The 10 Biggest Mistakes Marketers Make on Facebook

Things to Avoid When Marketing Your Business On Facebook

by Jo Barnes

1st Edition
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Introduction

Marketing on Facebook is forever changing and evolving. And while some of you may say ‘evolving? seriously?’ Yes it truly is for the serious marketer. Marketing has never been free, so when the opportunity came to use the worlds biggest social platform as a major free marketing tool you can bet business opportunists and innovators were all over it. But it was never going to last forever.

Nothing worth having is ever that easy! And believe me the opportunity in front of us now to utilise the power of facebook to catch our potential customers attention has never been greater.

People are more attuned to marketing messages, they’re far more likely to click on an ad or a sponsored story than they were a couple of years ago. The algorithms are more sophisticated ensuring that real and quality content gets exposure while spam, rubbish and laziness is ignored.

This is great news for the serious marketer / business owner. If you’re looking for a trick, a quick fix or something you can do with minimum effort, please put this report down now. As it’s not for you.

If you’re prepared to put in a bit of elbow grease, have passion about your business and your customers and want to reap the rewards for your efforts, then read on!

There are particular things you should never do when building your community or keeping your audience engaged. Facebook is a social site that marketers use with the intention to leverage their business and sales, so there are certain (and let’s be honest, strict) do’s and don’ts when marketing yourself or your business. Over the next few pages we’re going to go over the top 10 don’ts and what you must do instead!

If you’re working hard to build an audience of fans, strategically thinking about each post and following every “rule” to keep your Facebook marketing top notch but still aren’t seeing your desired results, then it may come down the following:
The Top 10 No-No’s

#1 - Not Having a Clear Plan For Your Facebook Page

Imagine getting behind the wheel of a car to go to your friends house, and not knowing where you’re going. Maybe you have a vague idea of where they live, but you’re really not sure. You don’t have a roadmap, no GPS, no directions or plan of where you’re going. Do you think you’ll get there? Well you may do eventually, but it probably took you twice as long, you probably had to stop and ask lots of people along the way, went down lots of wrong turns, wasted time, petrol. Maybe you eventually turned up angry and frustrated and then not really in the mood to enjoy yourself. Or maybe you gave up en route as you just couldn’t find it and just couldn’t be bothered to keep looking.

Now imagine that’s your business. How on earth are you going to get where you want to go if you don’t know where you want to go??

This doesn’t just apply to your facebook page, but to your whole business. Plan it. Know what you want. What does your business / page look like in a month, 3 months, 6 months, a year?

How many fans have you got? How many have become hot leads and have opted in to an offer? How many have become customers? How much content is on your page? How many times a day do you post?

It may start with once a day, but in 3 months you want to be posting 5 times a day. You must have a plan though for exactly what you want. The more specific you are, the more likely you are to succeed!
#2 - Posting Non-Strategic, Poor Quality Posts

You will have heard the old addage content is king? Well, that saying has changed! *High-quality content is now king!* In 2013 Facebook changed their algorithm to ensure only the best content is seen by your followers. Meaning, Facebook actually slaps you on the wrist for not creating fresh, engaging and targeted content. Okay not literally, but your exposure will get penalized.

Matt Cutts from google is always talking about focusing on the audience not the keywords. If your content is relevant, interesting and valuable to your potential customer, and they show their appreciation by linking, commenting and linking to it, then that’s what will help you in rankings more than a boatload of keywords.

It’s the same on facebook. Focus all your efforts on creating content you know your audience will love and can easily like and share!

Through changes like this it’s important to remember that you are on Facebook to build relationships, so by creating strategic and high-quality posts that will undoubtedly connect with your audience, you can’t lose.

It can however, be tricky to decipher a “high-quality” post from a “good enough” post. Here’s what strong, strategic posts often include:

- Unique images, videos or infographics
- Asking relevant, fun and intelligent questions to engage and gather information and answers
- Provide value to the target audience
- Is newsworthy: brand new, trending or breaking news in the industry or to the business
- Always has a call-to-action
- Provides a link to direct them to where you want them to go
- Connects emotionally, ie, makes them laugh, cry, happy, angry, passionate etc.

Here are some great examples of what high-quality posts look like:
Amy Porterfield
February 14 h Sponsored

Newsworthy
I kicked off my FIRST podcast interview with my friend and mentor, Marie Forleo. This episode is perfect for anyone building a business online. (I know I’m biased, but it’s REALLY worth the listen! http://www.amyporterfield.com/2013/02/find-audience-email-list-marie-forleo/

Call-to-action followed with a link

Great Content Image

Engagement! 262 56

Entrepreneurs Academy
September 17 h

Are you running your business? Or is your business running you?

Comment below and tell me how you set boundaries to still enjoy your life.

Engage with a question and ALWAYS finish with a call-to-action

In between goals is a thing called life, that has to be lived and enjoyed.

Insightful & On Target Quote

Like - Comment - Share 30

123 people like this. Top Comments -
#3 - Sharing Content Without Explaining Why

“Content curation is the act of continually identifying, selecting and sharing the best and most relevant online content and other online resources (and by that I mean articles, blog posts, videos, photos, tools, tweets, or whatever) on a specific subject to match the needs of a specific audience.” MarketingProf’s Chief Content Officer, Ann Handley

In my opinion, nobody curates online content better than Mari Smith. See what I mean here:
The 5 Most Common Facebook Post Mistakes – wow, this is an eye-opening read! via Wishpond
http://blog.wishpond.com/post/54522636516/the-5-most-common-facebook-post-mistakes

I mostly agree with #4; the others could be a case of “It depends.” What do you think?

#facebookmarketing #facebooktips #facebookpost #facebookpage #facebookhelp #facebookmari

Engaging through questions
So you need to share stuff that will interest your community / target audience. Obvious right? Then why do I see so many people getting it wrong! It’s not just about clicking on a link and pressing share (did I mention that the days of lazy marketing are over?). It’s about explaining why you’re sharing it. Why is it valuable, why is it interesting, why should others take the time to click and read it? Explain your opinion of the post and ask for engagement through questions, testimonials or advice on the topic.
If you do decide to share, or curate, (and I highly recommend you do) always include the original source by thanking them, as seen above in the positive thanks given by Mari Smith each time.

#4 - Asking for Untargeted Followers

I see this time and time again. I understand that everyone is keen to get some likes on their page, to get their vanity url, to access insights and to add credibility. But it all means nothing!

You have to get people to like your page who will really like your page!

Think about your objectives here. It’s to build a community to then build a business! What’s the point in having a site about weight loss if you ask people from the business startup niche to like your page? Sure you may get a few entrepreneurs who want to lose weight but that’s not the point.

You MUST know your audience! I can’t say this enough! Your plan, your posts, your shared content, your likes must all be targeted and come from the ideal profile of your target market!

Just as you wouldn’t expect Nike to hand out dinner recipes, your audience expects (and looks forward) to your expertise, products, services and specific niche information.

So when you ask old friends, family and untargeted people to ‘Like’ your page your robbing your business of active followers. You can’t reach all of your followers on Facebook all of the time so it’s critical that those who actually see your posts can directly benefit.

If something only applies to some of your audience then reach out to them directly and avoid missing your target through customized, targeted posts.
Remember that 100 engaged fans that absorb and gain something from your content is better then 1000 that do not.

#5 - Not Taking Advantage of Your Personal Profile to Grow Your Influence

I would say that 80% of small businesses / brands don’t do this. Yet the reality is, people like to know the person behind the brand. Chances are if they resonate with your business, they will resonate with your slightly business influenced personal page.

Be careful as Facebook has certain rules regarding personal profile as a business, however, with the follower option you can very cleverly use your profile to build your influence as the person behind the brand.
Reasons why taking advantage of your personal profile is key to growing influence:

- Facebook is first & foremost a social site. People like to talk to people, not logos. By humanizing your business people feel more connected to you.
- You get a double crack of the whip! People who have liked your page and brand, people who like and subscribe to you the person. Now you can let them know about an event / new report / webinar etc on both your page and profile.
- Because of how FB works your personal posts will get priority in the newsfeed. Use this to your advantage without being overly promotional (neither FB nor your new friends will appreciate overt promotion).
#6 - Not Using Insights to Test Posting Days, Hours, Times

Test, test and test again. Testing & measuring is what separates the men from the boys! It’s one of marketings biggest tools to see what is working and **when** it’s working! Once you discover what days and particular times of day your audience is engaged you can target them more easily, and get in front of them to increase engagement and leads.
These days and times will often vary so make checking your insights a weekly activity so you can get in front of as many of your loyal followers as possible. Remember to test, test and test some more and you’ll discover when and with what your audience likes to engage.
#7 - Thinking that Facebook is a Tool for Direct Selling

So this has changed over the last couple of years and its certainly easier to sell directly off facebook now that it was when I first started. But, saying that, it’s still tough and not the preferable route.

Why? Because Facebook is all about the relationships!

If you want to get FB Marketing right, then remember it’s about building relationships and leveraging those relationships for lead generation. Entice your audience with something that benefits them and directs them to your destination, rather then the impersonal and aggressive tactic of selling directly to them.

Think ‘attraction marketing’ here!

Followers start as strangers, turn into visitors, become leads, then customers and finally your own unpaid marketing department!

I’m not saying however, you shouldn’t make it easy for people to buy from you. I would absolutely recommend you have a tab with all your products on it with buy buttons.

I would absolutely recommend that you run ‘fan only’ offers once in a while.

But if you think creating a page, getting a load of people to like it and then hammering it with affiliate and product links is the way to make money, I’m afraid you’re mistake.

Here’s what to do instead;

1. Create a fabulous free offer
2. Create an optin page (lead generation page) and post it on FB
3. Encourage people to leave their name and email address in exchange for your free offer
4. Send them fantastic and valuable content and build trust
5. Understand their needs and desires and make them a relevant offer for which they pay you.
#8 - Not Willing to Put in the Time to Learn & Test Facebook Ads

Oh boy, oh boy, oh boy!

I have been in marketing for over 20 years and I can tell you there has NEVER been an opportunity to target your market with such precision and for the low prices as there is now with FB Ads.

Does it work immediately? Only if you’re incredibly lucky or hire someone who knows what they’re doing.

Can you lose money? Absolutely.

Does it take time to learn? Most definitely.

Is it worth it? On my gosh YES!

The Facebook Ads platform is incredibly effective. It does take time to learn, and then to test again and again to get the most out of it. But trust me, it’s worth it!

There are different advertising approaches you can take to see what works for you.

Too many for me to explain in this little PDF. But the best advice I can give you is go play!

Take some time to test ad images, copy, headlines, posts etc. Get creative and see what works for you and your niche.

Here is an example of an ad that offers relevancy, has a clear proposition, a call-to-action and grabs your attention with “ENTER HERE.”

![Example Ad Image]
This example also offers a very targeted message to SMB marketers. It provides all the essential information a Facebook ad should have. Relevancy, proof, a call-to-action and brand identification that works well because of the target audience.

For inspiration when placing ads go here - https://www.facebook.com/ads/adboard

That page will show you all the ads that popped up on the side of your newsfeed recently.

Also just my 2 pennies (cents), but I have to say page post ads trump right hand column ads every day!

If you want to know the difference and how ads work then grab my Facebook Domination course. I run through all of this step by step!

I even have a discount for you as you signed up to receive this report so check your email for the code!

#9 - Not Using All The Elements on Your Brand Page to Feature Your Company

Use every nook and cranny you can to ignite engagement and easy information about your business.

Here’s an example of a timeline cover that provides credibility, authority and personalization to form instant connections.
Use the About section to create a quick synopsis of your business, while always including your call to action and link.

Pin to the top of your timeline for additional views and potentially more engagement.
Add app tabs using the SNA templates, woobox, heyo etc.

Remember to take advantage of the new option to run contests on your timeline. This should be used whenever possible to increase engagement, and use the additional Facebook ads to promote your awesome content.

Always remember to take full advantage and create a wide variety of posts, such as images, videos, questions, surveys, infographics and so on to keep and encourage interest.
#10 - Not Engaging With Fans

I saved the best for last. This, in my opinion, is the most important mistake marketers make on Facebook.

Facebook is a social site that many people misconstrue for something that should get them direct sales. To say again, it’s better to have 100 engaged fans then 1,000 disinterested fans.

Why, because consumption = sales. The more people consume your content and connect with you the more likely they are to buy from you or recommend others buy from you.

Build relationships through Facebook and leverage those relationships into customers and raving fans. This takes time, high-quality content, care, strategy and testing but is worth it in the end!

This means to engage you must:

- Post often and share information, news, and interesting and usable content inside your niche
- Answer questions and comments in a personalised & timely manner
- Get out there and talk to people in your niche / industry
- Be inclusive, friendly, personable, likeable and as Jay Baer says - USEFUL!

Personal Branding is about trust and the more a brand is perceived as trustworthy the more exposure they get so engage, engage, engage!
What Comes Next?

Take Action Now!

Now that we’ve gone over what not to do, it’s important to look at what we’re currently doing in our Facebook marketing.

Perhaps you’ve done one or two things from this list. It’s okay if you have, that’s how we learn and evolve! Just take action now to change and make these helpful adjustments to your marketing strategy, and perhaps your marketing habits.

Did you reevaluate your 3, 6, and 12 months goals like we mentioned above? If not go for it right now and tackle your business’s objectives. You’ll see how creating clear and targeted plans can lift your business above the rest.

I hope that what you take away from this eBook is that Facebook marketing is extremely powerful for businesses when done properly.

You can adjust your marketing efforts along the way to become an increasingly dynamic business because you are staying educated on what works and what doesn’t.

If you really want to know how to put all this into action and follow a step by step plan to get your facebook marketing strategies off the ground then take a look at my Facebook Domination video course.

Here’s what’s included;

- A 12 Day Quick Start Guide (step by step videos on how to build and grow your Facebook page in 12 days)
- Brand New Facebook Ads training including the Power Editor, Custom Audiences and how to create a simple and easy page post ad!
- New training on insights and stats as per all the latest Facebook changes
- 5 Core training modules on Pages, Profiles, Groups, Advertising and General FB marketing tools
- My new revamped 96 page FB ebook which is now only available in the course
- PLUS - an amazing bonus!!! (A complete Google+ training course!)
- PLUS - Access to the private members only support community!

http://jobarnesonline.com | Jo Barnes, Jo Barnes Online
I’m also giving you a 20% discount just for signing up to receive this book! *(Check your email for the discount code and instructions.)*

**Click Here for further details!**

I’d love to know how you changed your 3, 6, and 12 months goals. Also what you have taken away from this eBook? What in particular resonated with you the most? What from this list can you see as having a direct influence on your goals?

Please share with me at [http://facebook.com/jobarnespage](http://facebook.com/jobarnespage), there’s nothing better than hearing your thoughts, insights and comments.

All the best in your business,

Jo Barnes ;)

![Jo Barnes](image-url)
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