an incentive to physically show up at your business. How do you do this? How can your business benefit from this particular approach? Keep reading.

### **Create Online Only Promo Codes**

The main reason why you want to do this is because you want to build as massive of a local base as possible. You want to create a big enough initial follower base for your fan page. The way to do this is to give people a reason to like your fan page. Unfortunately, regardless of whether people think your local business is a local institution or not, ultimately it doesn't matter. You have to remember that people are always asking a fairly basic yet predictable question. They're always asking, "What's in it for me?". In other words, what do you bring to the table that is compelling enough so that people would do what you want them to do?

To solve this problem, you create promo codes that are disseminated only through your Facebook fan page. This gives people a compelling reason to go to the time and bother of logging into their Facebook accounts and finding your Facebook fan page. This way, you get people to like your fan page. More importantly, if they see real value from this activity, they would gladly share word of your promotion to their social networks.

### **Very Important: Your Promo Code Must Be Redeemed Offline**

It's really important to make sure that the promo code that you promote through your Facebook fan page must be redeemed offline. This is crucial. In fact, it's nonnegotiable. Why?

You're a purely local business. You need warm bodies coming in through your front door. If you are going to be giving out purely online goodies, then your business isn't really going to be benefited all that much. You need people to show up physically. This is why the best way to implement this promotional strategy is to post printable promo coupons. When people like your Facebook fan page, they get access to members only promo page. They get the coupon and they print it out.

### **Make Sure It Is Worth Their Time**

I'm sorry to break this to you, but simply giving people \$1 off if they like your Facebook fan page and redeem an online promo code is not going to cut it. In fact, it's a slap in the face. It's a complete insult and a complete waste of time. You have to pack solid value in your online promo code. You have to remember that there is a lot of friction involved here. People don't have the luxury of time. Most Americans have busy schedules. They can't just drop everything, log on to Facebook and find your web page only to collect \$1. You have to pack solid value; maybe give 50% off, maybe do a buy 1 get1 offer. Whatever it is you do, make sure that the value is readily apparent. In fact, if the value of your promotions doesn't immediately leap off your Facebook fan page, then you're doing it wrong. It has to be a compelling offer. Put simply, your offer has to stand out from other local offers. Otherwise, if people can't distinguish between the offer your Facebook fan page promotions brings to the table, and competitors' offers, then there's really no compelling reason for them to go to you instead of to your competitors.

# Chapter 4

## **Marketing Method Number 3: Tie Surveys To Promotional Programs**

With this approach, the payoff is not necessarily warm bodies through your business' physical doors. For this particular marketing method, the payoff is information. Let's face it, if you want to take your business to the next level, you have to have the right tactical information. You have to have the right data sets so you can craft your promotions strategies in such a way that they're more likely to produce positive results than simply fall flat on their faces.

Unfortunately, most local businesses turn a blind eye to intentional and purpose driven consumer data collection. This really is too bad because with the right customer intelligence, you would be able to offer better products that sell faster and for higher profit margins; you would be able to offer services that people truly need, which you can then charge more money for; and finally, you can offer a customer experience that people would gladly talk about in social media in a positive way. Make no mistake about it, your local business should actively be collecting customer intelligence because this is the kind of information that will give you a truly significant competitive advantage.

## **Trade Customer Intelligence for Promotional Incentives**

If I were to reduce this approach, it would be to this: you're basically trading customer intelligence for promotional materials. That's all there is to it, it's a simple swap. The good news is that cash is not necessary. You don't have to bribe people. You can even give people digital badges or some sort of digital freebie that they can put on their timelines. The importance here is to give some sort of perceived value. You have to remember that \$5 here and there is not going to cut it; even \$10. Unless you're willing to give substantial discounts, then maybe your survey will take off. But the problem is this might eat into your profit margins.

The better approach would be to incentivize people through digital goodies. Digital goodies work because they impact people's psychological need to be the first to catch on to a trend, or

the first to discover a specialized form of information. Tap into this deep and profound psychological need using digital badges, specialized types of content or pictures, so on and so forth.

Make sure that there's a tight fit between the incentive and your survey. Also make sure that the survey is as friction free as possible. What I mean by this is that ask as few questions as possible. Make the questions fun. The more of a hassle the surveys come off, the higher the likelihood that people wouldn't bother with it. Make it fun, proactive, and most importantly, make sure your brand is front and center. In other words, every page of the survey should have your logo, or brand.

# Conclusion

Make no mistake about it, your Facebook fan page can be one of your most powerful online marketing tools. In fact, if you play your cards right, you can easily explode the reach of your local brand. You might think that people only in your greater region would care about your brand. You would be sadly mistaken, because people are always looking for high quality service. If you are able to tap into the huge social networks of your existing customer base, not only would you be able to make your offline brand relevant in this digital mobile age, you can rest assured in the fact that whatever sea changes there may be in terms of customer preferences, your brand will not disappear. Moreover, if you play the Facebook promotions game properly, you might be able to scale up from your local presence to establish a regional or even nationwide presence. There have been many cases of purely local businesses becoming regional or national companies thanks to a solid and effective Facebook marketing strategy.

With that said, pay attention to the following. First, make sure to keep it local; make sure that all your messaging has a local focus. This way you increase the tendency that you would attract a purely local client base. While it's nice to have people in India and the Philippines like your content, chances are pretty high that they won't be able to put extra dollars in your bank account.

Second, focus on end user value. While it's nice to have your brand front and center in everything you do on Facebook, this is not going to cut it unless people associate real value with what you're doing. You have to remember that to get what you want, you have to first give people what they want. In other words, the better you serve others, the more money you will make. So focus on end user value.

Finally, highly effective Facebook marketing campaigns don't happen overnight. They are rarely the product of an accident. Instead, solid local brands are able to unleash the marketing power of Facebook through a long series of fine tuning and tweaking. This might be a polite way of saying trial and error. But really pay attention to your customer engagement and you

ask your local base to interact with your online presence a certain way, you should be able to see patterns. Once you clearly identify these patterns, you should be able to tweak your Facebook content and marketing strategy as well as your overall online messaging to produce better results. This obviously takes a lot of time and a lot of effort. The good news is it is more than worth it.