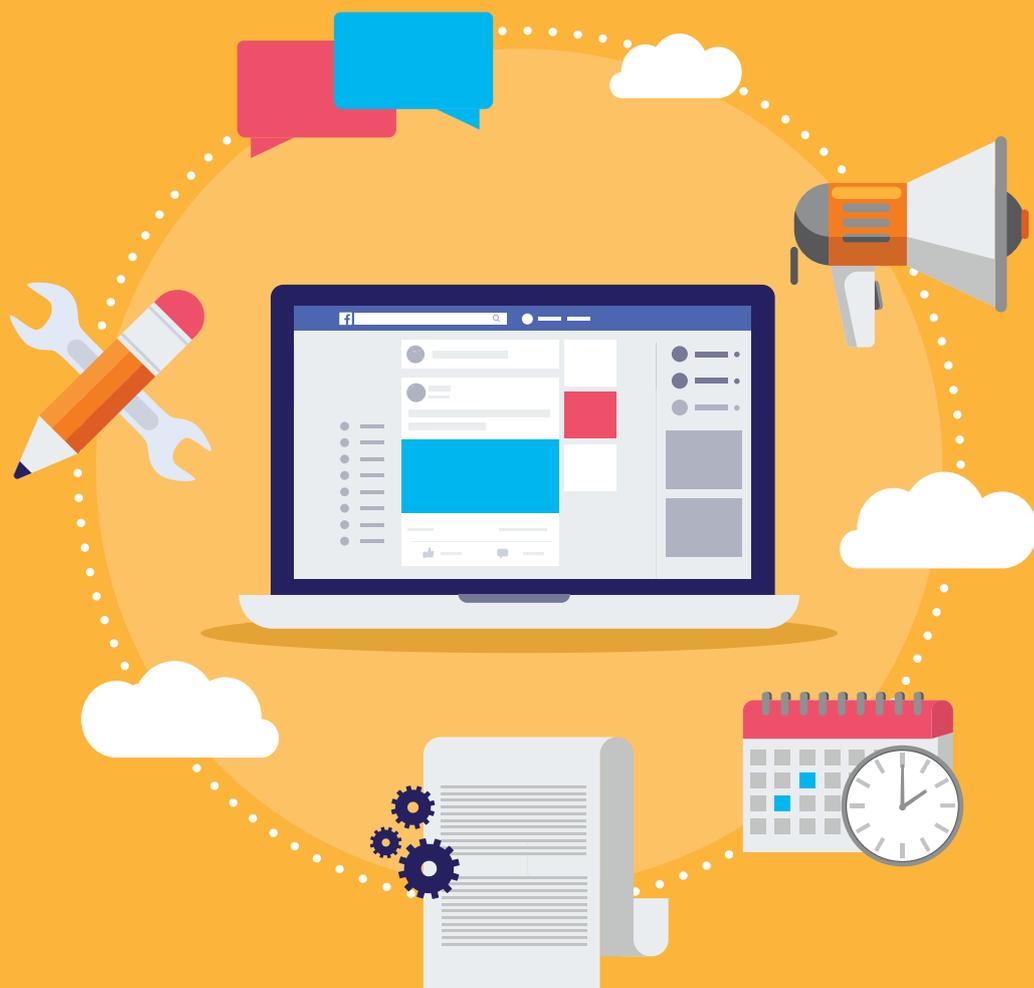


**GUIDE**

# Launching A Facebook Marketing Campaign

**WHAT YOU NEED TO KNOW**



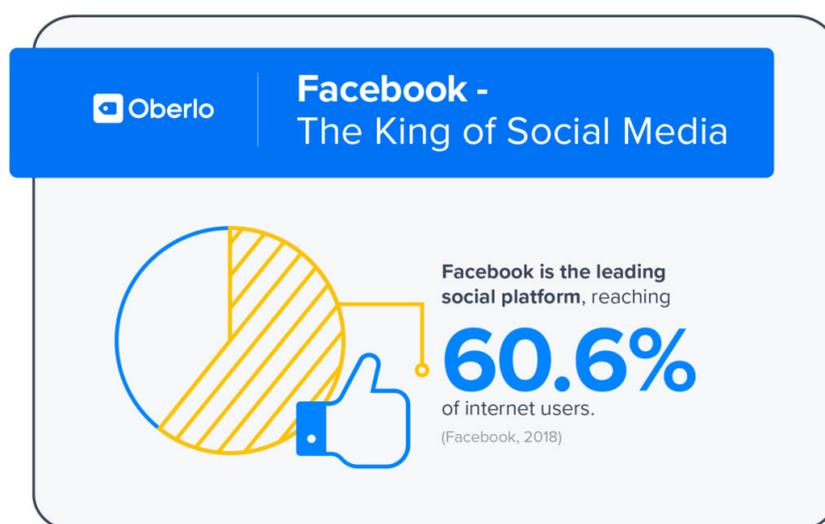
# Introduction

I will share a few of the critical steps you should take when starting a Facebook marketing campaign and a basic audit that you should undertake once a week to ensure your page gets the best results from your campaign.

## 1 | Facebook Reaches Many Users

The number of users on Facebook has grown substantially over the years, and currently, they have over 2.3 billion users. With over 1.5 billion people using Facebook daily, this can give your organisation a tremendous reach whether you target local users or worldwide audiences. In Europe alone, there are currently over 300 million users, so, a good marketing strategy can capture a lot of interest.

Every minute there are over 500 million posts, which means you need to create a unique approach to help you get more comments, likes, shares and conversations started.



Source: [www.oberlo.com/blog/facebook-statistics](http://www.oberlo.com/blog/facebook-statistics)

## 2 | Research the Users You Want to Target

Before starting a Facebook marketing campaign, you should determine who you want to see your content. Does your campaign look to engage with locations, age ranges, males or females or people with specific interests? Once you know who you want to target your campaign will be much easier to get started.

There are a host of monitoring tools you can use to check who reads or engages with your content and who doesn't. If you are not getting the demographic you are looking for you need to review your content and how you share it on the platform.

## 3 | Set Goals to Achieve Targets

Every campaign you run on Facebook should start with a set of targets you wish to achieve. Ask yourself what the **overall goal** of the campaign is.



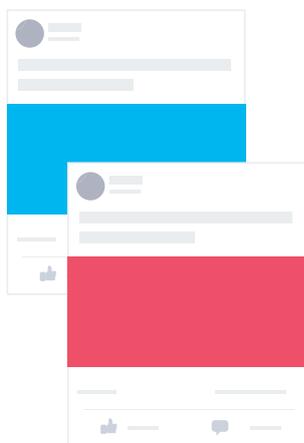
- More Shares?
- More Likes?
- More Followers?
- More Post Engagements?
- More Website Traffic?
- More Video Views?

Set your targets but **be realistic** with what you need the campaign to achieve. There are a few questions you need to ask before establishing a strategy.

- What is my organisation's purpose for using Facebook?
- What Key Performance Indicators (KPIs) will we use to gauge the effectiveness of our campaign?
- How will we track the return on investment (ROI) of the campaign?

Be clear with the targets you set and use the data that can be obtained from Facebook analytics to **measure the success and effectiveness** of each campaign you put in place.

## 4 | Be Proactive at Posting



Many businesses and organisations fail with their marketing strategy as they are intermittent posters. Posting content for a short time and then going quiet will not build any lasting relationships with the users you want to target.

People who have liked, shared or engaged in previous content you have published will soon lose interest when you don't post for a long time, and they will seek out another source to get the content they want. Remember, many organisations are looking to capture the users you wish to, and they will scoop up any users you fail to keep updated.

## 5 | Set a Calendar for Posting

DAILY	WEEKLY	MON	TUE	WED	THU	FRI	SAT	SUN
<ul style="list-style-type: none"><li>Facebook</li><li>Twitter</li><li>Instagram</li><li>LinkedIn</li></ul>	<ul style="list-style-type: none"><li>YouTube Show</li><li>E-zine</li><li>Blog Post</li><li>Podcast</li></ul>	<ul style="list-style-type: none"><li>Facebook</li><li>Twitter</li><li>Instagram</li><li>LinkedIn</li></ul>						

To keep your existing network on Facebook, you need to **publish content frequently** and **at the correct time** to get maximum exposure for your cause. Put a calendar in place to show when you should be publishing written content, photos and videos. Statistics show that most engagement on the platform is carried out between Wednesday and Friday between the hours of 11 am and 1 pm, set your calendar and schedule publications for these days and times to get as many eyes on the content as possible.

Of course, if there is important news that you need to release, this can be done when needed, but try to repost at these times to keep users updated. Be strict with your calendar and ensure to keep posting as users who don't get the information or content they desire will migrate to other sources, and you will lose vital traction in your market.

## 6 | Use Short Form and Detailed Posts

Many companies and organisations have recently started using short videos instead of text content, as this is easier for people to digest. Any successful marketing campaign needs to have both forms available to their users as you will lose a considerable percentage of the following you have gained if you only have one publishing strategy.

Set your calendar so that you **release a variety of content** throughout the week including short videos, photos, text content and longer videos when possible. Variety is what gives you more reach across different demographics.

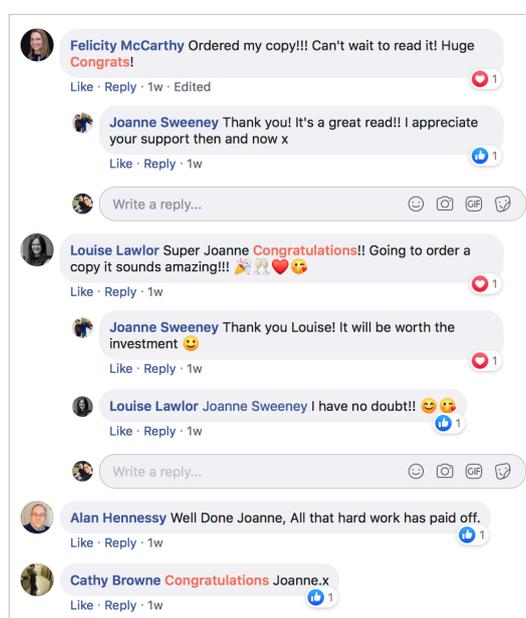


Try to like and share other content on your page that you have found **informative or useful** as your users will appreciate that you are an authority on these subjects and have an interest in not just promoting your organisation, but helping users find relevant information relating to what you are promoting.

## 7 | Stay Engaged with Users

Once you publish content, this is just the start of the strategy to gain more likes, followers, shares and engagements.

Set a time every day regardless of how long that you can look through comments to content you have published and answer any questions you find that others may find interesting. You don't need to answer every comment or like each one, filter through to the questions that will **add value** to your content and **start a conversation** among your followers.

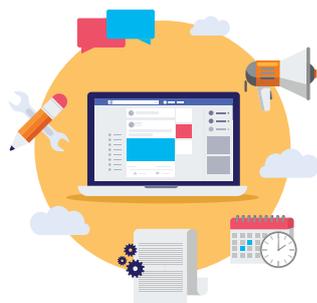


**Highlight good questions or comments** so they will appear at the top of the comment section to make it easy for others to find useful information.

“ You don't need to answer every comment or like each one, filter through to the questions that will add value to your content...”

## 8 | Basic Audit for the Facebook Page

- Is the cover photo clear, and does it relate to our mission?
- Have you filled out all the details correctly in the about us?  
*Be sure to include links to your website and who you are and what you do.*
- Do you have a clear call to action on the page?  
*Users want to be told what the next step is.*
- Is the page branded?
- Can users see exactly what you do with a glance, even on mobile devices?
- Is your page visibility set to Published? Check in your settings.
- Is two-step authentication set correctly? Who has access to publish on the page?
- Have you published according to your calendar? (See above for more details).
- Is the page consistent with the feel and branding of your other social accounts?
- Have we replied to all comments which relate to our organisation?
- Does the page tell our story for users to understand?



## 9 | Start Marketing

There are of course many more areas that you should focus on when starting a campaign, but now you have the basics in place to start your strategy off on the right foot.

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