**(Company Name)**

Facebook Marketing Plan and Strategy Guide

Your Business (gym) Address: Ex. 12 Turdor Rd, City Name, Country, Zip (Phone #)

What is the farthest clients are willing to travel to your facility?) Ex. 6 miles

Rich Neighborhood “**House # Addresses**”:

(1) Ex. 547 Queens Rd. Roldsland, IN USA

(2)

(3)

**Company Mission**

[Describe your company mission statement or USP. This is not a "social media mission" but the mission of your company as a whole.]

Example:

Acme Faith Based Investing Corp.’s mission is to provide the highest quality financial investment advice and wealth management services to individuals who share our faith based values and beliefs.

**What We Do**

[In 3-4 SHORT sentences, explain what you do. Be concise and to the point. Make sure your short sentences paint a clear picture of your ideal audience, how you support them and how they do business with you.]

Example:

I’m a personal trainer. I work locally, one-on-one with my clients along with group coaching, to help them achieve a healthy lifestyle they desire. I also create online programs to teach busy entrepreneurs all over the world how to increase their energy and mental clarity by choosing foods that are not only delicious but also good for you.

**Ideal Target Audience**

[In this section you will want to list specifics about the people you plan to target on Facebook. Get as specific as possible because details here will help you shape your messages when you post.

Example:

For our Retail Store providing riding gear and apparel for motorcycle riders – both cruisers and street bikes, our primary audience is people who own Harley Davidsons or other cruiser type motorcycles, along with a secondary audience of people who ride street bikes like Kawasaki Ninjas. We have a local brick & mortar store along with an ecommerce store serving a national audience.

**Persona 1: Your Current Customers** Example:

 • (Gender): Male or Female

 • (Age): 30-65

 • Married, Single, etc… (what are the majority of your current customers)

 • (Address of your customer): 123 Sams Drive, London UK

 • Also a fan of the following Facebook Pages: Harley Davidson, Harley Davidson Superglide, Honda Goldwing, etc.

 • (How far are they from your local studio?)

**Persona 2: The Younger Street Bike Rider** Example:

 • Male

 • Age: 16-40

 • Lower to middle income - $25K-$100K salary

 • Also a fan of the following Facebook pages: Kawasaki Ninja, Suzuki GSXR, Bell Helmet, etc.

 • Lives in 143 Weschester Drive, London UK

 • Enjoys street bikes, racing, video games, etc.

 • Wants to feel confident, impress people, etc.

**Persona 1: GIVE THIS PERSONA A FAKE NAME**

 • (Detail #1)

 • (Detail #2)

 • (Detail #3)

 • (Detail #4)

**Persona 2: GIVE THIS PERSONA A FAKE NAME**

 • (Detail #1)

 • (Detail #2)

 • (Detail #3)

 • (Detail #4)

**How aware are people in your area about your brand?**

[Be specific about tone here. How do you want to talk to your fans?]

Example:

Our brand in our area is not quite well known. Most people have never heard about us. We get our current clients through word of mouth referrals.

**DETAILS REGARDING THE “LAUNCH”**

|  |  |
| --- | --- |
| **Instructions** | **Details** |
| **➢ Name of Launch (28-Day Program)** |  |
| **➢ Price of the Program** |  |
| **➢ Class Times & Days (Ex. Tues., 8am-9am)** |  |
| **➢ Training Sessions/week (Ex. 2x/week)** |  |
| **➢ Date Ads Need To Start**  |  |
| **➢ Date Ads Need To End** |  |
| **➢ Specific Gender (Male/Female)**  |  |
| **➢ Specific Age Group (24-44)**  |  |
| **➢ Demographics (moms, married)**  |  |
| **➢ Interests (if any: likes crossfit)**  |  |
| **➢ Special Instructions** |  |
| **➢ New Address Radius ( 123 Tudur Falls St. London, UK WC2 87)Your Gym Address, a very rich neighborhood address target for radius is ideal.** |  |
|  |  |
| **Time Slots of Program (if applicable)** |  |
| **Email Address To Get Notified When Get Leads** |  |
| **Phone Number:** |  |
| **LANDING PAGE DESIRED COPY AND ANYTHING YOU WANT THE USER TO SEE AFTER THEY CLICK THE AD** |
| **Headline (or main catch benefit or painpoint)** |  |
| **Subheadline (benefits)** |  |
| **Body (features)** |  |
| **Other content, price ranges, specials that we want to disclose on the Landing Page?**  |  |
| **Email Provider(Infusionsoft,, Aweber, etc.)** |  |
| **\* Webform Name List 1: \* (Name, Email, Phone)** |  |
| **Application Form (If Applicaple)** |  |

**AIDA FORMULA: Blog and Content Marketing Strategy**

**\*\*\*This is what I will need from you!\*\*\***

 **• Awareness. (Engagement FB videos)**

 • Example: How to create a green smoothie video.

 • Example: How to create a delicious meal recipe video.

 • Video meal recipe #1 (FB/youtube URL)

 • Video meal recipe #2 (FB/youtube URL)

 • Video meal recipe #3 (FB/youtube URL)

 • Video meal recipe #4 (FB/youtube URL)

 • Intro Video (FB/youtube URL)

 • The intent is to give the user fast content that they can go home and apply it right now!

 **• Interest. (Blogs)**

 • Example: 10 minutes a day at home workout video.

 • Example: At home workout tips to train a specific body part.

 • Blog #1 (URL)

 • Blog #2 (URL)

 • Blog #3 (URL)

 • Blog #4 (URL)

 • Blog #5 (URL)

 • Blog #6 (URL)

 • The intent is either to get them to come visit your website so that we can create a retargeting.

 **• Desire.**

 • Video testimonials of your clients

 • Video testimonial #1 (FB/youtube URL)

 • Video testimonial #2 (FB/youtube URL)

 • Video testimonial #3 (FB/youtube URL)

 • Video testimonial #4 (FB/youtube URL)

 • Video testimonial #5 (FB/youtube URL)

 • The intent is to provide proof that your services is legit!

 **• Action.**

 • This is ideally the launch that we will run. We will send them to a Landing Page asking for their Name, Email, Phone, then they will submit to the Thank You Page where we will give them an application to fill out!

 • We will use scarsity and get people in as leads and registrations then prequel them on the phone at the same time grow a nurtured list of leads on your emails and text messages.

**---------------------------------------------------------------------------------**

**Below: Is Optional, but For You Alone…**

**Name and URL of Our Blog**:

The current plan for our blog is to post a new blog article, video, podcast, slideshare, etc. every \_\_\_\_\_\_\_\_\_\_\_\_\_\_. When we post a new article, the plan is to post a blog teaser on Facebook and Twitter \_\_\_\_\_\_\_\_\_\_ and then again \_\_\_\_\_\_\_\_\_\_\_\_ - this will ensure we are consistently promoting our content and driving traffic to each new blog post. When we do create teaser social posts, the goal is to 1) encourage our fans and followers to click over to our blog and read the article 2) comment about the article via Facebook and Twitter and 3) share our content with their networks.

When posting about a blog post on any of our social sites, **always include some type of commentary** to encourage comments (ask a question, ask for feedback, etc.) and make sure there is an image from the blog post in the Facebook post. (400 X 209 is optimum size currently) If there is not an image with the post, find one to upload with each social status update.

**Purpose of Our Facebook Page**

Our Facebook Page is our core social media platform. This is where we reach new audiences to share our valuable content with, connect with existing fans and clients and offer valuable support.

 **The Mission of Our Facebook Page**

[Explain the mission of your Page here. Answer these three questions: Why does the Page exist, what's in it for your fans and what are your overall outcomes for the Page? This is an internal statement to be seen only by you and your team.]

Examples:

Here are a few different examples of internal Facebook Page missions or outcomes:

*On Facebook, our goal is to conquer our fans fear of bookkeeping - and explain the process in the simplest terms possible. On our Page, our fans will find tips and strategies focused on managing their business finances.*

*On Facebook, our mission is to be the guide to timeless tools and healing principles to nurture our fans health, restore balance and create greater joy and fulfillment in their lives. We provide valuable resources, tools and words of wisdom to help our fans find balance, heal their soul and transform their lives.*

**Facebook Marketing Goals**

[These goals are your business goals. Be specific here and only identify 1-4 goals max. If you want to list multiple goals, make sure goal #1 is your main focus at all times.]

Example:

 • Collect 30 new leads a day, 900 per month, or 2,700 per quarter.

 • Make 27 new sales per month, with a 7 day break even ROI on our “lead generating Facebook Ads.”

 • Quickly grow our brand to become a well-known authority or thought leader in our space, attracting game changing partnerships, opportunities, etc.

 • Launch our new product or service offering in 90 days.

 • (Primary Focus)

 • (Additional Focus)

 • (Additional Focus)

 • (Additional Focus)

**Content Strategy**

[Use the information above (details about your ideal audience and specifics about the content topics you plan to post about) to complete the "Content Strategy" section below.]

Example:

 • live more balanced, happier lives

 • get educated to help them make smart decisions when it comes to the foods they eat

 • think clearer to become more inspired and creative in all they do.

**Our content will help our ideal customers:**

[Note: Think in terms of their challenges and the solutions you offer.]

 • (Benefit #1)

 • (Benefit #2)

 • (Benefit #3)

**Exclusive Content Strategy**

[Here you are going to make a committed to create exclusive content on a regular basis. By documenting it here, you are more likely to see how it fits into the bigger picture of your Facebook marketing plan.]

 • We create exclusive content in the form of: (blog posts, podcasts, YouTube videos, Slideshares, Infographics, etc.)

 • We post a new piece of content (once a week, every other week).

 • This exclusive content will be used across all of our social media sites.

**Third-Party Content Strategy**

To add value to our Facebook community, we will use third-party content to craft interesting and engaging posts. This includes articles, blog posts, infographics, stats, and photos. You will also start a Google Doc spreadsheet listing out third party content resources. (Add a tab to track specific posts that receive a high number of comments and shares for blog post topic ideas.)

**Here is a list of useful resources we can pull from weekly:**

[Here you are going to identify third-party websites that you can pull content from to add value to your posts on Facebook. By creating this list, you are more prepared to easily find content on a daily basis.]

Example:

 • Food Network: http://www.foodnetwork.com/

 • Whole Foods Market: http://www.wholefoodsmarket.com/

 • Entrepreneur Magazine: http://www.entrepreneur.com/

 • Inc. Magazine: http://www.inc.com/

 • Success Magazine: http://www.success.com/

 • Runners World Magazine: http://www.runnersworld.com/

 • Travel & Leisure: http://www.travelandleisure.com/

 • GQ: http://www.gq.com/

 • Shape Magazine: http://www.shape.com/

 • The Paleo Diet: http://thepaleodiet.com/

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

 • (Site Name, URL)

**Fan Attraction Core Strategies**

How we attract new Fans on Facebook:

Examples:

 • Like Box on our website.

 • Link to our Facebook Page in all email signatures.

 • Link from our Facebook Personal Profiles to our Facebook Page.

 • Facebook sharing icon next to each blog post. (Use the Sharebar Plugin, Sharethis.com, or another plugin, or hard code it.)

 • Once a quarter email our existing email list and invite them to join our Page. (Give them a compelling, exclusive reason to take action now!)

 • Once a quarter we create a Facebook Page contest that encourage social sharing to create a viral buzz.

 • Fan Getting Ads

 • (Strategy #1)

 • (Strategy #2)

 • (Strategy #3)

 • (Strategy #4)

 • (Strategy #5)

**Fan Getting Ads – 2 Strategies:**

When we run Sponsored Like Ads to attract new fans to our Page, here are some details and metrics we want to remember:

 • Set up ads via Facebook's Power Editor and place the ads only in the News Feed for desktop and mobile devices.

 • Target between 250K to 500K users if possible.

 • Click Through Rate (CTR): At or above 1%

 • When appropriate, target the following Facebook Pages in "Precise Interests" when setting up ad:

 • (List Page name here)

 • (List Page name here)

 • (List Page name here)

**1 Cent Like Fan Getting Strategy Using a Sidebar Ad (100 X 72 Image)**

 • Use a large targeting audience, preferably over 1 million. (3-4 million is even better)

 • High Click Through Rate (CTR) – try to get as close to 1.0% as possible

 • Bid Optimized CPM (OCPM)

 • Use a small daily budget - $5-$10 per day

**\*Note – Make your image stand out!**

**Example post:**

**Title:** “Love Morning Coffee?

**Body:** “Like This Page if You Do!”

**Engagement Core Strategies**

How we create engagement on our Facebook Page:

 **• Mix up the Media**: Make sure to mix up the media in the posts, including: links to other blogs and articles, videos, images and photos, and straight status updates. When posting, always ask, "How can we entertain, educate, or empower our audience with this post?"

 **• Text Updates:** A text update is a post without links.When you post a text update, always include an interesting or eye-catching image to grab our readers' attention.

 **• Link Updates**: Each weekday our goal is to post new links to our current blog, a 3rd party blog post, article, or a video.

 **• Engagement:** The general rule is to reply to every single person that posts on our Facebook Page (when applicable). Either thank them for stopping by, answer any questions they may have, comment on their post, add value to their comment—whatever works for their comment.

 **• Monitor Posts:** Delete any posts that are overly promotional to the person posting.

 **• Negative Posts:** When a user posts rude or inappropriately negative feedback on our Page, delete it (and if necessary, ban the user from posting again). If the user is posting a negative comment about our brand, services, programs or products, deal with these posts publicly. This will show that we address issues in a professional, supportive manner.

 **• Suggested formatting for posts**: The following suggestions will help the readability and shareability of our posts:

 **• Use short sentences**: Most online readers are skimmers. Accommodate them.

 **• Keep each post brief.** Try to keep each post to 80 characters or less. Studies show that posts with 80 characters or less are more likely to get read and shared.

 **• End your post with engaging questions or an action request**: To encourage discussion, whenever possible, conclude your posts with a question, such as "What are your thoughts?" "What is your experience?" or an action request, such as, "Tell us what you think!" or "If you like this article, LIKE it - and share it!"

 **• Use consistent themes to help guide our posts.** To help focus on key content topics, here are a few themes we will consistently use on our social networks:

 • Monday Post—**(Theme)**

 • Tuesday Post—**(Theme)**

 • Wednesday Post—**(Theme)**

 • Thursday Posts—**(Theme)**

 • Friday Post—**(Theme)**

Example:

 • Monday Post—**Big Idea** (Quote or statement that will tie into your blog post that week

 • Tuesday Post—**Big Stat** (Interesting or fun study, stat or research details related to [Your Niche])

 • Wednesday Post—**Blog Post Teaser Linked to Our Website**

 • Thursday Posts—**3rd Party Article**

 • Friday Post— **Blog Post Teaser** (can be the same from Wednesday)

 **• Additional Facebook Post Ideas:**

 **• Did You Know?:** Here we will post interesting, unique, FUN factoids. When appropriate add a link, video or photo.

 **• Tech Talk:** Here we will post a tip about a cool/useful technology, gadget, app or online tool.

 **• Behind the Scenes** at (Company Name) via fun posts, photos and videos

 **• Stats, studies, quotes from well-known experts, and new findings** related to (your niche).

 **• Inspirational posts** (these do not need to be “about” our business or niche, but should be relevant to our target market and mission statement.)

 • Develop a **series of original, interesting quotes**, (some as text posts others as images) that can be shared on our Facebook Page as well as other social media networks. (If you use a photo of the speaker/author, get permission first.)

 **• Funny or light humor** in the form of images, video and text. This type of post is very beneficial on Facebook, as it will attract a lot of engagement, which in turn helps our more “important” posts get seen more often on the newsfeed.

 **• Ask questions** a few times a week to increase engagement. Here we can post engaging, thought-provoking, interesting, and fun questions. 60% of the time it will relate to our niche and 40% of the time the questions will be off-topic, fun/quirky. A balance between business and entertainment is important on our social networks!

 **• Ask for help:**

 • “We need your feedback!”

 • “Advice needed!"

 • "What do you think?"

 **• Post Starters:**

 • “On a scale of 1-10, . . . ”

 • “What's ONE WORD that best describes . . . "

 • "Yes or No?   . . ."

 • "Love it or Hate it? . . . "

 • "Do or Don't? . . . "

**Social Image Strategies**

Our goal is to add images and photos to 90% of our posts on Facebook. Here are some of the ways we use images:

 • Interesting photos that complement our Facebook status updates

 • "Caption This" to create some engagement with fans or Call to Action text on the image. (Remember no more than 20% text on images that will be used as Facebook ads in the newsfeed)

 • "How-To" images to show how things are done

 • Behind the scenes photos to give a glimpse of who we are outside of business

 • Infographics **Resources to create images for our social sites:**

 • PicMonkey (enhance existing photos with graphics/text): http://www.picmonkey.com/

 • Pixlr (online photo editor): http://pixlr.com/

 • SnagIt or Jing (for screen grabs): http://www.techsmith.com/

 • Keynote or Powerpoint

 • Infographic Creation: http://infogr.am/

 • Instagram: http://instagram.com/