

# A Comprehensive Guide to **Facebook Marketing** From Basics to Best Practices



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# Introduction

# A Comprehensive Guide to Facebook Marketing From Basics to Best Practices

## Foreword

We are glad you are reading this! Allow us to go into depth on why your business needs Facebook marketing.

Facebook has served as an important platform for businesses as many consumers use it to interact with companies and brands. It is an excellent source of marketing and provides brand awareness like no other.

The platform isn't just a place to share your life's important moments with your friends; it's also the perfect social media platform for finding potential customers and connecting with them no matter what kind of business you run. [Two-thirds of Facebook users](#) visit a local business page on Facebook every week. So, how can you use Facebook Marketing for your brand?

Facebook marketing is all about creating content that is interesting and engaging and then using the Facebook platform to share that content with potential customers. Creating eye catchy content that is targets potential customers, you can more effectively reach them with your marketing message.

If you want to increase your brand's reach, awareness, and sales, and you haven't thought about using Facebook to make your brand thrive, where have you been all this time? Facebook is used by [2.8 billion](#) people every single month. And not just that, many businesses use automation to auto post to Facebook so that they don't have to do it all manually.

Our aim is to find out what role does Facebook plays in your business and how it can help youtube skyrocket your business.



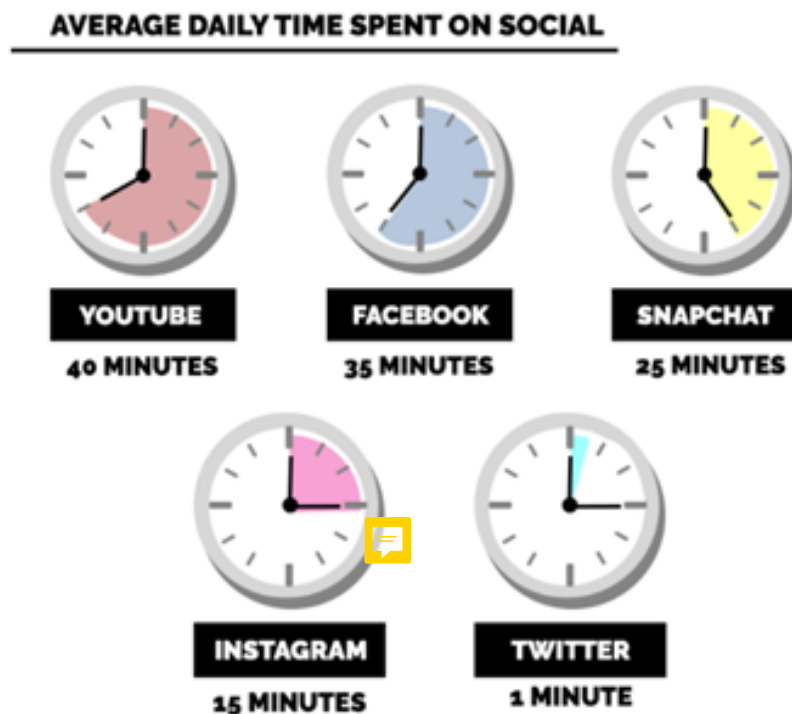
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## **A Sneak Peek Into the Facebook Marketing**

# A Sneak Peek Into the Facebook Marketing

## 1.1 What Is Facebook Marketing

Facebook marketing is simple. It involves using Facebook to market your brand or business to reach more people. People spend [thirty percent of their time](#) scrolling on social media, and Facebook users spend [35 minutes](#) on the application.

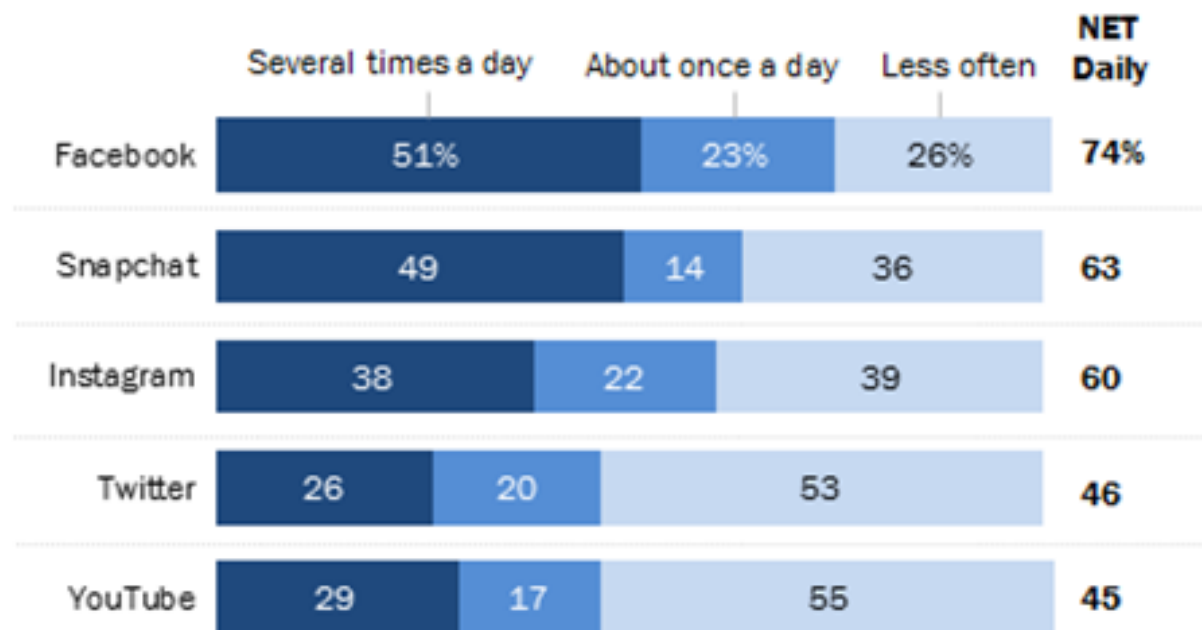


([Source](#))

These numbers are pretty enticing for people looking for ways to improve their marketing and branding because 39% of regular Facebook users follow Facebook business pages to stay in touch with special offers and discounts, and [74%](#) visit the application daily.

## A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

*Among U.S. adults who say they use \_\_\_, the % who use each site ...*



As a business or brand owner, you can use Facebook to market your work in different ways like:

- Business branded groups
- Targeted ads
- Facebook marketplace
- Facebook jobs

The kind of Facebook marketing strategy you use eventually depends on the type of audience you want to cater to. Most of the time, we see people sticking to targeted ads with consistent posting, and it bears good results in the shape of an increase in overall engagement. You can, however, use other methods to make your brand grow.

## 1.2 Why Is Facebook Marketing an Important Part of any Marketing Strategy

Let's find out:

### 1. Global Exposure

Facebook is the most used social media platform, and [1/3 of the world's population](#) is on the app. What does that mean for someone who runs a business? You can use pages, groups, and ads on the platform to market yourself to a diverse audience and interact with them via discussion threads.

6 million businesses used ads to reach their target audiences in the last quarter of 2019. Imagine what you can do with Facebook ads and their gigantic reach.

### 2. Target Your Potential Clients

Paid Facebook ads provide marketers with an opportunity to only target potential customers depending on their demographics and interests. For example, if you sell skateboards, you can target people under 25 who are more interested in using things like skateboards and power boards. Facebook allows marketers to show their advertisements within their local vicinity for super-specific targeting.

Or you can re-target users who have visited your website before, thus narrowing down your target market and interacting with visitors in a better way. Lastly, posting visual content about your products can help you target potential customers on Facebook as more than [500 million people](#) watch videos on Facebook daily. So, you can use many ways to promote your brand on Facebook.

### 3. Align With Both B2B and B2C Businesses

Facebook is not just for B2C business; B2B businesses can also use it to market their offerings. Surprisingly, business decision-makers utilize [74% more of their time](#) on Facebook. However, B2B marketing is competitive on Facebook. But if you have the right ad format, messaging, targeting, and user experience, then you can succeed.

Facebook offers the following targeting segments to B2B businesses so that they can target new users:

- Job title
- Employer name
- Employment industry
- Employer company size
- Interest industry
- Business travelers

Moreover, you can also make lookalike audiences based on your existing metrics like an email list, website visitors, customer base, etc.

### 4. Increase Brand Loyalty

Facebook is the perfect social media platform to have quick interactions with your customers. When you talk to your clients on Facebook, you end up naturally nurturing brand loyalty. When you interact with customers and answer their queries right away, you make them realize that you care. Since more and more people are downloading Facebook and more and more brands are turning to Facebook for marketing, if your followers feel that you are not appreciating them the way other brands do, their loyalty towards your brand will falter.



## 5. Psychographic Targeting

Facebook lets you target customers even beyond demographics. For instance, not all millennials have high college debt, so Facebook enables you to use other characteristics like hobbies, life events, behaviors, interests, etc., to target customers.

This psychographic targeting lets you target with accuracy and precision. It also helps you align your digital marketing strategy with your offline marketing tactics, so you can make sure that you use the same behavioral criteria across the entirety of your marketing channel mix.

## 6. Increase Traffic to Your Website

Facebook marketing also allows you to increase your web traffic by letting you share links to your website and its landing pages on your Facebook profile or page. These links take your audience directly to your website. This makes your audience more receptive because they intentionally visit your website by clicking on your provided links.

Once they go to your landing page, they'll automatically become more exposed to your marketing strategy in the form of a call-to-action (CTA).

So, it is super important to fill out every section carefully on your Facebook page because you can use this unique feature to your advantage by boosting the potential customers that your page could reach.

Therefore, add your website, logo, and contact information to show your followers that you are serious about your business and customers.

## 1.3 Facebook Marketing Important Terms & Definitions

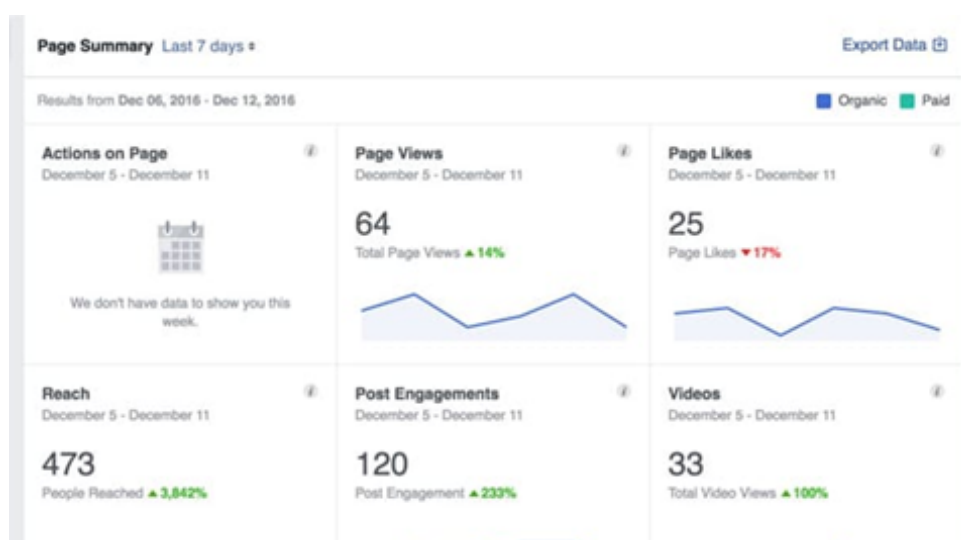
### 1. Facebook Reach

Your **Facebook reach** is the total number of unique Facebook users who visit your page or see your page regardless of if they engage with it or not. For example, if you post something and 100 users view it. Your Facebook reach will be 100. Sounds simple, doesn't it?

However, Facebook measures your reach within a specific timeframe, for example, 28 days. In other words, a particular metric for Facebook reach doesn't really exist, so you need to focus on your weekly, monthly, or daily Facebook get.

Facebook reach is affected by several factors such as:

- Audience targeting
- Budget
- Bid

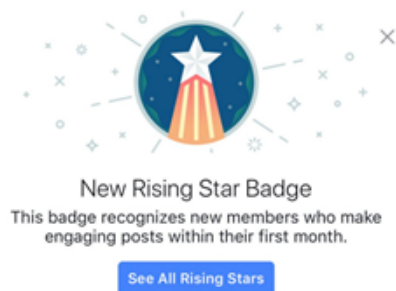


Facebook calculates reach by using sampled data which is an approach used in data analysis. It involves using a portion of data instead of the entire set for analysis. Even though it doesn't use all the data in a data set, the portion of data used acts as a suitable representation of the more extensive data and delivers similar results.

Plus, sampling provides accurate data, so your Facebook reach is to the point. Moreover, sample decreases the time required to query data; this gives advertisers a chance to get the metrics they need to manage their business on Facebook efficiently and quickly in Ads Manager.

## 2. Facebook Group Badges

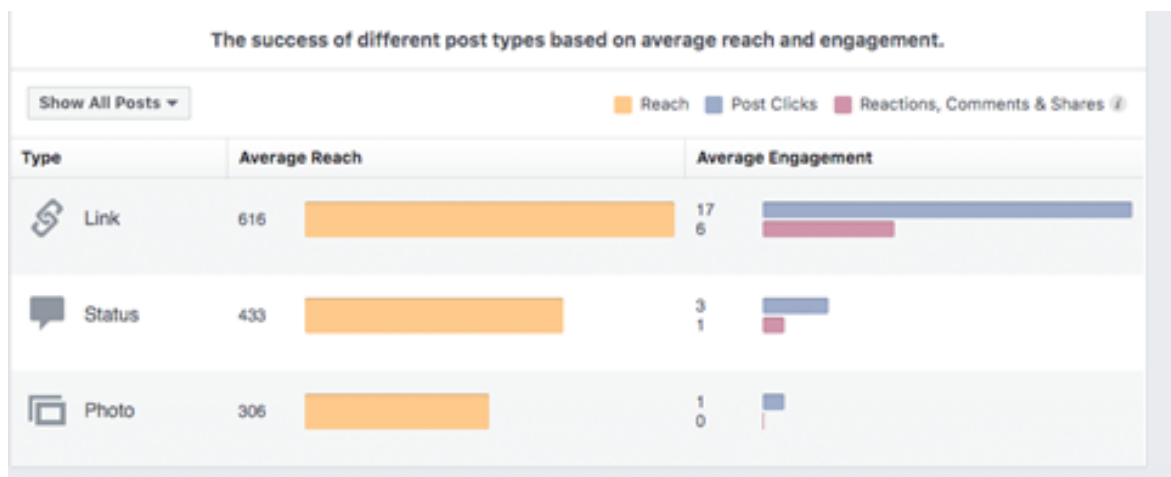
Facebook recently announced Facebook Group Badges. It is a new visual feature that allows people to learn more about their group members. There is a wide array of group badges ranging from badges for admins to badges for founding members. These badges appear next to a member's name in comments, member profiles, and group posts. Let's look at Facebook Group Badges:



- **Admin and Moderator:** Group leaders (group admins and moderators) enable a group's moderation team to keep the community safe and engaged.
- **New Member:** This badge is for new members, and it plays an instrumental role in making newbies feel supported to build community.
- **Conversation Starter:** This is for group members who start meaningful and engaging group discussions and get the most comments and likes in the past month.
- **Founding Member:** This badge is for members who have contributed to the growth of a group and joined the group within the first three days of its creation.
- **Conversation Booster:** This is for members who engage in discussions, encouraging other members to participate more.
- **Visual Storyteller:** This badge is for unique contributors whose videos or photos other group members find valuable.
- **Rising Star:** This badge recognizes new group members who contribute to the community within the first month of their joining while receiving the most comments and reactions on their posts.

### 3. Facebook Engagement

[Facebook engagement](#) is an action performed by a person on your post or comments on your pages, groups, and ads. This includes any action such as link clicks, comments, reactions, and shares, etc.



Facebook measures engagement for individual posts, pages, and [Facebook groups](#) as a whole. To increase your engagement, you need to post at least 2-3 times every week.

## 1.4 How to Build Facebook Marketing Strategy?

### 1. Establish Marketing Goals






Before you even start working on your strategy, give yourself a target to aim at and set a goal for yourself. Here are some goals businesses have while creating a marketing strategy on Facebook:

- Strengthen brand awareness.
- Drive referral traffic.
- Generate leads and conversions.
- Build a relationship with your audience.
- Provide customer service.

Choose a goal for yourself before proceeding to the next step

### 2. Pinpoint Target Audience

Any Facebook marketing strategy will be useless without the right audience to target. If you are not even reaching the right people, what is the point of your marketing strategy?

	<b>Customer File</b> Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.
	<b>Website Traffic</b> Create a list of people who visited your website or took specific actions using Facebook Pixel.
	<b>App Activity</b> Create a list of people who launched your app or game, or took specific actions.
	<b>Offline Activity</b> <span>NEW</span> Create a list of people who interacted with your business in-store, by phone, or through other offline channels.
	<b>Engagement</b> <span>UPDATED</span> Create a list of people who engaged with your content on Facebook or Instagram.

You must find your audience no matter what niche they belong to. An excellent place to start is the [Facebook Ads Manager](#). It allows you to create a custom audience. From there, you can create your audience by choosing from a list of options based on the information you already have about your target audience. Once you have created your audience and saved it, you can use it in the future and adjust as needed.

**Custom Audiences** ⓘ INCLUDE people who are in at least ONE of the following

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least ONE of the following

Add Custom Audiences or Lookalike Audiences

Create New ▾

**Locations** ⓘ Everyone in this location ▾

United States

📍 United States

📍 Include ▾ Add locations

Add Bulk Locations...

**Age** ⓘ 18 ▾ - 65+ ▾

**Gender** ⓘ All Men Women

**Languages** ⓘ Enter a language...

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**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

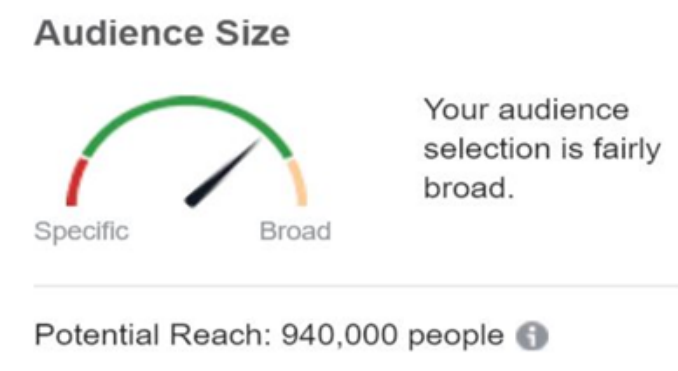
Add demographics, interests or behaviors

Exclude People

---

**Connections** ⓘ Add a connection type ▾

Also, keep an eye on the audience size, which should stay in the green range of the meter. The red range means that an audience is too specific, while yellow indicates a broad audience. So, stay green !



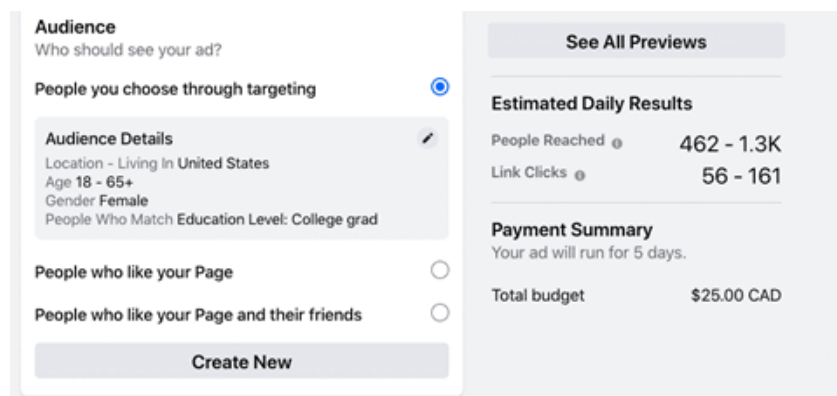
### 3. Set Your Budget

The next step is to plan a budget. Before you decide on a monthly budget, look at your initial goals and your goals for the future. Your marketing budget should cover content creation, lead generation ads, conversion ads, and page-like ads.

Page-like ads will grow your followers on Facebook but you will have to invest in it. A large number of followers can increase your profits in the long run. An increase in followers also increases credibility, reputability, brand awareness and makes your business look trustworthy to people as a consequence.

On the other hand, conversion ads increase sales, and lead ads are the ones that generate leads that you can turn into clients. Lastly, content is technically free! However, if you hire someone to create content for you, then it will cost you money.

[Boost your content](#) if you want more people to see your content and ads. You don't even have to use a lot of money. A tiny amount goes a long way in boosting to make your post visible to more people. The best part is that you can boost your ads to people other than your followers too.



The screenshot shows the Facebook ad targeting and results interface. On the left, under 'Audience', there's a section 'People you choose through targeting' which is selected. Below it, 'Audience Details' are listed: Location - Living in United States, Age 18 - 65+, Gender Female, and People Who Match Education Level: College grad. There are also options for 'People who like your Page' and 'People who like your Page and their friends', both of which are unselected. A 'Create New' button is at the bottom. On the right, there's a 'See All Previews' button. Below it, 'Estimated Daily Results' are shown: People Reached (462 - 1.3K) and Link Clicks (56 - 161). A 'Payment Summary' section indicates the ad will run for 5 days with a total budget of \$25.00 CAD.

Estimated Daily Results	
People Reached	462 - 1.3K
Link Clicks	56 - 161

Payment Summary	
Your ad will run for 5 days.	
Total budget	\$25.00 CAD

Once you decide your budget, start dividing it into different sections based on much you should spend on every section. The best way to figure this out is the trial-and-error method. Just keep making adjustments along the way to perfect a budget.



## 4. Plan Engaging Content

There are multiple [Facebook best practices](#) for creating an engaging marketing strategy. But the first thing is always to plan engaging content. Start planning your posts a month or two in advance and follow a consistent posting schedule like 3 posts every week.

You can also try the three-sentence rule for your copy. It involves using each sentence to grab attention, add value, persuade an action (CTA), respectively. However, you also need to see that your CTA makes your followers do something like watch a video, click on a link, tag a friend, share on their timeline, etc.

Keep promotional posts to a bare minimum, i.e., one-third of your total content. Make people go to your website if they want to know more. And if you're going to establish yourself as a brand leader and get maximum interaction, you need to start asking questions that provoke discussions and responses.

Another strategy you can apply to increase engagement is by asking people to tag their friends and family. And the third thing you can do is host a giveaway or a contest by offering freebies and gifts to people. Ask them to comment, like, save, and share to win something exciting.



This works great for boosting follower count too

## 5. Plan Engaging Ads

Follow Facebook's rules for posting ads such as:

- Keeping the image sizes for a conversion ad and a page-like ad within 1200 × 628 pixels and 1200 × 444 pixels, respectively.
- Keeping text ratio under 20% in an image.

Make sure that you add a CTA in your ad copy based on your ad objective. Try using a three-sentence strategy for your ad's caption. However, beware of the character limit for Facebook ads. Keep your target audience when creating ads and come up with a CTA accordingly as well.

- Some good CTAs are:
  - Like our page for discounts
  - Keep an eye out for updates
  - Shop Now
  - Click Now
  - Learn More
  - Download our app for free today

Or you can provide people with an incentive such as a discount. Discounts and promo codes work wonders when it comes to turning a warm audience into real clients.

## 6. Monitor Your Facebook Page Daily

As soon as you get your planning, ads, and budget finalized, you need to start closely monitoring your Facebook account. Make sure that you respond to messages and comments from Facebook users. If you don't reply to people on time, they will feel discouraged and stop engaging with your account.

Express your gratitude when you receive any positive or uplifting review or comment to increase the probability of making someone a regular customer. Plus, monitoring will help you catch any errors like typos, spellings, grammar, etc. You can spot the mistakes before anyone else does and do the required to correct them.

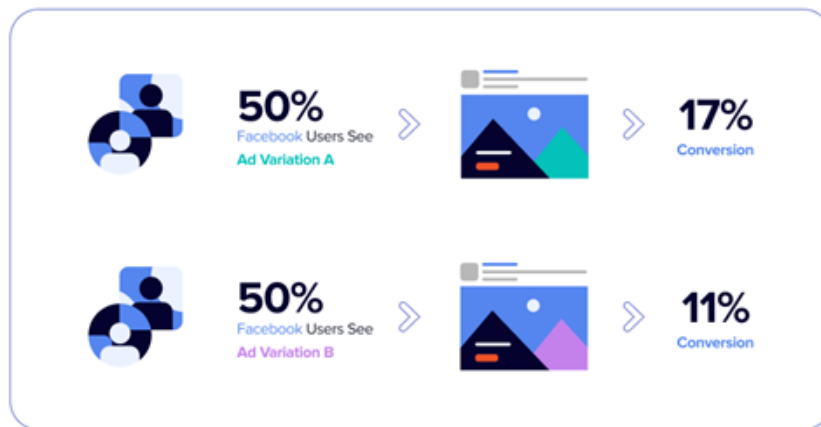


Lastly, see to it that your scheduled posts get published properly. Respond to messages ASAP. Trust us; you do not want to have a low response rate.

## 7. Do A/B Split Testing

Now that you know what to do to devise a foolproof Facebook marketing strategy and you've also started executing it, you need to optimize everything continually. That is where A/B split testing comes in when working on Facebook marketing.

A/B split testing allows you to compare small variations of your marketing strategy to see what performs better and delivers the best results. You can use Facebook's metrics for [A/B split testing](#) to optimize your Facebook marketing strategy. Access Facebook insights by clicking on your Facebook page and going to Insights"on the top bar from there.



You will get all the necessary statistics about Facebook Ads Manager's cost per click, CTR, and total ad reach.

And that's all you need to know in order to create a kickass marketing strategy.

## 1.5 Amazing Facebook Campaigns That Took the World by Storm

It is pretty common to run out of [Facebook post ideas](#). Therefore, there is nothing wrong with trying to look for a bit of inspiration. Here are some amazing Facebook campaigns that have taken the world by storm.

### 1. Go Pro

Everyone and their dads are aware of GoPro's annual million-dollar campaigns. To launch their new HERO9 camera, they yet again announced the contest in December 2020 and asked all followers to share their raw, unedited films and clips.

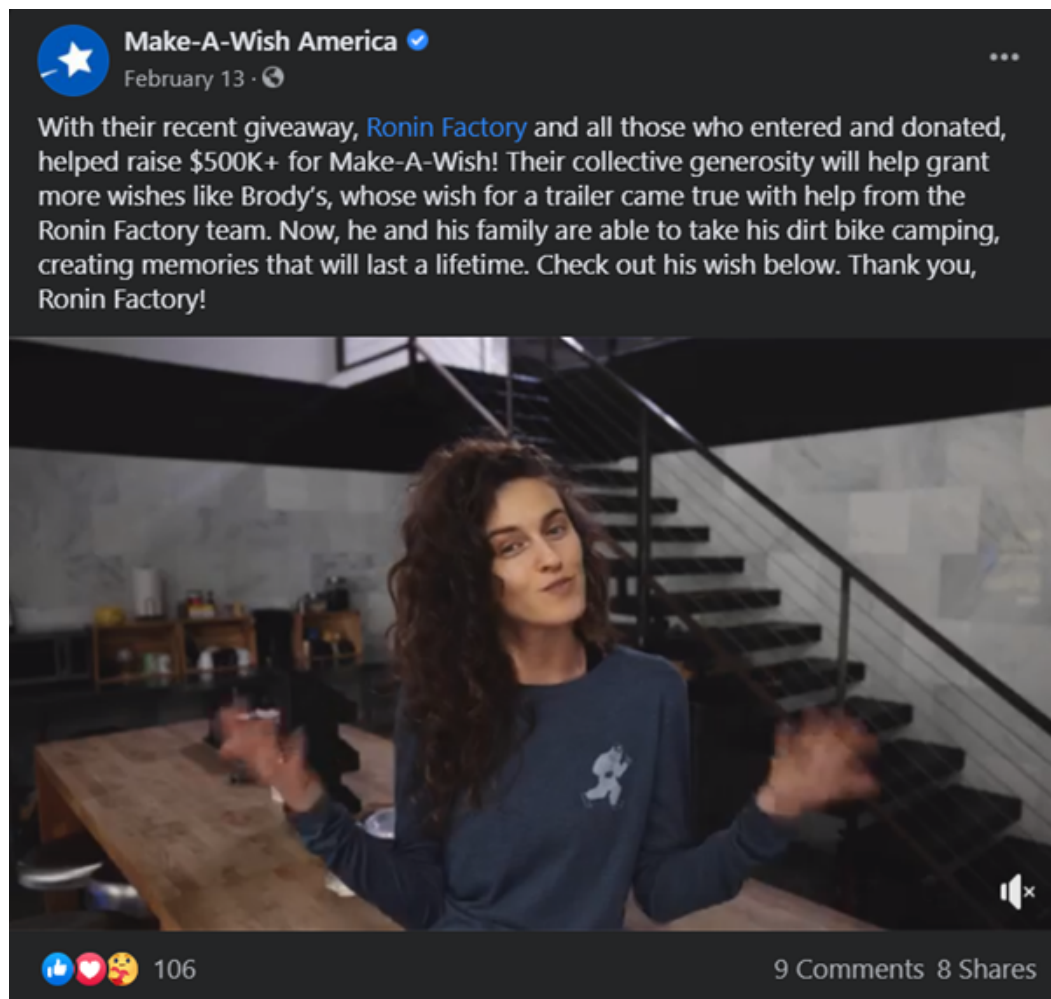


All the lucky winners will win an equal share of their \$1 million. Within the next two months, there were 29,000 entries. The contest was a success, and they didn't even need to market their product!

## 2. Make-A-Wish Foundation

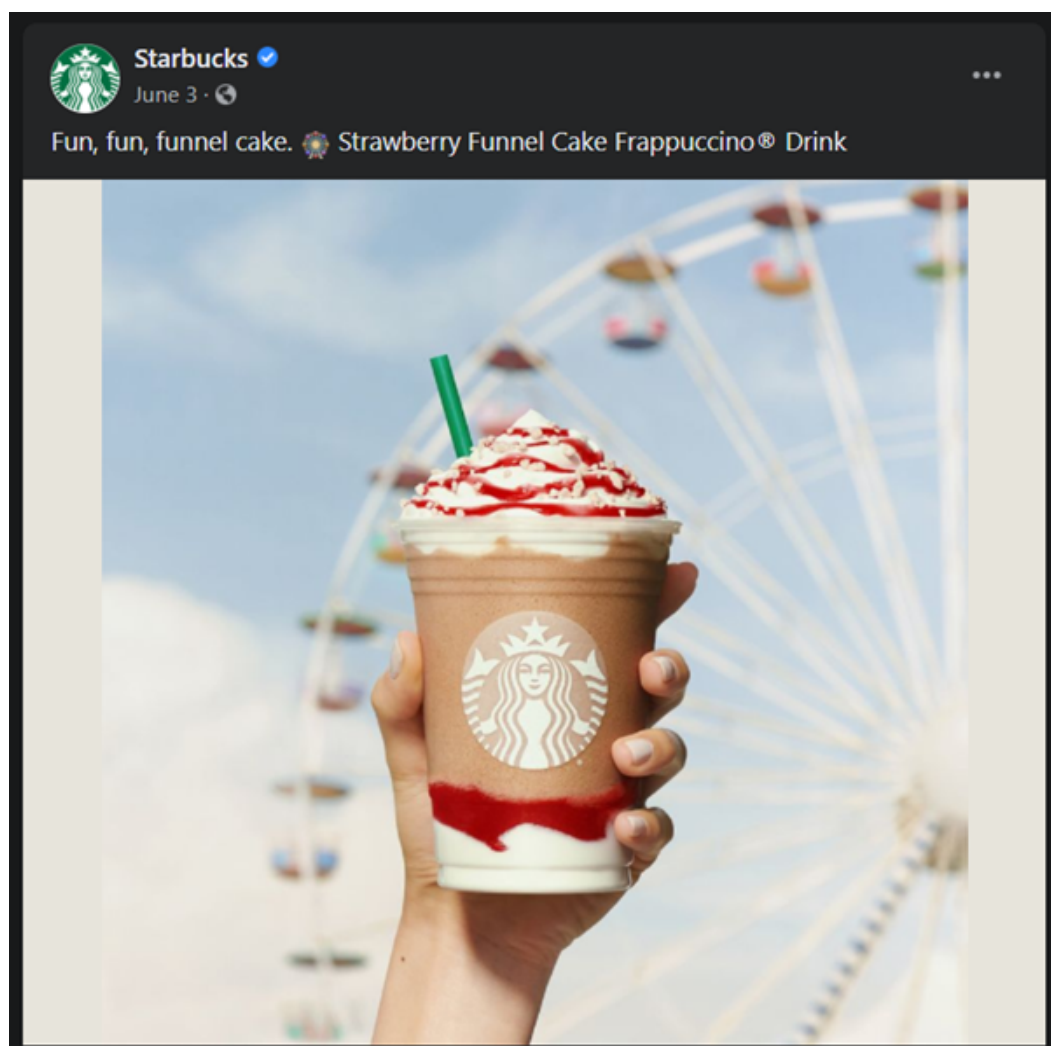
Make a wish foundation runs multiple different Facebook marketing campaigns in collaboration with other brands to help raise awareness. They have previously partnered with Omaze, BuzzRx, Disney Land, Robin Factory, and many more!

All their campaigns have ended up with 1 million + donations for their foundations, which means that it is safe to say that they are nailing their Facebook marketing campaigns.



### 3. Starbucks

And lastly, legit every campaign by Starbucks. We are all familiar with the cosy vibes that they radiate from their posts and how their Facebook page reminds us of homely comfort. From running holiday season campaigns to releasing copy, limited edition drinks, they do it the best!



I mean just look at that post!



# 02

## **Inside the Box of Facebook Algorithm**



# Inside the Box of Facebook Algorithm

## 2.1 What is the Facebook Algorithm?

Facebook's algorithm is what determines your feed. It sorts through all of your posts and decides which ones are more interesting to you than others. The more engaging posts get pushed higher on your news feed. Since Facebook is constantly changing its algorithm, it is challenging to keep up with the changes.

The algorithm considers your past interactions within Facebook, what you currently have open, and what other people are doing to decide what should be shown on your feed.

In the past, the Facebook algorithm would work to promote posts from friends and family, posts from pages you liked, and posts from the author of the reader's posts. In early 2011, Facebook revamped its algorithm to focus more on posts from friends and family and less on posts from pages, which may have resulted from the recent internet outrage around the implications of Facebook's algorithm.

## 2.2 How Does the Facebook Algorithm 2022 Work?

Facebook has been working on how to improve its algorithm to surface the best content to the people who are most likely to engage with it, which should lead to fewer interruptions for users.

The Facebook algorithm revolves around the four ranking factors. So, we have narrowed down all those four ranking factors that the Facebook algorithm needs.

### Facebook Algorithm's Four Ranking Factors

The Facebook algorithm ensures that all Facebook users get the most relevant updates, news, and information they are interested in. It is by no means an easy algorithm to crack, but some ranking factors are well known.

#### 1. Inventory

So, the first factor is inventory. It includes all the content from the platform. It could be anything, a post from a close friend, family, all the groups you have joined, and all the pages fall under the example of inventory.

In short, your inventory is all the posts that are available to display on your News Feed.

## 2. Signals

Signals are a significant part of the Facebook algorithm that tells Facebook about the post. Signals are further divided into two categories.

- Active
- Passive

Active Signals promotes engagements to your posts which includes likes, shares, and comments.

Passive Signals are the non-active metrics that include view time, time posted, and story type.

## 3. Predictions

Ever happened when you searched for a specific thing on Facebook, and then your news feed is bombarded with the same precise thing?

That's the prediction from Facebook. It not only impacts the ads but also assesses your Facebook profile, likes, dislikes, and the posts you are interested in. So, that it can only show you the content, you are likely to engage in.

Predictions are basically how you react to the post.

## 4. Relevancy Score

Facebook assigns scores to all the content from the platform that displays how specific content is for the user. A higher score suggests the content that will be likely to show on your news feed.

# Inside the Box of Facebook Algorithm

## 2.3 How Do You Get the Most Out of the Facebook Algorithm Changes?

One way to get the most out of the Facebook algorithm changes is to have a strategy behind your post. For example, bloggers might post general content on Facebook focused on an event or trending topic to help with engagement and reach.

Facebook has been setting some new standards for what they prefer on their site. What does this mean for you? Well, for marketers, you need to make some changes if you're looking to stay connected with friends and family and continue to grow your audience on Facebook.

How do you do this?

- Engage more You can't hope to get more likes, comments, and shares without putting in the work. That means more posts, more likes, and more shares. And don't forget to post more photos!
- Break up your day with some videos. Video is taking over the world. Why not hop on the bandwagon to create some challenges and engage your audience.
- Lastly, focus on quality, not quantity.

## 2.4 Tips to Outplay Facebook Algorithm in 2022

Facebook is still in the process of rolling out algorithm changes that introduce a greater level of human oversight and control. Facebook's goal with this change is to crack down on the spread of misleading and divisive opinions.

Facebook's objective is to make sure that users see content that reflects their own beliefs and opinions and find ways to combat potential misuse in ways that we previously could not. The changes in the algorithm make it harder for the platform to be used to manipulate people and deliver false information. We have listed down some ways you can outplay the Facebook algorithm in 2022 to run successful campaigns & increase engagement & leads.

### 1. Engage with the Audience

To respond means to communicate or to interact.

If you do not respond from your account, you can not have a good following to understand your followers, preferences, likes, and dislikes.

Interaction helps in understanding, and understanding helps in building a good number of followers!

### 2. Post at the Right Time

Before you post your content, you need to look at the perfect or the right time to upload your content. Posting the content at the right time is critical. Dig into the best time to post on Facebook, and you will find out the right time to post.

Many bloggers post their content in the morning, which is understandable because they are most likely to be awake, but if you want to reach the most people, your best chance is during the nighttime.

While it can be tempting to post when you are in the mood, For example, if someone's Facebook feed is filled with posts from friends and family late at night while they are snuggled up in bed about to go to sleep, chances are they are reading their feed while being in a state of relaxation.

### 3. Inspire your Audience

Everyone has a story to tell, and the key to inspiring your audience is telling those stories. Hubspot says that 46% of marketers identify themselves as an "inspirational" brand.

The key to being a good storyteller is remembering your audience and telling your story in a way that resonates with their experiences. If you can create a connection with your listeners, then you can inspire them.

One of the best ways to inspire your audience with your content is to:

- Be original: Develop your perspective and perspective to offer an insight that no one else has thought of
- Be engaging: Ask questions that will stimulate conversation. Provoke an emotional response with your content
- Be interactive: Allow the audience to submit their answers and provide feedback on your blog
- Be authentic: Let your thoughts and emotions show through in your content
- Support your points: You need to back up your ideas with evidence or statistics

### 4. Produce Quality Content

The quote "Content is king" is now more relevant than ever as people are now demanding relevant content to make a better connection with their customers. The more relevant content a company produces, the more chances of turning a potential customer into a customer.

It's not enough to just produce content. Your content needs to be of the highest quality. This is often difficult to measure, but there are a few things you can do to help improve your content quality. Check for spelling and grammar mistakes and see if the content is too repetitive, poorly formatted and if it doesn't make sense. Quality content will showcase the best of your company and will make it easier for your customers to see your company as a go-to for their needs.

## 5. Create Short and Engaging Videos

When you want to create a video to promote your product, your business, or your service, the most important thing to remember is that you need to do it professionally with an engaging video. Have you tried creating videos for your brand on Facebook? If yes, and you didn't get the maximum reach, then it could be two reasons:

- You have uploaded long videos.
- Your video content isn't engaging enough to attract the audience.

People love to watch short videos, but people would get bored and leave it without watching if your videos are too long. Try creating short videos and focus on your message to grab the attention of your audience.



# 03

## **Top Facebook Metrics You Should Track for Your Business**



# Top Facebook Metrics You Should Track for Your Business

It's time to start planning your marketing strategy for this year. It is necessary to evaluate last year's data and set goals, objectives, and the desired success for 2022. If you're running a business on Facebook, you'll need to know what's popular with your customers. Facebook is constantly introducing new metrics to track various aspects of your business. What are some key Facebook metrics you should be monitoring during the next 6-12 months? Let's find out in this blog.

Facebook is used by more than [1.79 billion](#) users worldwide every day. Each of them can interact with your brand when used properly with marketing tools. But to use them, it is necessary to evaluate the social network indicators periodically.

Today, we will talk about the primary Facebook metric to track for organic publishing & paid advertising in 2022.

## 3.1 Why Is It Important to Analyze Your Facebook Metrics?

Facebook's metrics have several benefits for your business, like:

- Facebook metrics are essential because the company can weed out the posts that are not engaging with their audience. They can also see more successful posts and replicate them for Facebook posts in the future.
- Save you time and money. From the information you gather, you will know if it is beneficial to continue with a campaign or not.
- It helps you create customer-centered service by looking at your clients' comments from your fan page. By extension, you get to know your clients better.
- It allows you to collect and store valuable data that will help you improve your overall business.
- Companies can learn how they are doing financially, what parts of the country their customers are coming from, what demographics are more active on their pages, and what posts are popular.

## 3.2 Facebook Metrics You Should Track for Organic Post in 2022

Facebook is one of the best social media platforms for organic marketing - as long as you know what you are doing.

Those who are familiar with the [marketing strategy](#) on Facebook will agree that the channel offers several ways to optimize costs and increase traffic to your website. From [eCommerce Facebook ads](#) to Insights for organic reach, the network is equipped with elements to help you dominate the market.

But the greatest part about Facebook is the simplicity of its analytics feature. Metrics such as page likes, reach, and engagement is intuitive and don't require too much digging to grasp what's going on in your page.

However, the success of your brand's Facebook page does rely heavily on understanding these key metrics. So, let's get into the details of the metrics that you should track for the organic posts in the year 2022.

## 3.3 Facebook Page and Post Metrics

Facebook page and post metrics are the most important factors to consider when measuring your organic Facebook performance.

The quality and frequency of your content are as important as the way you engage your audience. The greater your organic reach, the more people will see your content when you post it, which means you are likely to get higher interaction.

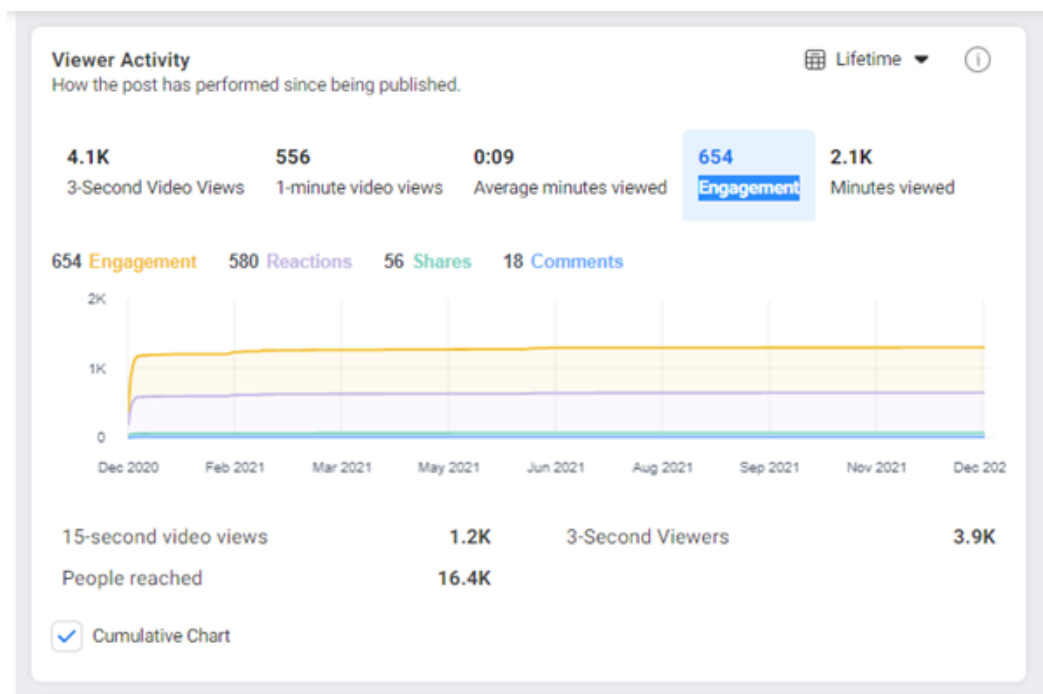
There are many metrics that you can measure regarding the performance of your Facebook Page and Post. Some of the most important ones are:

- Engagement
- Engagement Rate
- Organic Reach
- Impressions
- Page Likes and Followers

# 1. Engagement

Engagement is the most important Facebook performance indicator as it determines the interactions on your posts. It also tells you how many people are taking action on your post, such as sharing, commenting, liking, and clicking.

For instance, check this screenshot:



The post has a decent amount of reactions, comments, and shares, which means it has only an average organic reach.

## Where can you find engagement?

Go to the insights section of the Facebook Business page. Then select 'Published Posts' under the engagement graph. Click on any of the posts to see its performance.

## What does engagement mean for your business?

Each business has different Facebook goals. While some want to increase their reach, there are many who want more page engagement, page views, or more followers.

The best way to gauge whether or not your Facebook page is performing well is to compare yourself with those akin to you. For instance, you can compare the number of page likes with competing pages in the same industry.

## 2. Engagement Rate

The engagement rate offers marketers a more precise result of their performance.

This rate is calculated by dividing your total post engagements (likes, comments, shares) by the total reach of your page and multiplying by 100.

For example, you posted for 10,000 followers on your page. However, you receive 100 shares, 100 comments, and 200 likes.

Thus, your engagement will be 400 (100, 100, 200)

To calculate the engagement rate, you will carry out the following equation:

$$400 / 10,000 \times 100\% = 4\%$$

It is important to note that the higher your engagement rate, the better you succeed in connecting with your audience. This will lead to higher impressions and a potential increase in traffic.

## 3. Organic Reach

[Organic reach on Facebook](#) refers to the number of people who saw one of your posts in their feed - without any paid distribution. The organic reach is listed on the Posts tab on Facebook Insights. You can calculate the organic reach by dividing the number of updates you post by the number of organic users you have.

Suppose you have 50,000 users and you have published a total of 20 updates this month. The results for your organic reach will be 2,500.

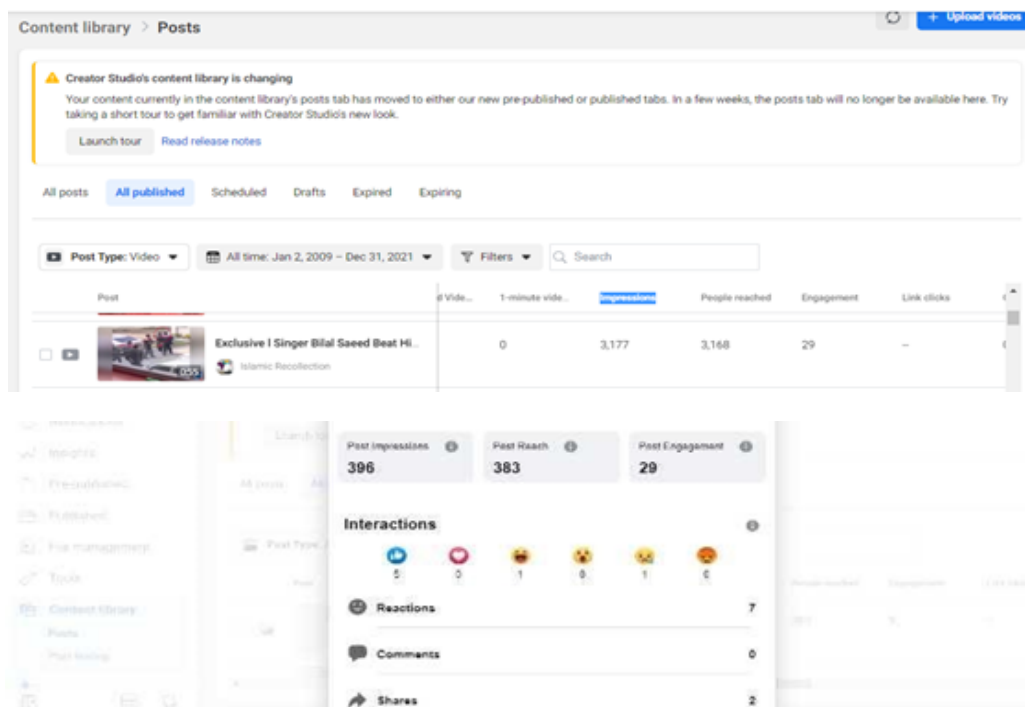
## 4. Impressions

Impressions are the number of times a post shows up on the timeline of users. These can be measured by looking at the number of times your posts were displayed on the newsfeed and the right rail.

Impressions are really important because they tell you how many people you are reaching with your content, but it's important to remember that the more posts you make, the fewer organic impressions you will earn.

This means that your content won't be displayed as often to the same people who saw it once since their newsfeeds are getting more crowded.

If you want to check post impressions, go to Facebook Business Creator: check "Content Library" and click on any post for which you want to see insights.



## 5. Page Likes and Followers

Your page likes are considered an "earned" metric because you can't directly pay Facebook to grow your page.

If you want to increase your page likes, you should create engaging content and post at [optimal times](#) according to your industry and the preference of the target audience.

To measure the number of page likes you have, simply look at your page insights and click the overview tab to see the followers who connect with your page.



## 3.4 Facebook Group Metrics

Measuring Facebook group metrics is important because you can use this information to determine the best time and type of content to share with your group members. This information is available to groups that have more than 50 members.

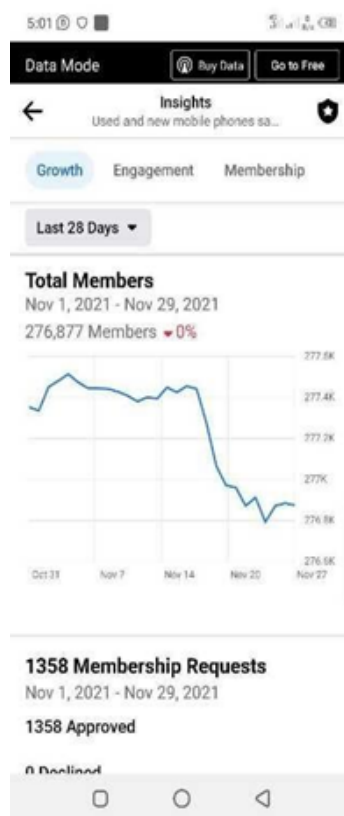
### 1. Engagement Rate

One of the most important metrics that you should track when marketing on Facebook is the amount of engagement each post gets.

The more comments, likes, and shares your posts receive, the more likely it is that Facebook will rank them higher and help you reach a larger audience with your message.

This also means that Facebook will give your post more exposure, which could potentially lead to organic Facebook marketing success.

For instance, check the growth of this group:



## 2. Top Contributors

Top contributors are the users who are most engaged in your group. The member who likes, comments, and shares the most.

Click the insights tab under top contributors to see which group members have been sharing your content, liking your posts, and making comments more than others.

## 3. Top Posts

Top posts are the most engaging posts that top contributors have shared. These should be the type of content that really resonates with your audience.

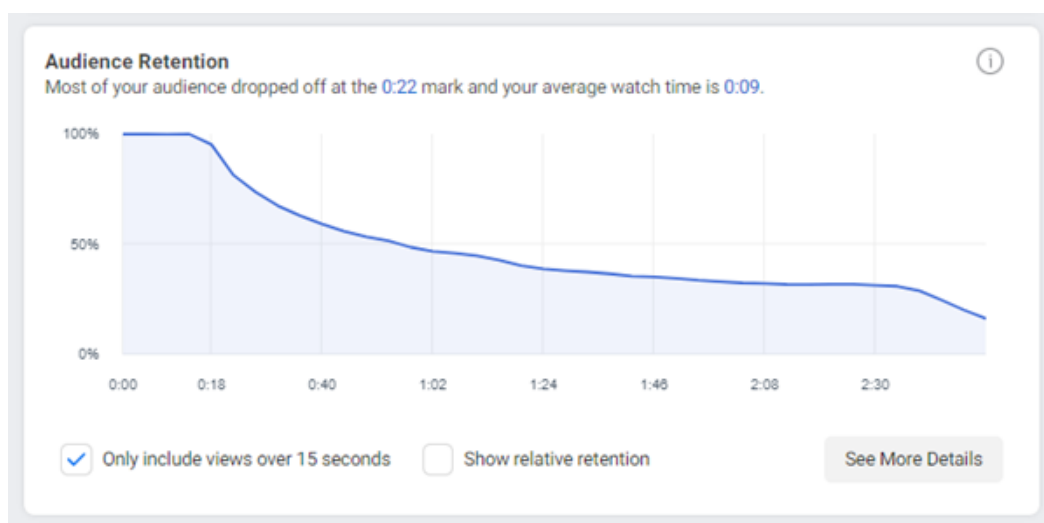
To see which posts engage your audience, go to the top posts section under insights and click on the tab for top contributors.

## 3.5 Facebook Video Metrics

It's important to keep track of video metrics because they can help you determine the ideal length and type of content to produce. Go to the post overview to check Facebook video insights and click on the "Viewers Activity."

### 1. Audience Retention

Audience retention is a very important Facebook metric. It conveys how long the audience watched your video and whether the overall footage is too long.



If you see the screenshot, the drop-off is at 0:22, which is very low if the video length is 2:30. It means the content isn't aligning with the audience.

Analyzing video metrics can help you to curate content that engages the audience and signals the [Facebook algorithm](#) that users are connecting with you.

This way, Facebook recommends your content to more users who might be interested in your niche.

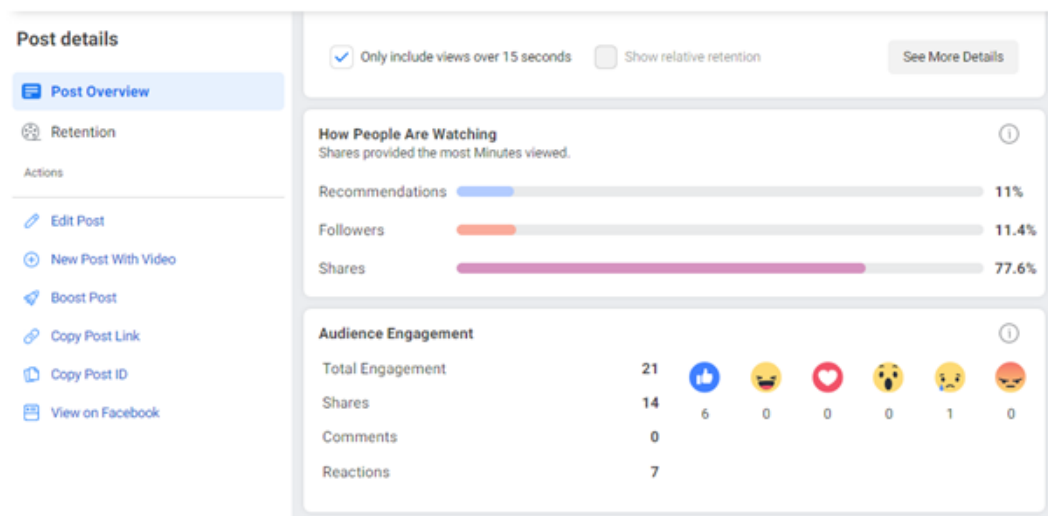
## 2. How People are Watching

It's a breakdown of your views if people are watching the video, who they are, and how they found your content.

Facebook divides them into three categories:

**Recommendations:** It's an audience that Facebook recommends to watch your content.

**Followers:** They are your organic followers who often connect with you. **Shares:** People who watched your video after someone shared.



Video metrics show you how your videos are performing. Measuring them keeps you informed of the most effective type of content to create and can provide insights into which audiences you should target in the future.



## 3.6 Facebook Brand Awareness Metrics

There are different ways to measure brand awareness. For instance, you can check your number of Facebook page likes, the number of people talking about your brand, the demographics of people who engage with you, or the number of brand mentions.

### 1. Facebook Referral Traffic

This is the number of people who clicked on your Facebook post and went to your website. Tracking this metric lets you know how persuasive your content is and what popular types of content trigger an immediate response.

Referral traffic is a great way to measure the effectiveness of your social media content. If a post induces more people to visit your website, that post is performing better than others.

### 2. What Demographics are Engaging with Your Content

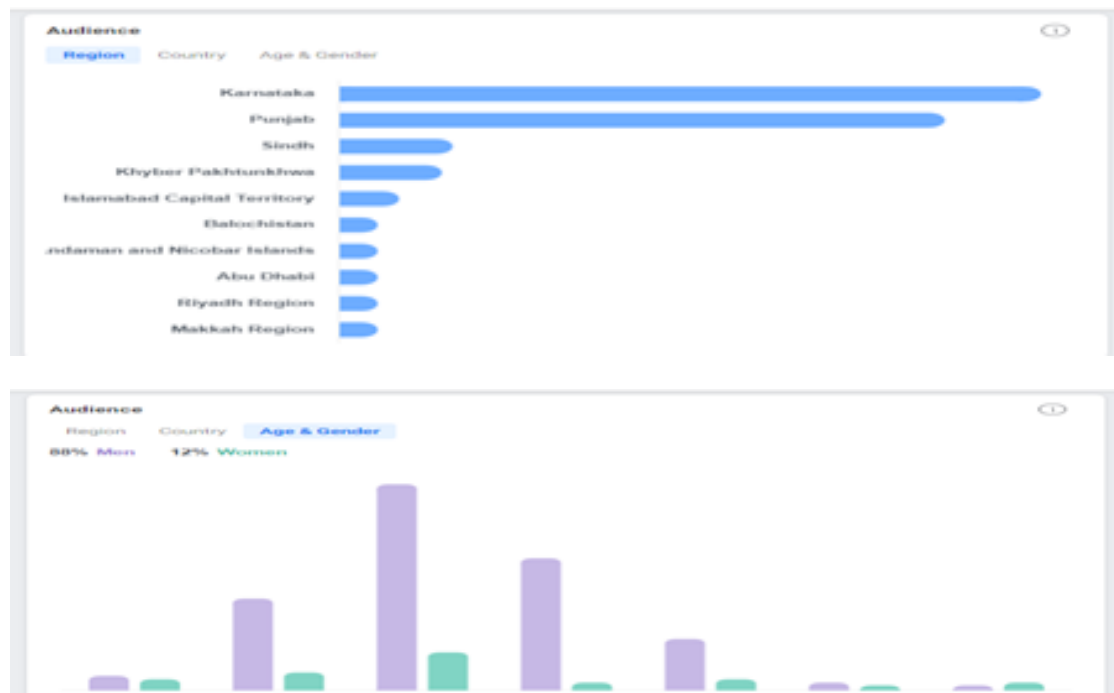
This metric checks how many people engage with your Facebook posts. It aims at checking the demographics that are most interested in your content.

For instance, if you post a video, the age and gender, region, and even country of people who watch it can indicate your target audience.

When you have insights about demographics, you can tailor your content to the right audience and get better results.

To check demographics insights, go to the "Post Overview" in the Facebook Creator Studio, and check the region, country, age, and gender of your audience.





When you know your audience's demographics, it will become easy to plan your [future posts](#).

When you understand important Facebook metrics, you can see how your [marketing efforts](#) impact your business. Use this knowledge to produce better content that resonates with people on Facebook, motivating them to click on your post and visit your website.



# 04

**Facebook Post Ideas to  
Fuel Up Your Campaigns**

# Facebook Post Ideas to Fuel Up Your Campaigns

## 4.1 Interactive Facebook Post Ideas to Maximize Engagement

All that being said, it is definitely a challenging feat to come up with new content and Facebook post ideas every day to keep your feed alive!

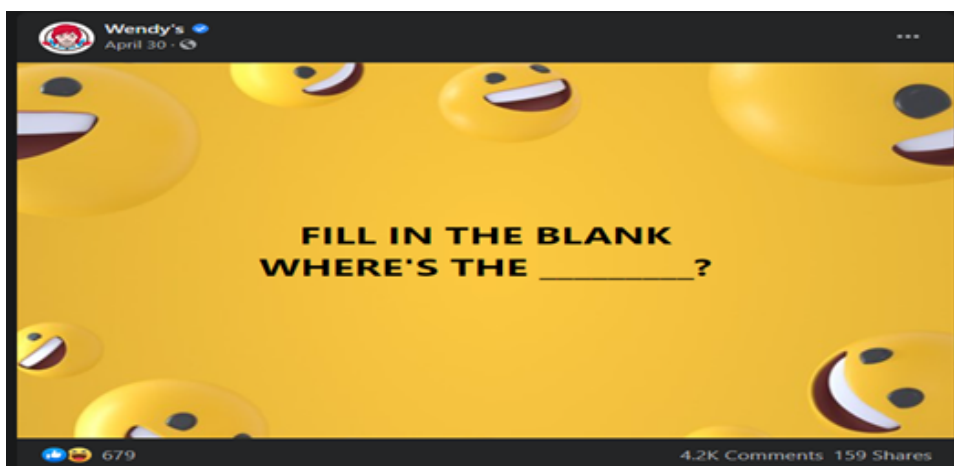
This is why I came up with 40+ Facebook post ideas to help you out with content creation:

### 1. Ask Questions

Asking questions might seem like an easy task, but is it really that straightforward? Not exactly!

When putting up a question post, it is best to ask questions that resonate with your audience. For example, a clothing brand can ask what a consumer's favorite product is on the website, or a tech blog can take intel from people by asking about the next product they should review!

Or you could make it fun, like Wendy's:



## 2. Hold an AMA session

Ask Me Anything sessions are severely underrated. If you have an audience willing to learn from you and engage with you in a healthy conversation, you should give it a try.

Just pick a topic that aligns with your brand, set a time, announces it on all social media channels, and you are good to go!

Here is how we do it:



## 3. Post Motivation Quotes

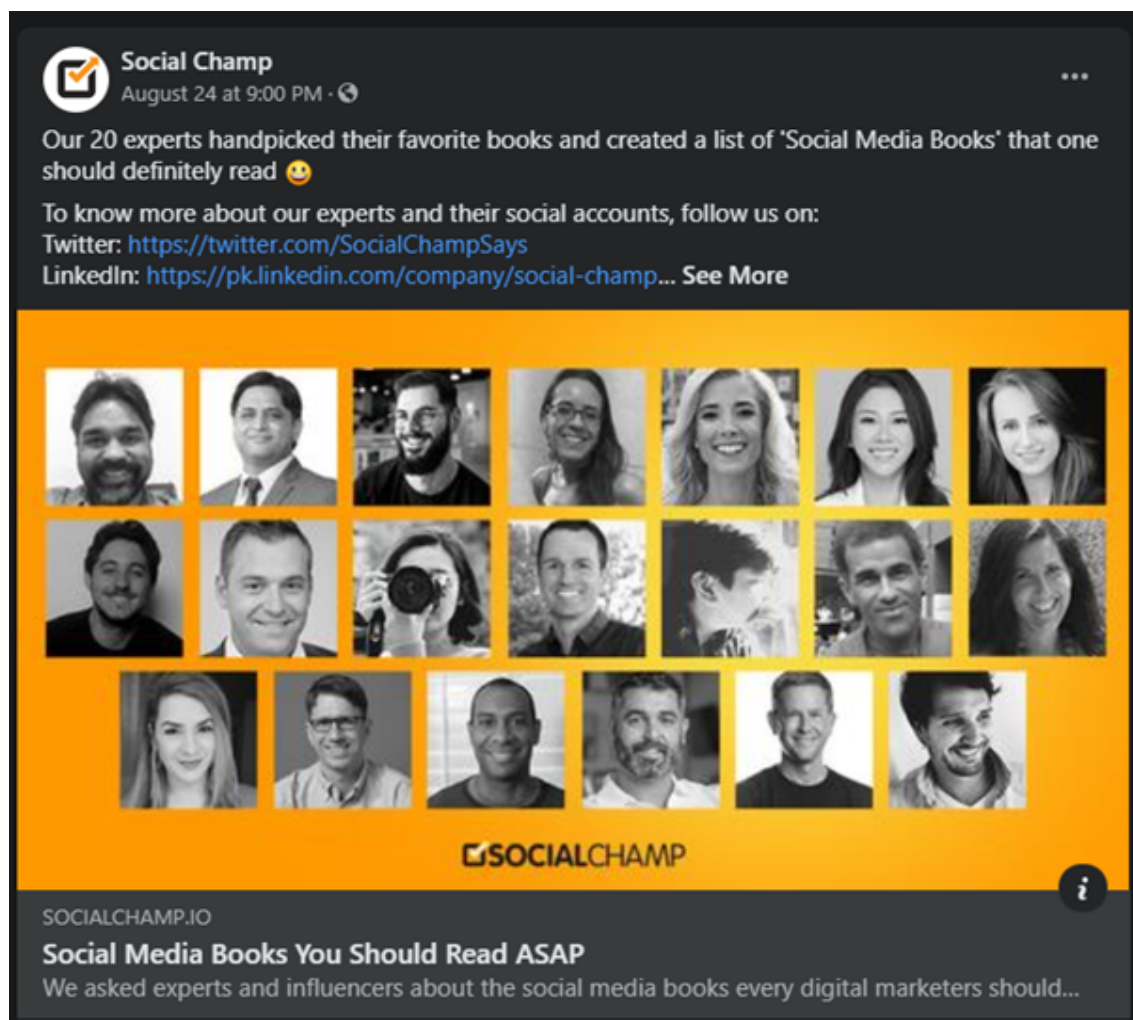
Motivational quotes look like an old-school idea, but it is an excellent way to keep your Facebook page up and running. Furthermore, it takes the least amount of time to come up with the post.

Pick a quote that goes with your business, design a post in Canva, and schedule it to go up at your preferred time. To cut down the time, even more, design a bunch of posts together, and [schedule them via Social Champ!](#)

## 4. Share New and Old Blogs

Sharing blogs on your Facebook is another way to keep the profile ideas. Also, just to let you in on a little secret, sharing blogs from your website is one of the best Facebook post ideas when you don't know what to post.

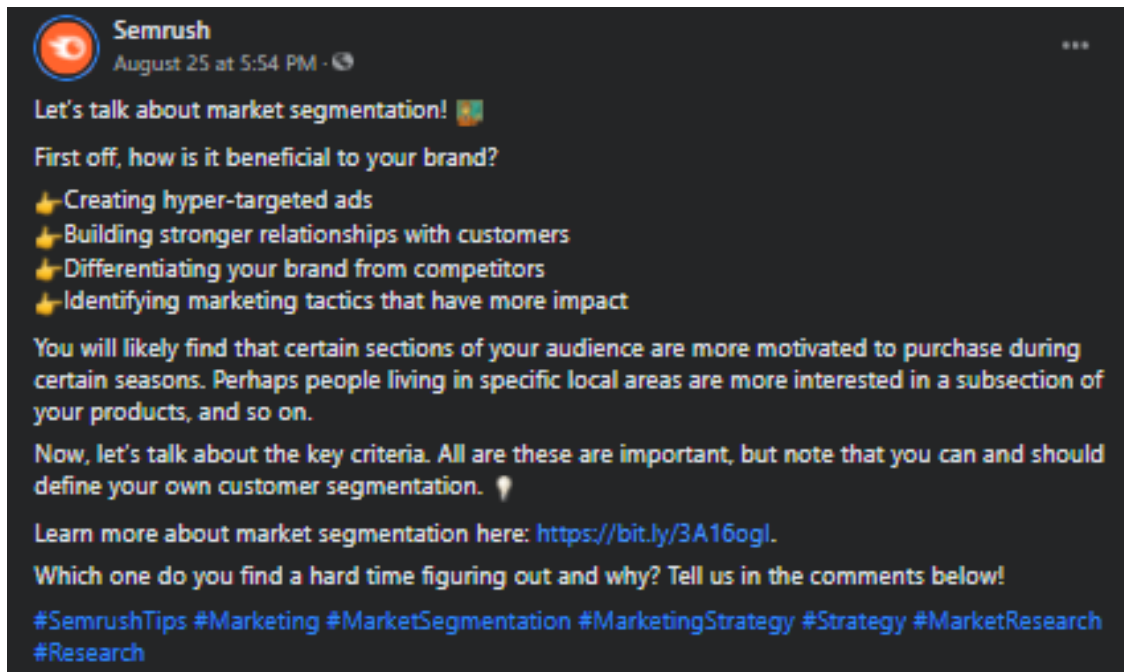
Sharing blogs enables you to market your content and drive traffic to your website at the same time. Honestly, a win-win situation for all.



## 5. Share a Relevant Tip

Sharing tips is another way to keep your Facebook active and engaging. The chances are that most people on your page are interested in what you know; I mean, that's why they pressed like in the first place.

Here is how Social Champ always shares tips with their clients:



## 6. Post Behind-The-Scene Content

Another one of the Facebook post ideas is sharing behind the scene content from your workplace. Take random pictures when you are working on a campaign or doing something similar, gather content, and post them on days when you have nothing else to post.

We would recommend stocking a few pictures in case of emergency!

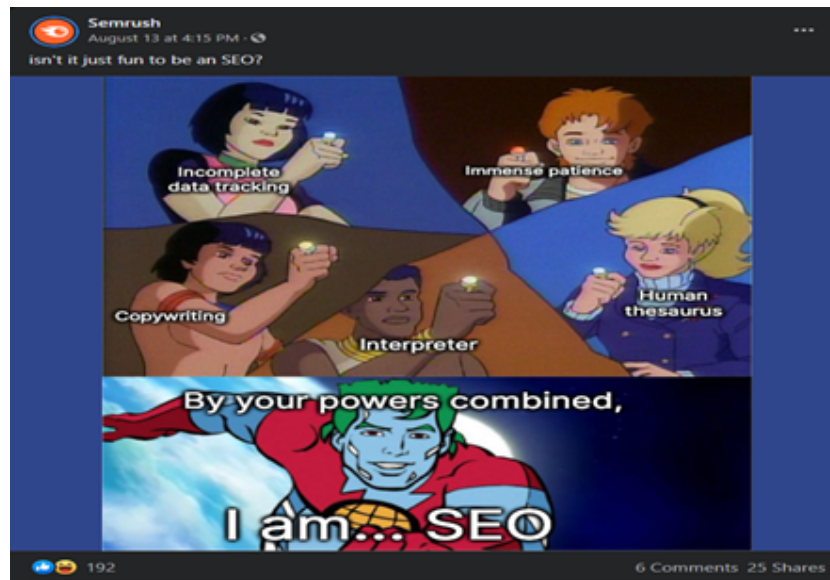
## 7. Tell A Story

Getting personal with your audience is one of the best Facebook post ideas, promise!

However, the art of telling a story is pretty much a talent. There are two ways to post a story; either tell the entire story behind your company or make the consumer the hero of your story. You can even share a small part of your business in the form of a story.

## 8. Post Memes

It is super easy to go viral on the internet, and one of the easiest ways to do that is to put up a meme. Take advantage of trending memes, revise them to make them relevant to your work, and post it on Facebook. Customers usually appreciate fun and light posts such as these. And the most considerable advantage? Memes are highly shareable and show that you have a human sense of humor!



## 9. Talk About Trending Topics

No one likes a brand that has no opinion, which is why you could always post about trending topics and gather engagement by talking to your followers. Not only would this put you on SO many feeds, but it would also increase the chances of comments and likes from non-followers.

Talking about trending topics also gives you the chance to appear in trending feeds!

## 10. Branded Infographics

Another brilliant Facebook post idea is to use the infographics that you create for your blogs. Just remember to properly add the logo and title of your company so that whenever the post is shared, it shows that your team made it!

You can create informative infographics, how-to infographics, or just talk about your own product/service!



## 4.2 What's The Lifespan Of A Facebook Post?

So you can think of a storm of Facebook post ideas that are not only next-level entertaining but also have high engagement opportunities as well. However, that can't just be the end of your Facebook marketing strategy.

If you can't get people to like your posts or engage with them, you are pretty much just talking to a wall. This is neither going to generate satisfactory results nor would that Facebook post be any good.

To simply put it out, your reach is super poor; therefore, your Facebook post ideas are going down the drain.

So engaging Facebook posts reach 75% of their total reach potential in the first 2 hours of it being posted, which means that its lifespan is hardly a day. To top that off, a study shows that most Facebook posts only reach about 6% of their total audience.

## 4.3 How To Maximize Your Facebook Post Reach?

Engaging Facebook posts shall always make it to the top of your newsfeed as more and more people react and comment on them. The Facebook algorithm is designed in such a way that it actually pushes more engaging posts on top, making it easier for the audience to comment on them!

However, there are still a few Facebook best practices that you can implement to make sure that none of your Facebook post ideas go to waste!

### 1. Optimize Content For Facebook

One of the biggest sins of Facebook marketing is copy-pasting the exact same content that you use on other social media platforms. Since cross-posting is becoming extensively popular on all social media channels, it is important to ensure that you customize it for Facebook before pressing send.

Here are a few things that you can check before posting to Facebook:

- A clear and crisp caption ensures that your post is interactive.
- Providing a human touch to the text rather than just dumping hashtags and links.
- Adding a call to action.

Most interactive Facebook posts will usually have a mix of all these three elements.

## 2. Post On Prime Time

Timing your posts to perfection is the key to interactive Facebook posts that you so badly wish for. Since a Facebook post's lifespan is less than a day, it is super important to post on timings that your audience is active.

Optimizing your posts according to timings ensures that a maximizes the chances of your post getting a higher reach than before. Considering how hard the competition is, you should consider doing everything to increase your posts' likelihood of a higher organic reach.

## 3. Make Use Of Videos

Facebook videos get the highest reach out of all the other content types. The platform hasn't exactly been secretive about it either; therefore, whether an interactive live session or a short clip, including videos in your posting plan increases your chances of getting a higher reach.

You must have also noticed that posts that go viral are mostly videos with an insane number of likes and shares. You, too, can be one of those using Social Champ and its amazing visual integrations. With wave.video, you can create and edit stunning videos!

## 4. Schedule Posts to Maintain Consistency

With Facebook, it is best to post at least once per day as such accounts get the highest reach and engagement on average. This is mainly because consistency matters the most on Facebook and even on other social media channels.

This is because consistency matters for growing your audience and letting the Facebook algorithm know that you are alive (and well). Tools like Social Champ enable you to schedule content on Facebook in advance for up to 3 years. This ensures that you queue up content to push out fresh content each day.

## 5. Use Facebook Ads

Based on your industry and niche, you need to decide when your company should run ads. Since the fall of organic reach, Facebook ads have seen a direct increase in their success.

While your primary reach depends on strategy and targeting, ads play a very large role in grabbing your audience's attention. And for most brands, the investment is absolutely on point!

## 6. Use Third Party Engagement

Using groups and third parties (such as your employees) is a great way to increase reach and potentially go viral. This can actually create a snowball effect and might also increase your chances of getting discovered by new (and potential) clients.

So keep on posting in groups or, better yet, create your own Facebook community!



# 05

## **Facebook Best Practices to Grow Your Business**

# Facebook Best Practices to Grow Your Business

## 5.1 Facebook Marketing Best Practices For Your Audience

Growing your audience is not an overnight or a one-time thing; you have to work hard to earn the trust of potential customers and build the loyalty of your existing ones.

Accordingly, take a look at how you can build and nurture your community on the platform with these strategies.

### 1. Get Verified on Facebook

Request Facebook to [verify your page](#). Having a blue checkmark or verified badge is powerful proof that your page is authentic. Users will feel safer interacting with the page, knowing that it is the official Facebook page of your business.

To get the verification, you must have a complete business profile and conform to the social network's community guidelines.

It may be a long shot to have a verified page on Facebook, but the boost to your credibility makes it worth the try. Verified pages and profiles also rank first in Facebook's search results, so that's increased exposure for your business.

### 2. Make Use of the Actionable Insights

Facebook has tools that let you know how your page or the individual posts are faring. Page Insights, for example, offers information on the [age, location, and gender](#) of people interacting with your posts and clicking on your phone number and link to the website on the page.

There are also third-party applications for tracking your Facebook page metrics. Whichever tools you choose, the task is to make sense of the data and use it to create short-term and long-term marketing strategies.

For example, Insights show that you are not getting to your target audience. Also, you have more page likes or follows but not a correspondingly high engagement rate. Targeted ads and tailored content may be able to expand your reach so that you can connect with the right people.

Another example: the data reveals that most of your fans are on mobile devices. You then try publishing Facebook Instant Articles, which have quicker loading times and higher readership rates. This is based on the Liverpool Echo experiment that resulted in a 30 percent increase in reach, according to Facebook.

### 3. Advertise on Google and Facebook

While using Facebook ads is expected in this context, the addition of Google Ads can result in a broader reach. For all their differences, the two digital advertising solutions seem to agree on the importance of having a strong ad copy and considering user experience in advertising.

#### Facebook Ads Basics

- You use Facebook's Ads Manager to create and manage ads. You can choose an objective (e.g., brand awareness, reach, and traffic) for every campaign.
- You have to declare if your ad is related to elections, politics, and social issues, among others, for ad transparency.
- You'll get charged based on the ad's link clicks or impressions.
- In addition to Facebook, your ads can appear on Instagram and Messenger.

#### Google Ads Basics

- You need a Google Ads account to make and run campaigns. A critical element in your campaign is determining the keyword because it must match a user's search term for the ad to show up on Google's results.
- Keyword relevance and your bid influence the position of your ad. Your search ad campaign can focus on sales, leads, or website traffic.
- You'll be charged based on the clicks (pay-per-click).
- Aside from Google's search, you can have ads on YouTube and other Google's properties.

You may have to employ several strategies before you start to see a return on your ad investment. [Consider getting experts like Grow My Ads](#) to help you with your Google Ad campaigns and achieve the results you have planned for your business.

Each platform has its strengths, and imagine the impact when you advertise on two of the world's biggest websites. Think about it.

## 4. Engage Through Content

Is your content resonating with your target audience? How are they responding? Use post insights to put out content that will encourage your readers to like, comment, and share.

Some people follow your business page for news and updates, especially on promos and sales. But you can also offer relatable content in the form of articles, videos, and photos. Instead of only promoting a product, give tips on how to use it and ask your followers to share theirs.

Consider your readers when creating content, which can span feel-good stories to something new or valuable they can share with people they know. Remember that you are not the only one whose updates they will see, so you have to leave a strong impression.

On a related note, all company-produced posts must reflect your branding. If your brand has a “personality,” what does it say, and how does it intend to convey it? This brand voice creates a distinct image in your readers' minds. Whether you want to be snarky or funny, speak Gen Z or millennial, be consistent.

## 5. Be Present

Your Facebook presence carries a commitment to be available to respond to queries or messages during indicated business hours. Your efforts in handling private messages quickly and consistently can earn your page a “Very responsive to messages” badge.

Being on Facebook also means keeping your community updated. The best time to post is usually when most of your audience is active, an insight you can get from analytics tools. Another best time is when you want to monitor a post's activity in real-time.

Don't worry too much about posting because you can schedule your posts. You can create a Facebook content calendar plotting the time and date for evergreen blog posts and so on.

What is considered overposting? You may have to conduct a test to determine the number of posts that can irk readers that they unfollow you. Pending the results, stick to one or two posts a day.

## 5.2 Facebook Marketing Best Practices for Page Posts

Posts on your Facebook page are usually the first impression of your business. Use these best practices for Facebook marketing to create an excellent first impression & reach your business goals through posts:

### 1. High-Quality Creatives

Don't compromise on your post's quality. Whether it's an image, GIF, video, or infographic – use high-quality creative assets. People interact or react to posts that capture their attention. Don't use blurry photos or videos. Or creatives that aren't reflecting your brand voice. Follow the proper dimension of a Facebook post while designing. It's increased exposure for your business.

### 2. Make it Actionable

To grab your audience's attention to engage with your posts, try different tactics to drive them to take the actions you want. For example,

- Share your website blogs.
- Ask them questions or their opinions in the comment section
- Arrange contests
- Try videos
- Do a live Q&A session
- Share curated content
- Post about the upcoming sale, create hype about it
- Share about your employees & work culture

Actionable posts can provide value that is directly related to your business goals. Not every post needs to be actionable, but try to add a few.

Pro-Tip: While boosting or running ads on Facebook, make sure you're adding a CTA button to visit the website, sign up or book an appointment or more.



### 3. Know Your Audience

To increase the engagement on your post, you need to understand your audience the best. Try Page Insights for this. See where they're from, what type of posts they've been interacting with, when are they online most. If you don't have enough data for this, first try to post different posts. And then see which one is getting more engagement & what type of people are interacting. Ask yourself the following questions:

- Did the post include a CTA?
- Did you use any specific type of creatives?
- Did the post had a compelling message?

There's no one-size-fits-all solution to capture your audience's attention, but you can find what works for you by trying different tactics.

Again, if you're running ads, it's essential to know your audience. You can target your audience based on age, location, interest, & job titles. Make sure you're targeting the right message to the right audience. An ad for people in their 20s might not be relatable to the people in their 60s. Knowing your audience is the key to successful Facebook marketing.

### 4. Keep it Simple

One of the best Facebook marketing practices is to keep your page posts simple. Try a minimalistic approach. The lesser, the better. Try these:

- Try to convey your message in 4 to 6 words
- Use a neat & consistent color scheme
- Don't use jargon words
- Don't make your logo more visible than the message

### 5. Pin Important Posts

Pinned posts can be seen on the top of your Facebook page. If you have any major announcement or any essential post, pin it to the top of the page. It will keep your page visitors informed about the latest news or the upcoming event. Also, make sure that you keep your pinned posts up-to-date. Once the sale is over that you pinned, remove it to avoid any confusion.

## 5.3 Facebook Marketing Best Practices to Keep Track of Your Efforts & KPIs

First, let's understand the Key Performance Indicator, i.e., KPI.

A KPI shows how effectively a company is moving towards its business objectives. It's a measurable value that is used to evaluate your success in achieving target goals. These are a few Facebook marketing best practices to keep track of the fact that your marketing efforts are aligned with the business goals:

- Brand Awareness KPIs
- Reach KPIs
- Traffic KPIs
- Engagement KPIs
- Conversion KPIs

### 1. Brand Awareness KPIs

If you're a startup or in the initial branding stage, you need to measure these KPIs first. If your brand is already famous, like Nike, ZARA, or Gucci, you can skip this part. This part involves all the activities that create awareness of your brand within your target audience. The three key metrics that you need to track at this stage are:

- Brand Lift
- Brand Mentions
- Impressions

### 2. Reach KPIs

This is the part where your main objective is to get as many impressions as you can for the lowest cost. You need to reach a unique audience that can engage on your posts. It can be done organically or by Facebook ads. The key metrics at this stage are:

- Reach
- Frequency
- Unique Link Clicks

### 3. Traffic KPIs

The objective of this is to attract the audience that clicks on the button in your post or ad, which leads them to the website page you want them to visit. Key metrics that you should be measuring are:

- Link Clicks
- Click-Through-Rate (CTR)
- Quality Ranking

### 4. Engagement KPIs

When it comes to engagement, people mostly look forward to likes or reactions on the post. The engagement objective is to drive & track meaningful actions on Facebook. They don't lead you to any web page, but the aim is to interact with the post. The key metrics that you should be following for this are:

- Page Likes
- Engagement Rate Ranking
- Post Shares

### 5. Conversion KPIs

This is the part that matters the most. The objective is to drive actions, especially when you're running ads. These are the key metrics you should follow when your main focus is on website conversion, tracked by Facebook Pixel.

- Standard Events
- Custom Events
- Conversion Value

Standard events usually include start trial, purchase, complete registration, add to cart, initial checkout & more. Custom events include page views, time on page, file download link clicks, CTA clicks, & more.



# 06

**Simple And Practical Ways  
to Increase Facebook  
Engagement**

# Simple And Practical Ways to Increase Facebook Engagement

## 6.1 What is Facebook Engagement??

Facebook engagement is the level of interaction and attention a Facebook user gives to a business/product/page. The more interaction and attention, the higher the engagement. For example, if a Facebook page has a low engagement rate, its posted content may not show up on the news feed. If a page has a decent engagement rate, more of its content will appear on the news feed.

Engaging with your Facebook followers is an essential skill that needs to be addressed. There are many different ways that your followers can engage with your content on Facebook. Followers can like, comment, share, or click. The more engagement your posts have, the more likely people are to interact with your posts. There are many reasons why people might not want to engage with your posts. They might be busy or not like to share their opinion. Engaging with them is still vital.

## 6.2 What is Facebook Engagement Rate Formula?

Facebook engagement rate is the rate at which a Facebook post generates a response. The responses include reactions, comments, shares, likes, and clicks. The initial goal of using Facebook engagement rate is calculated by dividing the number of likes, comments, and shares of a post by the total reach of the post.

## 6.3 How to Check Facebook Engagement with Social Champ?

We all know that Facebook is an excellent tool for marketing. Still, it can be difficult to know your current Facebook engagement as a business owner or a social media manager, especially when you're managing more than two or three Facebook pages. Social Champ is a tool that lets you easily check your Facebook engagement, post views, and post shares for any post you publish on Facebook. It's a powerful tool that will give you the insights you need to tweak your marketing strategy for better results.

With the Social Champ dashboard, you can see your detailed Facebook engagement report with graphs & charts. You can compare your weekly or monthly performance. Not just that, you can even download presentation-ready pdf reports to impress your boss/client with all the charts & numbers. Simply export the reports in pdf format, add your logo & there you go!

## 6.4 Top 7 Effective Tips on How to Increase Facebook Engagement in 2022

It may seem like Facebook is just a place where you post fun pictures and status updates, but Facebook is also a great way to establish your company's voice and share your expertise. Here are some key points to help you increase your Facebook engagement in 2022.

Before diving into the list, note that you need to mix and match these tactics to find the ways that work for your brand. Also, the combination that works for your brand might not work for a similar brand (even in the same industry) because of the differences in the target audience, the p

### 1. Know Your Audience Better

Even if you think you know your audience, you might be surprised to learn that your audience analysis could be outdated, and you have no idea of your target audience's current composition and wants. We all perform market research in the initial stages of our business to learn more about the ideal buyer's persona. But, this is not a one-time activity. This needs to be done every once in a while.

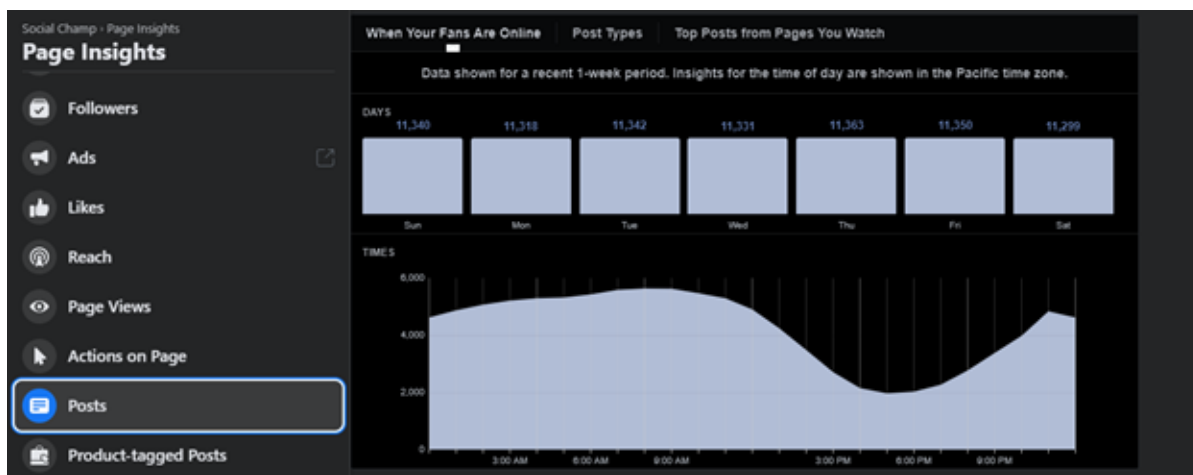
[Facebook Page Insights](#) & Facebook Creator Studio gives a lot of helpful data about your audience. Study this data cautiously, and search for any unforeseen subtleties that could assist you with making a more significant association with fans.

### 2. Post When Followers are Online

It was believed that there's a universal best time to post on Facebook: early evening. Not any more! Each brand has its own ideal time(s) to post. That is because the best time to post relies upon a few factors that are explicit to each brand:

- What industry are you in?
- Where is your audience based?
- When do your followers use Facebook?

A logical method to figure out the ideal opportunity to post is to look at the data in the Facebook Page Insights & [Facebook Creator Studio](#). Under the Post tab, you get information regarding when your Facebook Page fans are online every day of the week.



### 3. Focus More on Quality

With the users scrolling through content rapidly, there's no ideal time for low-quality or blur graphics, videos, or text. Focus on quality more than quantity. Don't post if you're running out of unique content to post. You don't have to change your strategy ultimately to maintain the quality of your content. Post frequency depends on the number of resources you have. If you have enough time & resources, you can even post twice or thrice a day. But, if you're a small business owner with limited resources, you don't have to do that.

### 4. Quality & Eye-Striking Images

Facebook posts with a photo see higher-than-normal engagement rates. Facebook recommends a product close-up or a client photo.

If you don't have a fancy camera or photography gear—your cell phone is all you need to begin. In case you're not optimistic about your photography abilities, or you'd just prefer to utilize pictures taken by experts, stock photos are an incredible alternative.

### 5. Experiment with Videos

If you're wondering how to make interactive Facebook posts & increase Facebook engagement, try videos. From the latest statistics & audience behavior, videos perform best on Facebook regarding reach & engagement. Experiment with square videos. Add captions to your videos. Most of the Facebook videos are played without sounds. To convey your message clearly, add subtitles to your videos.

## 6. Go Live From Your Facebook Page

Facebook is pushing their Live videos a ton in this previous year. They changed their algorithm to rank live videos higher when they are live as compared to when the session is over. Facebook revealed that “Individuals invest more than [3x times energy](#) watching a Facebook Live video on normal contrasted with a video that is as of now not live” and “people comment on Facebook Live videos more as compared to regular videos.”

## 7. Ask Questions

A fascinating question is an incredible way to start an active comments thread to increase Facebook engagement. Here are a few plans to kick you off

- How do you [complete this action]?
- Why do you [like this occasion or brand]?
- Do you agree with [a striking announcement, occasion, individual, etc]?
- What's your most-loved [fill in the blanks]?





# 07

**Schedule Your Facebook  
Posts Like a Genius**

# Schedule Your Facebook Posts Like a Genius

## 7.1 Why Should You Schedule Facebook Posts?

Scheduling Facebook posts can help you & your business in many ways, like:

- Scheduling posts can help you save a lot of time
- You can be more consistent with posting schedules
- You can also avoid the unnecessary long gaps between the posts
- You don't have to be online 24×7 to post content
- You can manage audiences with different time zones more efficiently
- You can manage your social media content calendar much better
- You can connect & engage with more people
- You can schedule posts when your followers are most active.
- Not everyone schedules Facebook posts for the same reason. Your reason might be to maintain the frequency of your content.

One reason to schedule posts can be to balance the workload. Manage your daily task efficiently & focus on more important things than content posting. When all your posts are scheduled, you can use that time to work on your content strategy & community management.

Another reason can be to get enough sleep. If your business is based in Asia, but you have American customers online at 3 am in your region, the most important thing you'll lose is your sleep. You have three options in this case:

- Post according to your timezone when your followers are not active
- Stay up late till 3 am & then post content manually
- Schedule your Facebook post for 3 am & have a nice sleep.
- To any sensible & sane person, the third option is the smartest one.

## 7.2 Tips to Schedule Posts

No matter what scheduling medium you select, either Social Champ or Facebook's creator studio, you should consider following these best practices:

### 1. Carefully Curate Posts

Since you are scheduling posts in bulk, the pressure to create content in a hurry is off. So take your sweet time in planning and crafting relevant content that goes with your brand image.

Scheduling posts in advance can also help you keep your brand voice in mind while composing a week's worth of content.

### 2. Identify the Best Time to Post

Since you are scheduling posts, there is no point in posting when you are at the office. A better approach would be to experiment a little and find the right time when your audience is active and post at that time instead.

The more people who see your Facebook updates, the better it would be for your reach and engagement goals.

### 3. Don't Just Schedule Every Single Thing

Some things are just not meant to be scheduled. They should be posted in real-time with catchy trendy captions and monitoring. Examples of such things are Facebook events, Facebook check-ins, and Facebook picture albums!

### 4. Set a Posting Frequency

This one is a pretty important factor when it comes to Facebook analytics and also fan retention. No one likes to follow a dead page. However, make sure that you don't overcrowd or overwhelm your Facebook page by posting on it 15 times a day!

Set up a realistic posting frequency that you can keep up with and have a good time creating content for. The number of Facebook posts you curate and schedule for the month depends on page likes and your niche.

A small non-profit organization can maybe post once a day, whereas an e-commerce site might make ten posts a day and still get a good reach!

## 5. Tracking and Monitoring

A good social media manager would always track and monitor the posts that they schedule. This helps them know the audience and what they look forward to every day when they open your Facebook page.

Don't base your Facebook post scheduling on guesswork and use Social Champ's [analytics monitoring](#) feature to keep track!

### 7.3 How to Schedule a Post on Facebook Using the Creator Studio?

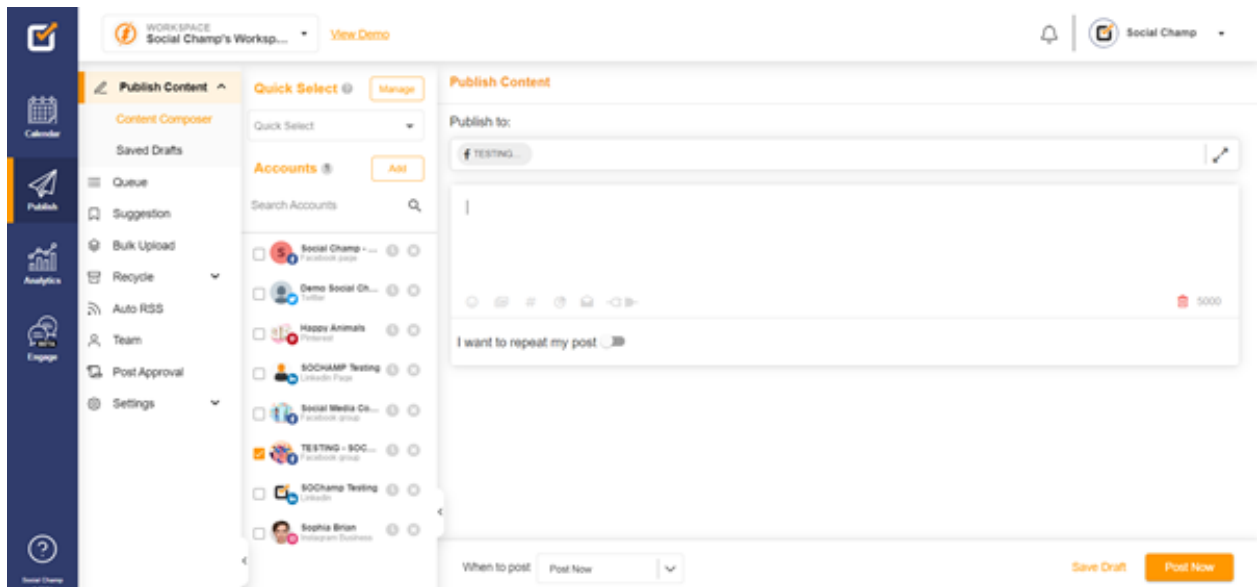
Facebook's Creator Studio allows you to schedule posts for your Facebook page using the following steps:

1. Click on create a story.
2. Select Facebook News Feed to post on Facebook.
3. Click on upload media and add any visuals you want, add GIFs, stickers, or edit images.
4. Preview how your post will look on Facebook.
5. Click on publish now to post or schedule the post for a later time immediately.

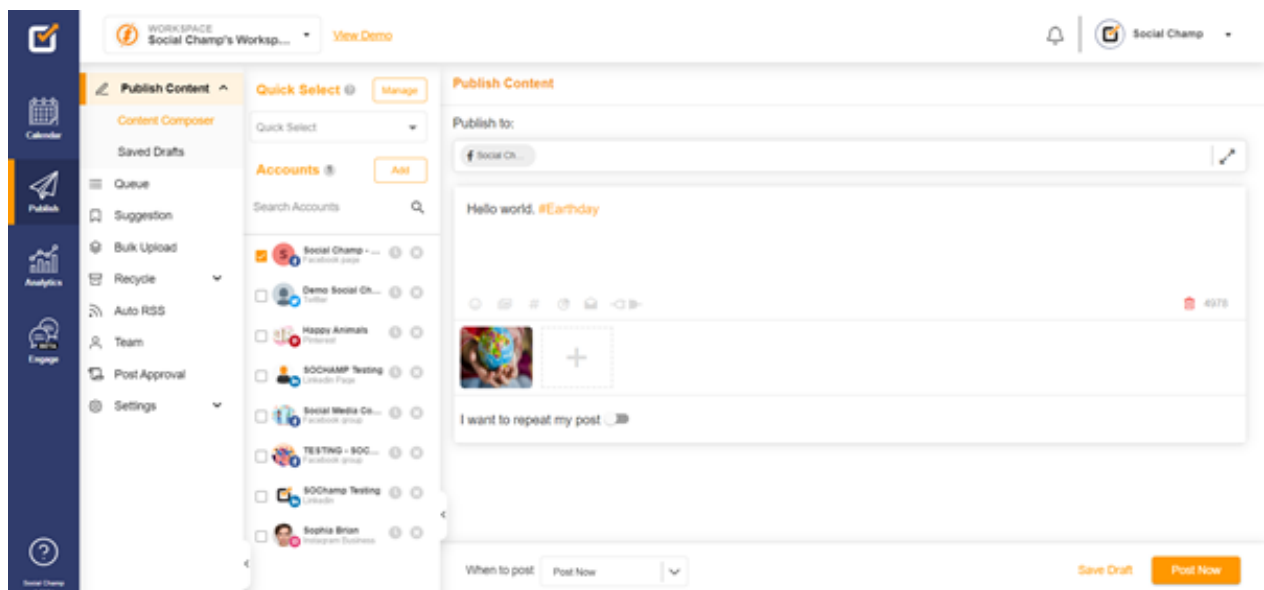
## 7.4 How to Schedule a Post on Facebook Using Social Champ?

Scheduling posts on Facebook using Social Champ is super easy and requires next to no effort. Here is how you could do it in a few easy steps:

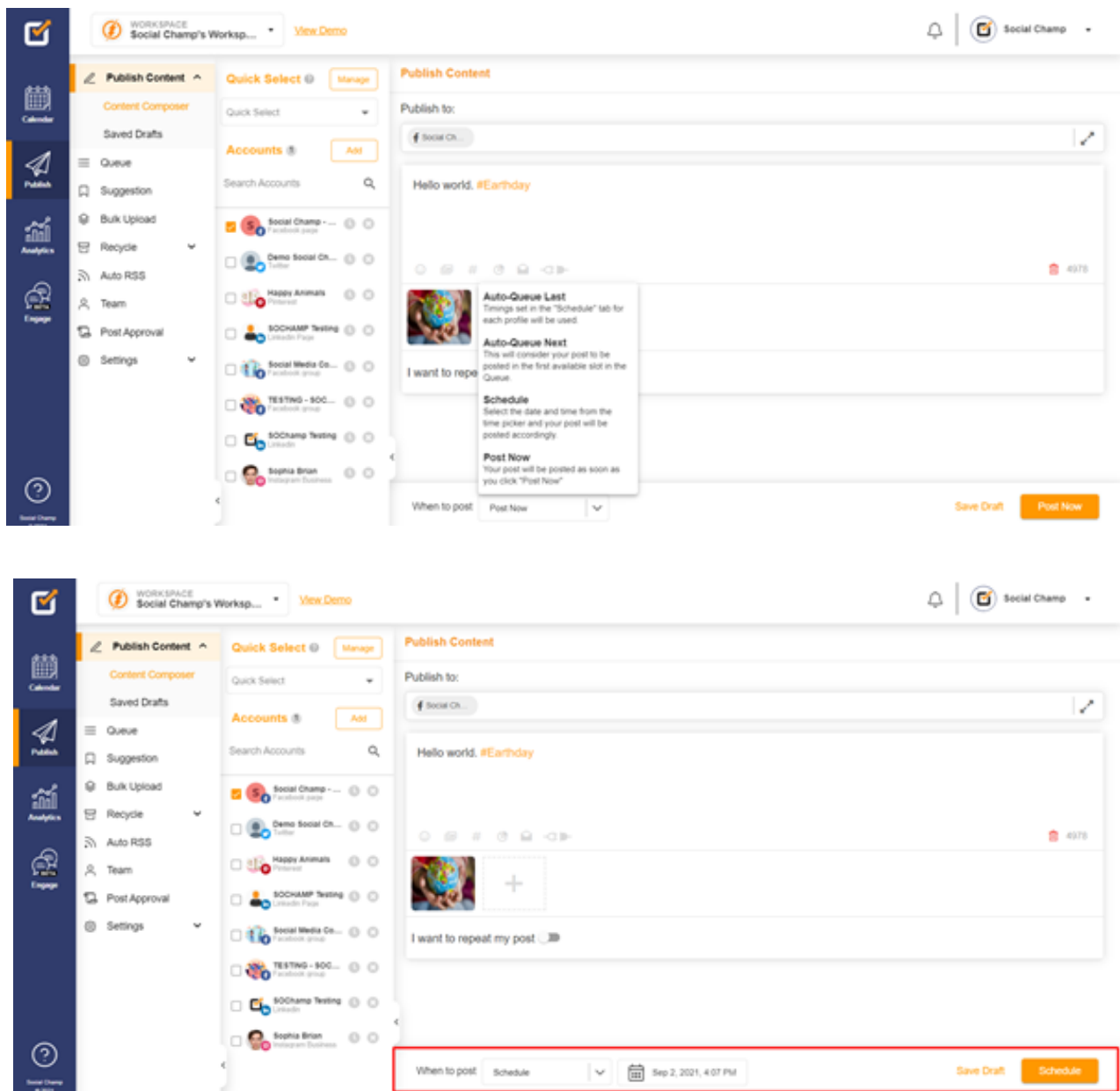
1. Log in to your Social Champ account.



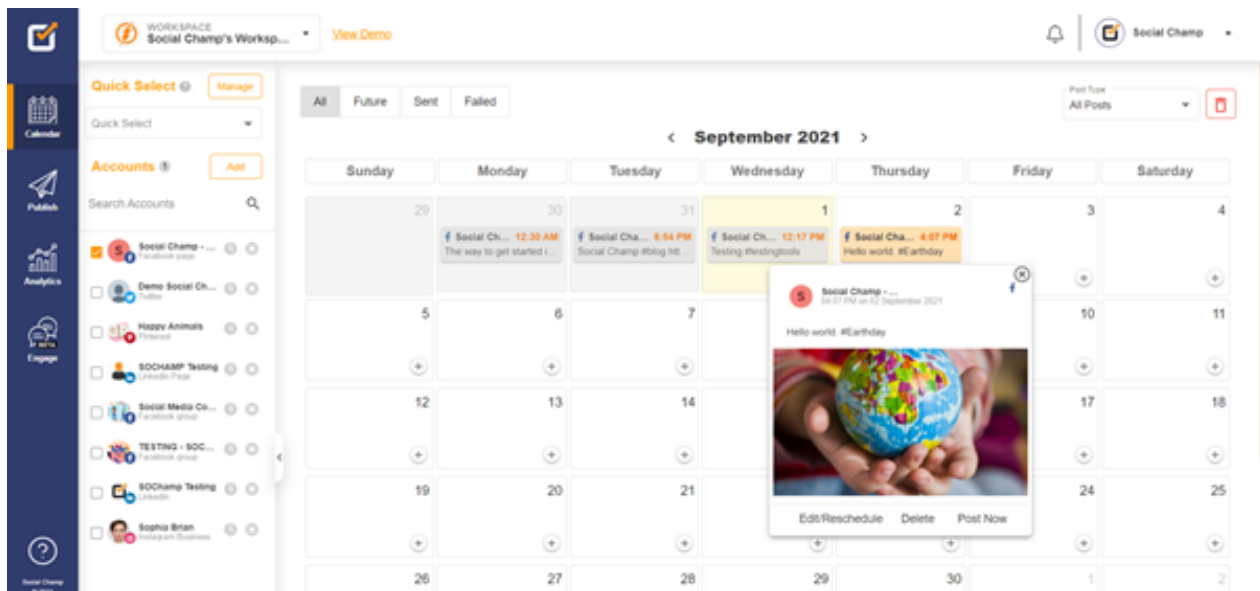
2. Select the Facebook profile on which you want to schedule posts.
3. Add your text, images, hashtags, and anything else that you want.



4. Either post now or schedule for a later time.



5. Check out your post and preview from the social media calendar.



## 7.5 Benefits of Scheduling Posts on Facebook with Social Champ

Social Champ, which is a social media management tool, makes it super convenient and easy to manage your social media profiles. It also provides an easy solution for “how to schedule a post on Facebook?”, here are a few more benefits of using the tool:

- Social Champ has platform-specific metrics for tracking and creates reports with presentation-ready graphs and charts.
- Social Champ allows you to schedule posts in bulk using a single CSV file.
- With Social Champ, you can connect your Facebook page with a blog using Auto RSS feed and keep your page updated.
- Social Champ has 24/7 customer support to help you out with queries and a comprehensive helpdesk.
- Social Champ has a workspace for easy client management by grouping all Facebook posts.

While there are several Facebook scheduling tools in the market, you can trust us on this. Social Champ gives you the best features at the most affordable price. You can manage 25 social networks with 300 scheduled posts per network for just \$10.

And 50 social networks with 1500 scheduled posts per network for just \$29. No hidden charges.

We aim to make your social media management as effortless as it can be. If you need any assistance or have any questions about the tool, contact us at our live customer support. We're here to serve you.

And it's more than just a scheduling tool. Social Champ also offers additional features like Auto RSS, Social Inbox, Client Organization, Team Management, Analytics & Reporting, and much more.

Use this very easy guide on "How to schedule posts on Facebook using Social Champ" and make your social media marketing hassle-free. If you are confused about which plan is the best for you, [book a live demo](#) now or contact our support!





## About Social Champ

Social Champ is a social media management tool  
to enhance your online presence!

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Sunset Lake Road, Newark, Delaware 19702 – +1 415 903 5007

[hello@socialchamp.io](mailto:hello@socialchamp.io)

**Connect with us**



[www.socialchamp.io](http://www.socialchamp.io)