



**7 TOP
TIPS**
**FOR FACEBOOK
SUCCESS**

Over 19% of the world's population is active on Facebook every day. But how do you make sure your posts are seen in the news feed? And how do you deal with video, influencers and algorithms?

Our little Clear book helps direct your time and money towards activity that will get results.



7 TOP TIPS FOR FACEBOOK SUCCESS

- 1 Create valuable content
- 2 Use Facebook Groups
- 3 If Facebook loves it, pay attention
- 4 Team up with influencers
- 5 Don't put all your eggs in one basket
- 6 Pay to play
- 7 Make friends with the algorithm



01 CREATE VALUABLE CONTENT



So obvious, it's embarrassing. But if it were easy, everybody would be doing it – all the time. Here's our litmus test for valuable content:

Is it helpful?

People like solutions. If your posts begin '*How to...*' you're on the right track.

Did you keep your promise?

Your post is titled '*How to save time on social media reporting*'.

Does your advice fit the bill?

Be practical

Can the average reader apply your advice to their business?

Would you be proud to share it?

This may seem like a weird one, but ask yourself: Have I thought this through, or am I simply trying to get something out there ASAP?

Spark discussion

That's it. Just start a conversation – which means your post must be thought-provoking or even controversial if you're to optimise likes, comments and shares. All that stuff Facebook loves.

1.52 billion people are active daily on Facebook (that's 19.7% of the world's population).



02 USE FACEBOOK GROUPS



Why? Because Groups will get priority over business pages.

With Groups it's easy for members to share with one another – posts and photos, plans for events, and notifications generally.

Your privacy settings will dictate which of the three Groups you create:

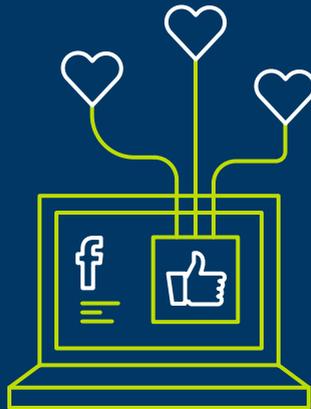
Open: Anyone can view the Group, its members, and their posts.

Closed: Anyone can view the Group and its members, but only members can see Group posts.

Secret: Only members can see the Group or any of its information. Non-members won't even be able to see that the Group exists.



03 IF FACEBOOK LOVES IT, PAY ATTENTION



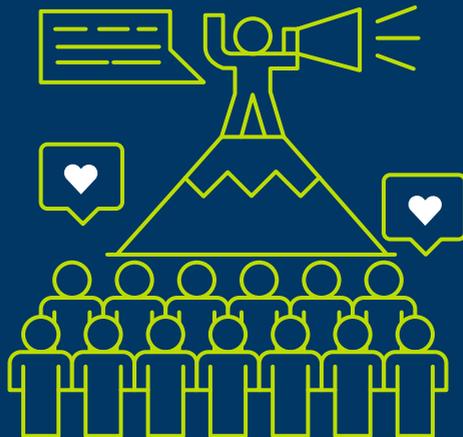
Naturally you should post content that Facebook loves (that's what users love), but the evidence is clear. Facebook's most popular medium – by a country mile – is video. Users watch around 100 million hours of video on Facebook every day.

Mix it up. The research and monitoring service, [Buzzsumo](#), examined 25 million Facebook posts by the top 10,000 publishers and found that the route to higher engagement is variety. So try different approaches to your video format – inspirational, educational, or behind-the-scenes. Better still, use Facebook Live or Watch Party for real-time interaction with your Group.

Facebook Live: According to Facebook, users spend three times longer watching Facebook Live videos than they do regular videos. When Saks Fifth Avenue teamed up with Who What Wear, their Facebook Live video was viewed 78,000 times and received more than 400 reactions, 30 shares, and almost 100 comments.

Watch Party: Imagine everybody in your Group watching and being able to comment on the same video, all at the same time. That's Facebook's Watch Party. In the words of Mark Zuckerberg: "too often right now, watching video is just a passive consumption experience." Facebook hopes that watching, commenting and reacting to the same moments together will help build the kind of community and engagement they've seen with Live.

04 TEAM UP WITH INFLUENCERS



This one is huge.

According to a study by influencer platform Mavrck, brands get 6.9 times more engagement through posts by influencers than from their own posts. In other words, Facebook users still attach more value to what people they trust say about a brand, than to what the brand says about itself.

Raise brand awareness and expand your audience by getting your influencer to test and review products, have their own dedicated discount codes, host giveaway contests, or have them promote one you're holding on your own site.



05 DON'T PUT ALL YOUR EGGS IN ONE BASKET

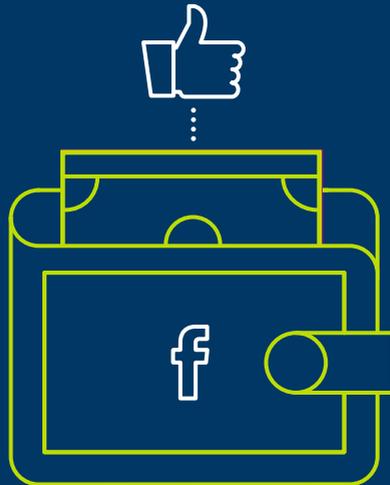


Spread yourself – but not too thinly. While it's wise to have a presence on different platforms that match your audience profile, it only makes sense if you have the resources to maintain your channels *effectively*. So, be realistic.

Build a data strategy that removes your reliance on any social media platform and leaves you less vulnerable to other algorithm changes. In short, make sure every member of your audience is in your address book – aligned to the GDPR of course! Create 1-2-1 relationships with them so that if push comes to shove, you can always contact them via email or direct mail.



06 PAY TO PLAY



Although organic content has been declining for years, the algorithm changes last year saw the end of totally free content.

If you're a business paying zero to post, those posts are unlikely to be seen.

So if you're not already a whiz when it comes to Facebook ads, you need to wise up. Today everyone needs an advertising budget, because pay-to-play is the only show in town. Be realistic. Put funds behind your biggest message.



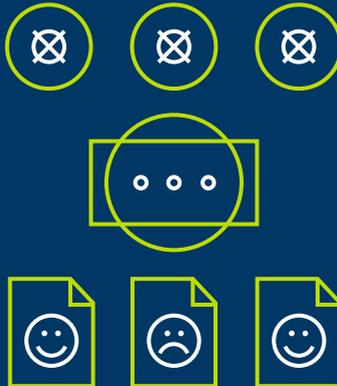
PAYING TO PLAY – A QUICK REFERENCE GUIDE

I want to...	Consider these...
Drive traffic to my website	<ul style="list-style-type: none">● Link click ads● Video ads● Boosted page posts
Generate sales and leads	<ul style="list-style-type: none">● Carousel ads (multi-product)● Dynamic product ads● Facebook lead ads● Canvas ads● Collection ads
Boost likes and engagement	<ul style="list-style-type: none">● Page likes ads● Page post video ads● Page post photo ads● Page post text
Encourage people to install my app	<ul style="list-style-type: none">● Mobile app● Desktop app● Instagram mobile app ads

Facebook now sees
100 million hours of daily
video watch time.



07 MAKE FRIENDS WITH THE ALGORITHM



Being friends with the algorithm is pretty straightforward. Do the things Facebook loves, and don't do the stuff it will penalise.

What's an algorithm you say? Check out our summary on pages 23 – 24.

Good...

- Posts with content that get lots of likes, comments, and shares, especially if they attract them quickly
- Posts that get higher engagement than others
- Videos that get a lot of views or get viewed for longer
- Timely posts on a trending topic
- Posts from Pages the user interacts with often and have a full profile
- Posts from Pages whose fan base overlaps with those of other known high-quality pages

✘ Not good...

- Clickbait
- Reaction-baiting – asking for likes and shares
- Posts with spammy links
- Recycled, recirculated posts
- Text-only status updates from Pages
- Posts that are frequently hidden or reported, indicating low quality
- Posts with unusual engagement patterns, such as a sudden spike (usually seen as a like-baiting signal)
- Pushy promos from Pages, urging users to buy an app or service, or enter a contest or sweepstakes
- Posts that re-use the text from the ads

What's an algorithm anyway?

Adam Mosseri, Facebook's VP of product development, describes an algorithm as a formula or set of steps for solving a particular problem.

Those steps are:

inventory • **signals** • **prediction** • **score**

It all sounds pretty abstract, so Mosseri brings it down to earth with this scenario involving him in a restaurant. . .



Darling, I'm running late – please order for me.

Mosseri runs a kind of algorithm through his head, addressing questions such as:



What's on the menu?

Inventory – what is available?

Is it lunchtime or dinner time?

Signals – of all that is available, what are you most likely to be interested in?

Would she think it was weird if I ordered chocolate soufflé?

Predictions – use the signals to make predictions on the outcome

I'll order her the pepperoni pizza

Score – consolidate the information available to calculate a relevance score and serve up the content

The algorithm uses the signals and predictions it has gathered, from the available inventory, to assign each item a 'relevance score' – quantifying your probable interest, and ranking it accordingly.

Each time you open Facebook, this calculation takes place. We use the word 'calculation' loosely, because even Mosseri admits that it's little more than an educated guess.

The takeaway? The scoring process is subjective. It will differ from person to person. And that means there is no one-size-fits-all strategy when it comes to effective posting.



Sign up for more!

We hope you've enjoyed our little Clear book. If you'd like to receive more handy tips and industry insights around the world of B2B marketing sign up to our updates.

What makes an award winning Facebook campaign?

Our recent B2B social media campaign for Bosch won several awards, including gold status at the International B2B Marketing Awards. But more importantly it's been highly effective. Find out why the judges were so impressed.

Contact us for a copy of our award-winning work:

thinking@clearb2b.com





clear**b2b**

The difference is clear thinking

+44(0) 1285 626000

www.clearb2b.com

© Clear B2B