

A PUBLICATION OF ICARELABS

MARKETING

BOOT CAMP 2

FOR EYE CARE PROFESSIONALS

INTRODUCTION TO

facebook

FOR TODAY'S EYE CARE PROFESSIONAL





INTRODUCTION TO **facebook** FOR TODAY'S EYE CARE PROFESSIONAL

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CHAPTER ONE

INTRODUCTION





INTRODUCTION

WHY DO YOU NEED TO KNOW ABOUT FACEBOOK?

If you're an eye doctor or an optician, you probably did a lot of studying about eyes, optometry, chemistry, biology, anatomy and biochemistry. However, if you're like most eye care professionals (and other doctors, chiropractors, pharmacists, lawyers, etc.), you may have only had one or two marketing classes.

So, you're an expert at taking care of people's eyes. But, how do you get patients in the door?

This e-book is a follow up to our first Marketing Boot Camp e-book. It focuses on how to utilize Facebook to grow your optical practice. Like our last e-book, this is not meant to be an exhaustive Facebook guide, but hopefully, it will inspire some ideas you can use immediately, especially if you're new to Facebook. Inside you'll learn:

- Basic Facebook Concepts
- Introduction to Facebook Ads
- The Facebook Insights
- Facebook Tips & Tricks
- Much More

You might be wondering why your business even needs a Facebook page. What is Facebook anyway? Let's start there.





Why Your Optical Business Needs a Facebook Page

Facebook is not just for lonely college students looking to waste away hours stalking ex-girlfriends and posting pop culture cartoon clips. Okay, there is a lot of that. But, if you can grasp some of the statistics I'm about to share with you, you'll see that Facebook can be an excellent platform to reach potential local customers and start dialog about your products and services. You might even attract new customers with affordable advertising that is targeted and trackable.

That's why Facebook has surpassed 400 million users. If Facebook were a country, it would be the third largest country in the world!

Have you heard of the TV show American Idol? On a good night, during the final episodes, American Idol may average 20 million viewers. Facebook has 100 million users in America alone.

Let's bring it a bit closer to home. Consider this - the average Facebook user has 130 "friends." That's getting very close to Dunbar's number! (British scientist, Robin Dunbar, suggested that the maximum number of actual friend relationships a person can maintain is 150). That means for every person who "likes" your business on Facebook, there are 130 other people who may see your posts, contests, videos, pictures and memes. If one of them likes or shares something they find interesting, then another 130 people could view your content - and so forth.

Keep in mind that Facebook's news feed algorithm displays content it thinks people want, based on their actual past interactions and their friends' interactions. Just because a person is a fan, they may not necessarily see your post. That's why it's critical to learn how to post engaging content that will be "liked" and shared by many. More on this later.

The good news is that Facebook content is now publicly available. In other words, if someone searches for something on Google, for example, information on Facebook may now show up on the Search Engine Results Page (SERP).





Still confused?

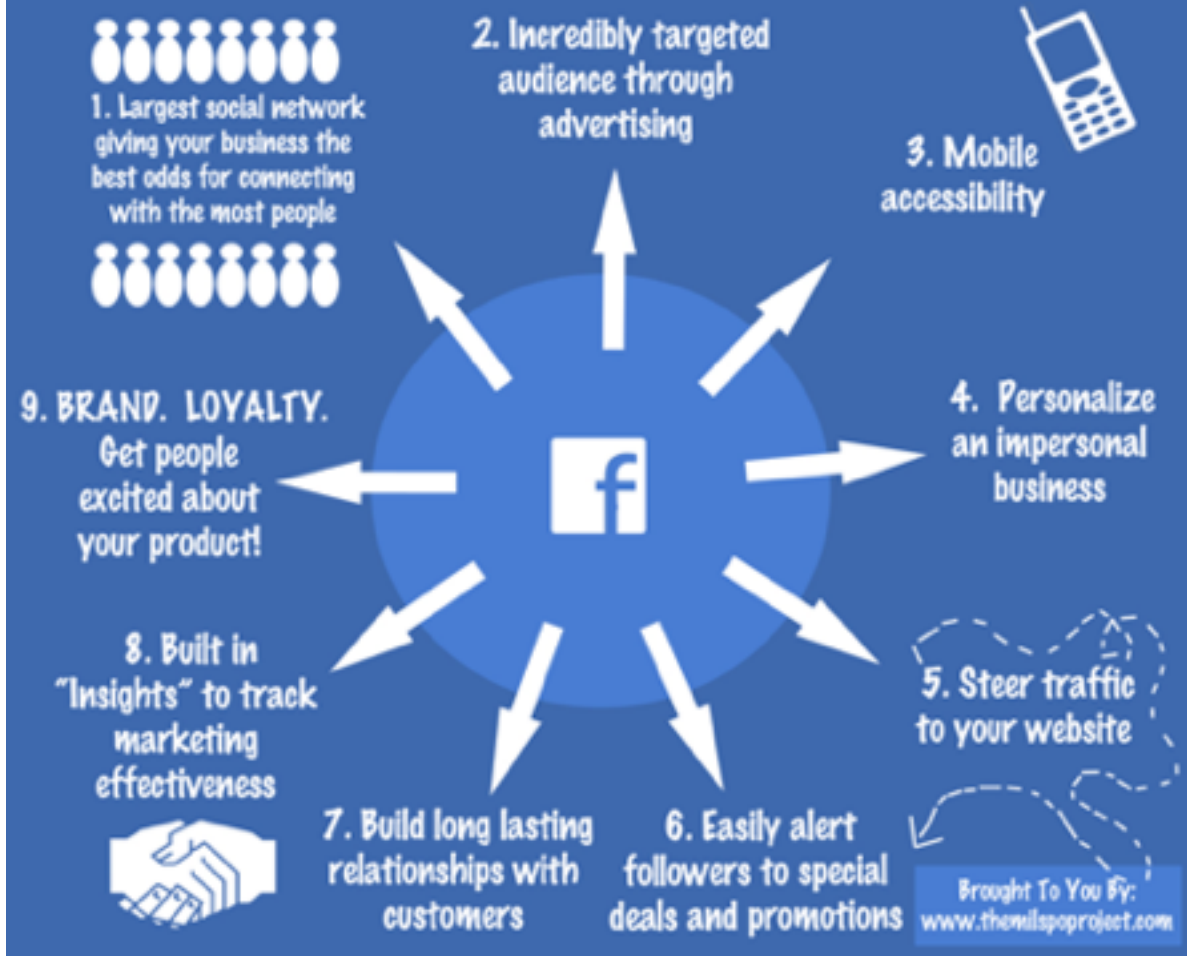
Okay - let's make it practical. At a minimum, you might consider building a Facebook page simply because that's where many people go to find something first. It's pretty simple to set up a page, and it's completely free. Those who go to Facebook to find you, now can.

It doesn't take much effort to log on once a week and post an article your customers may find interesting. Post an article you wrote on eye health occasionally. Share information you found on an eye health website. Share a funny cartoon that has to do with eye exams. While this isn't the best plan to grow a loyal following who will interact with your content, it's a start. At least you won't be "conspicuously missing" from Facebook.

Now, how much time you spend on Facebook is another matter. As you'll see in the remainder of this e-book, there is much you can do to optimize your clinic's presence on Facebook. It really depends upon how much time you want (can afford) to spend. Content marketing isn't about spending money. It's about investing time. You have to figure out your ROI for your social media efforts.

Okay - ready to jump in? Let's get started.

9 Reasons Your Small Business Needs a Business Facebook Page



"[Dunbar] found that the **MAXIMUM** number of people that a person could keep up with socially at any given time, gossip maintenance, was 150. This doesn't mean that people don't have 150 people in their social network, but that they only keep tabs on 150 people max at any given point."

~Christopher Allen

CHAPTER TWO

FACEBOOK BASICS





FACEBOOK BASICS

GETTING STARTED

What is Facebook?

There are tons of articles and guides on the Internet when it comes to Facebook 101. This chapter will focus on the nuts and bolts, giving you a handle on terminology and the different components that make up the Facebook interface and related applications.

Even if you've been dabbling in Facebook for a while, a refresher might be fun. Take a look at your Facebook knowledge from a beginner's point of view. See if you may have missed something along the way.

Let's start with some terminology.

1) Timeline:

The Timeline (also known as your profile page) is where you can share information about yourself on Facebook. You can post your pictures, share basic information about yourself, let people know what's going on. For a business, you can post pictures of your store and staff, tell about special promotions or sales going on, or even start a contest to engage your potential patients.

When you post something on Facebook, it will appear on your Timeline, as well as your friends' News Feeds.

2) News Feed:

Think of the News feed as a stream of posts from your friends and any people/businesses you follow. Here is where people spend most of their time on Facebook, viewing and commenting on what's happening with all of your friends.





This is also where you can easily spend more time on Facebook than you had planned. One story leads to another, and before you know it...well, it's time to get back to business.

If you can manage your time, it's always good to see what's popular on Facebook, and what your followers and "followees" are looking at. Later on, we'll talk about some strategies you can use to maximize your time and impact on Facebook.

3) **Status Update** (a.k.a. Post):

This is what you share on Facebook: short, text-based posts that your friends and followers can see and react to or comment on.

You can post photos, videos, links, and other information you find interesting. Your friends will be able to see your posts (Status Updates) on their News Feeds, and the posts you share will also be posted to your Timeline.

Starting to see how it all works together?

4) **Friend:**

A "friend" on Facebook is not necessarily a "friend" as some would define friends. This is the term Facebook gives to someone who you are connected to on Facebook. Your Facebook "friends" will see the things you share, such as status updates or photos.

For a business page, there are no "friends" per se. Instead, people can "like" you. I guess you could call them "likers."

Friends (and "likers") will be able to view your profile information and share things on your Timeline. You can adjust your Facebook settings to prevent people from posting on your page, hide your content from either non-friends, or even friends of friends. More on content and privacy settings later.

5) **Comment:**

When a friend shares a post on Facebook, you can leave a comment about their posts. They can do the same for your posts (if you've set it up that way).





6) Like:

When a friend shares a post on Facebook, you can choose to “Like” (or several other new reactions as of February 2016, including Love, Haha, Wow, Sad or Angry) the post. With a click of a mouse, this is a simple way of showing your friends that you enjoyed (loved, laughed-at, were wowed by, were saddened by, or angered by) what they shared.

You can also “Like” the Facebook Page for other businesses and organizations. This will allow you to receive their status updates in your News Feed. This is what you’ll encourage your patients to do for your page!

7) Notification:

Whenever someone interacts with your Facebook page, you’ll receive a notification on your Home page. You’ll also receive an email notification (if configured to do so). This comes in the form of one of those pesky red squares with a number in it.



I say “pesky” because I’m the kind of person who has to have all my notifications cleared away or it feels like there’s something still undone. I’ve seen other people’s phones and Facebook pages with dozens of red squares all screaming for their attention - but, somehow, they’re able to ignore them and go on with life. I wish I had that gift!

Examples of notifications could be: when someone adds you as a friend, likes or comments on something you’ve shared, or sends you a private message.

8) Tag:

Followers can “tag” you in photos and posts they share on Facebook. And, so can you! Tagging a photo or post will result in that post appearing on the “tagged” person’s (or company’s) Timeline. This is a good example of the potential power of the social spread ability of Facebook. You share something, someone tags someone else, it appears on timelines of up to 260+ people (based on the average of 120 friends).



Facebook Pages, Profiles and Groups

There is plenty of confusion out there about the different types of “pages” Facebook offers. For newbies, it’s can be difficult to know how to use Facebook for a particular purpose.

Here’s what you need to know. Facebook “profiles” are for people; Individuals, like you and me, Facebook personally. If you do business as a person or individual, for example, if you’re an eye doctor, then it could be appropriate for you to use your Facebook profile for business. However typically, Facebook profiles are for personal use. Facebook profiles ALWAYS need to represent an actual person.

Facebook Pages (a.k.a. “fan pages”) are for organizations, companies and businesses. Here’s Facebook’s official definition:

Pages are for organizations, businesses, celebrities, and bands to broadcast great information to fans in an official, public manner. Like profiles, they can be enhanced with applications that help the entity communicate with and engage their fans, and capture new audiences virally through their fans’ recommendations to their friends.

Any organization - a soccer team, thrift store, taco stand, church group, etc. - would typically create a Facebook PAGE. If you’ve seen a business or organization using a PROFILE, this is in violation of Facebook policies. Eventually, they will be discovered and removed. So, for a business, go with a PAGE.

There are three main differences between Pages and Profiles:

- On profiles, you have “friends.” On pages, you have “fans.”
- With profiles, messages can be sent to one or more friends. These go directly to their Facebook inbox. With pages, you can only post updates.
- With pages, you can’t “add” friends. But, your fans can suggest your page to their own friends to become a fan.



What About Groups?

Groups are utilized to allow more interaction between members. Think of it as a user group or forum. Here's what Facebook says about Groups:

Groups and Pages serve different purposes on Facebook. Groups are meant to foster group discussion around a particular topic area while Pages allow entities such as public figures and organizations to broadcast information to their fans. Only the authorized representative of the entity can run a Page.

As an example, a charitable organization could have an official Page. This is where events, news and updates are posted. They could also have several group pages set up for certain volunteers within the organization, like team captains, fund-raising teams, homeless shelter volunteers, etc. This allows those groups of people to talk about subjects that are specific to their areas of interest. Groups can be made private so only members can see what's posted.

Community Groups is something Facebook recently rolled out. There are lots of "unofficial" pages. These can be for celebrities, unofficial fan pages for the Star Wars movies, or for bands or sneakers or whatever. For a company or organization, don't worry about Community Pages.

Resources


Below are some helpful resources for understanding the basics of Facebook:

<https://www.facebook.com/business/learn/facebook-page-basics>

<http://hubpages.com/technology/facebookforbeginners>

<http://www.socialmediaexaminer.com/facebook-101-business-guide/>

Anatomy of the Timeline for Facebook Business Pages



Cover Image
Reflects your brand and should not contain any promotional or 'call to action' information.

Profile Picture
Square business logo image.

Like Button
Used by visitors to endorse your page.

Message Button
Allows visitors to message you!

About Information
Brief bio for the business.

Custom Icons
Use to add extra information and apps to your page. A great way to add 'calls to action', up to 12 icons allowed!

See your Friends
See which of your friends like this page, this adds social credibility.

Facebook timeline updates
Status update, giving updates about your business.

'Pinned' Timeline update
Allows you to 'Pin' an update to the top of your page for 7 days.



“All lasting business is built on friendship.”

~Alfred A. Montapert

CHAPTER ONE

FACEBOOK INSIGHTS



FACEBOOK INSIGHTS

THE TOOLS TO HELP IMPROVE YOUR ONLINE PLAN!

It's not just about having a Facebook page, right? The purpose of investing time in maintaining a Facebook business page is the hope of attracting and converting prospects. You want to optimize your reach. You want your content to be posted in the right way, at the right time, and in the best way. This will start conversations and get people to share your content and, hopefully become a loyal customer of yours.

There is a set of tools included with your Facebook page called Insights.

Facebook Insights will give you a wealth of information about how your content is performing. It will help you stay in touch with what's working best for your page and help you avoid things that aren't.



Reach, Benchmarks and Engagement

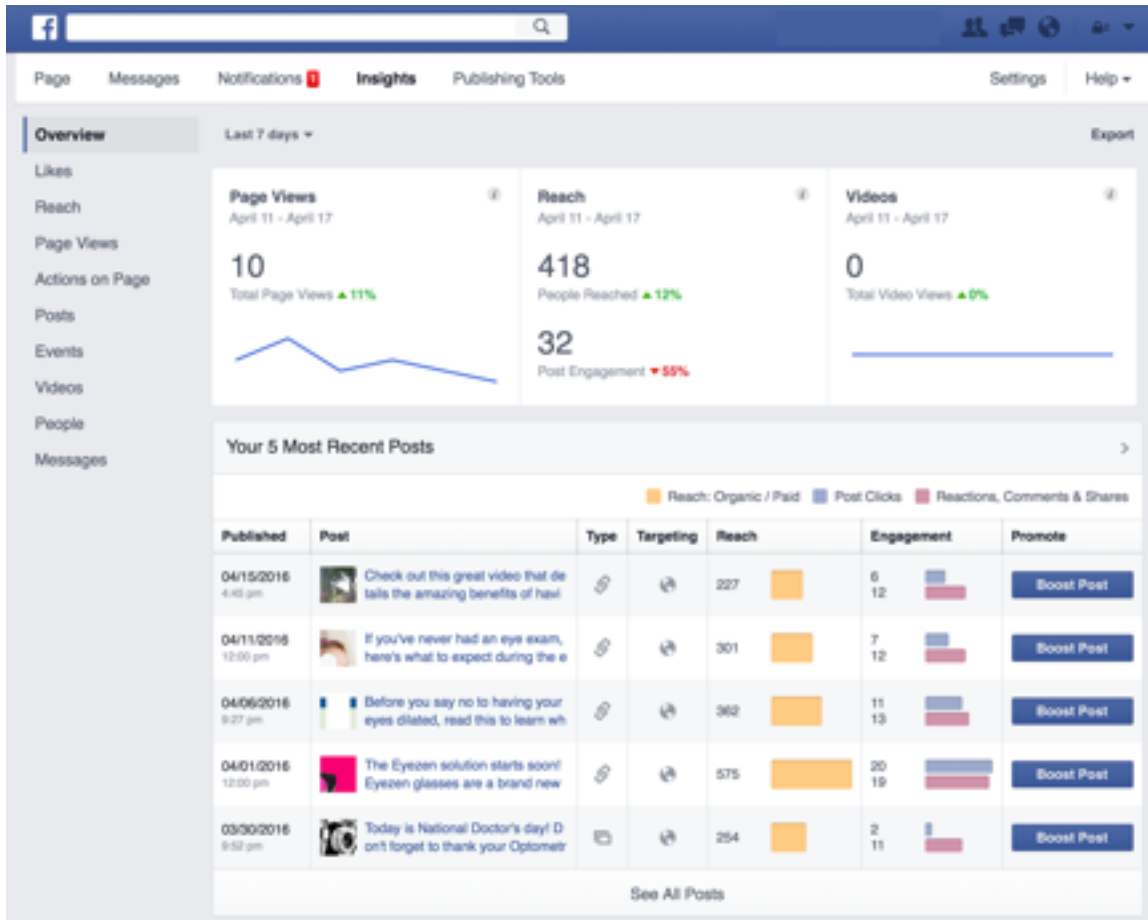
There are a few basics you want to understand about your Facebook page's performance: Reach, Benchmarks and Engagement.

Reach tells you how many people are seeing your content. This seems like an obvious important statistic. Keep in mind, however, that this is out of your control. Facebook and their mysterious algorithm controls what content people see. What you really want to do is benchmark your reach and then experiment to see what improves your engagement. Engagement is when someone likes, shares, clicks on or reacts to your content.





To get to your page's Insights, navigate to your page and look at the top menu. You'll see the "INSIGHTS" tab along the top. Below is a sample of the information you'll see when you click the INSIGHTS tab:

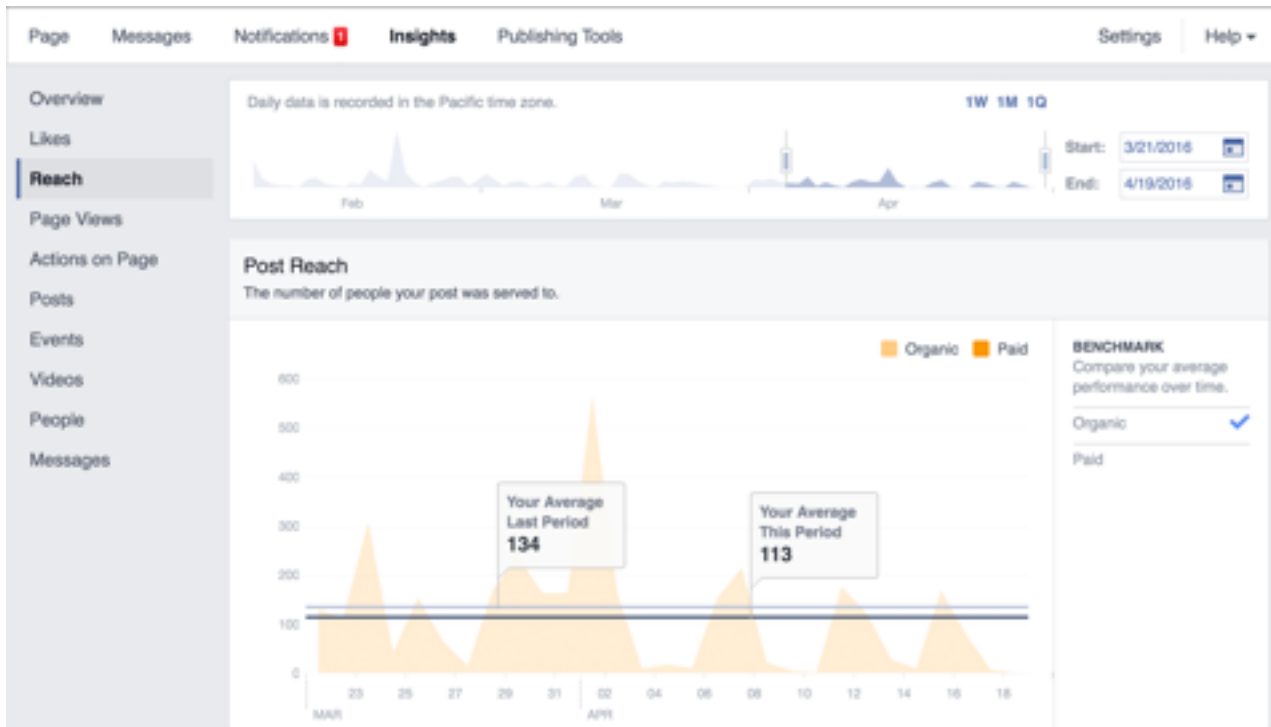


On the left, you'll see the various types of information you can view, including likes, reach, page views, etc. Don't be afraid to click around and explore the Insights tool. It's fairly intuitive and you can learn a lot about how your page is performing.

You can also keep an eye on your competitors' Facebook pages under the section called "Pages to Watch." Just click on the button in that section labeled "Add Pages." You can go here to easily track your competitors' page likes, number of posts and engagement and growth.



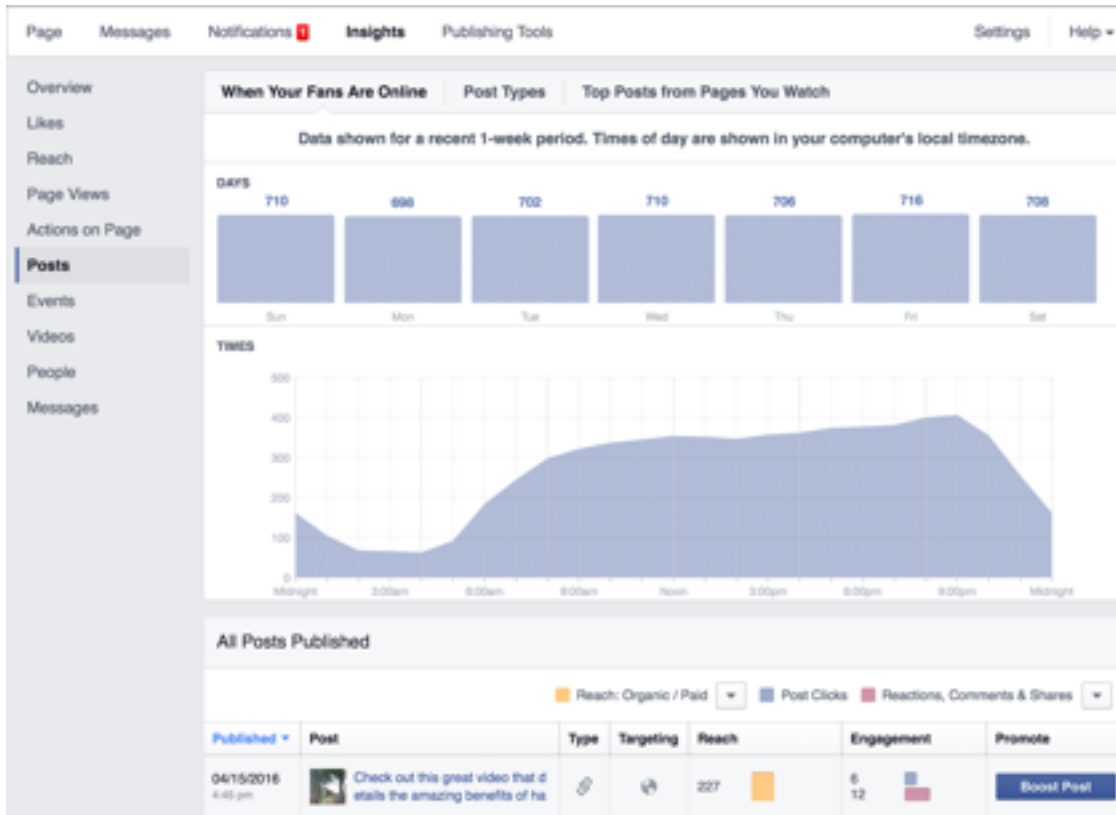
Let's take a look at your page's REACH. Click on REACH on the left of your Insights page. This chart will track organic and paid reach. We will talk more about paid Facebook advertising later on. For now, click on "Organic" on the right of your chart. You'll see a chart similar to this one:



You can select any date range. What this is showing you is your average reach during that date range compared to the previous time period. This benchmarking helps you see if what you're doing is reaching more or less potential patients. Keep in mind that posts that get a lot of reach are probably getting more engagement.

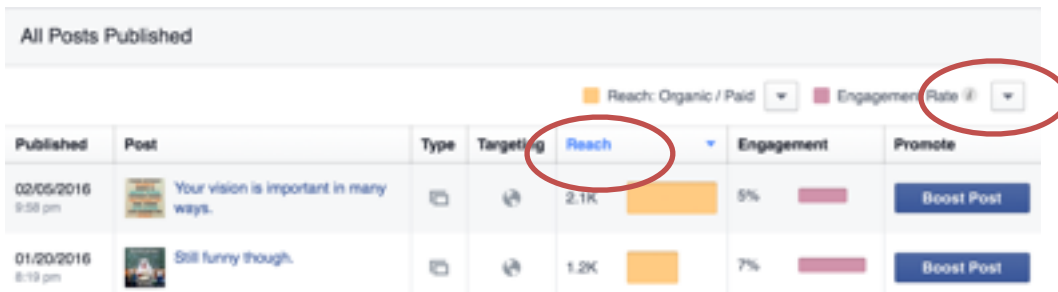


Next, let's take a look at your posts. Click on POSTS on the left navigation pane and you'll see a chart that looks something like this one:



This chart at the top shows you your peak times during the day when people are viewing your posts. At the bottom, you can see the reach and engagement for each post and when it was posted.

Now, click on REACH in the middle column header (between TARGETING and ENGAGEMENT). Then click on the drop down arrow to the right and select ENGAGEMENT. You'll see a result similar to this one:





This is a great way to see what types of posts are getting the most reach and the most engagement. Take note. Do more of these types of posts! After a while, you'll begin to see the types of posts (video, questions, pictures, articles, education, etc.) your potential patients appreciate the most. You now have the tools to track this information and adjust your strategy accordingly.

There are many other helpful tools with Facebook Insights. If you do nothing else, monitor your posts for reach and engagement and do more of what's working. Try new things and see how they compare. You can then re-share the posts that are really popular.

Play around with other times of day and days of the week. Then, monitor for results. After time, you'll get to know your audience and be able to maximize engagement for your content. That's the secret sauce!

TIP: Since you're only able to see the past 90 days, you may want to download the statistics for a more long-term look at what's working.

To download your data, click on Insights and then on Export at the top right. Select the button for "Post Data" and a date range. You can export a maximum range of 180 days or 500 posts. If you post multiple times daily, you may want to download the data more often.

Summary

Once again, don't be afraid to explore all the different tools in Facebook Insights. Everybody does things a bit differently. If you tend to post more videos, you're going to want to track results for video posts. If you do events, these stats are more important to you.

At a minimum, try to get a feel for what types of posts are resonating with your audience. Do more of those!

A BRIEF GUIDE TO FACEBOOK INSIGHTS

Some marketers love them, some hate them and some just plain don't understand. From impressions to new likes, the following graph explains the size and relationship of audiences in each metric in Facebook Insights. The model is not to scale since every page is different, but the circles show the relationship between the number of users and actions recorded in each metric.

FRIENDS OF FRIENDS

This is everyone you have the potential to influence. The extended network is often hundreds of thousands or even millions of people. All other metrics are a fraction of this number - **less than 1%**.

IMPRESSIONS

This is the total number times people saw anything from your page in the newsfeed or ticker (friends or non-friends).

REACH

The number of people who received impressions. It's likely your content was seen by people more than once, so this number is smaller than total impressions.

POST IMPRESSIONS

This counts how many times your posts were seen in a newsfeed or ticker (friend or non-friend). Regular impressions record all activity. This metric is limited to posts from you.

POST REACH

Just like reach is the number of people who received impressions, post reach tells you how many people your posts reached.

ENGAGED USERS

Engaged users is the number of people who clicked on one of your posts.

TALKING ABOUT THIS

People Talking About This are people who created a newsfeed story from your content by liking, commenting or sharing. When their friends view these stories in newsfeeds and tickers, impressions and reach grow.

NEW LIKES

New likes count as People Talking About This because liking creates a story. Of the **HUNDREDS OF THOUSANDS** of people you have the potential to reach, this is the **SMALL FRACTION** that acted.

OTHER METRICS

LOGGED-IN PAGEVIEWS - This is the number of people who viewed your Timeline while logged into Facebook. Since the majority of views come from logged-in users, this is a pretty good indication of everyone who came to your page.

CONSUMPTION/CONSUMERS - When you post any media (link, photos or videos) it is "consumed" when a user clicks to view. The number of consumers is the total number of people who create consumptions.

FROM THIS POINT ON, metrics mostly represent people who are fans or have the potential to become fans through direct interaction with your page content.

true
DIGITAL COMMUNICATIONS

CHAPTER THREE

FACEBOOK ADS





FACEBOOK

ADS

THE OTHER SIDE OF FACEBOOK

Facebook has become one of the most powerful advertising platforms for online marketing. As a matter of fact, Facebook now accounts for more than 9% of all digital ad purchases. That's pretty significant when you consider all the opportunities to advertise online.

Before we go into Facebook Ads, let's look at some statistics that might help you understand why you might want to consider jumping in:

- There are an estimated 1.39 billion active Facebook users each month
- The average user spends 40 minutes on Facebook daily
- Facebook's revenue in 2014 was \$12.47 Billion
- 92% of social marketers are using Facebook for advertising
- More than 30 Million businesses now have Facebook fan pages
- 1.5 Million businesses spend money on mobile advertising

Now, you may have read online or heard your colleagues downplaying the effectiveness of Facebook advertising. However, the numbers would indicate otherwise. With so many more businesses jumping on board with Facebook advertising each year, in spite of growing costs, it shows that businesses are getting a return on their investment. Otherwise, no one would continue doing it.

Businesses are spending more each year, moving away from traditional advertising channels, and increasing their social spending. This is happening because Facebook ads work.





The good news is, you can spend as little or as much as you want on Facebook advertising. You can also get very specific on who you're targeting. You can test it out for a small investment. Try it out for yourself. Start out small and you'll be able to grow into what's working for your business.

Compare with Google Advertising

Let's consider Facebook ads versus Google Adwords (a.k.a. pay per click). With Google search, your customers go online to search for something. If they happen to search for something your business is advertising for, viola! There's a match.

With Facebook advertising, you don't care what the prospective patient is searching for. You only care about who your patients are. You can target real people with real interests - not keywords.

And, it keeps getting better. Facebook is constantly making improvements to their platform and making it a better tool for businesses like yours.

This chapter will introduce you to Facebook advertising, and give you just enough information to get your feet wet and see if it's something you want to pursue. There are plenty of informative resources online to teach you more in-depth knowledge about the subject. You might even see a follow up to this e-book, if there is enough interest.

Ready to get started?



First, you have to set up your account to use Facebook Ads. You have to set up your billing information and provide a valid payment method. It's fairly straight forward, and there are lots of online resources to help.

We won't go into great detail here. To access the settings, click on "Ads Manager" on the left side of your Facebook News Feed. From there, click on "Account Settings" and provide the necessary information. Then, click on the "Billing" tab and input your method of payment.

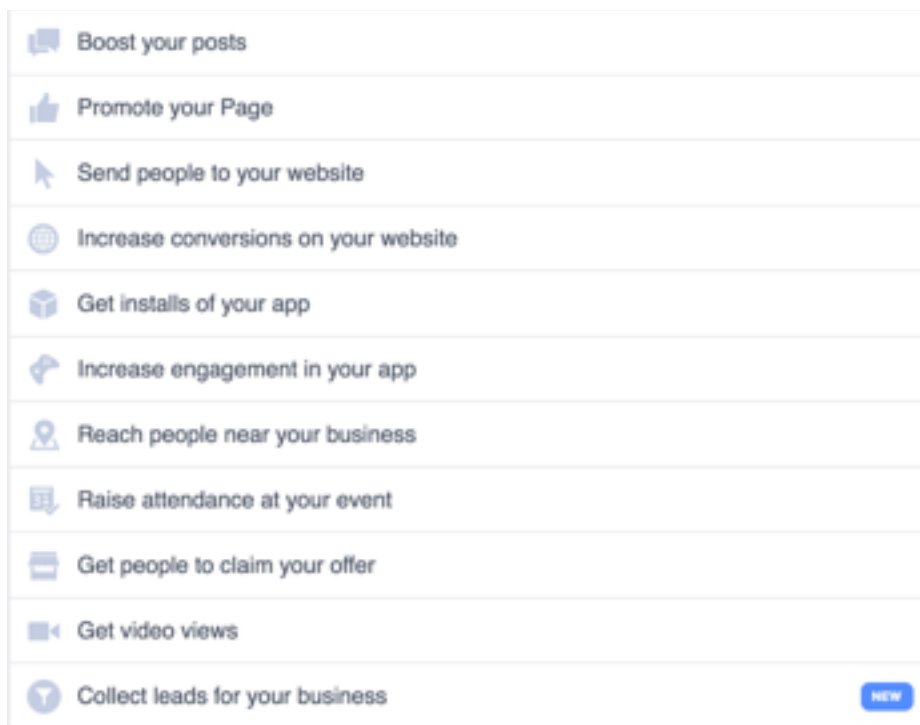


Again, you control the amount you spend. You can set spending limits that cut off any further spending. This way you won't spend more than you desired. You'll have access to a great set of analytics tools to see exactly what was spent, and the reach and engagement that resulted from your investment.

After you're all set up, you're ready to create your ad.

Types of Facebook Ads

There are many different types of ads on Facebook, each with a specific purpose. Once you click on "Create a Campaign", you are given the following choices:



To narrow the scope of our discussion, let's eliminate "Get installs of your app" and "Increase engagement in your app." These ads assume your company has a specific app to promote.

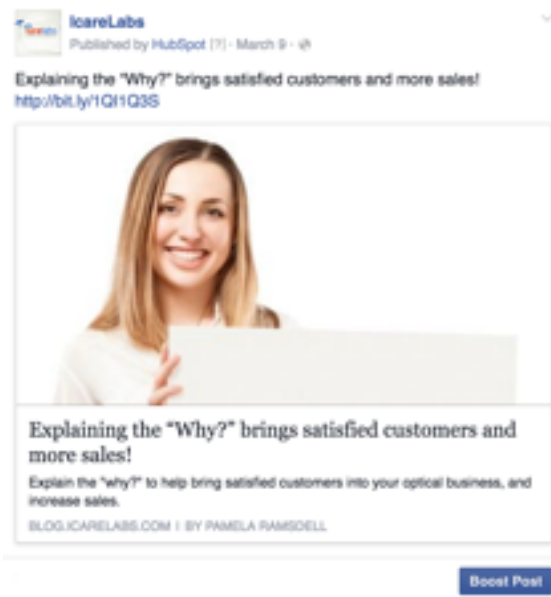
Let's also eliminate "Raise attendance at your event" and "Get video views." As you begin to use Facebook to promote Events and Videos you've created, you can use your newly gained experience and skills to create ads for those.



Let's focus on a few ad types you can use right away. We don't have room to go into great depth for each of these, but you need to be aware of the different purposes for each. Once you've mastered one type, you can go back and experiment with other campaigns and other ad types.

Let's start with "Boost your posts."

Facebook recently reduced the organic reach for pages. That means if you want to be seen on people's news feed, it's helpful to invest some money with Ads. If you've got a post that's particularly interesting or helpful to your audience, you can boost the post so more people will be able to see it (and engage with your company).

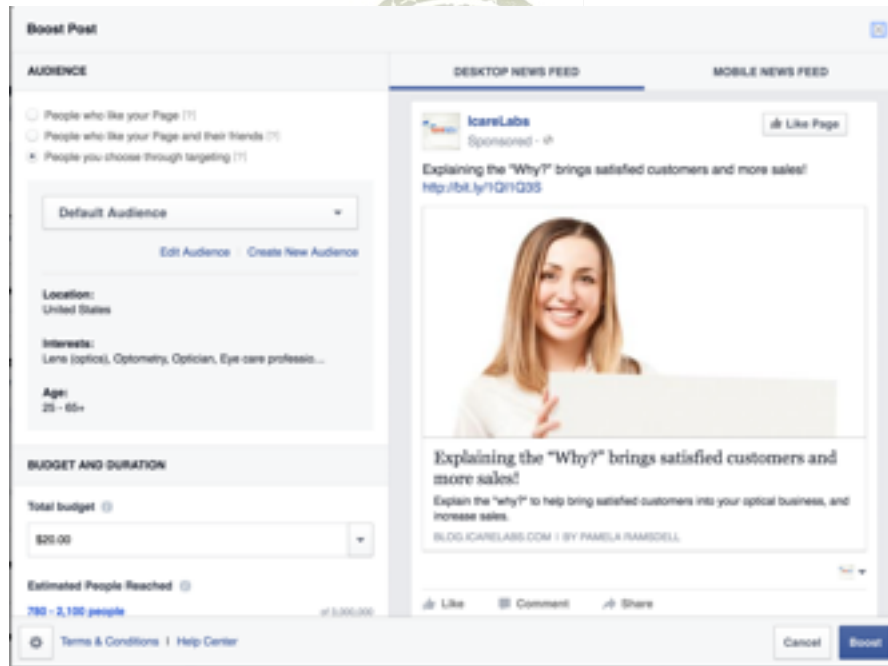


Promote only the content you create. You don't want to spend money to send people to someone else's website or Facebook page. For example, if you've written an article on your blog, boosting the post would attract new readers and, hopefully, new subscribers to your blog. They may even "Like" your Facebook page. Make sure there's a way to subscribe to your blog where folks land!

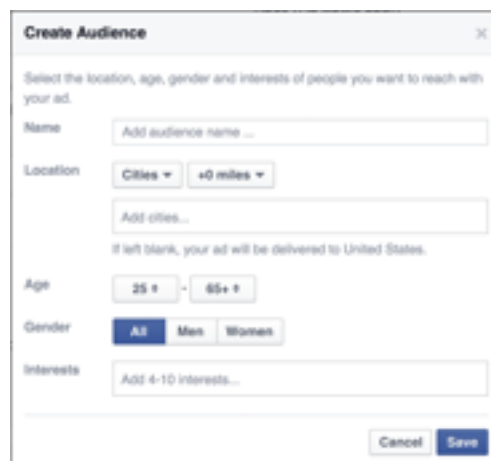
The easy way to do this is to click "Boost Post" right on the post on your Facebook timeline (see example to left).

Once you click on "Boost Post", a window will pop up with the details of the boost (see image on next page). This is where you'll specify the audience, the budget and duration of the ad.

For audience, you can select "People who like your page", "People who like your page and their friends" or "People you choose through targeting." Depending on your goals, you may want to select targeting. If you're trying to reach new customers, don't select people who already like your page. The problem with the second option is they may not be interested in your products. I would recommend the third option - "People you choose through targeting."



Next, you'll want to click on "Create New Audience." What you'll get is a window like the following:



You can select a country, a state or a city/cities. And, you can choose how many miles out from that city/cities. Select the age range of your audience, and gender. For interests, you can select from things like "healthy living", "parenting", "reading", "outdoor recreation", etc. Think of lifestyles, activities or hobbies your patients might choose as their "interests" on Facebook. This is how you hone in on your desired audience. These are the people your ads will be delivered to. See how different that is from optimizing for web searches?



Then, you'll want to choose a budget. This will be the maximum amount you want to spend on your ad. Once that amount is reached, the ad will be turned off. Click on the dropdown and you'll see some default amounts along with the estimated reach for your ad. Obviously, the more you spend, the more you are likely to reach. You can also select any amount by clicking "Choose Your Own."

Once you've selected a budget, select a duration for your ad. You can choose the default values of 1 day, 7 days or 14 days. Or, you can set the end date by clicking on the calendar icon.

The amount spent per day will be displayed.

You're given the option to set a tracking pixel. We don't have time to go into detail here, but there are lots of online resources for this aspect. Basically, this allows you to install a snippet of code on your website to allow you to keep track of conversions like purchases and sign-ups on your website.

Then, you'll select the payment method.

On the right, you'll see how your ad will look. Check it out closely. If all is as you like it, simply click "Boost" and your ad will be submitted for approval. Facebook says they'll take up to 24 hours to approve. In my experience, it never takes that long.

There are some restrictions on some types of ads, such as the amount of text in a picture. Facebook can decline your ad, but you simply read what their objection is and make corrections. On a Boost Post ad, you will not likely run into this scenario.



Analyze Your Results

You might think that's all there is to it. You'd be mistaken! Now, you need to monitor your ad and make sure everything is working as expected. You can also see the results and make changes as necessary. The question analytics will answer: is my ad making or losing money?

Facebook has a pretty robust system to monitor your ads. You'll need to decide which metrics are important to you and which are not. This can vary depending upon the type of ad. For example, if your campaign is to boost brand awareness, the number of views is important. On an offer, however, it may be more important to pay attention to clicks rather than views.

Below is a sample screen of Facebook's Ads Manager (with some potentially sensitive stuff blurred out). To access this page, click on Ads Manager on the upper left section of your Facebook news feed.

The screenshot displays the Facebook Ads Manager interface. On the left, there is a sidebar with a search bar and a list of campaigns including '27 slaptip', 'AI Theatro Download', 'AI Theatro Non-Bl', 'AI Theatro Goals', 'Basic', 'Cross (None)', 'employees', 'Laser-Box', 'october 2008', 'october 2008 - 16', 'San Diego College Goals', and 'Khan/Chris'. Below the sidebar is a 'Help' section with links to 'Ads Manager glossary' and 'How can I change a campaign's status or'. The main area shows a 'Daily Spend' table and a 'Lifetime stats' table. The 'Daily Spend' table lists spend for Today, 10/9, 10/8, 10/7, and 10/6. The 'Lifetime stats' table has 13 results and includes columns for Campaign, Status, Budget/day, Clicks, Impressions, CTR (%), Avg. CPC, and Spent.

Campaign	Status	Budget/day	Clicks	Impressions	CTR (%)	Avg. CPC	Spent
employees	Active	\$20.00	2	147	1.361%	\$1.09	\$2.17
Laser-Box	Active	\$50.00	197	740,872	0.027%	\$0.78	\$153.12
october 2008	Active	\$20.00	48	106,924	0.045%	\$0.78	\$37.61
october 2008 - 16	Active	\$20.00	9	35,525	0.025%	\$0.72	\$6.44
San Diego College Goals	Active	\$30.00	17	39,888	0.043%	\$0.86	\$14.64
27 slaptip	Paused	\$50.00	165	745,468	0.022%	\$0.59	\$97.64
AI Theatro Download	Paused	\$30.00	27	64,585	0.042%	\$0.47	\$12.63

This report will allow you to track your various campaigns by Clicks, Impressions, CTR (Click Through Ratio), Avg. CPC (Cost Per Click), and amount Spent.

There are enough tools and functions in the Facebook Ads Manager to spend an entire e-book on. And, as usual, there are lots of online resources





to download and read for yourself. The key is to monitor your campaigns once you've launched your ads. See what kind of engagement you're getting and learn what your audience likes.

Hopefully, this has provided a quick overview about setting up a Facebook Ad. Click around and look at the different types of Ads for your particular campaign or promotion. It's a very flexible, powerful system and it's pretty intuitive once you understand some of the basics.

Once again, if you have questions, there are thousands of articles on the Internet that provide very helpful walkthroughs and screen shots to get you through. Facebook, too, has extensive help buttons and tips along the way. Don't be afraid to click around and search for help.

Summary

To get your post, article, contest, event, video or idea in front of your audience, Facebook ads are an inexpensive, cost-effective solution. I recommend you start small and watch the results closely. You can make changes at any time. You can also change the budget (raise or lower), or cancel the whole thing at any time.

So, have fun with it! You may just earn some new, loyal patients.



**“You can't fake
community. You can't
force it, either.”**

~Chris Brogan

CHAPTER FOUR

FACEBOOK TIPS & TRICKS





FACEBOOK

TIPS & TRICKS

UNLEASH THE POWER!

So far we've touched on Facebook terminology, Facebook Insights and Facebook Ads. Hopefully, these previous chapters have given you some level of inspiration to get in there and start clicking around. There is a lot of potential just waiting to burst forth for your business. You just need to experiment a bit to find out who your particular audience (your area's demographics, your audience's interests and hobbies) is, and what you can do within the budget you set.

This chapter is more of a collection of random tips and tricks that you can read through for further inspiration when working with Facebook. Think of this chapter's contents as idea-generators, from which you can get creative and go crazy!

How to Get More Likes on Facebook

Want to know what creates the most engagement on Facebook? Here are some recommendations:

- Think about what you post:
 - Photos tend to get more likes, comments and click-throughs.
 - Posts with 80 characters or less get much better engagement.
 - Posts that ask questions and spark dialog get many more comments.
 - Be relevant. Offer value. Post things your audience finds interesting.
 - Be entertaining, educational or seasonable.
 - Try to include a call to action. Ask fans to share, like or comment.
 - Re-post previous top-performing posts.





- Think about when you post:
 - Be consistent. The more you post, the more top-of-mind you'll be.
 - Be timely. Watch your analytics page to see what days and what time of day your audience is engaging with your page. It has been said that there's a peak about 3pm each day, and that Wednesday is best. Results for different businesses may vary.
- Think about ways to incorporate Facebook in your offline communication
 - Invite employees to like your page.
 - Invite your current patients to like your page.
 - Put up signs or stickers in your store/clinic, inviting Facebook likes.
 - Print your Facebook information on your printed ads, coupons, business cards, direct mail pieces, etc.
 - Run a contest where you choose a winner from those who have recently "liked" your page.

How to Drive More Facebook Traffic to Your Website

- Consider starting a blog on your website and share them on Facebook. With a little effort, you can write articles (or parts of articles) that your patients will want to read. Posting them on Facebook will drive them to your website to read the entire article.
- Make it simple to share your website content on Facebook. Add social sharing buttons to your articles so readers can share with their friends.
- Put your website link in other areas on Facebook, such as the About page.
- Add links in your photo descriptions. When someone clicks on your photo, the description will display.

Get Creative with Your Facebook Cover Photo

- Your company's cover photo can capture attention. If you know someone who has computer graphics experience, have them design something amazing.
- Change your cover photo for seasons, holidays, etc.



Understand Facebook's EdgeRank

EdgeRank is Facebook's algorithm that decides what shows up on a user's news feed. Understand that not every one of your posts will be visible to each of your fans. How your fans engage with your post has an impact on how your content is spread across Facebook. Posts with a Like, share, comment, tag, etc., create what Facebook calls an "edge." The more edges an object has, the more likely it will be displayed in someone's News Feed. So, it's very important to post content that your fans are more likely to interact with.

To find out more, simply do a web search for Facebook EdgeRank. There are tons of links to guides and articles to help you get a better handle on optimizing your Facebook posts.



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Research and Learn

The last suggestion is to carve out some time in your busy schedule and search the Internet for suggestions. There are tons of tips and tricks and lists and recommendations and guides and articles to stir up your thinking and help you understand how to get all the mileage out of your Facebook page you possibly can.



**“Don't wish for it,
work for it!”**

~ unknown

CHAPTER SIX

CONCLUSION





CONCLUSION

LET'S REVIEW

One of the difficulties in writing this e-book is NOT including too much information. There is so much to learn about so many different Facebook aspects. Hopefully, this entry-level guide has give you some tangible ideas you can implement right away. Read it over again and perhaps you'll get more ideas.

I want to stress again how easy it is to get more information to expand you knowledge of Facebook's amazing platform. Just go to your favorite search engine and start asking questions.

Know this - Facebook sometimes acts like a time machine! You can easily get sucked into a time-eating frenzy. So, budget your time. If you're like me, you may have to invest some time at home in the evening or on weekends once in a while to get things going.

Alternately, you may want to see if one of your employees has the interest (and skill) to help you out on social media. Perhaps one of your receptionists has mad skills on Facebook and would love to post once or twice week for your clinic or launch a contest or share eye-health articles occasionally. Just try not to be too "willy-nilly" or random. Try to come up with some kind of strategy and monitor results with Facebook Insights (see chapter 3).

What ever amount of time you can invest (and budget, if you opt for Facebook Ads), you could be sitting on a goldmine. It's certainly worth a try. With a small amount of effort, you can help boost your patient count, start up some conversations and get some brand recognition going.

Good luck!





BIO

MEET THE AUTHOR

Eric Jaqua has been enthralled with marketing since he opened his own computer business in 1989. He sold the business and went to work for AT&T and worked his way up to Technical Marketing Director. He completed his MBA from Nova Southeastern University in 2001. Since then, Eric has held marketing positions with large and small companies in the Tampa Bay area, each time increasing his knowledge of traditional and online marketing. Eric now spends his days marketing for IcareLabs.



“Big enough to meet all your needs. Small enough to care.” IcareLabs

About IcareLabs

Icare Industries was established in 1968 and has grown into one of the top family-owned optical labs in the United States. We are an authorized distributor of Varilux, Essilor, Transitions, Seiko, Sola, Shamir, Younger Optical, Hoya, Zeiss and many other premium brands.

Through the years, we have continued to update our lab with the latest in state-of-the-art equipment and procedures. Our step-by-step quality control process ensures that our products meet the IcareLabs seal of approval.

Our customer service is second-to-none. Many of our friendly, knowledgeable staff have been with us 20, 30, even 40 years! All of the elements are combined to ensure that IcareLabs has fulfilled your needs; helping you build a reliable business with results you can count on.

To find out more about IcareLabs, please email, call or visit our website!

www.icarelabs.com | info@icarelabs.com | 877-422-7352



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