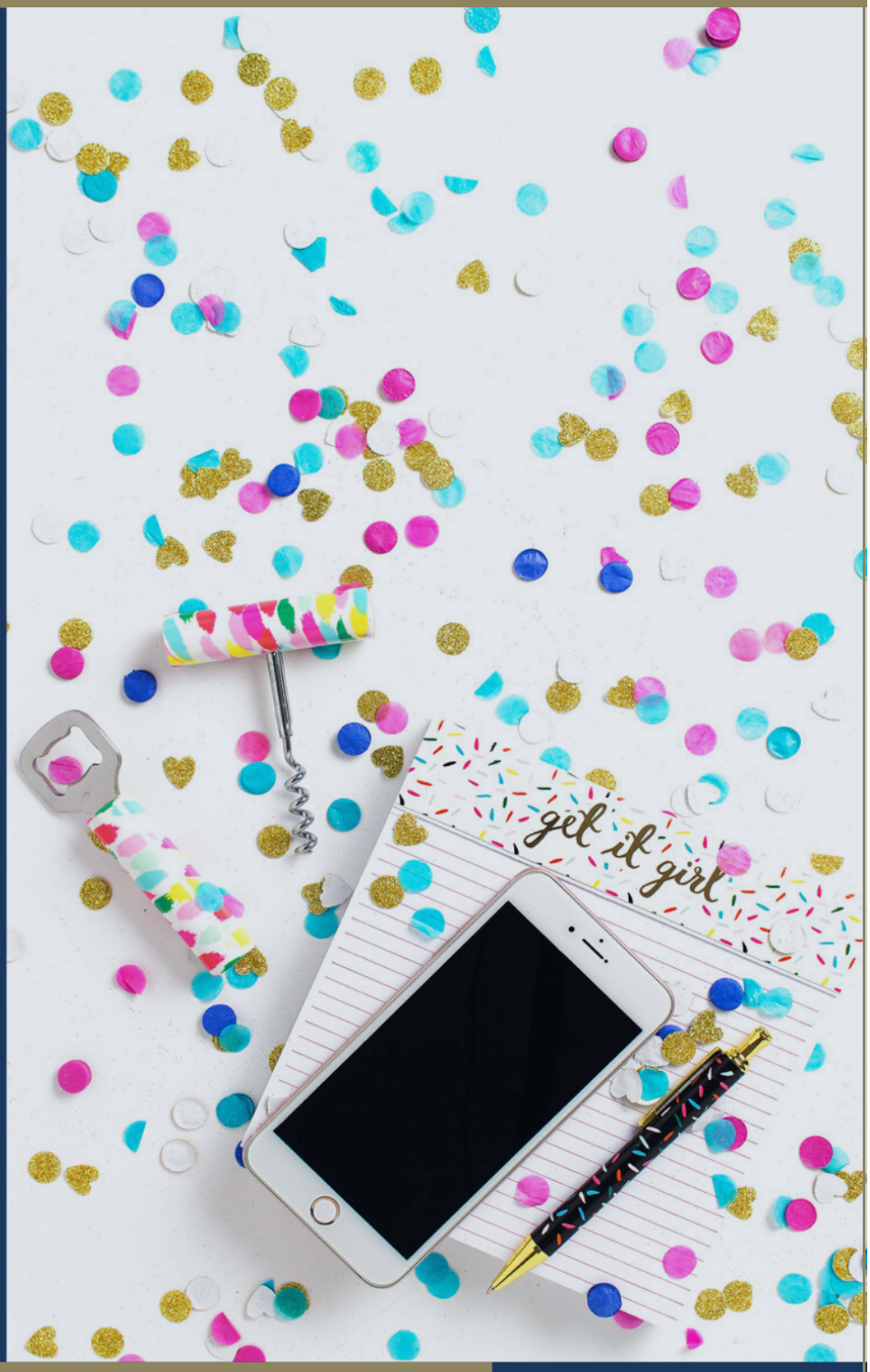
Facebook Flop to Facebook Fabulous



Lesson 4:
Re-Engage Your Core Audience and Get Them Excited Again

Learning Objective: How to get people to engage on Facebook

Now that you've made some changes for the better across your entire account and created a focused Facebook plan, it's time to get busy engaging with your true fans.

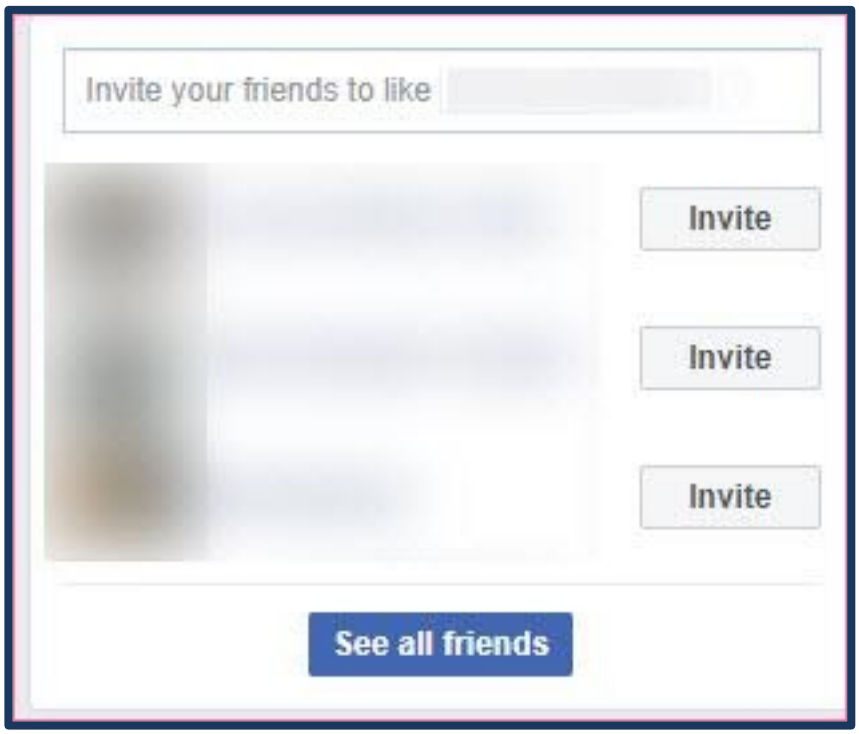
STEP ONE: SEND OUT THE INVITATIONS!

Most people invite friends to like their page by following prompts given when anyone makes a comment on their post, but there are several other ways to invite the right people. Be sure to take advantage of them all.

Let's start with the basics.

Direct Invitations:

1. When in your page, select "Community" from the left-hand, vertical column
2. The "Community" section opens up. In the middle part of your page, you'll see all the friends who already "Like" your page. In the far right, you will see a list of friends with "Invite" buttons next to their names and profile photos
3. Press the "Invite" button next to the friends you want to invite



Share the page to your newsfeed:

Press "Share" next to the three dots in the horizontal menu under your cover photo. A regular, blank post will pop up, containing a picture of your Page's cover photo.

Be sure to write a personalized invitation over the photo of your page, telling them what they will get out of liking your page. (Keep it simple.)

Invite people by email:

Email your list and tell them about your new Facebook Page. Make it easy for them to "Like" your page by including a direct CTA (i.e. ASK them to Like it) plus including a Facebook "Like" button they can just press.

Your Autoresponder or any SaaS such as Squarespace should provide this option when you create emails or email templates.

Be sure to only email people on your list, so that you don't contravene any anti-spamming laws or filters in your email program.

Invite people from your website!

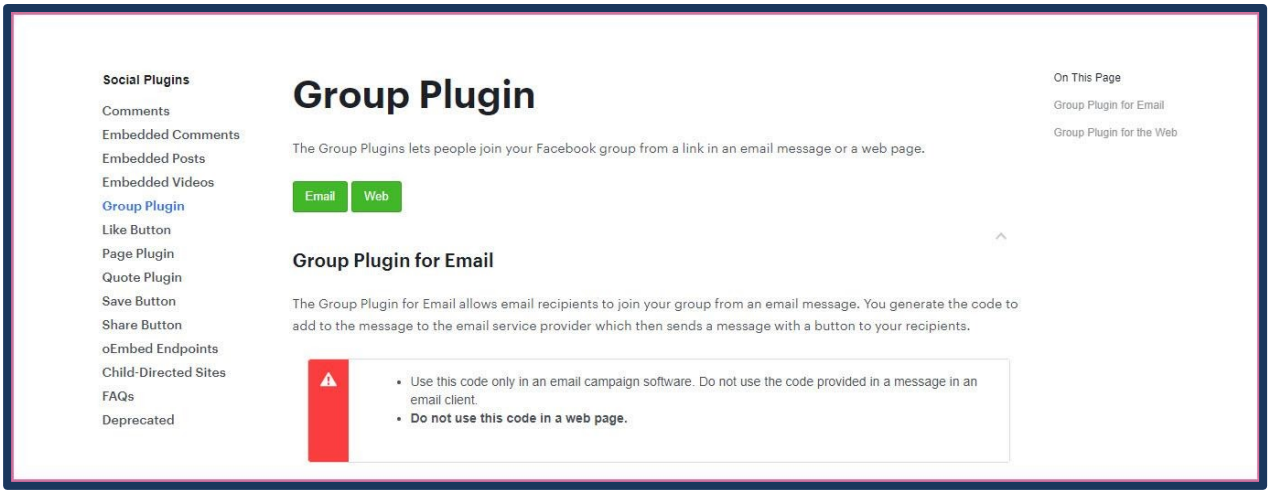
It's amazing how many entrepreneurs miss this opportunity. And it's so easy to do, using the Facebook Plugin.

This replaces the old Facebook plugin, which is now deprecated – but be aware that Facebook is changing even at time of writing, so be sure to pay attention to any changes.

STEP TWO: GROUP INVITATIONS BY EMAIL

A case in point is inviting people via your email list to join your Facebook group. It used to be that you could do it two ways – by sending invitations to your list and by inviting people directly from your web page.

Note that the web page Group Invitation option is no longer available – most likely due to the GDPR laws. But you can still send Facebook group invitations by email with this plugin.



STEP THREE: PROMOTE YOUR PRODUCT WITH WELL-PLACED ADS

Consider using automated ads strictly for growing visibility and reach. Consider allowing Facebook to select these "placements" for you – or if you're confident in your advertising skills, set these yourself.

You can place ads in:

- Feeds
- In-stream video
- Right-hand column
- Marketplace
- Stories

Study the ads that appear in your own Facebook newsfeed, groups, and pages to get a good idea of how these work – and whether or not you would find similar placements suitable for your Facebook brand.

Be sure to study ad placement in groups you do not own, too. Facebook will display ads it thinks you like, based on its own algorithms and observations of your behavior – but it's worth checking to see if there are any differences in the ad content shown in other people's groups.

Things you must know:

Be aware that some ads are not visible on mobile – for example, right-hand column ads appear only for those who are using Facebook on their PCs.

Also, ads for stories only appear to people who are using the Stories feed.

Facebook video ads can go up to thirty seconds, but there is strong evidence that much shorter than that is more effective. (Facebook itself recommends fifteen seconds or less!)

In his article, "Facebook Video Ads: Best Practices for 2019", Maxwell Gollin recommends "tight, snappy" ads of no more than six seconds.

The article also contains a great infographic of how people actually consume Facebook ads, so be sure to check it out – it provides everything you need to know, including:

- New information
- How to set up ads
- How to choose the right objectives

- Specs and sizes
- Tips
- Data

And more.

If you're new to Facebook advertising, try letting Facebook take care of placements initially: Then, when you've tracked results and gained a feel for what's working and what's not, you can customize ads based on your observations and conclusions.

Finally, be sure to set up your Facebook Tracking pixel. (The link will take you to Facebook advertising expert, Jason Wardrop's in-depth but clear YouTube tutorial for setting your pixel in 2019.)

STEP FOUR: CREATE A CHATBOT ON YOUR PAGE

Consider using a chatbot in messenger on your Facebook Page to deliver customer service.

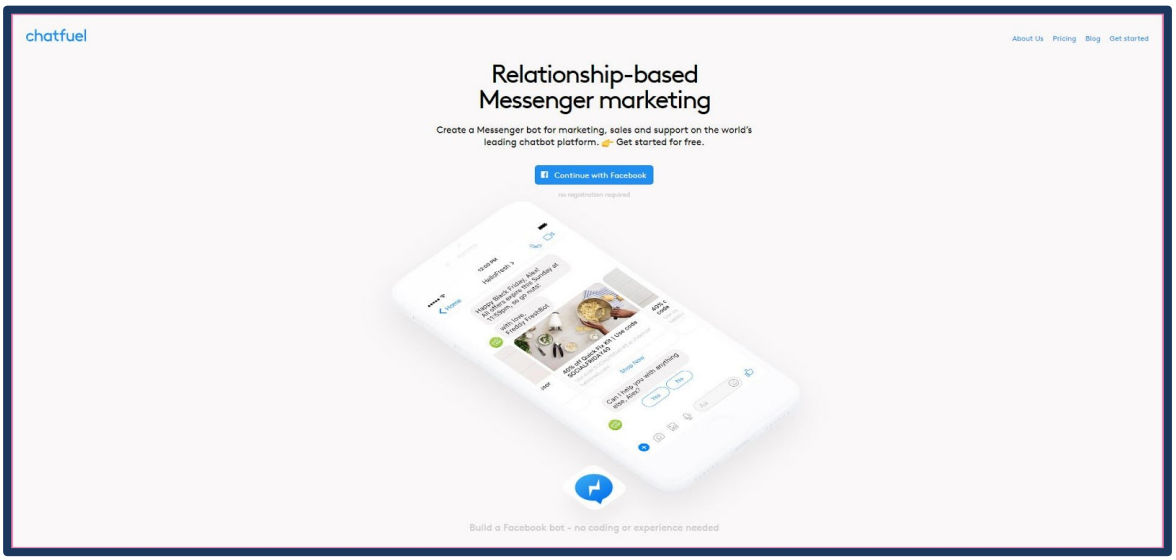
You can tailor your chatbot to guide your Page visitors straight to a webinar, sign-up box, or offer (for example, asking if they want your top ten tips on a topic). You can also set your bot to prompt them with questions. ("Ask me about…").

You do need to install Messenger's latest update before attempting to add a chatbot, and you need to weigh carefully whether or not a chatbot that pops up straight away in Messenger is going to put your visitor off or help them.

Bots work best when they are taking care of common customer service questions and giving out basic information, rather than delivering aggressive sales prompts. You can set them to deliver any of your FAQs or tell people where to find things, as well as answer common questions that visitors would otherwise perhaps have to wait several hours to find out.

You can also set your bot so that the customer can initiate the bot popping up by clicking on the "Message" button while on your page. And they are available 24/7, while you and your customer service team members sleep.

One of the easiest ways to build a bot is to sign up for Chatfuel.



You log in through Facebook, and Chatfuel walks you through building your bot.

Plans are inexpensive – there's even a free basic account, but you mostly like won't want that since it inserts Chatfuel's branding. However, the Pro account is only $15.00 USD per month, so it's really a no-brainer.

And if you really don't want to build the bot yourself, you can outsource it to Chatfuel's team.

STEP FIVE: LEVERAGE OTHER GROUPS

Another way to re-engage your core audience: Leverage groups in your niche that already exist. Don't think of it as helping your competition (i.e. the group owner) but as helping your ideal followers and potential clients or customers (the members).

One factor worth mentioning; whether you are positioning yourself on your own page or in someone else's group, always treat your potential followers as equals. Speak with all the assurance of your experience and qualifications, but let others endow you with professional respect and expert status. Any Tom, Dick, or Harry can step up nowadays and proclaim themselves an expert. And the more insistent they are about their superiority, the more they distance themselves from today's even-more-heavily relationship-based Facebook users.

In groups, it's important not to assume that you are the only expert in your field. Allow others to be experts too. Acknowledge them and acknowledge the wisdom they share.

If you ever do need to create a post and you don't want comments on it, you can turn comments off – for example, if you're just making an announcement and you don't need all sorts of debate about it. Or you want to share a really unique tip, but you want it to read like a feature ("Jill's weekly tip about…").

When you do allow comments on the latter type of post, however, you will receive as many thanks and acknowledgements as you will people trying to deliver 'rival' tips. Allowing comments cultivates a feeling of camaraderie and bonding. It nurtures and instils trust. Just keep your posts positive and focused on your fellow members.

And if anyone does troll you (which happens more in public groups than closed ones), if they do so on your post, you can always delete your post, hide their comment, or notify an admin or moderator.

Should you become an admin or moderator if asked by the group owner? That's really up to you, but being an admin can eat up huge amounts of time if you take the job seriously. You'll see more of the negative – people complaining to you; people annoyed at actions you had to take – and in especially-large groups it won't increase your status as an expert: Instead, you'll feel more like a peacekeeper!

In a smaller closed group with clear rules and guidelines – especially if you are with a small group of people you know well and respect (including the group owner) – then becoming an admin is far less problematic. But in general, you will create more goodwill and acceptance as a fellow group member.

Take screenshots of really helpful posts and answers – just for your own information (group content in a closed group is not to be shared outside it). Copy-paste them into your online journal. And that goes for your own group posts if you give meaningful answers.

The best groups are ones passionate about your niche interest or topic. Avoid the promotional groups – sales from announcements in such groups are small: Everyone is busy promoting their stuff and few people are actually listening. Stick to the groups that love whatever it is you are passionate about.

Becoming a member of a closed, special-interest group is a great way to become known in your online niche, if you share helpful, positive posts and information, avoid the personalities and irrelevancies, and check in with the group every day.

STEP SIX: RULES OF ENGAGEMENT

Little thought is often given to how to interact on Facebook, so here are seven tips on how to say less and make more of an impression.

People who use Facebook loosely fit one of two molds:

- The people who love it and can easily spend hours there
- Those who see it as a necessary evil and use it only sporadically

Even if you enjoy interacting on Facebook, remember that you're using it for branding, and allow yourself to be choosy about what you post. Don't feel you have to share everything! Be strategic!

And if you're someone who always feels they don't have time for social media, there are ways to not only spend less time writing posts but make post creation easier:

1. Vary your content. If you love making videos, short videos for Facebook are ideal. Create single tips. Create image quotes. Share cutting-edge niche news.

2. Use hashtags – great in groups or pages and in your feed. Create hashtags for specific Facebook 'features' (example: "#HotTipTuesday"; "#WeirdnessWednesday"; "#OrganicBreakfasts".)

These hashtags can be a great prompt and organizational tool for you, reminding you to create regular posts or helping you to come up with multiple posts on each hashtag for future use.

3. Write posts in batches for future release – they'll be more cohesive, and you won't find yourself being repetitive. (The types of posts it's easiest to batch: Image quotes, inspiring photographs, tips, and links to your latest blog posts.)

4. If you're in a group, remember that you can pre-schedule your latest-blog-post links at the same time as you schedule your actual blog post.

5. Memes are a fun, easy way to connect with your tribe – but they can also easily be overused and become annoying. And also make sure the meme is relevant to your audience – humor especially can fall flat and be a double-edged sword on social media where one can't hear the tone of the comment or see the poster's expression.

Remember that if you see a meme shared by two people that you know, everyone else in your audience circle has likely already seen it! Be the one who finds new memes to share – not passes around ones that are already 'hot'.

6. Stay positive. Avoid venting as much as possible. Don't get sucked into negative posts and people – remember that a lot of these posters want to anger and inflame people. Avoid politics and religion. Negativity and venting may entertain people or stir the sympathies of the soft-hearted, but this habit has the hidden drawback of weakening your credibility.

Keep your Facebook focus on your tribe and enjoy helping the wonderful people you choose to interact with. That's the most potent Facebook strategy of all.