Facebook Flop to Facebook Fabulous

Lesson 3: Revitalize Your Assets and Make Them Shine

Learning Objective: Breathing life back into your Facebook brand

Revitalize your tired assets. Start by challenging yourself to be more active on Facebook. Keep your insights from Lessons One and Two and aim to be seen by your ideal audience to rebuild your following in the right way.

STEP ONE: BRAND REALITY CHECK

Before we dive right in, however, it's essential to do a brand reality check. You may think you know what your brand is. You may have correctly identified and stated your core mission and message. You may even have created a consistent visual brand image, but the reality is… your brand is not about you (even when it IS you).

- Your audience decides for itself what your brand is all about.

This answers one simple question:

- **What do people think about when they hear your name or see your photo?**

What do they associate you with? What would they say you are all about?

And if you're branding your business, the same questions apply. It doesn't matter what mission statement you make, or what clever slogan you use: People will find out quickly enough whether or not such a motto is wishful thinking on your part or the truth.

So, ask yourself the next question: "How effective is my customer service?"

The hallmark of a reliable, trustworthy brand is excellent customer service. Even though polished, professional Help Desks such as ZenDesk allow you to provide flawless customer service – especially if you enhance your "Customer Service" web page with a well-documented, helpful FAQ – the one thing above all others that makes people respect a brand – and stay loyal to it – is **fast response**.

And that's where Facebook comes in! If you have a Facebook group or page, your group or page provide perfect vehicles to do triage on customer service problems before they have a chance to snowball.

Notice that you don't have to drop everything and solve problems on the spot – but a fast, personal acknowledgment and clear direction not only helps the person with the problem but also shows the other members of your group or followers of your page that you are accountable, involved, and that you care about service.

You can also point people to your FAQ page or section link… or directly answer simple questions.

Of course, this can only happen if you're there every day at least long enough to see new comments or posts like the one just shown. But even if you're not, designate a team member or have your assistant scheduled to monitor your Facebook presences every day, so they can deal with these sorts of issues and answer basic questions.

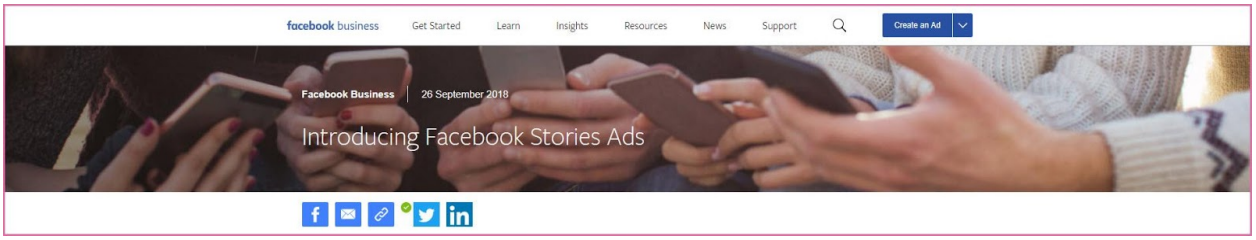
Your brand is about more than your logo or colors. It's about more than just your tagline or mission statement. It's about showing that your brand has integrity, and embodies what it states that it stands for.

STEP TWO: RETHINK YOUR FACEBOOK ADVERTISING

How is your Facebook advertising working for you? Have you been tracking ad performance? Do you know what changes to make to increase your advertising success?

The first step to take, if you haven't done so already: Arm yourself with knowing what has changed about Facebook advertising for 2019 – what no longer works and what new options you can choose from.

Pay particular attention to Facebook Stories ads – and be aware that Facebook Stories will be releasing new features this year, such as effects like Slo Mo and Blur. The Stories feature can be a powerful social media strategy for increasing brand identity and recognition. Facebook has made Stories ads available to everyone.



You can use them in your Facebook news feed as well as in your Instagram account – and they will soon be available for Messenger too.

Take time to read Buffer's article, "How to Create Facebook and Instagram Stories Ads that Get You Results".

Facebook itself provides instructions on how to raise awareness of your brand using:

- Reach ads
- Video ads
- Brand awareness ads

How much should you set for your Facebook advertising budget? BigCommerce.com advises spending one dollar for every hundred site visitors per month as a starting point. Social media advertising director Logan Young lays out a complete pricing overview and strategy in the article, "How Much it Really Costs to Advertise on Facebook."

Finally, if Facebook Advertising is hit-and-miss for you, go back to the basics with AdEspresso's "Beginner's Guide to Facebook Advertising."

Then create your Facebook advertising plan!

STEP THREE: TAKE A SECOND LOOK AT LIVESTREAMS AND VIDEOS

Speaking of advertising, one strategy you are going to want to try is video advertising, which became hot in the latter half of 2018. Keep your videos short, catchy, and create as many of them as you can, each with a single point to the video story and a single goal shared with your other videos.

Consider using Facebook livestreams in a more focused and strategic manner. For example, if you run a closed group for your customers or membership program, try increasing your brand (and Facebook) value by offering a weekly Q & A livestream.

What this provides your group members is a mini-version of one-on-one coaching with you. Set a time limit – no less than half an hour, no more than an hour – and invite them to submit their questions in advance.

Make a point of getting all the questions answered, even if you have to close the livestream on time and promise to answer them later in the comments. (It's better not to run more than ten minutes over if you don't want to run the risk of losing members who are strapped for time.

Besides, allowing livestreams to run over can send the wrong message about your own time-related boundaries and coaching worth. It's one thing to run ten minutes over if the livestream is just snapping along with excited attendees, but if you have one person asking six questions and people beginning to argue, you will want to shut it down.

- **Plan your livestream in advance**. Create a script for yourself – perhaps using cue cards or a one-page, point-form summary of topics you want to cover and questions people asked in advance.
- **Create a list or card with resource links** too – ones you'd like to share, or ones to have handy in case you're asked to provide them during the livestream.
- **Create a poll** in advance of your first livestreams, asking people to indicate what they are most interested in learning about or getting help with. Suggest several topics you would like to speak on, and give them the option to suggest topics too.
- **Dig deep when coming up with a topic**. Don't just talk about 'anxiety', for example: Talk about a specific type of anxiety in a specific situation – one your audience has mentioned in your poll or in the past.
- **Use keywords**. Especially when naming your livestream or talking about it.
- **Blog about your livestream**, if it's not just for closed group members. If it is, write posts in the group to remind people it's coming up and to have their questions ready.

Facebook video and livestreams are potent ways to provide real-time interactivity with your audience. You're not just a face frozen in a photograph: They can hear your voice, watch your expressions, chuckle with you over humorous comments, see how much you empathize with their problems, and be reassured by your passion and involvement.

STEP FOUR: HELPFUL CONTENT – WHAT DOES THAT REALLY MEAN?

Facebook is not your personal platform to show off your expertise, get people to envy your fabulous lifestyle, or talk endlessly about your own causes, passions, and problems. At least, not if you want to use it to grow your business!

Facebook is the place where you drop in to help your community and tribe.

Your focus is on them – not on you.

Share enough of yourself so that you ideal Facebook follower can relate. Let them see the real you. But that doesn't mean venting about politics, inundating them with meme after meme, or preaching to the choir. Once you've hooked them, engage. Move on. Keep pace with them – don't endlessly post links to your own book, article, or membership site.

Talk to them instead – and then stop to listen. Really listen.

Be sure to answer questions – either in your livestreams or right there in the comments. You don't have to sit there and write an essay – sometimes it's as simple as giving them the right link.

It's all about taking the time to find the right content for your online tribe – things you know they'll be interested in:

- Articles explaining concepts or issues they are struggling with
- How-to articles
- Cutting-edge niche news
- Tips and strategies
- Humor and inspiration
- Anything that can help your Facebook follower move forward

And this goes for your Newsfeed, as well as for your Groups or pages. There shouldn't be a noticeable difference between your three Facebook presences.

- Your personal feed should be slightly more relaxed but still with an eye on staying consistent with your brand (and not contradicting your core message)
- Your Facebook Page should be more niche and business-focused – the official vehicle for your business – but still have a personal touch

- Your Groups should focus on the main group topic, but provide its members with a feeling of security and privacy – a place where they can speak freely – and feel as if they have exclusive access to you

STEP FIVE: MAKING THE MOST OF FACEBOOK GROUPS

Build up your Facebook Group. But even if you are running several paid programs, be wary of creating a single group for each different program. That's a whole bunch of groups you have to visit and spend time interacting in every day; not just one.

You will often find yourself needing to share duplicate content with all those paid groups, too. The downside of that (apart from the extra time it takes and the potential for tedium or confusion on your part, if you're wearing too many hats) is that you will undoubtedly have enthusiastic and loyal customers and clients who buy all these programs: They also will see the same post six times in all six of your groups!

What happens in this type of scenario: Engagement goes down because they will answer one of these duplicate posts (usually in the group for the program they're currently using) and just "Like" or ignore the rest. This can skew your stats and give an inaccurate picture of your audience's actual emotional engagement.

Plus, if you make your group members jump through too many hoops – and particularly if you've branded the cover photos with your exact same colors and logo – they're going to get as confused as you are. Or just as irritated they have to like the same post five times in five different groups.

It just gets repetitive and messy!

So, think out your Facebook Group strategy carefully in advance, right when you're beginning to plan your launches for the year.

- Don't have too many programs (and Facebook groups) that are too similar to each other
- Don't have too many programs (and Facebook groups) that are too different from each other

What this means is:

- Give each group a specific but related focus

For example, say you are a writing coach, and you offer five courses. One teaches writing Horror, one teaches Romance, and one teaches Sci-Fi, and so forth.

Visually brand these groups as you would book series titles—containing both **common elements** and **unique elements**, like so:

MY GROUPS	
Common Group Name Elements	Unique Group Name Elements
Cheryl's Group Writes	Horror
Cheryl's Group Writes	Romance
Cheryl's Group Writes	Sci-Fi
Cheryl's Group Writes	Cookbooks
Cheryl's Group Writes	Gardens 101

At the planning stage, you could decide to simplify your group interaction even more, and instead of having five groups, create two.

MY GROUPS	
Common Group Name Elements	Unique Group Name Elements
Cheryl's Group Writes	Fiction
Cheryl's Group Writes	Non-Fiction

You could also decide to lump them all together:

MY GROUPS
Cheryl's Writing Mastermind Group

There's no right or wrong way to do this, but certain businesses will work better using one of these group structures than others. For example, if you do plan on tackling extremely different genres (or types, or topics) then splitting your groups the way we did in the first example is probably best – because your content will probably be ninety percent unique to each group, with minimal repetition.

But if you're teaching a mastermind course that encompasses all types of writing, the single Mastermind group is the way to go.

The real point is:

- **Decide how you're going to run your groups BEFORE you create your marketing/programs.**

And think about how this is going to affect:

A. Your time

B. The content you share

If your Facebook groups are carefully planned in advance and branded with both common elements and unique elements, you'll be able to make the most of them and provide them with unique and helpful content.

Group Cover Photos: Each of these three groups could have the exact same background with your logo on it – those are the 'common elements' of your group cover photos – but each would also contain a different graphics portion – that would be your 'unique element'.

Each different graphic would represent the genre.

STEP SIX: BUILDING YOUR FACEBOOK ROUTINE

The most important way to revitalize your Facebook presence is to create a reliable and consistent Facebook routine – and get rid of social media practices that are not working for you.

Four mistakes people consistently make:

1. Not posting or monitoring every day
2. Not making the most of Groups, video, advertising or livestreams
3. Not planning their branding and content in advance
4. Not realizing Facebook isn't all about them – it's about the people they're trying to reach

Identify the areas where you sabotage your own brand on Facebook. Eliminate mistakes. Create a regular Facebook routine – one that your audience can count on.

It's simple. Do this, and you'll have your fans and followers logging in – and looking for your content first.