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Facebook is not new, and neither is the idea that every business needs a Facebook presence. However, much has changed since Facebook first entered the marketing scene. Today, the world's largest social network can do things that many of us never did before: hosting 360-degree videos, selling products through a chatbot, or even serving as a news source for two-thirds of the adult ³. Facebook has 1.56 million daily active users. Let's put that in perspective. That's almost five times the population ³ the United States, 20 percent of the world'³ population, and it's still going up. So imagine the social influence that can be achieved through Facebook in terms of your peer effects, e³commerce businesses, referrals, customer relationships, reputation, brand knowledge and much more (not to mention, in combination ³ other social media platforms through which you market). It's not ³ the large number of people, but the amount of attention ³ Facebook has. Worldwide, the average user spends nearly an hour per day on Facebook. Considering that the average person sleeps eight hours a day, that means that about 7% of our waking hours are spent with our eyes glued to the social network. For many, Facebook is the Internet. That said,Â is your business taking full advantage? Your answer must be Â"sÃÄ" confirmed by Gary Vaynerchuk, CEO of VaynerMedia. In an interview, HubSpot founder and CEO Brian Halligan posed the question: Ã"Let's say you're starting today in marketing and you're building a social media brand, Â³ where are you spending your energy if you're that marketer?Ã" Vaynerchuk said, Â"...you can't be alive in the game without a Facebook [and an Instagram]. I really do. I think it's very harmful.Â" So how do ³ use Facebook to benefit your business? The Facebook's are the gateway for companies to market this holy grail of users. A Facebook page is a public presence similar to a personal profile, but it allows fans to "like" the business, brand, celebrity, celebrity, celebrity, arugiF o acraM o saserpmE ed dadinumoC :rigele arap saÃrogetac sod Â iÃrdnet Â ,-ÃllA ./etaerc/segap/moc.koobecaf.www//:sptth atisiv ,koobecaF ed anigiÃp aiporp ut raerc a razepme araP .erreic ol koobecaF euq ed ogseir le serroc ,egaP nu ed ragul ne oicogen ut arap lanosrep lifrep nu saerc iS .naf nu ne esritrevnoc y Â ¢Â atsug em Â Â ¢Â rop soicogen ed koobecaF ed anigiÃp anu noc atcenoc es ,ogima omoc solragerga la lifrep nu noc atcenoc es euq sartneiM .sasuac y senoicazinagro ,saserpme a etnemacinºÃ elbacilpa acifÃcepse n³Ãicamrofni nartseum orep ,lifrep ed sanigiÃp sal ed la ralimis otcepsa nu neneit sanigiÃp saL .laicremoc lifrep nu a etnelaviuqe Á koobecaF ed Â nos sanigiÃp saL .ragul us ne anigiÃp anu raerc euq iÃrdnet Á ,laicos der al ne aicneserp us recelbatse Á euq oicogen nu sere Â is ,ograbme niS .selanosrep selifrep rop adamrof iÃtse koobecaF ed aÃroyam al ,sebas etnemelbaborp omoC koobecaF ed anigiÃp anu aerC .1 .n³Áicarugifnoc ed osecorp le rerrocer y Â le atsah ranibober Á ,dadicilbup noc senoicacilbup sal ratnemua a y odinetnoc racilbup a razepme ed setnA .so±Âa somitlºÃ sol ne n³Ãllim nu ne odatnemua ah euq oremºÃn nu Â egaP koobecaF ed s©Ãvart a nazilaicremoc ay euq odnum le odot ne saserpme ed senollim 07 a Â es Á ,ohceh eD .atcerroc n³Áiccele al Â ah Á ,oicogen us arap koobecaF ed anigiÃp anu riurtsnoc oididced Â iS .eseretni el siÃm euq n³Áicces al a etlas o ,edrat siÃm arap olracram o ocin³Ãrtcele oerroc rop oleÃvne ,ole©ÃL .detsu arap se atelpmoc aÃug atse ,odnazepme iÃtse Â sanepa Ádetsu o so±Âa etnarud anigiÃp anu odinet ah oicogen us is atropmi oN .koobecaF ne gnitekram led ortseam nu ne etritrevnoc arap rebas satisecen euq ol odot siÃrartnocne Á ojabeD .etneilc la oicivres nacsub euq soirausu sol noc ralrahc y aicneidua al ed adallated n³Áicamrofni ralipocer ,dadicilbup al raertsar y ratnemelpmi ,acram al ed otneimiconoc le ratnemua ed zapac se oicogen le euq sartneim ,saiciton ed etneuf us ne anigiÃp al ed odinetnoc ed senoicazilautca nebicer snaf soL .n³Áicazinagro u Facebook offers two categories so you can better customize the fields of your page. For the purposes of this introduction, â € â € â â ™ we are a "company or brandåœâ €. a (completely fictitious) company called the Boston Coat Company and categorize it as a retail company. (To choose a category, just start typing and choose from the drop-down list.) We recommend that you choose the name of your page wisely. Facebook will allow you to change your name and URL in most cases, but it can be a difficult and tedious process. If you haven’t already done so, you will be asked to log into Facebook right now. You must create and manage Pages from your personal Facebook account; however, your personal information will not appear on the Page unless you add it. Press “Get Started” and you will be automatically redirected to add a Profile Photo and Cover Photo for your new Page. (You can skip these steps and do them later, but we recommend that you get them out of the way now.) However, if you do, you’ll see your new Facebook page, as well as some tips for building the foundation of a business page. 2. Adding Photos Adding a Profile Photo The first step to giving your Facebook page an identity is to add a profile photo. This will serve as the main image for your Page, appearing in the search results and alongside any content that appears on a user news feed. Most editors suggest creating a photo that measures 180 x 180 pixels, however increasing it slightly will help maintain quality. If you do not upload an image that is already square, you will be asked to crop it. Think of your profile photo as your first impression, and be sure to choose something instantly recognizable (like a logo). If you are a public speaker or figurehead, go with a favorite photo. Local restaurants or shops can choose a picture of their most popular offer. Adding a cover photo Next, Facebook will suggest you add a cover photo. A cover photo is the large, horizontal image that extends across the part le le ne »Âadatrop ed otof anu rida±ÂA«Â n³Áicpo al ne cilc agah ,adatrop ed otof anu ribus araP .sadaropmet o sa±Âapmac ,selaicepse satrefo ne esodniÃsab odunem a esrazilautca edeup y anigiÃP us ed daditnedi al raserpxe ebeD .anigiÃp us ed Menu. The official dimensions of a cover photo are 851 x 315 pixels. However, if your photo is not accurate, you will have the option of dragging to reposition the photo. Press “Guardar.” To change your cover photo in the future, hover over the white camera in the lower right corner of your cover photo and select Change Cover.It’s also a good idea to include a text sentence and a link in the description if you’re promoting a specific campaign in your images. That way, if your cover photo highlights a new parka, they can seamlessly jump to your winter product line to buy. Finding the right balance between a cover photo that is both visual and simple can be a challenge. Try to go with an abstract image or pattern to draw attention, or a landscape shot with your product as a focal point. Often, the best cover photos are the ones that use negative space to their advantage. Your page is starting to come together with some beautiful images. Next, you’ll need a description to let your audience know what your business is all about. Click on Â Â Â Â Add a short description on “Welcome to your new page” to get started. Add one or two sentences (or 255 characters maximum) about your business. This description will appear on both your Page and search results, so keep it descriptive but succinct. But don’t be afraid to show off a little bit of your brand: personality! If you prefer, you can edit your description by clicking on the About menu on the left. There you will find the option to include a phone number, website, email, mission and more. 4. Create a username for your Page The last step of the welcome menu is to create a username for your Page. Your username will appear on your custom Facebook URL (also known as vanity URL) help people to easily find and remember your page. It will have 50 characters so you can think of a unique name that is not being used by another business. By choosing @thebostoncoatcompany for my sample page, people can automatically visit my page at Or text me to M.Me/TheBostoncoatCompany. Keep your page’s unique URLs at hand. You will use them again when you start promoting your page on your website, blog and other assets to get more likes on Facebook. 5. Add your page to the shortcuts, we finished the four steps of the Facebook welcome menu, but there are still a few things you can do to customize your page. For example, each Facebook user has a vertical navigation bar to the left of their news. By adding your page as a shortcut here, you will always have easy access. Go to your news feed and click on “Edit” next to “Shortcuts” in the left vertical navigation to make it easy to navigate to your page in the future. 6. Set up page roles with the basic skeleton of your full page, there is an important step you want to take before sending the page to the world... or even to your co-workers. Do you remember how Facebook creates business pages separate from personal profiles? One benefit of this is that multiple people in an organization can edit and post from the page without sharing login credentials. But that also means you need to designate who has what levels of access edit. That’s where the page roles come in. In the top navigation bar, locate “Solts.” Then click on “Page roles” in the left navigation bar. There are a few options when adding a contributor: Administrator: Administrators can manage all aspects of the page, which means they can send messages, post as the page, reply or delete comments, create ads, see which admin posted a specific post, and assign Page Roles. This person would have the same permissions as the creator of the page. Choose wisely. Editor: editors have the same permissions as administrators, except for one key difference: they cannot assign page roles to other people. Moderator: moderators can send messages and reply and delete comments, but they cannot post as the page. They have access to create ads. Advertiser: as it seems, advertisers can create ads and watch Analyst: Analysts do not have any publishing power, but they can see which administrator posted a specific publication and see information. Job Manager: Job managers can do everything an advertiser can do, as well as post and manage jobs. 7. Customize your notifications while in the Settings menu, skip to “Notifications.” This section allows you to customize how you receive alerts for activities on your page. For example, you can choose to receive a notification every time there is activity or just get a notification every 12 to 24 hours. 8. Add a CTA page One of the main benefits of having a Facebook page for your business is the ability to attract an audience you might not have been able to reach with a traditional website. However, the typical buyer’s journey does not end on Facebook. As of December 2014, Facebook allowed pages to include a call-to-action button at the top of the page. To create one, click “+ add button” below your cover photo. You can choose from a variety of options depending on whether you want to view or book a service, get in touch, make a purchase or donate, download an app or just get more. Click “Next” and choose a link for the CTA to drive, such as your home page, Messenger, a landing page or a video. 9. Organize your page tabs Do you want to take your business page to the next level? Add custom tabs to customize what content users see when they visit your page. For example, when you visit the Starbucks page, there is an option to browse photos, view open jobs, visit your Pinterest account or find a store near you. To change the tabs on your page, go to “Settings”> “Mountains and tabs.” You can choose to use the default Facebook tabs, or you can add others nu nu arap elbigele res aÃrdop ,anigiÃp us racifisalc om³Ãc ed odneidnepeD ?sacram y soicogen sonugla ed serbmon sol a otnuj luza o sirg n³Áicacifirev ed acram a±Âeuqep anu odaton ah zev anuglA¿Â anigiÃp us euqifireV .01 .koobecaF ed rodallorrased ed latrop led s©Ãvart a adazilanosrep n³Áicacilpa anu raerc edeup n©ÃibmaT sekil lles taht seinapmoC .morf emoc yllautca sekil eseht erehw ni seil eussi eht ,revewoH .elbiderc kool ssenisub ruoy ekam ot yaw ysae dna kciuq a ekil mees yam ti ,emos rof dnA .eef talf a rof sekil fo segakcap gnilles secivres lanretxe fo segap nopu segap dnif llÂÂÂ¢uoY ÂÂÂ¢.sekil koobecaF yubÂÂÂ¢ elgooG dna daeha oG ?ammelid laer a si siht eveileb tÂÂÂ¢noD ?meht yub tsuj ton yhW :noitseuq doog a pu sgnirb taht ,gnitekram koobecaF retsam ot sekil egaP deen uoy fI sekiL koobecaF yuB tÂÂÂ¢ndluohS uoY yhW .erutuf eht otni dnamed taht worg ot woh dna evil seog egaP ruoy tnemom eht morf sekil egaP koobecaF teg ot seigetarts lacitcarp emos uoy evig llÂÂÂ¢ew ,noitces siht nI .deeF sweN rieht ni ssenisub ruoy morf setadpu ees ot sesoohc yllanoitnetni dna dnah rieht sesiar resu a woh si ÂÂÂ¢ekilÂÂÂ¢ A .sekil deen uoy ,tahw rettam on tuB .sdael gnitcelloc ro ,selas gnivird ,ssenerawa gnidliub ,stcudorp wen gnihcnual eb dluoc sucof pot ruoY .slaog ssenisub ruoy no desab yrav lliw aidem laicos no ekil skool sseccus tahw ,revewoH .lufsseccus eb ot egaP ssenisub koobecaF ruoy tnaw uoy ,esruoc fO .egdab eulb a tseuqer ot elbissop ton sÂÂÂ¢ti ,yletanutrofnU .sdnarb dna ,seitirbelec ,serugif cilbup emos ot elbaliava ylno si egdab kcehc eulb ehT .edoc noitacifirev a htiw llac a eviecer ll'uoY .egaugnal dna ,yrtnuoc ,rebmun enohp detsil ylcilbup ruoy retne nac uoy erehw ÂÂÂ¢noitacifireV egaPÂÂÂ¢ dnif llÂÂÂ¢uoy erehT ."lareneG" > ÂÂÂ¢sgnitteSÂÂÂ¢ ot oG .otohp revoc dna erutcip eliforp a sah egaP ruoy taht mrifnoc ,elbigile er'uoy erusne oT .enilno snoitcasnart etaitini dna sremotsuc laitnetop htiw tsurt dliub ot gnikool secivres enilno ro ecremmoce ni sessenisub rof tnatropmi ylralucitrap eb dluoc sihT .ssenisub dna egaP ruoy ot ytirohtua fo esnes a dda seod ti tub ,yrassecen snaem on yb si egdab noitacifirev A .noitazinagro ro ssenisub a rof egaP citnehtua na demrifnoc sah koobecaF taht snaem egdab yargA .dnarb ro ynapmoc aidem ,erugif cilbup a rof egaP citnehtua na demrifnoc sah koobecaF taht badge. badge. A blue badge or even compromised accounts to reach the promised number. That means it¢ÂÂÂs highly unlikely that any of these users who have liked your Page will ever engage with your content. Remember: Not every Facebook post shows up in the News Feed. When Facebook decides what to include, the algorithm looks specifically at engagement rates ¢ÂÂÂ not your total number of fans. Over time, the lack of likes and comments on your posts (due to unengaged or fake fans) compared to the number of Page likes you have could prevent your content from being seen. The average user will likely also question your credibility with such a discrepancy. If the long-term effects of a poor engagement rate aren¢ÂÂÂt enough to scare you, remember that Facebook has a team that watches out for this sort of suspicious behavior. They won't hesitate to shut down your Page without warning. Promoting Your Page on Facebook Now that we¢ÂÂÂve covered how not to get likes, let talk about how to get them ¢ÂÂÂ the right way. We¢ÂÂÂll start with promoting your Page on Facebook and then through your other marketing assets. As we mentioned in the previous section, take the time to thoughtfully fill out the ¢ÂÂÂAbout¢ÂÂÂ section of your Page. Fill your description with searchable information, but don¢ÂÂÂt overstuff it with keywords. Include an overview of what your business offers, proper categories, and a link back to your website. Here's HubSpot's "About" section as an example. If you¢ÂÂÂre building a Page from scratch, consider sharing it with people you¢ÂÂÂre already connected to on Facebook. From your Page's main screen, check out the section titled "Know friends who might like your Page?" As you choose contacts, be cautious about over-promoting to people you know won¢ÂÂÂt be interested. Spammy Facebook marketing does more harm than good. Also, don¢ÂÂÂt forget to invite your colleagues to like your Page. Encourage them to share it with their own Facebook friends or include the unique link in their email signatures. Ekaf, smraf kcilc kcilc arap anigiÃp us ed »Âatsug em«Â rop ratpo nedeup y odinetnoc us nerbucsed soirausu soL .koobecaF ed soirausu ed luza ona©Âco narg la ecnacla ut saÃlpma ,dadilac ed odinetnoc ritrapmoc y racilbup arap koobecaF sazilitu odnauc ,ograbme niS .bew soitis sol ed ocisiÃb siÃm la etnerefid se on ,sarbalap sarto nE .acram ut neconoc ay euq sanosrep sal arap n³Áicamrofni ed etneuf anu omoc etnemacinºÃ etsixe anigiÃp ut ,odinetnoc ed etnatsnoc ojulf nu niS .ojabart led lapicnirp n³Áicnuf al se odinetnoc racilbup ,koobecaF ne gnitekram ed atart es odnauC .bew oitis us ed rilas nis anigiÃp us ritrapmoc y ratsug nedeup setnatisiv sol ,arenam atse eD .senoicacilbup samitlºÃ sut ed etneuf anu artseum euq emarfi ogid³Ãc le iÃraerc koobecaF .bew oitis us ne anigiÃp us etnemliciÃf revomorp y ratsurcni arap egaP nigulp nu razilitu edeup n©ÃibmaT .koobecaF ne ogitnoc etcenoc es ocilbºÃp ut euq ratilicaf arap golb y bew oitis ut ne selaicos seder sal ed otneimiuges ed senotob sol eyulcnI .koobecaF ne animret on anigiÃp ut ranoicomorP bew oitis ut ed s©Ãvart a anigiÃp ut ranoicomorP .serodiuges sut a rolav odnagerga riuges arap elbaroda y edavreser iÃtse on koobecaF ed »Âatsug em«Â sol rarugesA .aingisni atse ranag sedeup n©Ãibmat ,saÃd eteis somitlºÃ sol ne sotunim 51 ed sonem ed atseupser ed oidem opmeit nu y %09 led atseupser ed asat anu odibicer sah iS ?»Âsejasnem sol a selbisnes yum«Â nos euq ecid euq edrev aingisni anu neneit sanigiÃP sanugla euq odaton sah zev anuglA¿Â .senoicacilbup sut ne soiratnemoc noc aºÃtcaretni e etnemadipiÃr sejasnem sol a ednopseR .ritrapmoc y ritrapmoc niÃrreuq serodiuges sut euq odinetertne o litºÃ odinetnoc acilbuP .avitcarta dadinumoc anu riurtsnoc se egaP ed »Âatsug eM«Â ranag ed arenam rojem aL .ovitca ratse ,omitlºÃ roP .neib yum najacne odumem a oicogen us ed areuf sanosrep a socin³Ãrtcele soerroc naÃvne etnemetnatsnoc euq sonamuh sosrucer o etneilc la oicivres ,satnev omoc sotnematraped ne Relationship. Over time, your confidence in your brand increases, hopefully enough to make a purchase. That is the recipe for incoming marketing, after everything. How to publish in your Facebook pier to publish in your Facebook página, look for the white box under its cover That says "Write something"... "and just start writing." When your update ³ ready to start (after a review, ³), press "SHARE now". From this field, you can also add a photo or video, tag a product or location, ³ a survey, or schedule or roll back your publication ³ you want. Facebook's images of posting an image are always a great choice, especially ³ because Facebook's posts with images see 2.3x more engagement than those without images and account for 87% of total interactions. To post an image, click on the message "Photo/Video" below ³ where it says "What's post³ ...". If you've done some kind of social media marketing before, you understand the need to keep the image sizes handy. As we cover in the configuration ³ your page, there are some types of images you can post on Facebook, each with its own size specifications: Profile Image: 180 x 180 Cover photo: 820 x 312 Time Line Image: 1200 x 630 (the ratio is ³ More important than the size. Maintain a relationship ³ 1.9: 1). It's no secret that Facebook's best images are highly visual. Try to maintain a consistent style among all the images you post, and don't be afraid to let your personality show. One of the easiest ways to start populating your Facebook page with content is to share the blog posts you post. You shouldn't share all the blog posts you create, but instead choose the ones you know resonate with your Facebook audience and hopefully your followers share. To publish a link, start in the same way as creating a text ³. Write a sentence ³ two and paste into your link. Instead of summarizing the blog post ³ its copy, present a narrative³ or witty statement (provided it is Line up with your brand voice) which intrigues someone to learn more. Before posting, continue and delete the link so that your post ³ not look cleaner and more professional. At this point, the blog post should ³ automatically popular under the white box with the title, meta description³ and image. Hit "publish". Speaking of, remember A compelling meta description ³ every blog post ³ she writes. Facebook automatically attracts you to describe your link. Facebook Video If you're looking to tell a story on Facebook, the video is probably your best ³. Recently, the video has gained much buzz, especially considering that Facebook's algorithm now prioritizes live videos and longer videos with high completion rates ³ users' news. In fact, a Facebook executive predicted that the social networking platform will be all video by 2021. To upload a video preproduced on Facebook, click on the "Photo/Video", click on the "Photo/Video" ³, where it says "Write a post³ n ..." and select "Upload Photos/Video". Select the file on your computer. We recommend uploading videos as an MP4 or MOV file. You will then ³ be asked to add a title, tags, and some text to your ³. You can also add it to a playlist ³. As with Facebook links, use this text to draw your audience to watch the video. Click the navigation ³ the right side to choose your video thumbnail and add subtitles and subtitles. Considering that Facebook's automatic videos without sound (and nearly 90% of videos are viewed without sound), SRT files are a smart choice ³ make sure your video is understood by those who scroll through your news on a ³ device. Facebook also lets you run surveys with your video (if you have 10 seconds or more), set up tags for tracking, and turn on 360Âº mode (which allows your users to view the video as a panorama. Because Facebook automatically plays videos, the first 5-10 seconds are primary goods. As it creates a brainstorming for videos for Facebook, it makes the start as compelling as possible to encourage the user to watch the video Facebook Live, apart from the pre-produced video, Facebook Live is another option³ To explore multimedia content. Facebook Live is a feature that allows live streaming capabilities ³ users on their desktop or smart phone. It's available to any Facebook user, but it's particularly appealing to brands and brands they want to capture the culture of their company and form self-relations with their followers. To test it on your desktop, go to your page and click Â¢Â Â Â Live Â¢Â below where it says "Write a post...". If you don't Â used Facebook Live before, Â you Â give Facebook access to your camera and microphone³. Press the ³ button in blue Â Â ContinueÂ¢Â Â Â . Don' Â worryÂ Â don't Â start recording yet. See a pop-up dialog box on the right where you can choose ³ where you want to stream (on your page or on your personal profile), write a description, share your screen and title, ³ tag your video. Under the "Interactive" tab, you can also do a survey while making your video live. Once you click "Go Live" your live video will begin. On your smartphone, open the Facebook ³. Go to your page and click Â PublicÂ¢Â Â Â as if you were going to write a new post, then select the option ³ Â¢Â Â Live Video Â¢Â Â . Before entering any ³ information, go ahead and check your privacy ³. Under the description ³ n, Â see an option ³ n Â transmit to the public, ³ to your friends or ³ to yourself. If you Â trying Facebook Live for the first time, we suggest using Â¢Â just me Â¢Â to ensure that your live stream doesn³t show in your News Feed. Before you begin, write a compelling title that appears next to your live video. Then ³ use the two arrows in the upper right corner to determine whether you want to change the camera view to the selfie view or vice versa. Finally, decide whether to hold your phone vertically or turn it sideways landscape. As you will on your desktop, press the blue Â¢Â Go Live Â¢Â Â Â to start streaming. When you go to Live, keep your viewers engaged by asking questions and encourage them to respond in the comments. Every few minutes, re-introduce yourself and explain the purpose ³ the video in case new viewers join. For check out some of the best Facebook Lives that Â Â seen. When Â ready Â stop recording³ click Â¢ FinishÂ Â to finish broadcasting³ The El sonem on orep ,omitlºÃ roP lautriV dadilaeR koobecaF .sisiliÃna sol ed so±Âeud Â res Â on serotide sol euqrop avitagen n³Áiccaer anu odibicer ah otamrof le ,ograbme niS .sovitan soicnuna ed sosergni renetbo ed dadinutropo royam anu neneit serotide sol ,oirausu led aicneirepxe alam al a odibed secnotne ranodnaba ed sedadilibaborp ed sonem %07 nu y soeniÂtnatsni solucÃtrA ne cilc recah ed sedadilibaborp ed siÃm %02 nu neneit soirausu sol euq a odibeD .avitan dadicilbup al edsed razitenom a sednarg siÃm serotide sonugla a odaduya nah ,soicogen sol sodot arap nos on etnemavitinifed soeniÂtnatsni solucÃtra sol euqnuA .otamrof oveun le ne etnemaciti Âmotua racilbup edeup es oNÂ .otamrof oveun le ne etnemaciti Âmotua racilbup iÃrdop Â ,odaborpa Â euq zev anU .soeniÂtnatsni solucÃtra ed opiuqe led n³Áicaborpa ed duticilos al y artseum ed olucÃtra remirp us ed n³Áicatneserp al ed s©Ãvart a iÃraiug el koobecaF ./moc.bf.selcitratnatsni//:sptth ne nebircsni es is solrasu edeup rotide reiuqlauc ,arohA .sotceles serotide sonugla arap selbinopsid nabatse olos ,zev aremirp rop selcitrA tnatsnI noraznal es odnauC .tsop led olutÂt led ojabed sirg oyar o±Âeuqep nu se Â yah Â is oeniÂtnatsni olucÂtra nu odartnocne ah Â euq ebas detsU .atcefrep oirausu ed aicneirepxe anu necerfo euq zev al a ,liv³Âm le ne odinetnoc ragrac ne adrat es euq opmeit le etnemavitacifingis neyunimsiD .selcitrA tnatsnI koobecaF ed oicifeneb lapicnirp Â se Â esE .liv³Âm odinetnoc ragrac res edeup euq etnartsurf ol sebas ,otelpmoc rop elegnoc es koobecaF ed n³Áicacilpa al euq arap olos etnagirtni ralutit nu ne cilc ohceh sah y onof©Âlet ut ne odatse Â zev anugla Â iS .koobecaF ed n³Áicacilpa al ed rilas nis liv³Âm le ne agrac es euq otamrof nu ne sotof y otxet ne odasab odinetnoc racilbup serotide sol a etimrep euq n³Áicnuf anu se selcitrA tnatsnI koobecaF .alradraug arap aipoc anu renet arap aramiÃc al ed ollor le ne oedÂv le radraug ed n³Áicpo al Â n©Ãibmat Â .oedÂv ed tsop orto reiuqlauc omoc anigiÃP ut ne etnemaciti Âmotua iÃrecenamrep Â € It is the virtual reality for Facebook. At least for the moment, the main virtual reality offer of â ™ is the 360 degree vines. Facebook 360 allows editors to tell immersive stories that share places and experiences with their fans. The 360 degree video experience works best in the Móvil, since the spectators are able to tilt and turn their telom to reveal to reveal to reveal to reveal content around them. On a desktop, users can click and drag. The format is also compatible with VR headsets like Oculus Rift or Samsung Gear VR. The most efficient way to create a Facebook 360 video is to use a 360 degree camera as an ALLie or RICOH THETA. The THETA, for example, has two lenses that together capture the 360-degree look. Since you don't Â viewfinder, Â you to use the corresponding ³ application ³ to adjust the shot and a tripod to keep the camera stable. Â The app ³ then allows you to share directly to Facebook. How ³ to pin a Facebook post³ Now that you know all the different types of Facebook posts, Â customize how ³ appear on your page. By Â¢ Â pinningÂ¢ Â a message, you can determine which part of the content adheres to the top of the page. Any other post will appear below³ even if they were published more recently than the post set. To post on your page, click the small down arrow in the upper right corner of a post published. Then ³ select Â¢ Pin Â to the top of the page.Ã¢ Â This message stay anchored until you choose to pin another message and replace it. Now that we've covered the types of content you can post on Facebook, finding posting is the easiest part of . Knowing what Â Â Â and Â to post is the real challenge of Facebook marketing. To build a successful marketing strategy on Facebook, Â first Â an ³ understanding of your audience. Then Â in 1) develop the right mix of content to generate results, 2) schedule posts in your editorial calendar and 3) explore Facebook's new offerings to connect with potential customers. ' s, you can't do anything else. 1. Identify your Facebook audience To determine your Facebook audience, take a step back and evaluate the people who buy from overall marketing strategy. The good news is that there are a number of ways Facebook can help identify its audience and learn about its buyers. In fact, according to Crystal King, social media professor at HubSpot Academy, "the cool thing about You can really get detailed. You can know much more about your customers of what you could have imagined. Facebook is a platform that has all kinds of really personal information about people. "This is what you need to know to start with this step of your strategy. Pãºblico real objective. Better with your target client. The same goes for Facebook. By understanding your person's challenges and objectives, you can determine what content would be better to publish and adjust the positioning accordingly. To start building your buying person, interviewing a mixture diverse customers, perspectives and references to evaluate their background knowledge of their industry, their greatest challenges, their final objectives and in what resources confer to learn and develop their skills. Then, take a look at their competitors. Explore your facp p. Gina of electronic books and evaluate each to obtain some key factors: visual quality of P content of P frequency of P Ublication in publications (I like it, comments and actions) Response time and business quality if you want a more deep understanding of your personality, Facebook offers a powerful and free the animalis tool as part of its ads platform called Hearing audience. Let's cover Facebook advertising in the final section of this guide, but you can use this tool without implementing any announcement. The audience audience allows you to obtain demographic and behavior data on your audience and those of your competitors. It was created to help advertisers to better address their ads, but it is also a great tool for social media managers and content creators to determine the type of content than their He's looking. To access audience insights, go to your Facebook ad manager and click on the menu at the top left Â¢ Â Audience Insights of Â Ã¢ Â Â is located on "All Tools" >Ã¢ Â Â PlanÂ¢ Â . Once Â are there, Â will have choose between analyzing everyone on Facebook or simply the people connected to your page. For the ³ site of these instructions, Â is to look at Ã¢ Â All on Facebook, Â¢ Â but you can always change this later. Next, look ³ the column Â¢ Create Audience Â¢ Â Â on the left side to determine the segment you want to analyze. The United States will be the default location³ but this must change depending ³ where ³ your target market resides. Also, specify the age and size. The section ³ " Â InterestÂ¢ Â Â is a great way to discover information ³ industry and competitors. You can add general interests or specific page names. However, keep in mind that not all pages will be available to analyze if they do not have a substantial number of likes. In the following example, Â am Â to analyze women in the United States between the 18 and 35 years who are interested in yoga and the clothing company Lululemon Athletica. When I explore the data in the demographic situation, I can see the breakdown of the job title, university education³ and marital status. On the Like page, you can take a look at the other pages they turn to for content. Following the same example, this audience receives training tips from trainer Kayla Itsines and VictoriaÂ¢ garments s Secret and Fabletics. The more you research in Audience Insights, the closer you can see things like location, ³ type of device, and frequency of engagement on Facebook. Together, all of this data serves as a valuable starting point for evaluating competitors and exchanging content ideas. 2. Create a Social Media Content Calendar Social media managers juggle many tasks in the day to Publish content in multiple channels, respond to comments, monitor your brand mentions, read about recent trends. The last thing you want is to fight for a content to publish two minutes before your gathering of the 9 a.m. How are social media managers maintained? social? "all those posts that need to be published? Using a social media content calendar. As it sounds, a social media content calendar is a spreadsheet in which posts are written in advance and ³ inserted into slots for specific times. In addition to staying sane, a content calendar will help you keep track of organized links and make it easier for you to evaluate the overall mix of format and topic you publishing Â . Every great social media content calendar should have a few things: Tabs for each social media platform (you can use this for something other than Facebook) A daily schedule broken down by time slots Columns for message, link, field name, character count and image A monthly view to plot larger camps No matter how far you build your social media content calendar, you never be able to take a vacation if you weren't to schedule posts. Fortunately, several resources are available to help you schedule and automate publishing³ To schedule a Facebook post³ start by creating a ³ post in the white box at the top of your 's timeline. Instead of clicking Â¢ Share Now,Â¢ Â select Â small arrow next to it and select Â¢ Â ProgramÃ¢ Â . Select a time and date and click "Schedule Now". To manage all your scheduled posts, find Â Â¢ Â Publishing Tools Ã¢ Â in the menu at the top of your page and click Ã¢ Â Scheduled PostsÃ¢ Â in the left column. All you can edit or delete posts, as well as preview them for viewing ³ on desktop and ³. We have this question a lot: Â How often should you post on Facebook? And once you determine how often, what time should you publish? As frustrating as it sounds, the answer to both questions is, Ã¢ Â depends.Ã¢ Â Region, goals, industry, and how its public target interact with the social media platform should be considered when determining the best moments to publish. A good general rule is the afternoons from Monday to Friday, normally between 1:00 p.m. and 4:00 p.m. If â € publishing on weekends, shoot between noon and 1:00. When HubSpot investigates how should post on Facebook, superÃ³ quality widely quantity. Pages with more than 10,000 followers were the only ones that benefited from posting more frequently. Companies with fewer than 10,000 followers who posted more than 60 times a month received 60 percent fewer clicks per post ³ those who posted five times or less. Ultimately, this means Â it's better to be selective about what you post than to overwhelm your audience with content. Spend less time creating many posts and more time creating more compelling Facebook posts. 3. Lead Generation ³ Facebook already mentioned Â your Facebook goals vary depending on your business and the type of content you post. And it's likely that much of the content you post is to gain views or awareness. But what about the use of Facebook for the generation ³ leads? In short, a person lÁder is a person who shows interest in the product or service Â his company Â giving his information ³ some way. Typically, this means that they filled out a form for a single e³book or requested a demonstration ³ their product. To turn your Facebook fans into paying customers, Â will be strategic in publishing content that is directed to a form. For example, you may publish: Landing pages for deals Blog posts you know generate a lot ³ leads based on conversion rates³ rich videos to promote lead generation Facebook Lives offers to remind people to sign up for a ³ event Facebook Events for ³ next webinars want every piece of content you post to be a generation of leads, but to experiment with a mix of content that works for your business. You can also use Facebook Lead Ads to capture information ³ potential customers of the Facebook platform and avoid the friction ³ a landing and a long click route. This function allows potential customers to access your offers without ever getting out of Facebook application. Facebook bots in the world of artificial intelligence, a bot is a minute that is used to describe a text -based program that can communicate with humans for for specific tasks or seek information. And thanks to Facebook, this technology is being democratized for businesses of all sizes. In April 2016, Facebook announced the launch of its Messenger Platform ¢ÂÂÂ a service that enables any business to build a bot through Facebook Messenger. If you have a Facebook personal profile, you¢ÂÂÂve probably used Messenger to chat with friends either on your desktop or mobile. In the same way, you can talk with a bot to change a shipping address or receive breaking news updates. For instance, 1-800 Flowers allows you to use their bot assistant to shop, track your order, or work with customer care. So, why should Facebook bots matter to marketers? For starters, Messenger has 1.3 billion monthly active users. And since bots are a form of artificial intelligence, their natural language capabilities will undoubtedly get smarter over time. From the perspective of the customer, bots make the shopping and customer support processes much smoother, eliminating the need to scroll through pages and pages of product choices or talk on the phone with a customer service rep. In fact, a HubSpot Research report found that 47% of people are interested in buying items from a bot. In fact, in an interview, HubSpot Founder and CTO Dharmesh Shah, explained why Facebook Messenger has been so pivotal in the world of bots," With messaging apps, we have conversational UI, where instead of talking to software with touches, swipes, clicks, drags, and things, you can actually take the thing that's in your head, express it, and have some semblance of hope that the software ¢ÂÂÂ if it was designed to do that ¢ÂÂÂ will do something meaningful ... If you're ignoring Facebook Messenger overall, you're missing out on one of the biggest movements we've seen in technology, in my mind." mind."

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