Facebook 2014

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Deep Thoughts

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“The goal is **not** to be good at social media, but to be good at business because of social media.” - Jay Baer

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“Stop worrying about when to post. If you have something good to say, say it.”- Me

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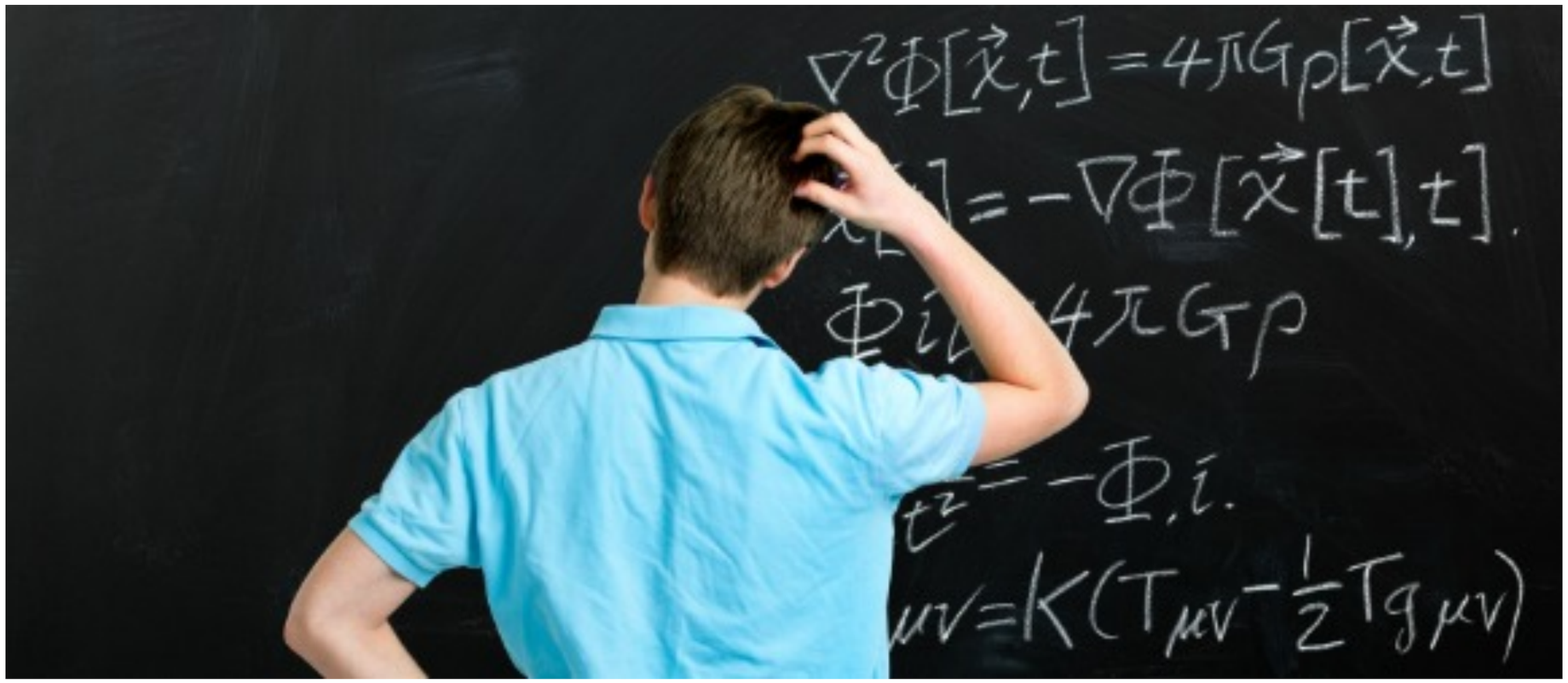
Facebook Changes 2014



What the what?

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What Changed?

- Algorithm changed
- Organic reach goes down
- Everybody freaks out
- Ahhh…FB is pay to play now (or is it?)

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Our Pages?

Little or no change in Reach.

Why?

Built our audiences right
and post quality content.

DON’T TRY TO CHASE AN ALGORITHM

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What's In and Out?

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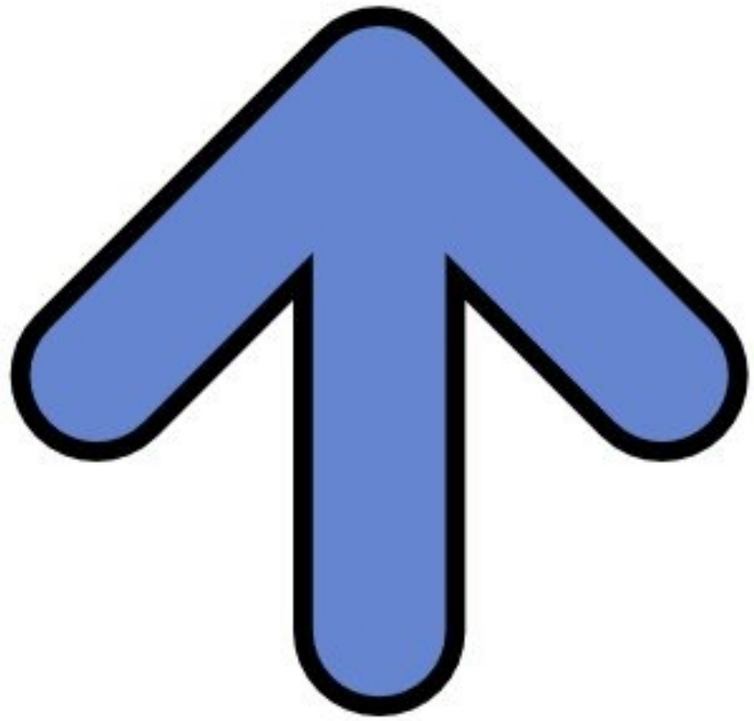
In

- Large link preview
- Auto-play videos
- Larger images



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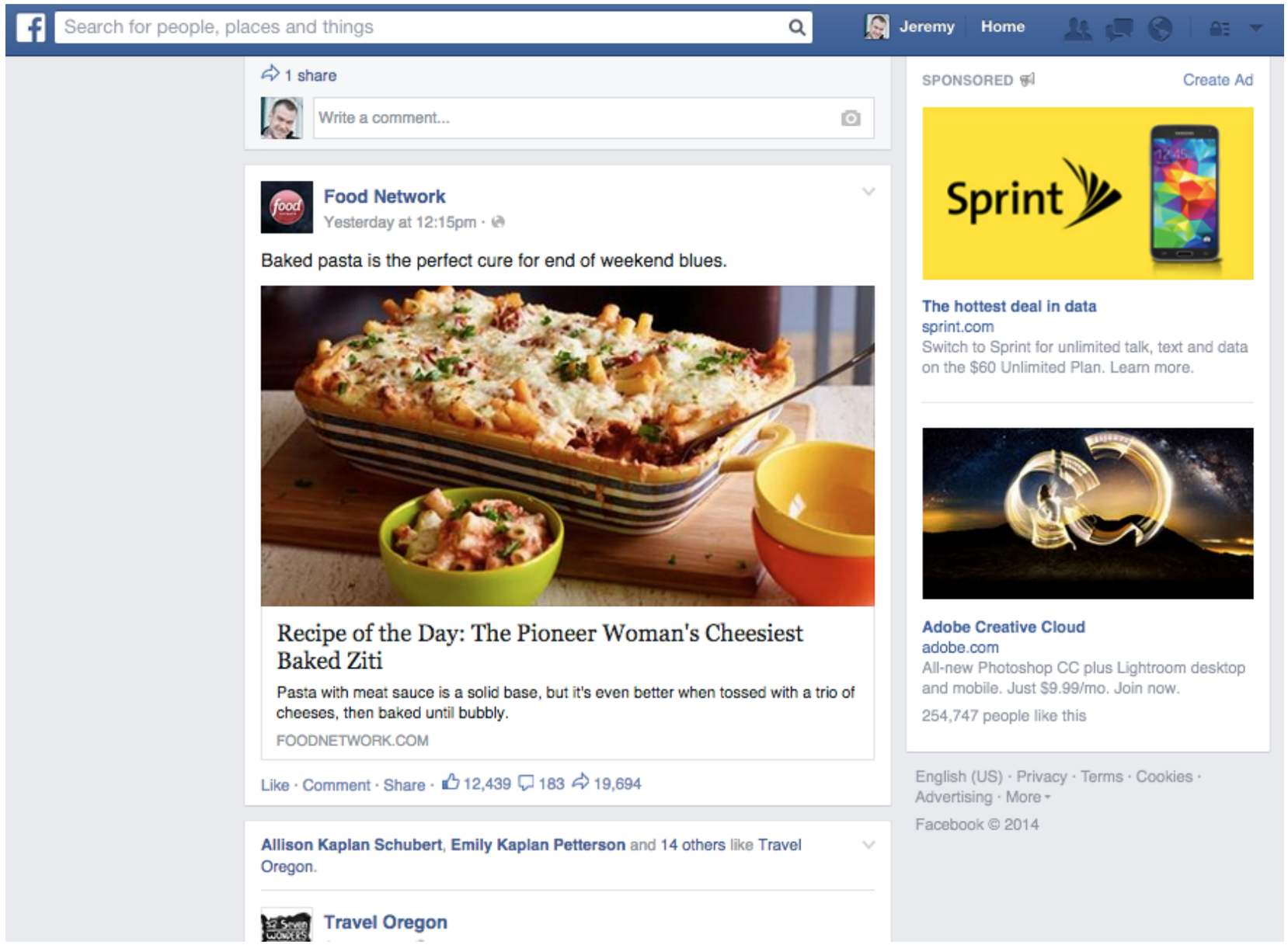
Links w/ Preview



(In my personal news feed)

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Links w/ Preview

(On a Business Page)

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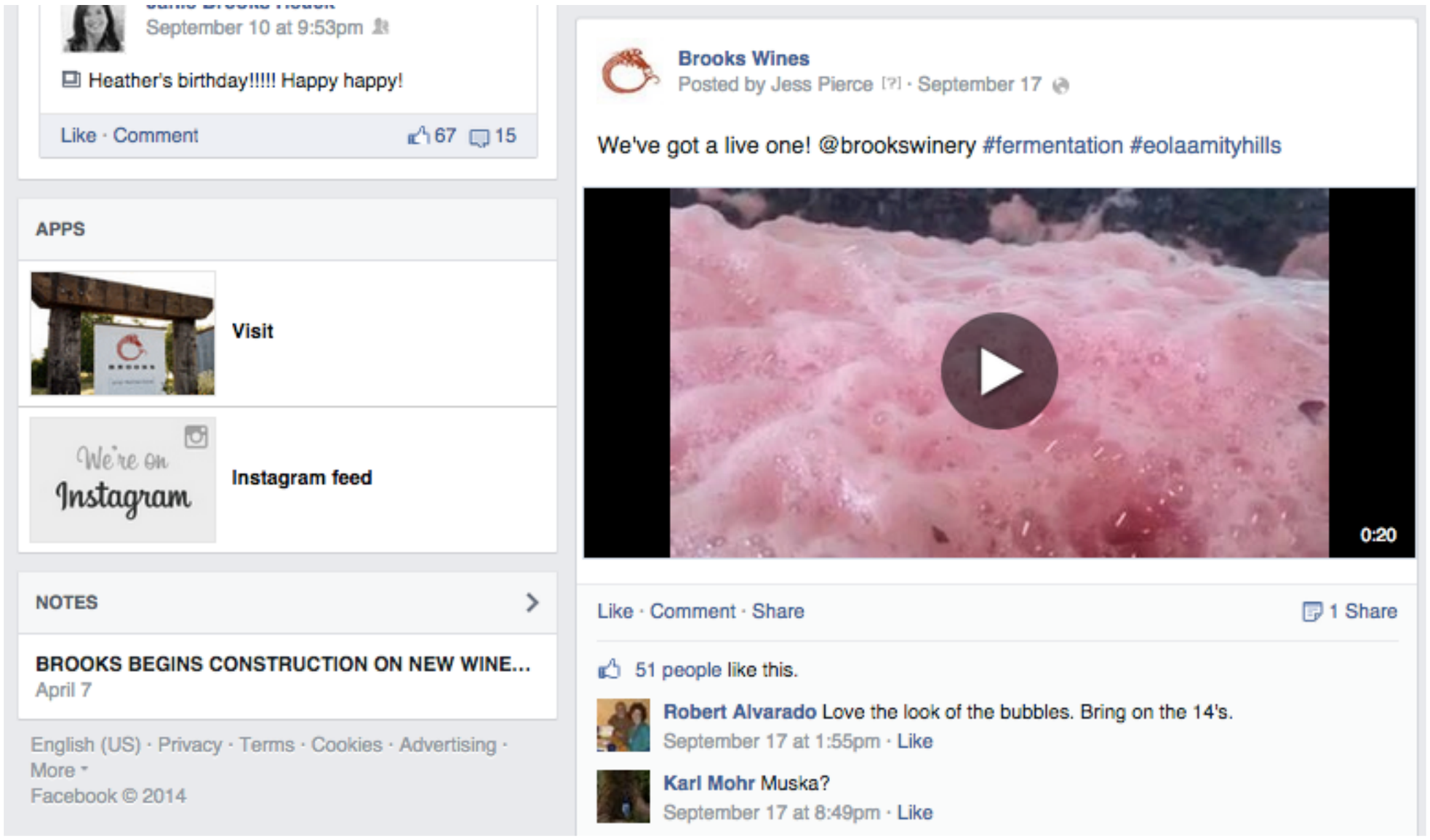
Autoplay Videos



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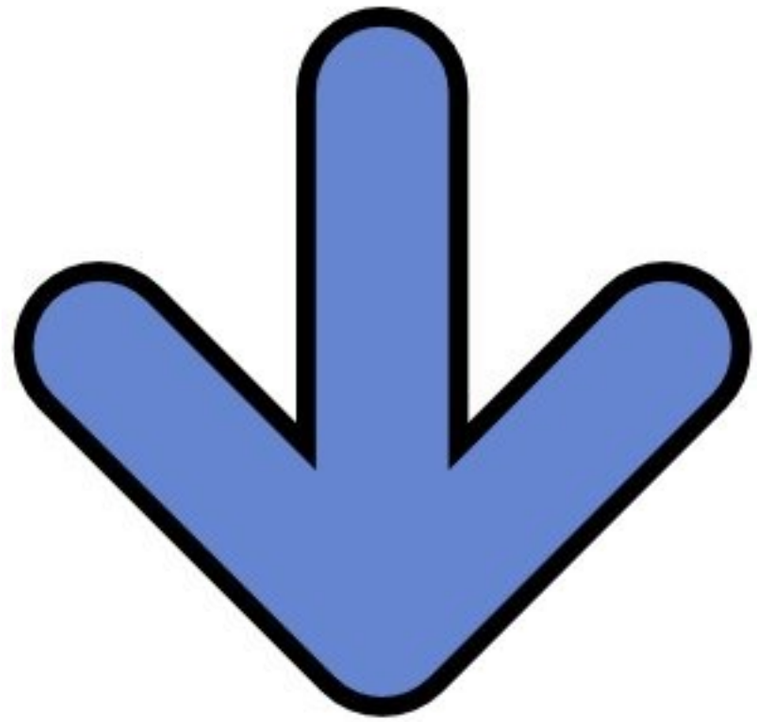
Out

- Meme posting
- Click baiting
- Like baiting



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Memes Downgraded

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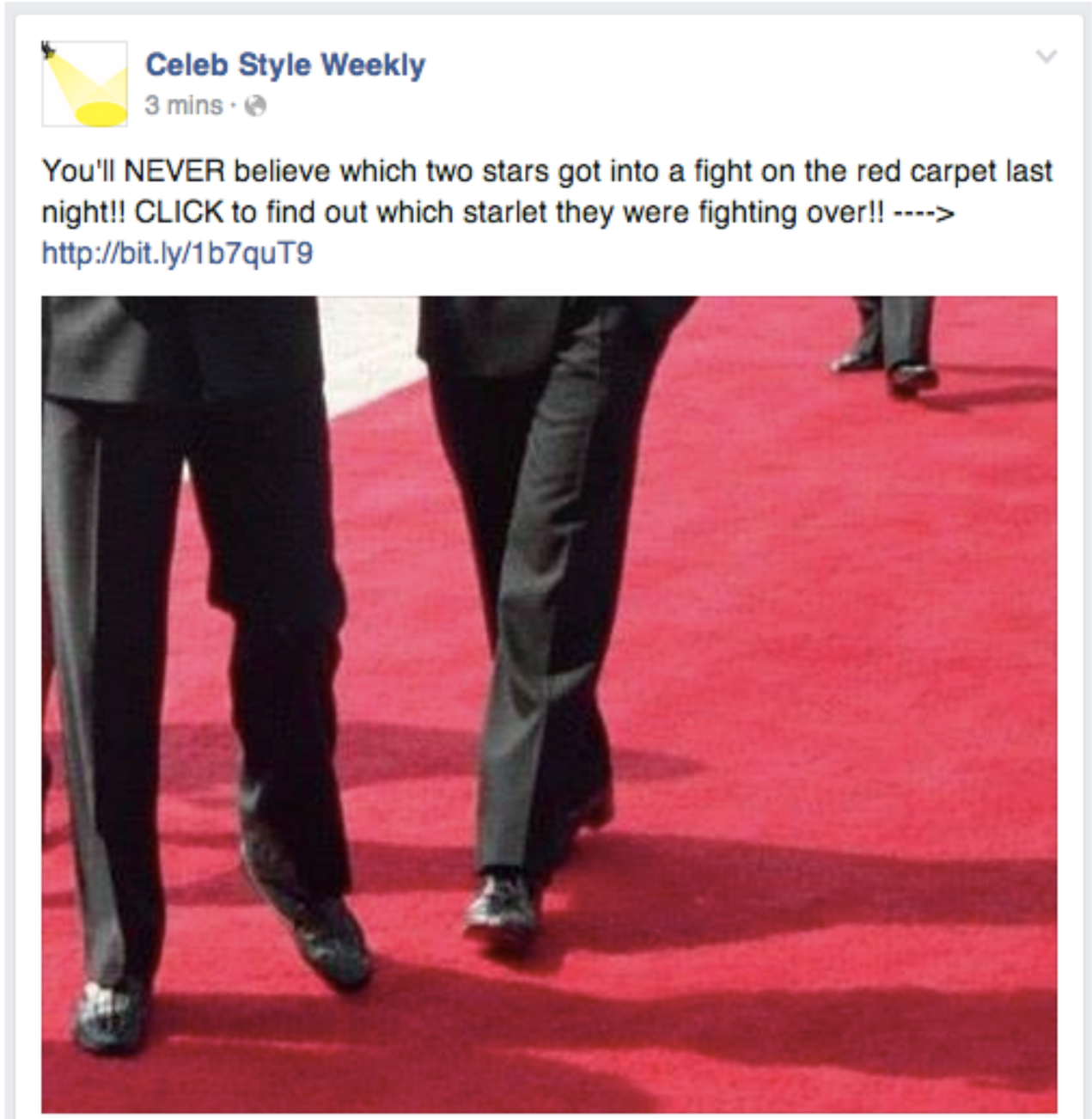
Click Baiting



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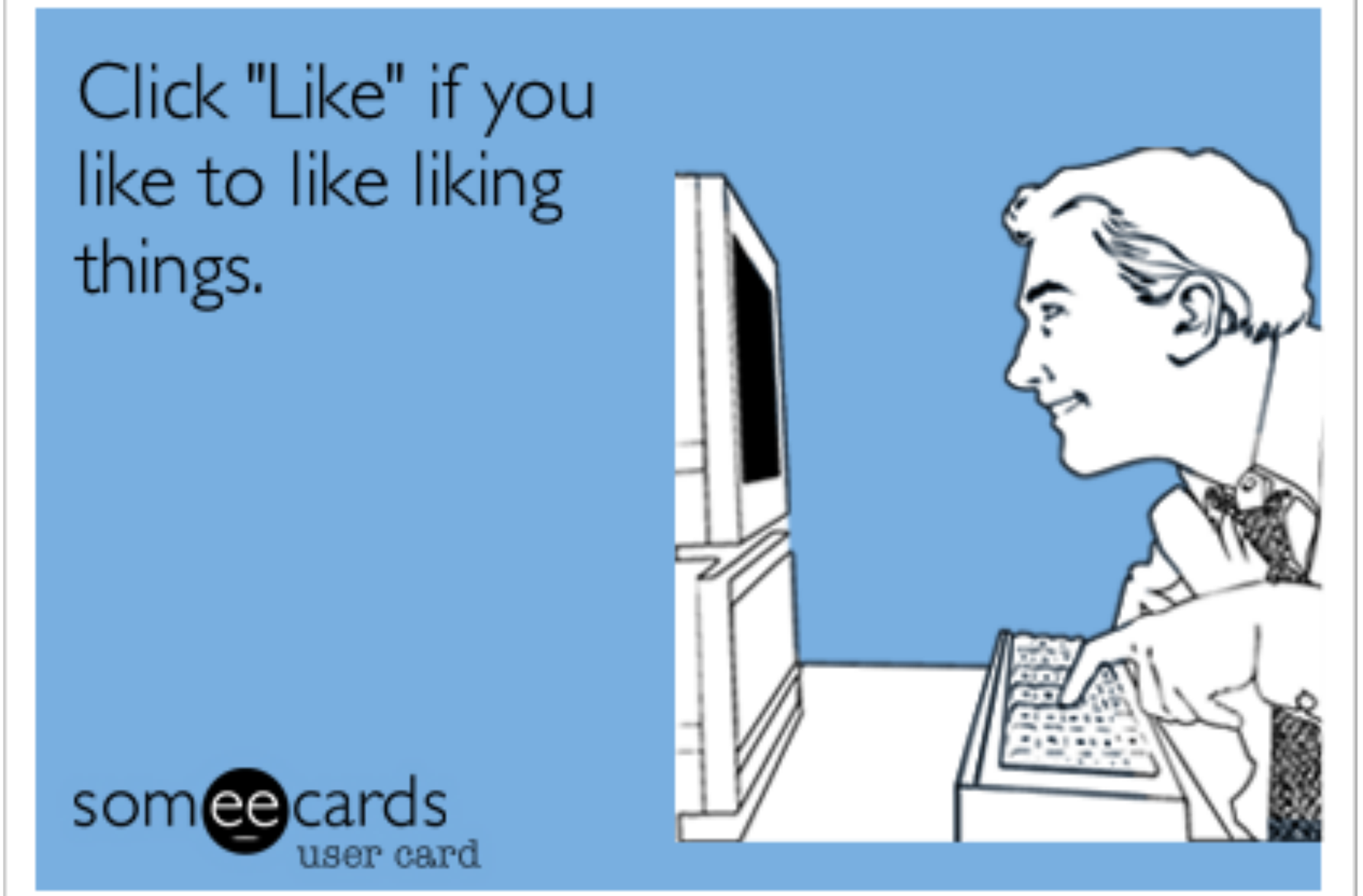
Like Baiting



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4 Ways You Can Do it Better

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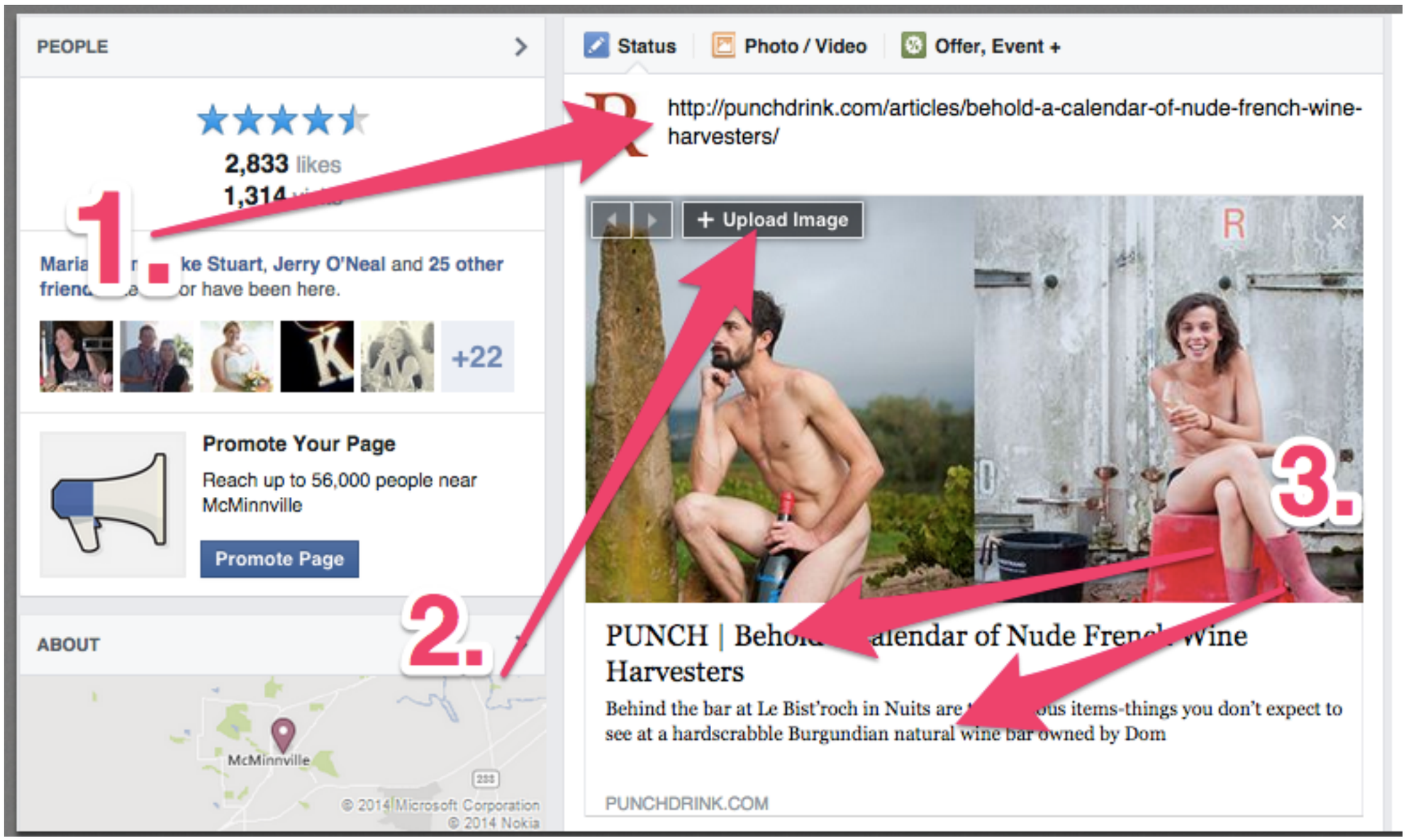
1. Control the message…



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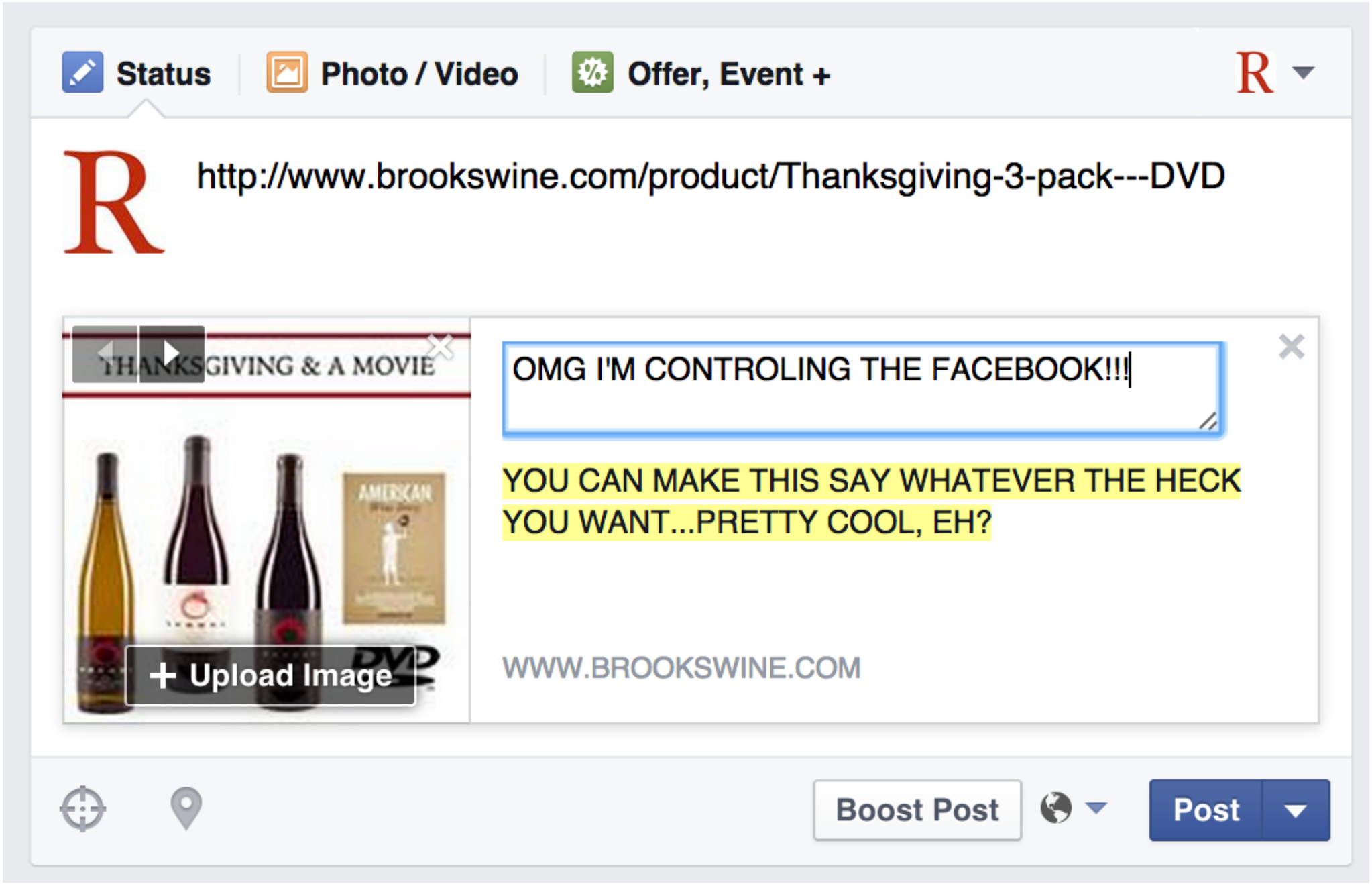
1. …by customizing.



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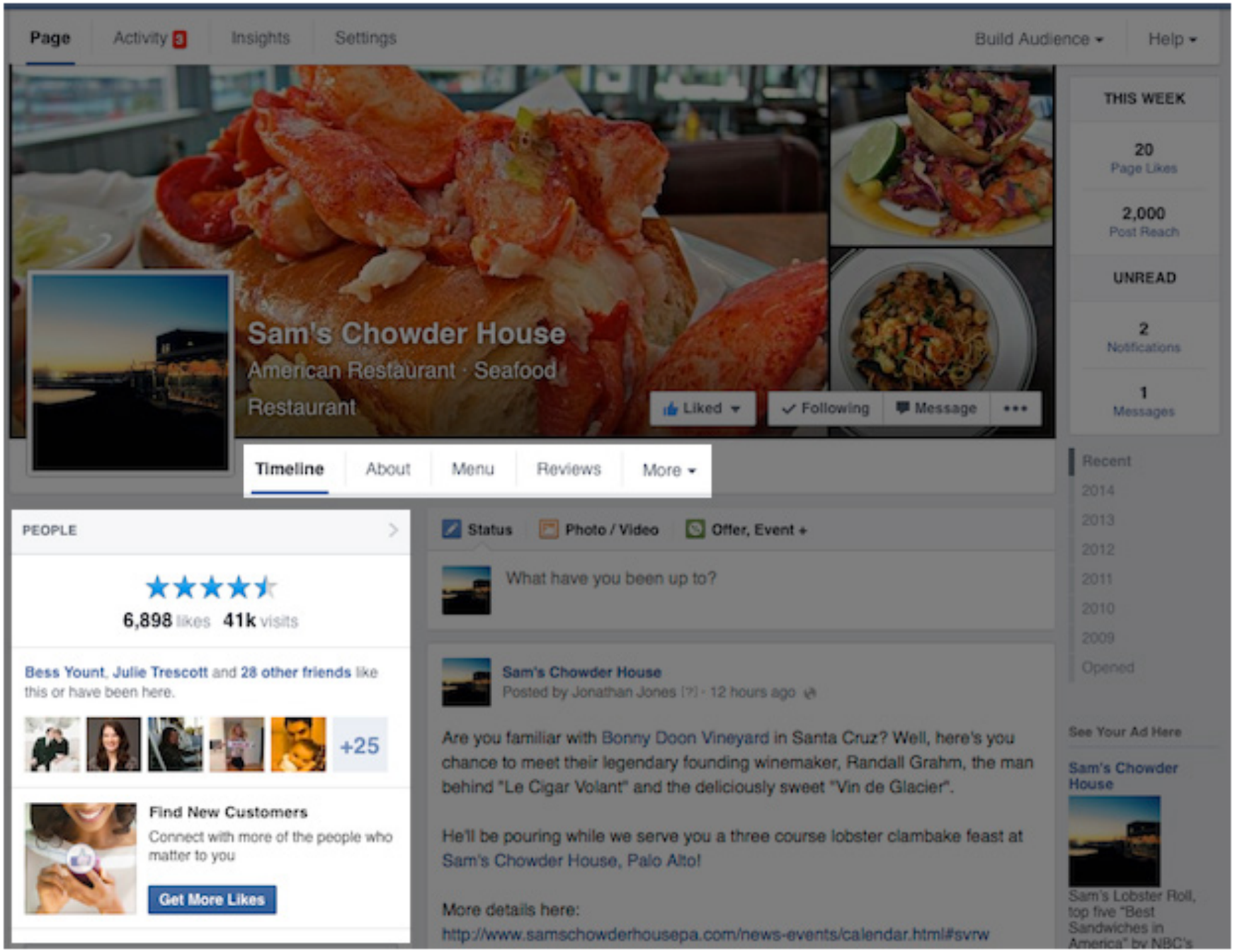
2. Control Your Tabs



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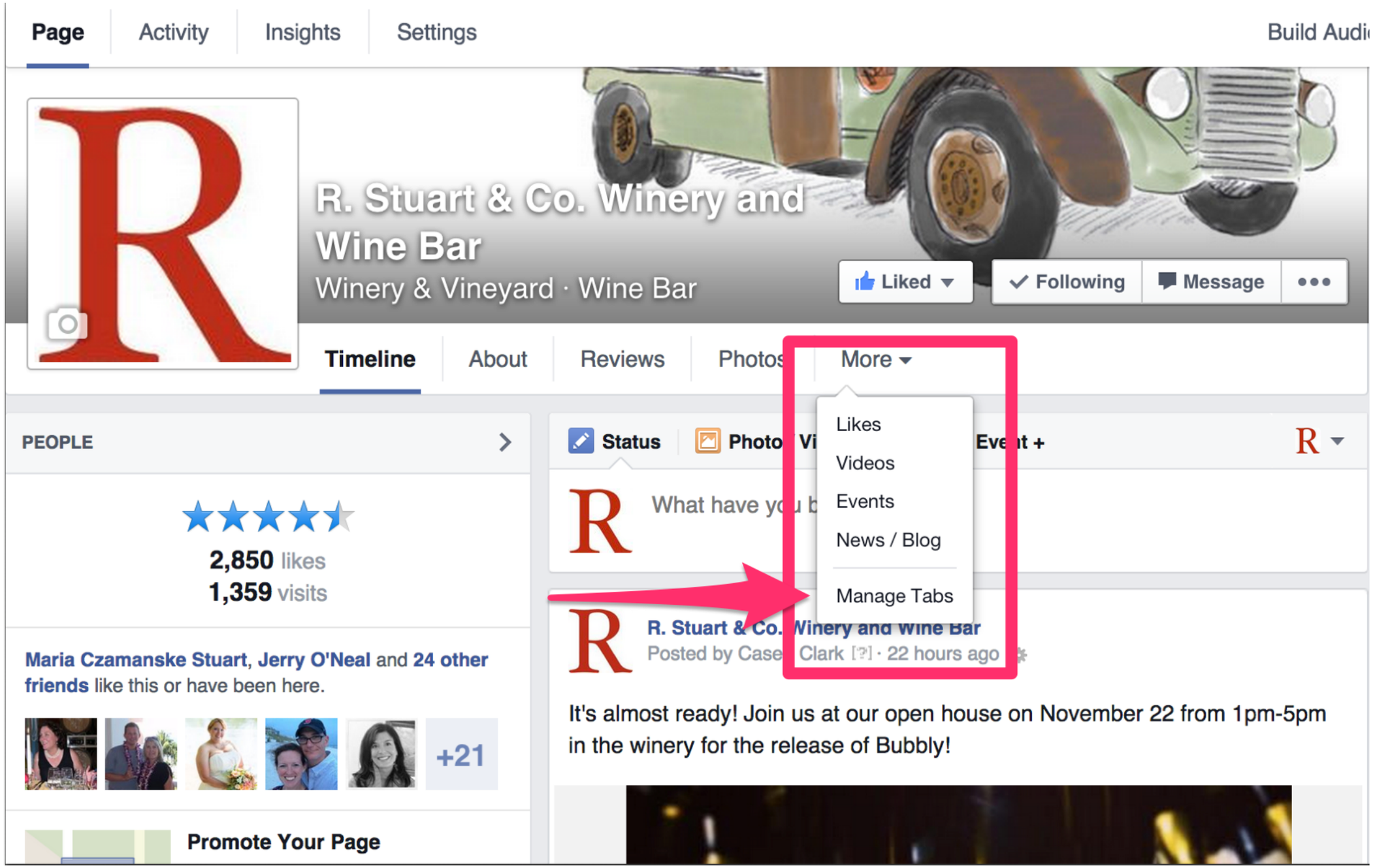

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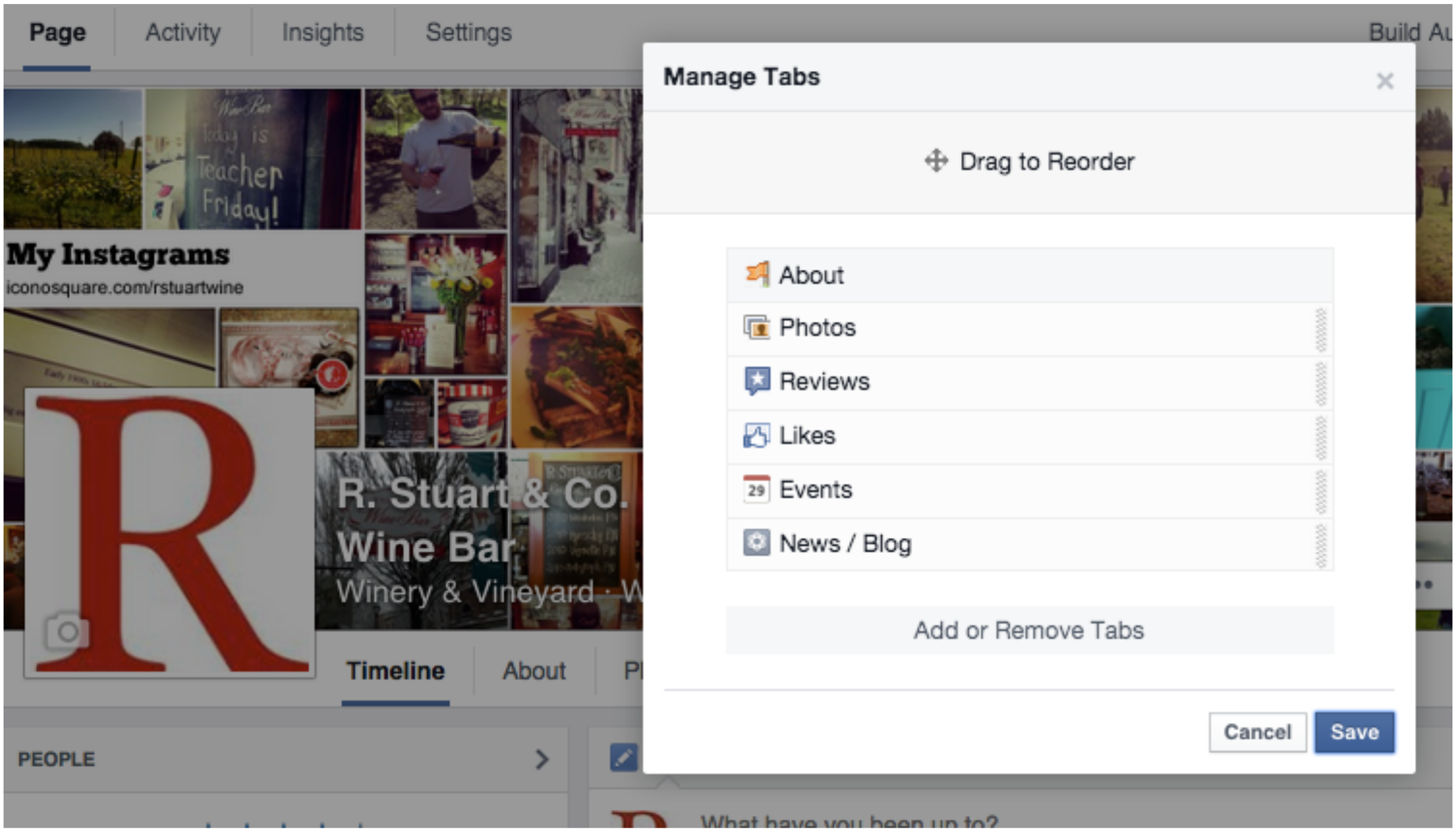

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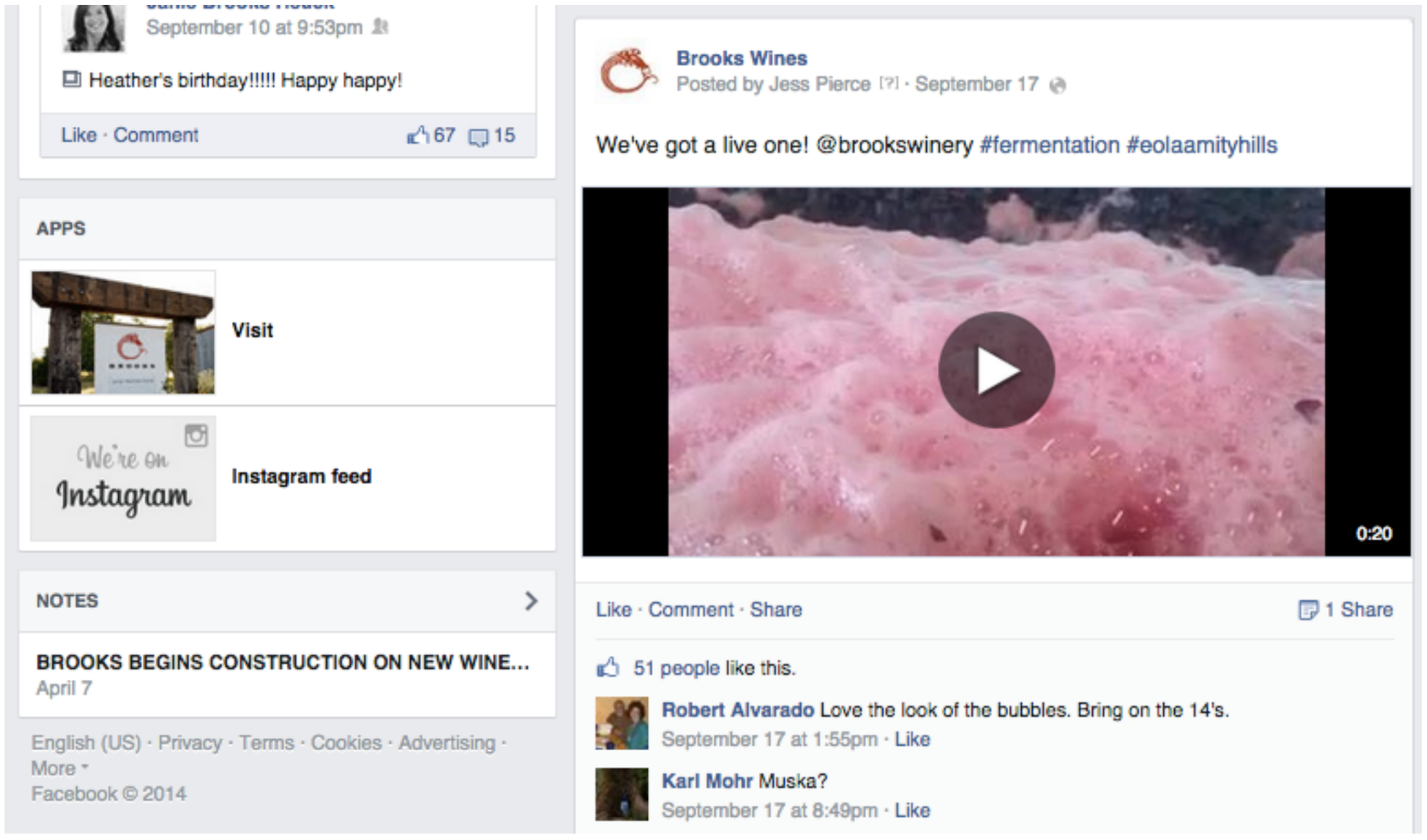
3. Instagram Videos

They autoplay in the newsfeed.



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4. Wine-isms

Cheesy, but work every time.

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4. Wine-isms

Why?

- You get great engagement on these posts
- Your organic reach goes up
- When you want to promote/sell something you have a bigger reach

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Marketing Research Trick

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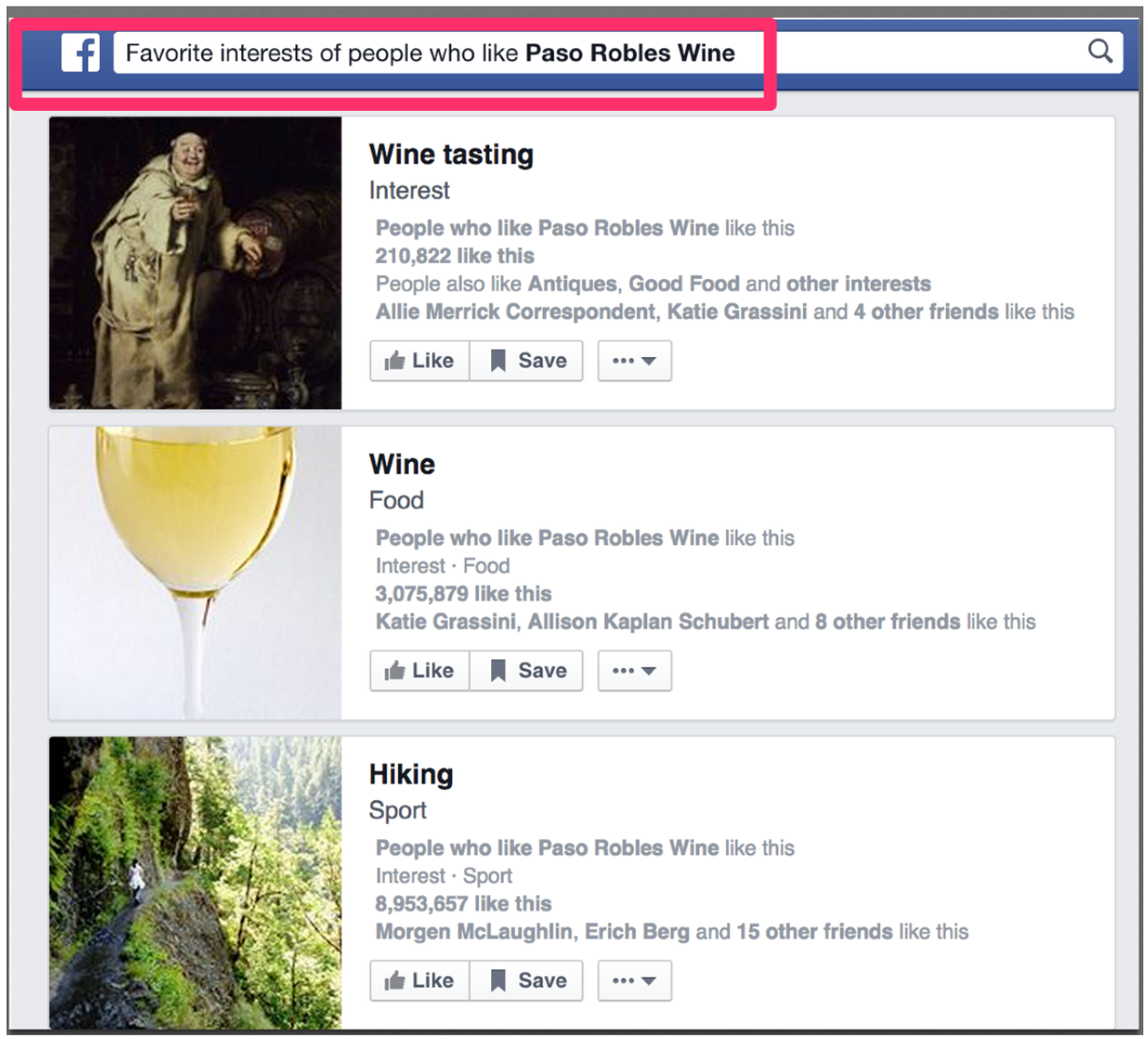

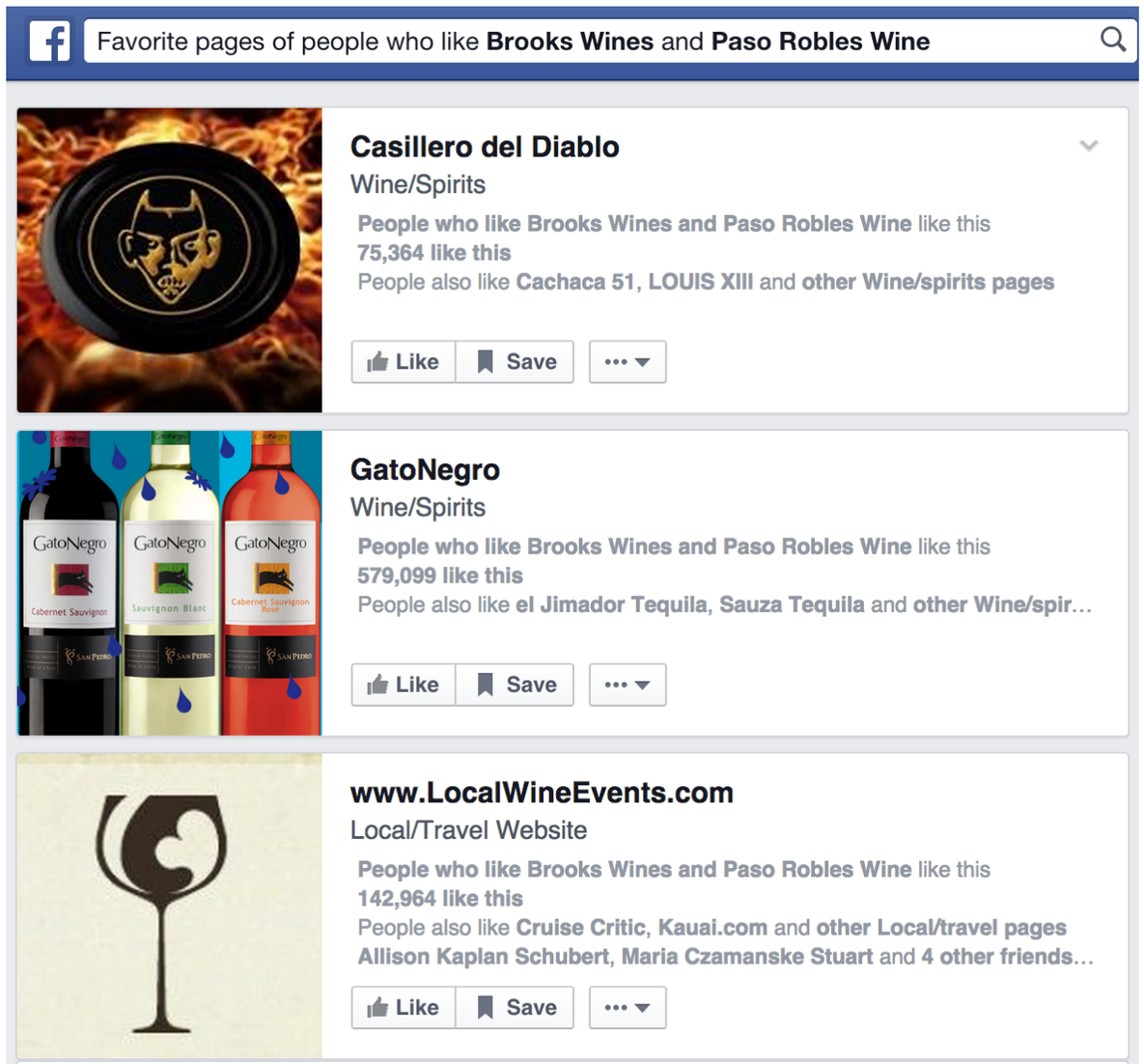

Marketing Research Trick

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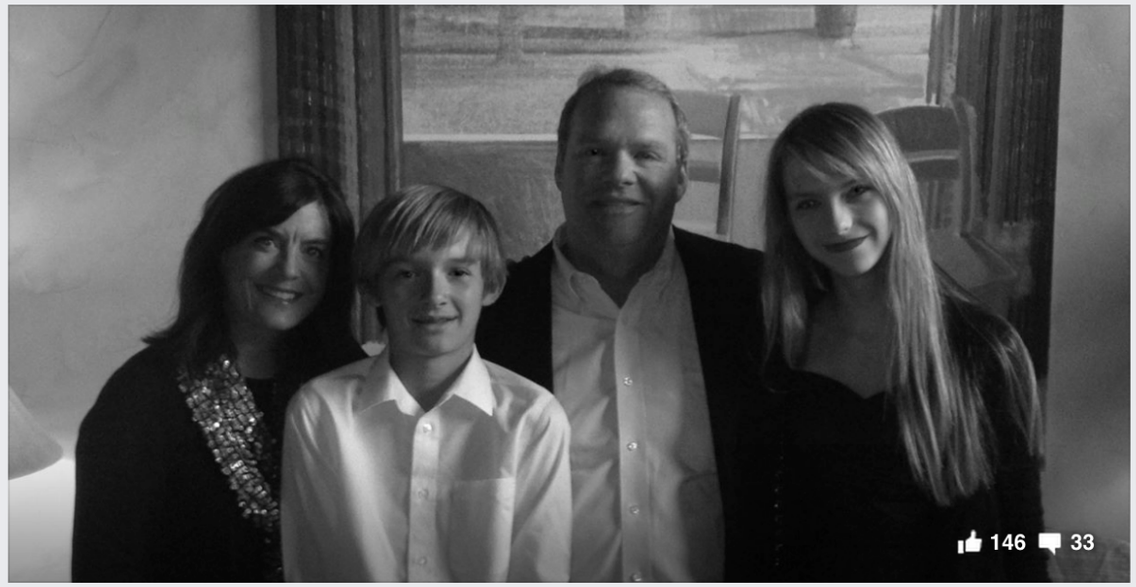
People who have been to **Brooks Wines**

Jason Francis French
Creative Director at Elder Hall
Visited **Brooks Wines** and **61 other places**
Executive Chef/Owner at **Ned Ludd**
Studied Culinaria at **L'Academie de Cuisine** '97
12 mutual friends including **Maria Czamanske Stuart** and **Janie Brooks**…
Add Friend | Message | •••

Dan Johnson
Design Engineer at Intel
Visited **Brooks Wines**, **Kramer Vineyards** and **174 other places**
Studied Electrical Engineering (Digital Design) at **Oregon Health & Scien**…
Lives in **Portland, Oregon**
4 mutual friends including **Janie Brooks Heuck** and **Jess Pierce**
Add Friend | Follow | Message | •••

Dewey Weddington
Chief Fermentor & Found…nt
Visited **Brooks Wines**, **Asia**…**press** and **208 other places**
Lives in **Tigard, Oregon**
11 mutual friends including …**on** and **Laurie A. Lewis**
Photos
Friends
Interests
Add Friend | Message | •••

Photos by people who have been to **Brooks Wines**



Marketing Research Trick

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One “Insights” Tip

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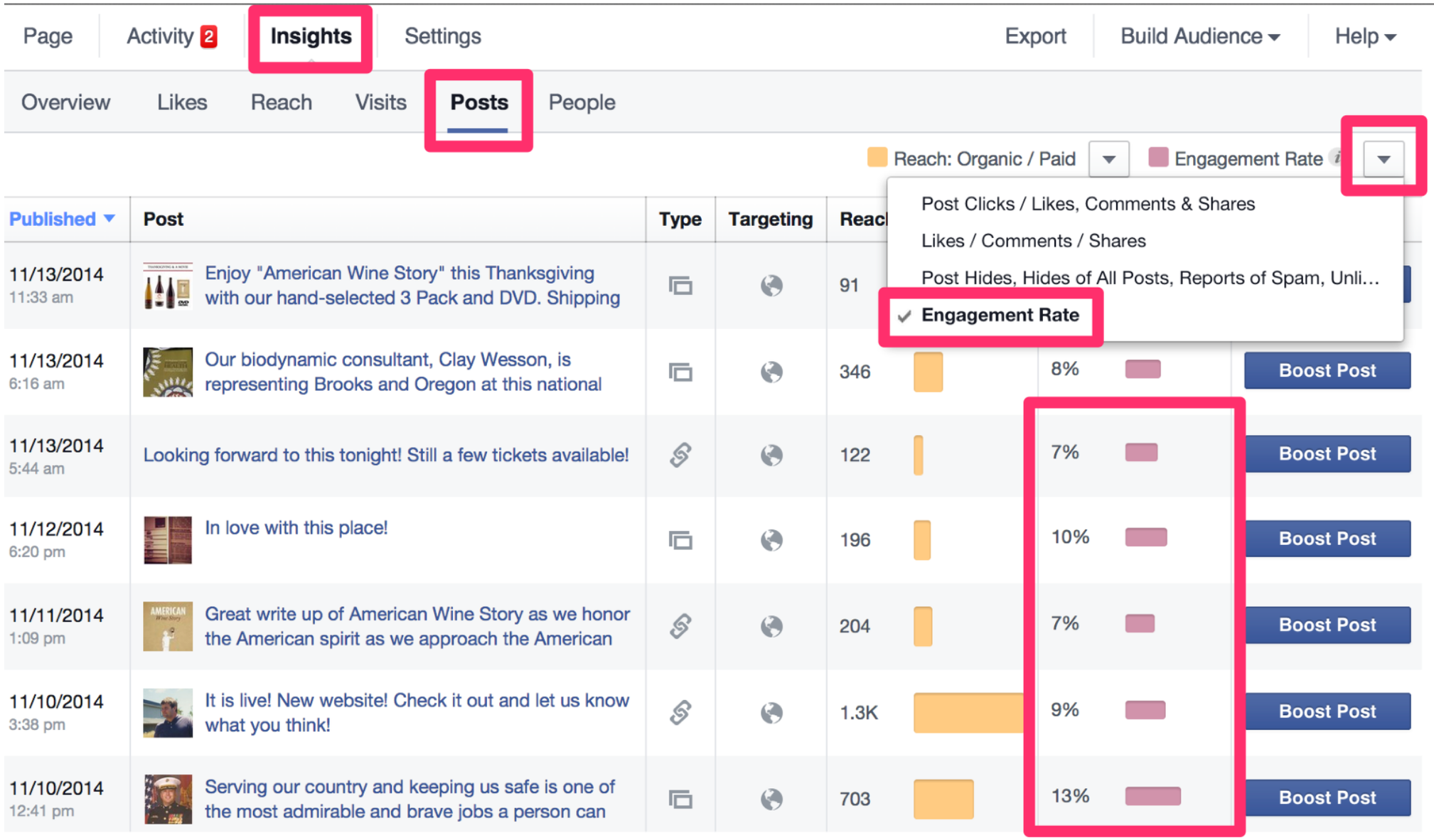
Sort by Engagement Rate



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FB Ads - Basic

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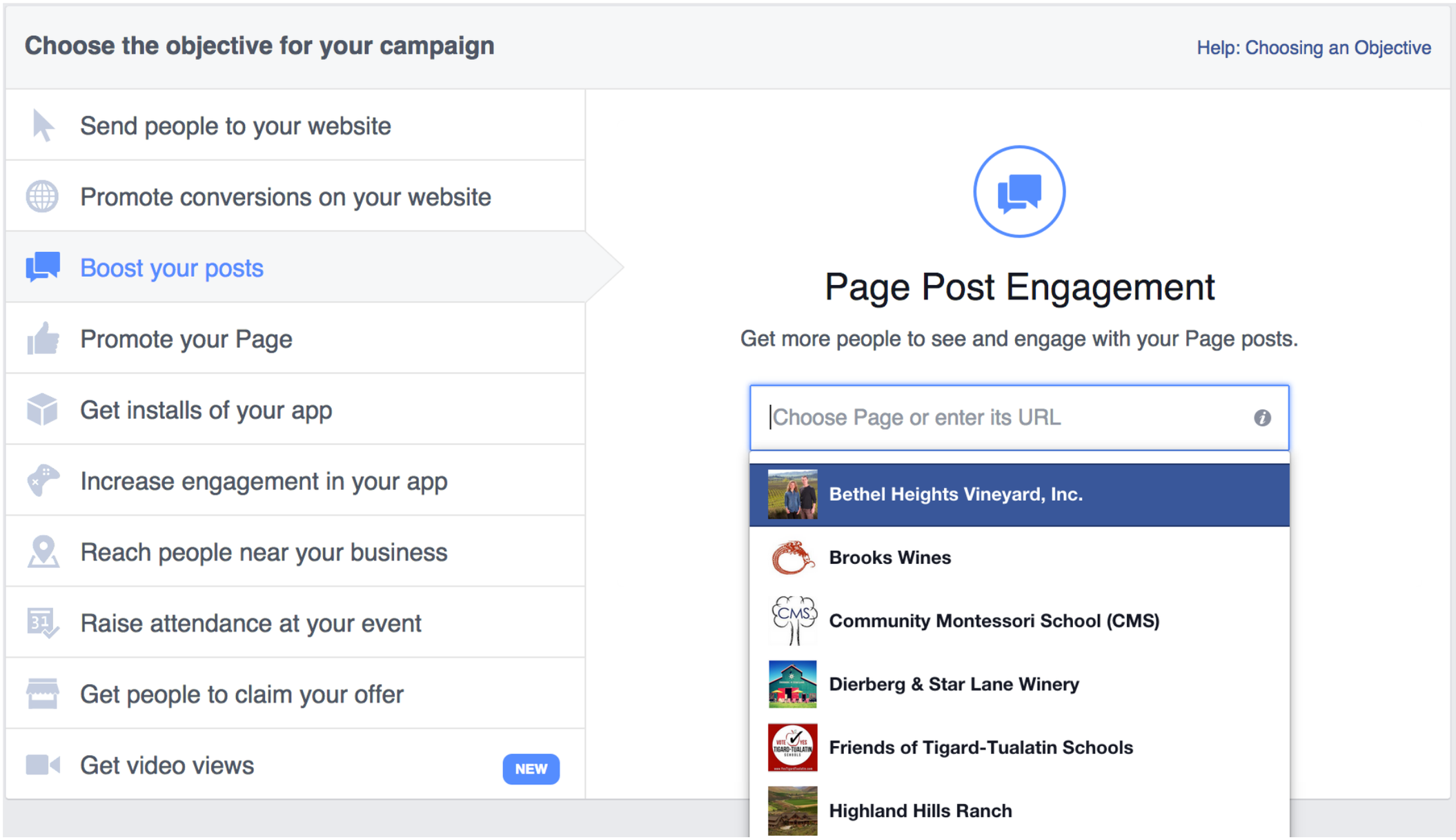

Promoted Posts
DO NOT BOOST from YOUR PAGE

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When to Use

- When you have a post that is already doing well

- When you want to run a campaign but want it to stay on FB

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How To - Step 1

- Make a normal post
- Brief text
- Large image (20% text rule)
- Call to action

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How To - Step 2

Choose the post you wish to promote (easy peasy)

Page Post Engagement

Get more people to see and engage with your Page posts.

Brooks Wines

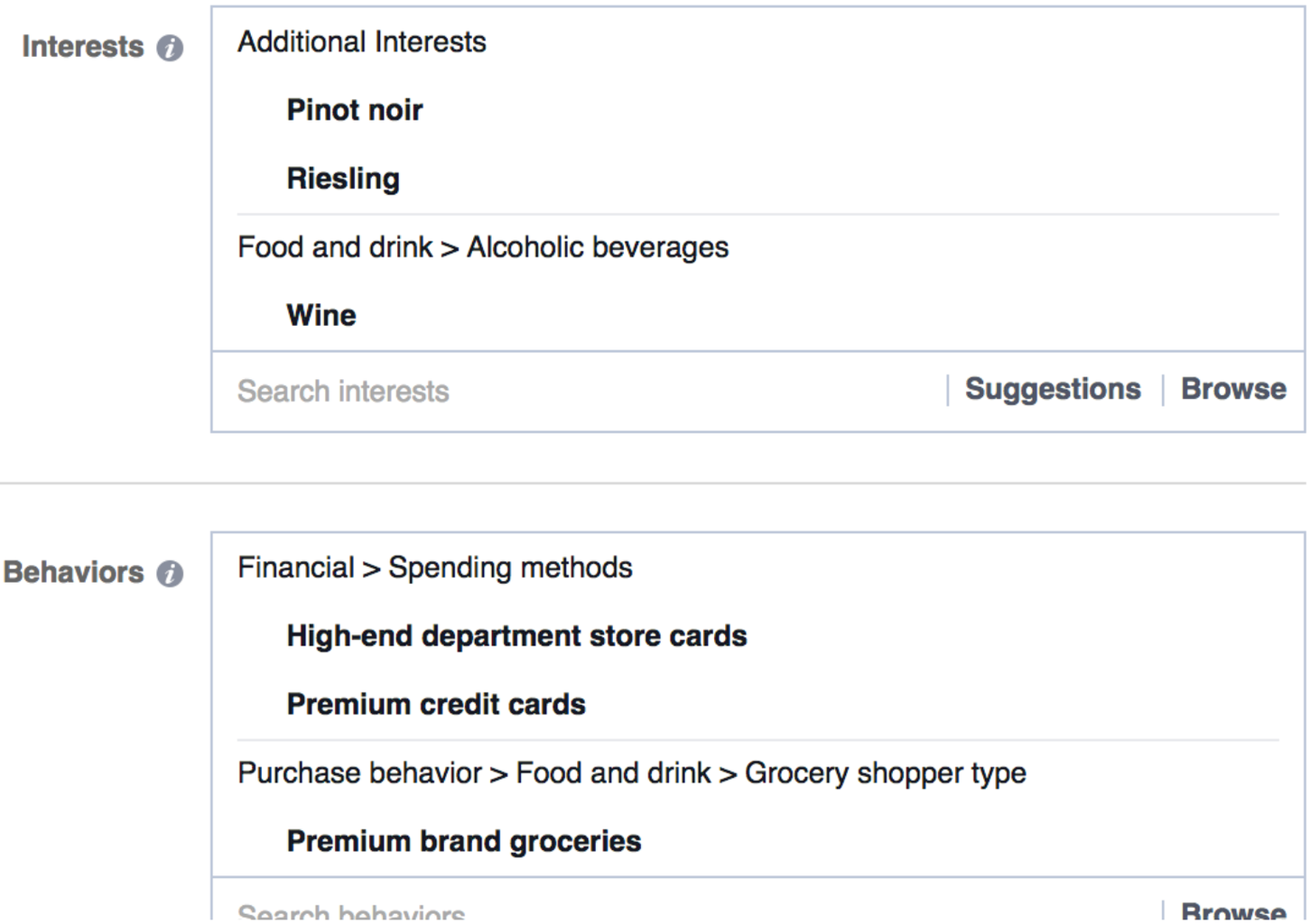
Enjoy "American Wine Story" this T...

+

Continue

How To - Step 3

Target



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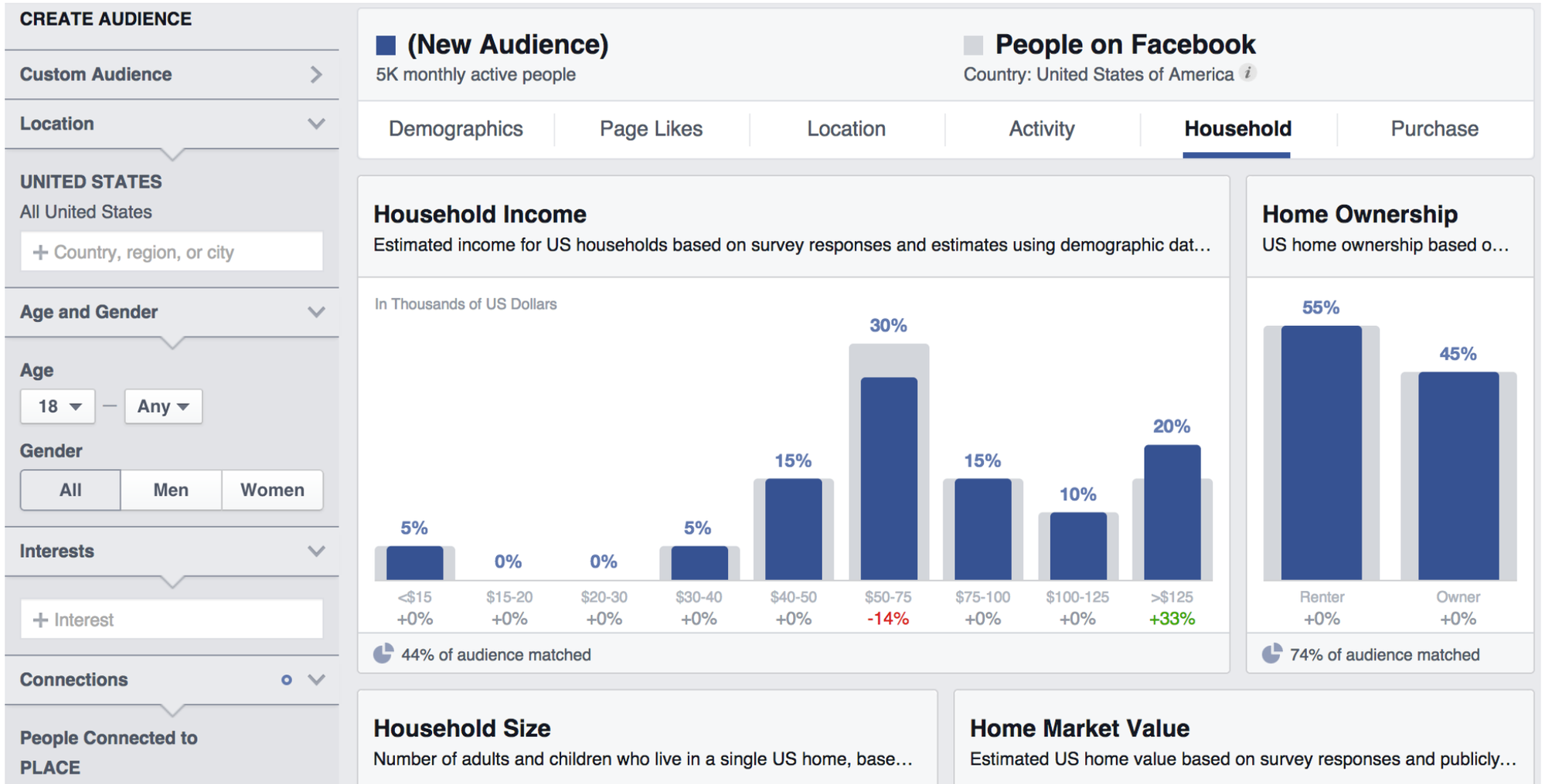
How To - Step 3

Crazy targeting now available.



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Targeting Advice

- Age: Over 21
- More demographics >> Income, education
- Interests: Wine varietal, wine tasting, travel, golf, cooking, car type
- Behaviors: Premium credit cards, premium brand groceries

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Example Targeting Result

Audience Definition

Your audience is defined.

Audience Details:

- Location - Living In:
  - United States: California; Illinois; New York; Oregon; Virginia; Washington
- Age:
  - 25 - 65+
- Interests:
  - Pinot noir or Riesling
- Behaviors:
  - High-end department store cards, Premium credit cards or Premium brand groceries
- Education Level:
  - College grad
- Income:
  - Income ($50,000 - $75,000), Income ($75,000 - $100,000), Income ($100,000 - $125,000) or Income (over $125,000)

Potential Reach: 20,000 people

Woohoo!

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FB Ads - Custom Audiences

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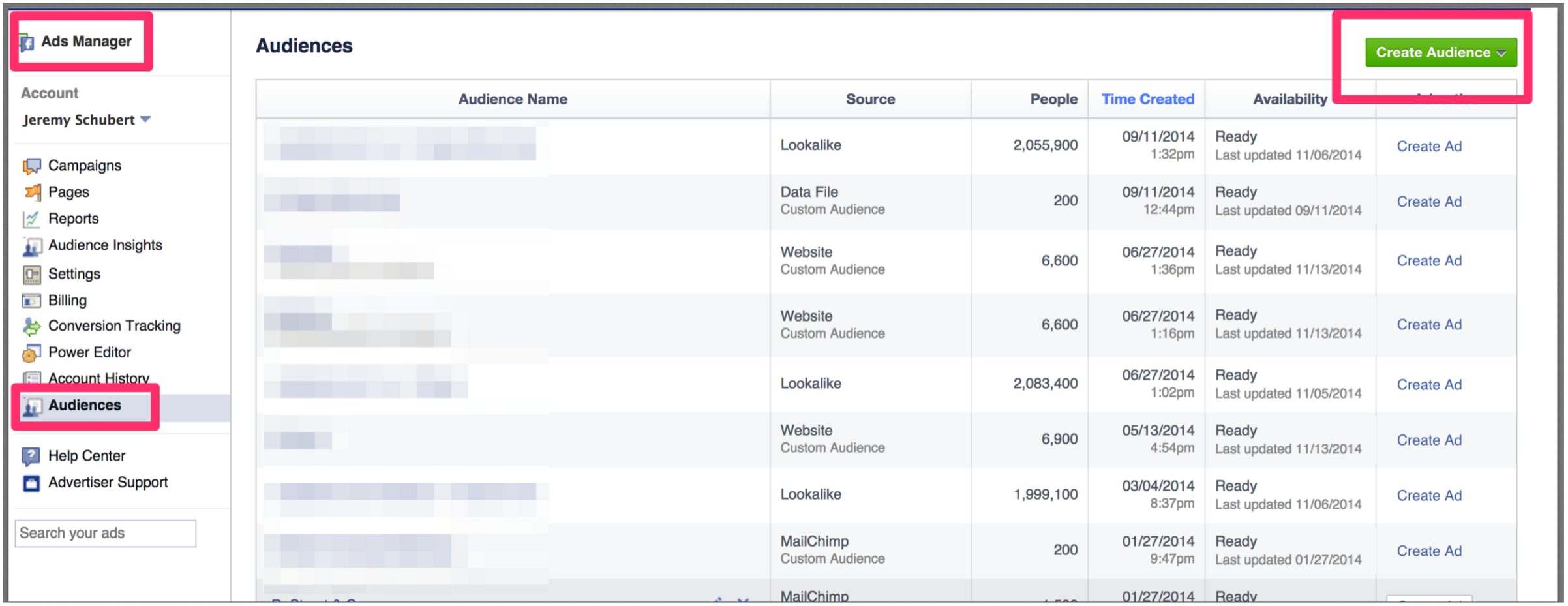
FB Ads - Custom Audiences

In Ads Manager



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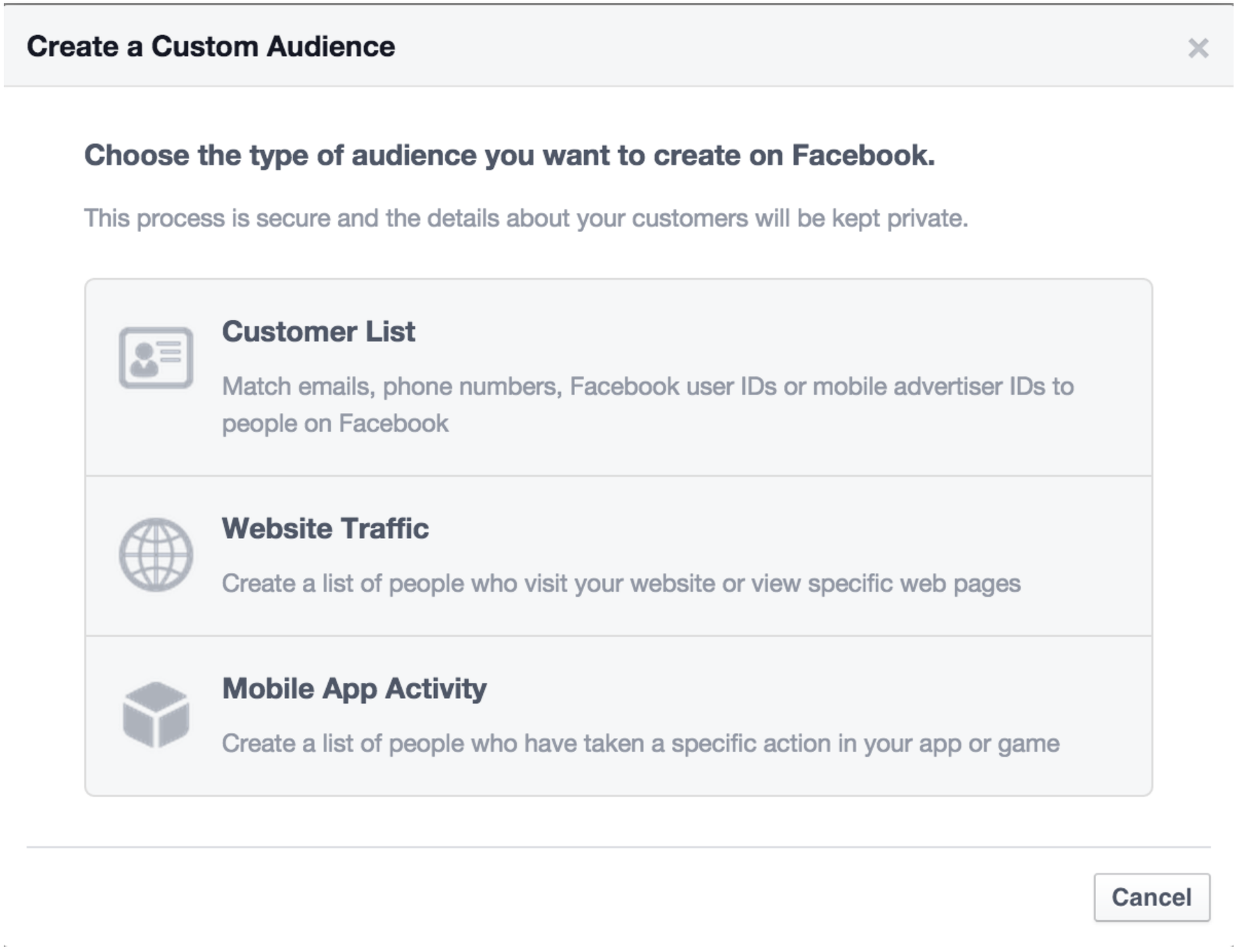
FB Ads - Custom Audiences

In Ads Manager



FB Ads - Custom Audiences

Customer List

- Upload your email list to FB
- FB matches it
- You have a custom audience of email subscribers
- Now you can run ads to people who already love you
- You can supplement email campaigns with the same offer

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FB Ads - Custom Audiences

Website Traffic

- Add a piece of code to your site (or a page on your site)
- FB matches any user who visits your site
- You now have an audience who you know visited your site
- Retargeting anyone? Run ads based on website activity.

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FB Ads - Lookalike Audiences

Super Sneaky Next Level

- FB takes your custom audience (email, for example)
- Matches similar people

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Case Study: Behavior Targeting

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THANK YOU!!!

Q+A

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Problem

- Kelly's Jelly is attending a cheese fest in Denver
- She has no installed base in Denver (her fans are overwhelmingly Pacific NW)
- She needed to drum up awareness of her appearance

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		Post: "Hey Colorado (and people with Friends in Colora..." - Post Engagement	Not Delivering Ad Set Completed	108 Post Engagements	$0.27 Per Post Engagement	1,938	1.21	124	5.286%	$0.00	$29.62	Auto Optimized CPM	$ Optimize

Creative Edit

Bidding Edit

Bidding
Bid for Page post engagement

Pricing
Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

argeting Edit

Potential Audience for this ad: 15,000 people

Location - Living In
Denver (+50 mi), Colorado, United States

Age
24 and older

Interests
Whole Foods Market

Behaviors
Premium brand groceries or Wine

Performance

Actions | Clicks | CTR | Impressions

114 Total Actions?

- **45** Page Photo Views?
- **42** Post Comments?
- **20** Post Likes?
- **7** Other Actions?

ee full actions report

Solution: Promoted Post w/ Behavior

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Post Details

Reported data may be delayed up to 30 minutes.

Kelly's Jelly
September 22 at 4:09pm ·

Hey Colorado (and people with Friends in Colorado). We are giving away TWO Tickets to this weekend's Colorado Cheese Festival ($70 value). Simply tell us your favorite cheese in the comments below to be entered to win. Win for you or win for your Colorado friends. We will see you there!

2,639 people reached

Boost Post

Like · Comment · Share · 33 45 4

Charlotte Gavin-Goens, Susan Miller, Katy Brandsmuffin and 30 others like this.

Top Comments

4 shares

2,639 People Reached

107 Likes, Comments & Shares

44 Likes	**33** On Post	**11** On Shares
53 Comments	**45** On Post	**8** On Shares
10 Shares	**5** On Post	**5** On Shares

88 Post Clicks

68 Photo Views	**0** Link Clicks	**20** Other Clicks

NEGATIVE FEEDBACK

2 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

Result

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