

# HOW TO **ATTRACT CUSTOMERS WITH FACEBOOK**



A Guide to  
Optimizing Your  
Facebook Presence  
for More Leads  
and Sales

A publication of

**HubSpot**



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### INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Read our introductory ebook [“How to Use Facebook for Business.”](#)

### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. Check out our intermediate ebook on the [New Facebook Timelines](#).

### ADVANCED

..... *This ebook!*

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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## HOW TO ATTRACT CUSTOMERS WITH FACEBOOK

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Amanda Sibley is a member of the paid marketing team at HubSpot. She helps create and manage paid advertisements and external vendors to help generate leads across various platforms. Amanda is also a regular contributor to the HubSpot blog, where she writes about various topics across inbound marketing.



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# 93%

of adults in the United States are on Facebook.

X



You are most likely already using Facebook for social media marketing. After all, according to BlogHer, 93% of adults in the United States are on Facebook, so it's a safe bet that your current and potential customers are also spending time on this network.

The question is whether you are using Facebook to the fullest of its potential for lead generation. Facebook can help you generate qualified leads that are already interested in your product or service. After you read this ebook, you will be ready to convert your fans into warm leads. Let's get started!

## CHAPTER 1

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# WHAT YOU NEED TO DO BEFORE LOGGING INTO FACEBOOK



## “ Why should I spend so much time planning my Facebook strategy? ”

.....

Before launching a Facebook lead generation campaign, set up a plan based on your specific goal. This plan will not only help you organize your efforts in order to be most efficient, but will also turn into a useful reference in the future when you want to see if your goals were reached.



At HubSpot, for instance, we use our [marketing software](#) to look at important analytics, such as leads and customers. The [HubSpot](#) marketing analytics enable us to see how many of our leads came from a specific source and how they were distributed across various campaigns. So when exploring the power of Facebook, we delve into the number of leads we generate from that channel.

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## My Goal is to...

### ..... GET MORE FANS

Increasing the reach of your page by expanding your fanbase is critical for business success on Facebook. The more people who 'like' your page, the bigger your reach across their network of friends. You may have 1000 fans, but they each have hundreds of friends who can see the content they interact with. (Note: the average number of friends on Facebook per person is 229 according to [Pew Research](#).)



### ..... GET LOTS OF LEADS

Increasing the number of your Facebook fans isn't enough to drive business results. You will need to convert these followers into leads by sending them to your landing pages where you can gather their contact information. You can achieve that by promoting popular offers and tailoring ads to specific segments of your audience. If you are interested in a smaller set of more qualified leads for your product or service, you can adjust your ad settings to find this subset of people.

### ..... GET NEW CUSTOMERS

Leads are not the same as customers, though. Only a small percentage from your entire pool of Facebook leads will become customers. It's your job to identify that group of people with the [right marketing analytics](#) and recreate their conversion path.

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## “Am I targeting the right people?”

So you know what you want to accomplish. Now it's time to make sure you have enough information about—and people within—your target demographic to do it. Because Facebook is a social network rich with demographic details about your audience, you can easily segment the market to reach the people that are exactly within your target demographic.



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## Stay Aware of Your Buyer Persona

In Facebook, as with any other marketing channel, you need to promote content based on your target [buyer persona](#). You don't want to risk attracting the wrong kind of visitor while driving away high-quality prospects, do you?

That's why, like publishers, inbound marketers must have a detailed picture of their target audience in order to create optimal content for them. The best way to understand your audience is to build buyer personas. Personas are fictional representations of your ideal customers, based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

You can develop personas following these three steps:

●..... **SEGMENT BY DEMOGRAPHICS**

●..... **IDENTIFY THEIR NEEDS**

●..... **DEVELOP BEHAVIOR-BASED PROFILES**

Facebook provides plenty of user information that enables you to find the right target persona and go after them.

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CHAPTER 2

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# SEGMENTATION IN FACEBOOK ADVERTISING



“Facebook gives you targeting capabilities that remove the guesswork from the persona-building process.”

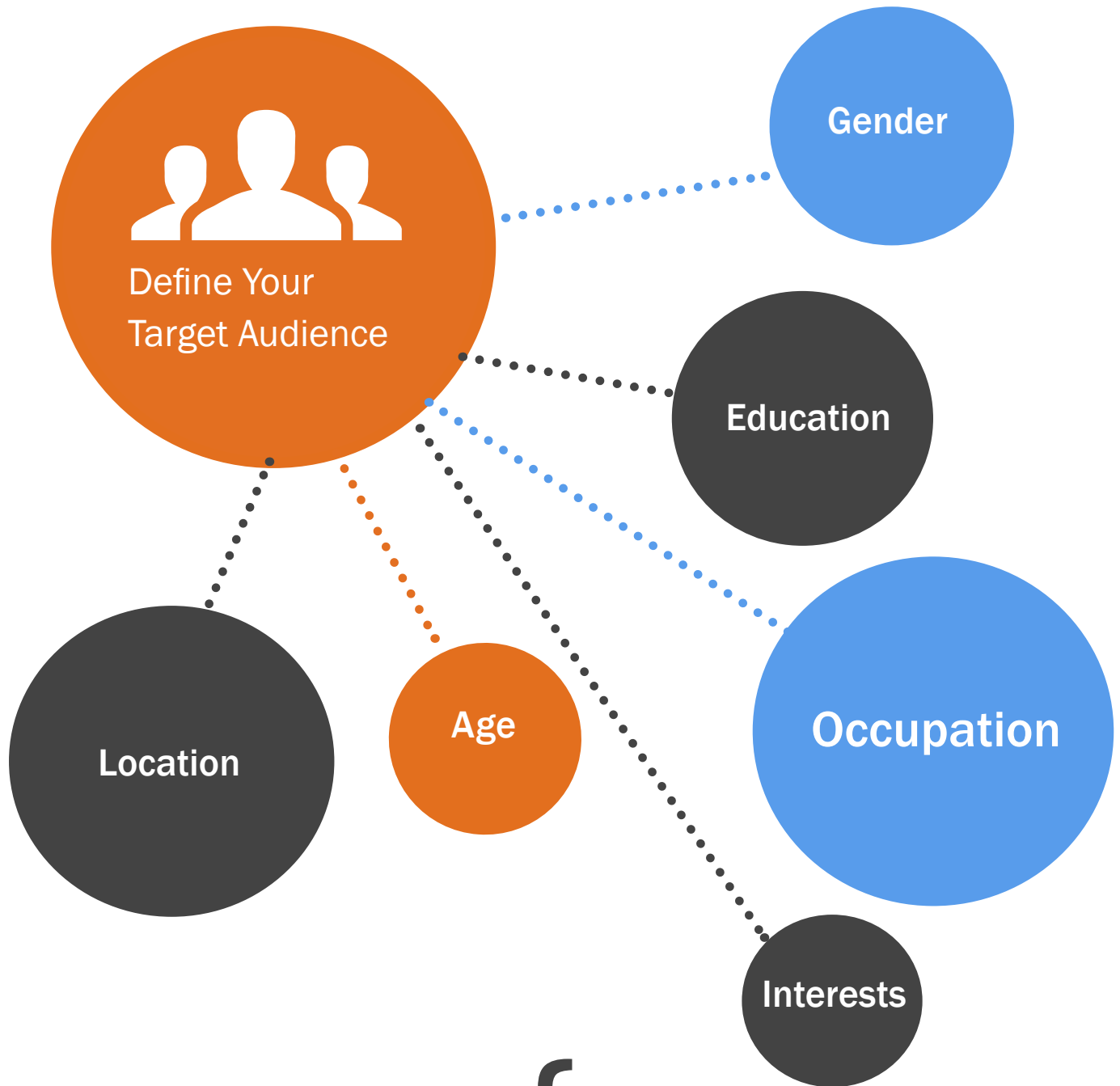
Facebook’s rich advertising platform gives you data and targeting capabilities that remove the guesswork from the persona-building process. For instance, you are able to pursue a segment based on some of the key questions marketers ask:

What age is your target audience? Gender? Race? Language spoken? Education level? Occupation? Geographic location? Local businesses can especially benefit from geotargeting, reaching only people that are in their area and potential customers.

If your product or service isn’t directed towards a specific demographic segment, Facebook also allows you to segment based on broad and specific interests.

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Interests can span across a wide range. They can be as broad as defining the environment or as specific as environmentally friendly pet products.

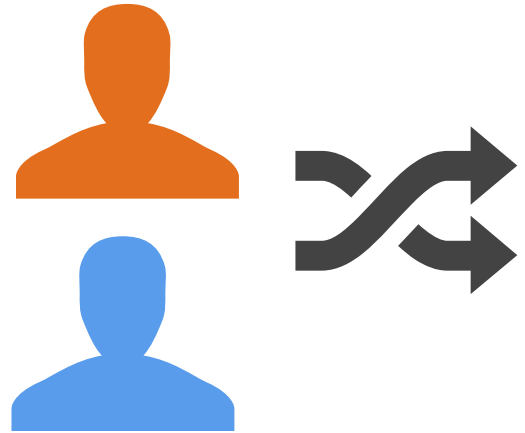
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## Segmentation

On Facebook, and all other marketing channels for that matter, segmentation ensures high response rates as it pairs the right content to the right audience.



According to [eMarketer](#), the top three segmenting categories used by Facebook marketers include age, used by 55% of Facebook advertisers, followed by country and interest.

### ..... Define Your Audience

You can use Facebook to determine the size of your audience. Does your audience contain 1,000 people, or five million? Will this number be enough to reach your end goal? 390,820 people on Facebook 'like' environmentally friendly products or sustainability. Your target audience might be larger than you think!

#### Audience

**390,820** people

- who live in the United States
- who like #Environmentally friendly or #Sustainability

### ..... Nurture Leads Post Facebook Click

Once you generate new leads on Facebook, nurture these contacts with customized communication. You can do that using marketing automation that includes [behavior-driven workflows](#). The lead nurturing emails should be designed to match the activity leads took on your website. If they signed up for your annual event, for example, they should receive a different type of communication than if they downloaded your whitepaper.

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## Budget

Before you decide on your Facebook marketing budget, define what your lead goal from a Facebook campaign is. If you set a budget too high, you may be disappointed with a lower ROI. You also don't want to set the budget too low and spread yourself too thin. If you launch 15 campaigns at once, each with a budget of \$20, you are not likely to see much activity or many leads generated each day.



## Clicks or Impressions?

Depending on the goal you set and the type of campaign you choose to run, you can pay per click to your external landing page or by the number of new 'likes' you get on your page. If you choose "like my page," Facebook will charge you on a CPM (cost per thousand views) basis: you pay based on the number of people that see your ad or sponsored story. If you chose "click on my ad or sponsored story," you will be charged on a CPC (cost per click) basis: you pay each time someone clicks on your ad.

**Objective**

Show this to people who are most likely to

like my Page

like my Page

click on my ad or sponsored story

According to eMarketer the average page 'like' clickthrough rate is .07% at a cost of \$.45, meaning for every 1000 people who see your ad, seven will click on it, and it will cost you \$.45 for each of those seven people.

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## Timing & Frequency

Knowing the best timing to push your ads and content on your page can significantly increase your success with Facebook marketing. Is there a best time of the day or day of the week to publish updates? [Our Science of Timing research](#) shows that week-ends are best for Facebook sharing. However, you should experiment with different times and days, and monitor performance in your [analytics](#) to spot the highest engagement times for your company.

Think like your customers and you are sure to have better results. Targeting prospects in a different time zone? Ensure your ads are most prevalent during their open hours!

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## Catch Them on the Go

There is nothing more annoying than clicking on an ad on a mobile device only to be redirected to a page that is full of empty boxes and unorganized sentences. [According to Gomez](#), 74% of people using smartphones or tablets to browse the internet will wait only five seconds for a web page to load on their mobile device before abandoning the site? Additionally, 74% of smartphone users have made a purchase on their phone, and there are more than [425 million](#) people using Facebook on their mobile devices, so why wouldn't you want to take advantage of mobile marketing?

425 million

..... people are using  
Facebook on their  
mobile devices.

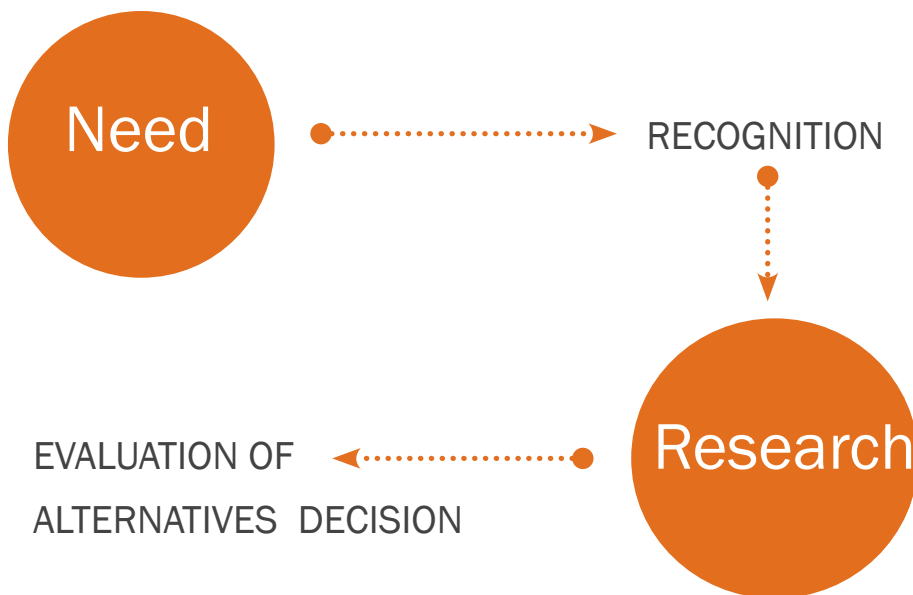
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## What Does Your Customer Really Want?

By determining the decision process of your potential customers, you can learn how to position your ads to best target their wants and needs at any given time. A potential customer may go through the [following process](#):



You will want to position yourself as the best alternative for their problem. In order to do so, make sure you recognize your customers' problems and needs. Do some research of how current customers use your product or service and what problem it is solving for them.

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In order to understand the needs and preferences of your prospects, you need to ask yourself a few key questions about this target audience:

- ✓ WHAT ARE THEY TRYING TO SOLVE?
- ✓ WHAT ARE THEY THINKING?
- ✓ WHAT ACTIONS ARE THEY LIKELY TO TAKE?
- ✓ WHAT ALTERNATIVES ARE THEY LOOKING AT?
- ✓ WHY WILL YOUR PRODUCT/SERVICE WIN OVER OTHERS?

The best way to gain access to these insights is by looking at your [marketing analytics](#) that show you how existing customers have gone through a purchase decision. In other words, you need to delve into behavioral data that shows your customers' browsing history, clicks, downloads, etc. That will guide to to their precise interests and trajectory of actions on your website.

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## CHAPTER 3

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# HOW TO IMPLEMENT YOUR PLAN



## Posting on Your Business Page

Posting awesome marketing content on your Facebook Business Page is the primary way of driving traffic and leads to your website. Just make sure your updates are true [calls-to-action](#)--in other words, they each include a link to a landing page for an offer.

Post things that your fans and potential customers are interested in and will get the conversation started. Think back to the wants and needs of your customers that you determined earlier. Try to [post content](#) that will solve their problems and make them interested in learning more about your product or service.



Above is an example of a call-to-action HubSpot posted on our Facebook page. We are promoting an ebook that was recently released and have crafted the language of the Facebook update to drive urgency.

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## What Can I Post?

### EVENTS

Post events you want people to register for. You can also engage with people who register through emails and posts.



### NEW PRODUCT INFORMATION

What could be better than reaching all of your fans about a new product or service you are offering? Just be careful not to post too much about your product, or else your page will become boring and people will not be interested in staying.



### ENGAGE WITH USERS

Run contests, polls, and engage your fans in the conversation. The more they feel connected to your brand, the more likely they are to further research your product/service and make a purchase. More engagement turns into lead generation as people



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## More Post Ideas:

### OFFERS

You should post lead generation content directly to your Facebook page. This will drive customers to your landing pages, thus generating leads!

### BLOG POSTS

Post your blog posts on your *Facebook page*. How does this generate leads? Ensure that your blog posts include calls-to-action. If a fan is truly interested, they will click on the CTA in the blog post.

## YOUR FACEBOOK PAGE

### EXTERNAL CONTENT

Post industry news, funny content and visually appealing posts to keep a healthy balance on your Facebook page and keep engagement high.

### CHAT WITH FANS

Keep in contact with you fans. Respond to questions and ask for feedback. Thank them. Don't ignore negative comments but address them.

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## Adding Facebook Ads to the Mix

Now that you have an awesome organic presence on Facebook, let's supplement your strategy with paid advertising on Facebook. There are two ways to use Facebook for advertising: sponsored stories and ads.

### ..... SPONSORED STORIES

Sponsored stories allow advertisers to reach people that are friends of those who interact with your page through sponsored posts. If a friend of yours [shares a link](#) to a company paying for a sponsored story, the post will show up in your newsfeed more frequently as a sponsored post, and as an advertisement on the side of your page.

Why are Sponsored Stories a good investment? Because of Facebook's EdgeRank algorithm, organic posts on your page will only reach 16% of your fans' news feeds. Sponsored stories are designed to show up in more news feeds and will show up in the news feeds of the friends of your fans when a fan interacts with your post.

### ..... ADS

Advertisements are great for targeting people with specific interests. Using a combination of both ads and sponsored stories will help you best utilize your Facebook budget.

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## Creating an Ad or Sponsored Story

### STEP ONE: IDENTIFY AN OFFER



Decide where you want to send your potential customers after they click on your ad. Do you want to promote an event, an offer, or your Facebook page?

### STEP TWO: DEFINE YOUR TARGETING



Enter the information about the audience demographic you decided to target, including age, location, interests that they've identified on Facebook, and gender.

### STEP THREE: DEFINE REACH



Decide if you want your ad to be visible to anyone, friends of your fans, or just your current fans. Depending on your end goal, each of these options is possible. If you are looking to reach current fans with a new offer, targeting people already connected to your brand would be ideal. If you want to reach people who are not yet fans, either targeting anyone or friends of fans would both work for your campaign.

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## Crafting Your Ad Copy

### RELEVANCE .....

An ad for hospital equipment will not do well if the target segment is “mechanical engineers.” Knowing the likes and interests of your target demographic and utilizing that information will go a long way in your Facebook campaign.



### VALUE .....

What value are you providing for the customer? Is it a 20% coupon? The BEST chocolate chip cookies in all of Chicago? Make the value you offer clear and to the point.



### CALL-TO-ACTION .....

Without a call-to-action, you won't generate leads! If downloading your offer on a landing page is your goal, your CTA should reflect this. If you want likes or fans, tell people to like your page in the ad!



### ATTENTION-GRABBING .....

Use an awesome visual to attract fans to your ad, or ad copy that pulls the reader in. You want this image to be a positive distraction for the viewer to pull them in, not annoy them. Remember, competition is high, so set yourself apart!



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CHAPTER 4

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# ANALYTICS AND POST-CLICK OPTIMIZATION



## Facebook Ad Manager Glossary

Facebook ads manager will show you how much you spent each day, clicks per day, and what your reach is out of your total targeted market. Here are the terms Facebook users in their Ads Manager to track your success:

### .....CAMPAIGN REACH

How many people have seen your ad.

### .....FREQUENCY

The number of times each person saw your ad or Sponsored Story, either in their newsfeed or on the sidebar of their profile.

### .....SOCIAL REACH

How many friends of your fans have seen a sponsored story. This will only be visible if you are targeting friends of friends in Sponsored Stories.

### .....CLICKS

The number of people who clicked on your ad that either went to your page, external page, or event.

### .....ACTIONS

This is the number of actions taken by people within 24 hours after seeing your ad. This appears if you are promoting an app, event or page.

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## What Happens After the Click?

Facebook metrics give you a comprehensive look at how many people saw your ads and clicked on them – but what happens after they click? Do they read your post, love it, and become a lead for your business? Or do they click on the next ad they see, never to bother downloading your content?

HubSpot's [software](#) allows you to track where your leads came from, right down to the ad variation. This way, we know exactly which ads are providing us with the most leads. To do this, we use a unique tracking URL for each ad, allowing us to look back later at the performance of each ad variation.



When you start using the HubSpot software, you can also install our [Facebook Analytics app](#), which brings together analytics from HubSpot and Facebook to provide key ROI metrics like cost per lead or cost per customer through a focused, simple interface.

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## How to Qualify Facebook Leads?

You also want to know if the attracted leads are marketing qualified. How would you ensure that? Here are a few suggestions:



### .....PROMOTE A MIX OF OFFERS

Naturally, you can promote more product-centric offers on Facebook that attract leads who are more qualified as potential customers. These offers won't get you huge visibility or engagement, so you need to maintain a good balance between infotainment type of content and more product-related posts.

### .....QUALIFY THROUGH KEY FORM QUESTIONS

Optimize your [landing pages](#) to educate the incoming visitors and ask a series of important qualifying questions on the download form.

### .....MONITOR ANALYTICS CLOSELY

Finally, use [closed-loop analytics](#) to track which of these leads became customers. That is the most data-driven way of proving that your efforts on Facebook are paying off.

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## Post-click Optimization

### LANDING PAGES .....

Make sure the landing page a user will be directed to after clicking on your ad, is [optimized](#). If your ad says you will get 50% off sneakers, but the link directs visitors to the homepage of your store instead of the specific offer, your potential customer will be confused and most likely will leave. Ensure your ad and landing page are clearly aligned.



### CUSTOMER SERVICE .....

Customer service is one of the top ways to build customer loyalty. Let your sales team know what your Facebook ads are all about, so they can be prepared when people inquire about your offer. When ads are launched, make sure you have plenty of people available to answer questions so that potential customers don't need to wait too long.



### BE STRATEGIC .....

Your Facebook presence should not be an afterthought, but a strategic part of a holistic plan to increase lead generation. If done correctly, Facebook can be a great source for marketing qualified leads who already know a lot about your product or service. Think about how this channel fits with the rest of your marketing channels, like blogging and email marketing.



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## A/B (Split) Testing

Often times you will notice that your ads are not doing as well as you would want them to perform. How do you know what to change about them so that they get you better results?

Try conducting some A/B tests!

[A/B testing](#), also known as split testing, is the method of testing one variable at a time to identify what version performs better. Some A/B tests that marketers run often involve changing the copy, images and timing of the ad. Don't forget that you can also test different audiences as well as your offers and landing pages.

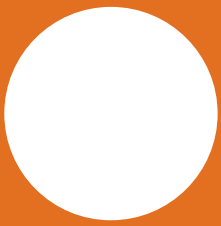
### CONSIDER TESTING:



In fact, the HubSpot software makes it very easy to conduct A/B tests with your landing pages and calls-to-action. That is why we are always running tests to find the optimal campaign variations for every piece of content we promote!

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# CONCLUSION & ADDITIONAL RESOURCES



“ By utilizing both organic and paid resources, you can turn Facebook into a great lead generating source. ”

After having read this ebook, you should feel confident that you can launch a successful Facebook marketing campaign. By utilizing both organic and paid resources, you can turn Facebook into a great lead generating source. Always be sure to set up your goals and plan of action before taking part in any new campaign, and keep those goals in mind throughout.

Keep track of your success using reliable marketing analytics. If you are not seeing the results you were looking for, make changes and try new ideas. The posting possibilities seem endless on Facebook, so vary the content you post. Above all, make your business page a community fans want to be a part of.

Take what you learned here and adjust it to best fit the needs of your business model, and the wants of your audience. They are, after all, potential customers.

Good luck!



# TRACK YOUR SUCCESS WITH FACEBOOK

Want to see how successful your Facebook marketing campaign is? Sign up for a [30-day free trial](#) of HubSpot and get access to insightful marketing analytics.



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