

## Canvassing 101

### Steps to successful canvassing:

- Set a designated time to canvass each week – one to two days at a minimum (remember to keep an eye on your budget – your canvassing cost must fit within your allotted expense budget). Time blocking is your friend!
- Review merchandising plan prior to canvassing to form strategy around what uses or categories you are targeting in each trip. (Note, while you may have a specific target for each canvassing trip, keep your mind and your eyes open for those hidden gems that will pop out of now-where that may not be on your “target” list. Keep a global perspective while executing on a focused agenda.)
- Pick an area that you will canvass thoroughly and give yourself enough time to talk with retailers or mall as media prospects. Areas to prospect/canvass:
  - Other malls
  - Strip Centers (for retail, service use or mall as media)
  - Downtown retailers
  - Stand- alone buildings or home businesses (Do not canvass home businesses in person – google them and reach out via phone, email or website. Do not show up at someone’s home unannounced or place yourself in any uncomfortable or unsafe situations by being in someone’s home alone).
  - Office buildings (great prospects for mall as media – they often have limited visibility and may be seeking affordable ways to get the word out)
  - Craft shows (google craft shows, craft show promoters, etc. for your city and your state – keep in mind that they travel in circuits so even if something is not in your immediate trade area does not mean they will not travel to your market.)
  - Expos (of all types)
  - Billboards, newspapers, local magazines, bathroom advertising, airport advertising and social media are all good platforms to canvass for mall as media advertising prospects
  - Networking events
    - Local Chamber of Commerce Events
    - Young Professionals Events
    - Local Entrepreneurial club Events
    - 1 Million Cup Events
    - Franchise or Economic Development Department Events
  - Word of Mouth
    - Your own merchant base within the mall – get referrals
    - Ask prospects who might not be ready to expand for referrals
    - Your own social network
    - Your mall team members – have them keep an eye out for new and interesting events, expos or businesses popping up around town
- Make sure you have plenty of business cards!

- Stop the car. Get out. Walk in.
- Do not make the assumption that they won't want to be in the mall based upon gossip, word of mouth, historical perspective or impressions – do not put “No” in someone else's mouth.
- Get to the owner or decision maker, while not alienating the gate keeper – often times these people are the only way to the owners. Do not assume someone is NOT the owner. Always ask “are you the owner?” rather than “is the owner here” unless it is abundantly clear through a uniform or name tag that they are merely an employee.
- Introduce yourself and why you are there. Compliment their store. Get them talking and ask open ended questions – and be genuinely interested! Some examples are:
  - How long have you been in this location?
  - How long have you worked here?
  - What made you decide to start your own business?
  - How are things going?
  - Do you have other locations? Do you dream of having other locations?
  - What are your best sellers?
  - Do you see a good margin on these items?
  - Would you describe your store as appealing to impulse or destination shoppers?
  - I love \_\_\_\_! Tell me more about it.
  - Where do you source your products?
  - Are you happy in this location?
  - Have you considered expansion (or relocation if their answer was no to the question of being happy in their location)?
  - What is your peak selling season?
  - What is your average sale?
  - How many sales would you say you see in a week?
  - How do you advertise? Would you like to capitalize upon being in an environment where you get to share in the traffic generated by the millions of dollars in ad campaigns by national chain retailers?
  - Were you aware that we have a temporary leasing program at the mall that you can test it out to see if your business is right for a mall setting?
- Be on the lookout for specific product lines, not merely a store as a whole. A retailer may not be in a position to open a full line store, but these smaller impulse buy lines are still opportunities for cart and kiosk deals. These can be “pulled out” of the store to be sold on a cart or a kiosk, particularly during seasonal period.
- Get them on the portal. Show them space. Get them signed up. Show them how to navigate it.
- Follow up within 24 – 48 hours. Hand written notes are always a nice touch.
- Get them to the property to show space!
  - Make sure every space is show ready – treat it as you would your own home if you were selling it. Is it clean? Have all of the minor, inexpensive repairs been made? Carpet cleaning, paint touch up, patching holes in the walls, lamping the majority of the space will all go a long way in helping a prospect dream the dream. If all they see is how much

work it will take to get the space in useable condition then you are making your jobs harder.

- Follow up within 24 -48 hours.
- No is not yet. Be persistent and revisit cold leads. You will want to put your energy into the leads that are actively engaged and want to do business with you, but do not forget that you never know when business plans change. Keep your face and your name in front of prospects so they think of you when the timing is right.
- Know every business within a 5 mile radius of the mall; who is established, who is new, who is leaving. Get as many comps as possible in regard to what they are paying for rent in competitive properties.
- Persistence Pays! Keep getting out there, keep exploring your local, extended and regional markets and do not be afraid of NO. It is not personal. It is just NOT YET!

## Getting to know the Prospect

### Questions to get us to Yes:

How long have you been in business?

What made you decide to want to be an entrepreneur?

How many locations do you have?

How many employees do you have?

Do you have other types of businesses?

Do you like this location?

How many people do you think your store sees on a weekly basis?

Who is your target audience? Would you say you reach them in this location?

How do you advertise?

Do you use social media? If so, what is your following?

What is your best seller?

What is your average sale?

What type of mark-up and margin do you need in order to be profitable?

Have you thought of more locations?

Have you ever thought of the mall for your expansion plans or to use for advertising?

Would you want to capitalize upon the synergy of national chain retailers and take advantage of the millions of dollars they spend on an annualized basis to bring customers into the shopping center?

Would you want to expose your brand to the millions of people that frequent our shopping center on an annualized basis for a fraction of the cost of traditional media?

# 9 B2B Marketing Trends to Watch in 2016

Posted by [Tim Asimos](#) on November 24, 2015

As we near the end of 2015, it's time to take a look at what's in store for B2B marketing trends in the coming year. Continuing a pattern from previous years, 2016 will see the ongoing evolution of existing trends and usher in new concepts, as well.

Content marketing, marketing automation, paid amplification and mobile optimization will all continue to be popular in the upcoming year. However, 2016 will also see the acceleration of some other B2B marketing trends that need to be on the radar. Here are nine to watch:

## 1. The Death of “Digital Marketing”

On the surface, this trend might sound preposterous; but this is less about the practices of digital marketing and more about the treatment and the term. The truth is, digital has become so mainstream and central to marketing, it no longer requires niche treatment. Mark Ritson, academic brand consultant and *Marketing Week* columnist [frames it this way](#): “The phrase ‘digital marketing’ has gone the same way as ‘international marketing’ – into obsolescence. Digital has changed the world so much that it has *become* the world.”

Findings from the just released [Gartner 2015–2016 Chief Marketing Officer \(CMO\) Spend Survey](#) clearly show that digital marketing is no longer a niche channel. “There is little doubt that digital marketing is now mainstream,” said Yvonne Genovese, group vice president at Gartner. “Marketers no longer make a clear distinction between offline and online marketing disciplines. As customers opt for digitally led experiences, digital marketing stops being a discrete discipline and

instead becomes the context for all marketing. Digital marketing is now marketing in a digital world.”

While we’re already seeing the breaking down of digital versus non-digital silos, in 2016 the integration of the two will accelerate. B2B firms, like their B2C counterparts, have begun to realize that they have only one overarching strategy and one budget but now have a myriad of tools, tactics and channels in order to reach and engage their target audience. The digital transformation that’s underway will continue to push firms to focus more on the overall strategy, brand messaging, customer experience and other marketing elements regardless of channel.

## 2. Customer Experience

Customer experience (or CX as it’s commonly referred to), has been receiving a lot of attention over the last few years, primarily among B2C companies and retailers. It involves the combination of people, process and technology to understand, anticipate and consistently deliver exceptional personalized experiences across all touch points. **In a recent white paper, Forrester Research predicted** that “In 2016, leaders will understand and anticipate individual needs to deliver personalized experiences, sharply increasing their lead in the market.”

As today’s B2B buyers are increasingly influenced by their consumer experiences and have begun to demand similar experiences in their professional lives, firms are recognizing how customer experience can be a driver of both business differentiation and profitability. For marketers this will mean a much more systematic and intentional focus on the entire experience for a customer, delivering a seamless and

consistent experience, regardless of channel or device and in a way that is consistent with your brand promise.

### 3. Advocate Marketing

B2B marketers tend to focus a lot of time and effort on the pre-purchase end of the customer journey. But increasingly, firms are realizing success by also concentrating their efforts on providing value beyond the sale, with the aim of turning a client into a promoter — an advocate who is willing to refer people to and provide references for your business. Referrals have long been considered one of the most valuable forms of marketing, delivering qualified leads that tend to become clients and remain loyal over a long period of time. While loyalty programs have been a staple in the retail world for quite some time, we're starting to see B2B firms leverage their own version.

Advocate marketing software platforms such as [Influitive](#) and [CustomerAdvocacy](#) help marketers build advocate relationships with clients at scale by increasing social media engagement, generating more reviews and capturing referrals. These platforms use customized portals where firms invite their best customers to participate in challenges and provide feedback to earn rewards for things like badges, special event invitations, gift cards and award ceremonies at conferences. [Docu-Sign has used Influitive's platform](#) to grow over 1,000 advocates and influence over \$3 million in their sales pipeline.

### 4. Sales Enablement

[Oracle Marketing Cloud](#) describes sales enablement as “Providing sales with insights into buyer motivations, behavior, and activity to help boost their results.” For many B2B firms, especially those that are

services-oriented, marketing is a support role for business development and sales activities. Ultimately, the goal of sales enablement is to ensure that every seller (or business developer depending upon your industry vernacular) has the required knowledge, insights, content and processes to optimize every interaction with prospects and clients.

Today's complex buyer's journey and the evolving role of the sales function demands that marketing does more than simply help their firms generate new leads. They also need to be focused on helping to convert those leads into opportunities and opportunities into revenue. Sales enablement includes demand generation, lead nurturing and related activities, but it primarily focuses on leveraging technology (such as marketing automation) to provide better buyer insights, predictive analytics and proactive content support. Sales enablement forces marketing to get into the minds of sales people and think about their sales process and approach, in addition to the decision process of the buyer.

## **5. Marketing Apps**

Whether mobile apps or on-site web apps, in 2016 more B2B firms will find ways to incorporate apps as part of their marketing strategy. Web apps are applications built into a website, as opposed to something you have to download and install on your computer or mobile phone. They can turn a static web page into something more functional and interactive that better engages users and can help to convert users into leads. Apps may include calculators, assessments, estimate builders, interactive white papers or some other utility that turns content into something users will interact with because it's helpful and interesting.



In addition to web apps, mobile apps are also going to pick up steam in B2B marketing as well. If your firm invests heavily in content marketing, produces content frequently, and has a loyal audience, a mobile app can be a great way to deliver content into the hands of your audience. Other B2B firms are creating apps for tradeshow, events and networking. For more product-oriented B2B firms, apps can be used for sales as well. [Atlas Copco Construction](#) is an example of a B2B firm that uses a mobile app to showcase their products and services and make it easy for customers to request quotes, access contact information or find the nearest location.

## 6. Podcasting, Live Streaming and Video Shows

Podcasting has been steadily growing in popularity over the last several years, with [Edison Research](#) finding that 33% of Americans have listened to at least one podcast this year. Relatively easy and cost-effective to produce, podcasting involves the recording of a series of episodes provided to users in the form of an audio MP3 that can be downloaded from your website or syndicated through a service like iTunes. Much like audio books and talk radio, some people prefer to consume content via audio as opposed to the written word. And for users on-the-go, podcasts offer a convenient experience that can both educate and entertain them, while helping to establish authority and thought leadership for your brand.

We've seen video blogging become more prominent in the B2B space, but now with tools such as Twitter-owned Periscope or Meerkat, among others, marketers have the ability to easily produce live streaming video as well. Both of these apps use Twitter to notify and link users to the live streams as well as manage the comments and chats within the streams. Live streaming can be used for events,

giving demonstrations, Q&A sessions, “behind the scenes” videos and other things that might be interesting to your audience.

Similar to podcasting, video shows create an ongoing series of episodes with a set topic or focus, as opposed to a more one-off approach. Video shows can be used to create a series of how-tos, tutorials and other educational themes. **Intel has chosen to take more of a storytelling approach** by showcasing the stories of some of their customers through their “Expert Mode” and “Meet the Makers” series. With video shows, brands need to think about video more like a TV network, rather than a movie studio.

## 7. Email Marketing Resurgence

Many have long predicted the death of email marketing, but the data shows quite the contrary. **According to Gigaom Research**, marketers consistently rank email as the single most effective tactic for awareness, acquisition, conversion and retention. But while many B2B firms (e.g. technology, services, products, etc.) already depend on email marketing as a primary communications channel, others have not leveraged email marketing to its potential. In 2016 we’re going to see a trend towards a more effective use of email marketing from B2B companies.

Why? While there are many reasons (such as ROI, effectiveness and measurability), one stands above them all—mobile. As B2B marketers have been struggling to figure out how best to capitalize on mobile, the answer perhaps has been right under their noses all along. **A study from Moveable Ink found** that in the first quarter of 2015, 67% of all U.S. email opens occurred on a mobile device — and 75% of those were smartphones. While the data varies from study to study, the growth in mobile opens is staggering and the shift is undeniable. Which is why

many are calling mobile the “new inbox” because it’s an inbox that’s always on.

But while the convenience of mobile means audiences are more captive than ever before, the window of opportunity is much narrower. Meaning this resurgence is not just about more B2B firms using email marketing, it’s also about *how* they use it. Focusing on improving the mobile experience will include being “mobile friendly” from a technical standpoint but also means thinking about content and email design from a mobile first perspective as well. And, whether desktop or mobile, this resurgence will also see more firms move away from the “batch and blast” approach of yesteryear and take a much more targeted and personalized approach.

## 8. Search Budgets Shift to Content

A new report released by PulsePoint and Digiday found that by 2017, content marketing budgets are projected to grow 59 percent, far outpacing search and social budgets. Search algorithms are rewarding producers of high-quality and relevant content much more so than companies that have merely invested in technical SEO.

Today, getting ranked is much less a technical exercise (although there are best practices and technical considerations), and more about creating content that people are searching for in order to earn rankings. And it’s also much less about focusing on singular keywords and the masses, but rather being the best answer for long-tail searches that now contribute to **70% of search traffic**. So while SEO and SEM will still have a role in a B2B marketer’s budget, the trend is certainly moving toward firms creating custom content that speaks to the needs and interests of a target audience.

## 9. Online Advertising Disruption

Google's testing of a new platform for displaying video ads in search engine results pages shows that online advertising isn't going away anytime soon. However the year ahead should make for some major disruption to say the least. A recent report from Pagefair and Adobe found that ad blocking in the U.S. grew by 48% in the past year and there are now 198 million active ad block users around the world. And we're likely to see that number continue to increase in 2016 as well. Dr. Johnny Ryan, PageFair's head of ecosystem, remarked to Business Insider "ad blocking is a viral phenomenon that will continue."

DoubleClick's interactive Display Benchmarking tool found the click through-rate across all ad formats and placements is only 0.06%. So the rise in ad blocking software usage only reinforces what those reading the analytical tea leaves have known for quite some time: users are annoyed with content that isn't relevant to the content they're trying to consume.

Bot-fraud is also causing pretty substantial issues for advertisers who are projected to lose \$6.3 billion globally to bots in 2015. Bot-fraud detection company White Ops and the Association of National Advertisers recently analyzed over 3 million websites and found that bot visitors were rampant across the websites of major publishers and brands, inflating the monetized audiences of those sites by 5 to 50 percent. The research also found that bots accounted for 23 percent of all video impressions observed, 11 percent of all display impressions, and 19 percent of all retargeted ads.

Online advertising isn't going to disappear, but the rise of ad blocking software usage, bot-fraud and historically low click through-rates will

likely cause B2B marketers to take a hard look at their use of online advertising in 2016.

While there are certainly others trends likely to appear in the B2B marketing landscape in 2016, these nine stand out to us as those to keep an eye on. Did we omit any trends you think are important? Feel free to add to the conversation and share your additions in the comments.

<http://circlesstudio.com/blog/9-b2b-marketing-trends-watch-2016/>

# 5-Step Prep for Making the Most of LinkedIn Industry Groups For B2B Lead Generation

By [Rick Whittington](#)

[inShare47](#)



When [40 percent](#) of B2B buyers say LinkedIn is important when researching technologies and services to purchase, signing up for a LinkedIn profile and just posting automated weekly updates (or nothing) leaves a lot to be desired.

[40% of #b2b buyers say LinkedIn is important in researching a purchase.](#)

[CLICK TO TWEET](#)

Here's the thing: **There's more to LinkedIn than posting updates and connecting with contacts after networking events.** It's a wide world

of [open content publishing](#) and [networking and association groups](#) having real-time and long-term conversations.

You need to get in on this conversation by becoming active in and contributing to LinkedIn industry groups. Here's a five step prep list to get your LinkedIn profile ready for deeper, more effective networking within LinkedIn industry groups.

## 1. Tighten Up Your LinkedIn Profile

**Time needed: 30-45 minutes**

When you start to post more frequently, users will be interested in you and what you do. You will notice that there are more people viewing your profile than ever before.

Before you participate in LinkedIn industry groups, you'll want to make sure that your profile is ready for the folks that are sure to see it.

Focus on making sure your LinkedIn profile page provides a clean, professional, online business card that showcases your experience, and make the profile welcoming.

- Make sure your headline is impactful and says more than just your position at your company.
- Use a professional photo. It doesn't have to be "suit and tie," but use what's appropriate in your industry.
- Write a keyword rich, welcoming personal summary. Use a free online tool grammar and spell checker like [GrammarBase](#) to tighten it up and make it sound better. Remember if you're trying to establish contact with potential customers, tell them how you can help solve their problems.
- You'll also want to [update your standard URL](#) (often filled with numbers) to one that includes your name. Make sure that your summary and experience provide enough detail so that a potential customer has a conversation starter.

## 2. Write an Introduction

**Time needed: 10 minutes**

When you first join a group, you'll want to take the opportunity to introduce yourself. Write a 2-3 sentence introduction that's appropriate to the industry group:

- Include your name and what you do (this doesn't have to be your title if you want to be more conversational).
- Give a *short, conversational* version of your elevator pitch.
- Include an idea of what you're looking to get out of the group.

**Introduce yourself in a way that is honest and genuine, but also strategic.** If possible, include conversational keywords that will make it easy for anyone who reads your introduction to leave a comment and start a conversation.

You may even want to end with a question to elicit some responses and kickstart a conversation.

Let's look at an example. If you're in the healthcare industry, you might kick off your conversation with an introduction like the following:

*Hello! My name is Mark and I run a healthcare software solutions company, Health2Go. I've joined this group because I would love to hear about your biggest healthcare B2B software complaint. If you've had a hair-raising, awful experience... tell me about it in the comments!*

This introduction accomplishes three goals:

1. It gives the reader a sense of who you are and what you do,
2. It hints at a professional yet humorous attitude, and
3. It offers an obvious opening to write back and start a conversation about the reader's software concerns.



### 3. Find the Right Groups To Join

**Time needed: 30 minutes – 1 hour**

When you've got your home-base networking elements in place, it's time to find [the most useful groups for you](#) by deploying creative and effective database searching techniques.

Start by pulling up the profile of someone in your industry, a sales person at a competing company or one of your target customers. **Examine their profiles and identify the groups he or she is active in.** Look at the keywords and titles used that identify the group, as well as the industry tags. Make a note of them.

Tip: Examine your ideal customer's LinkedIn profile to see what groups they frequent.

[CLICK TO TWEET](#)

Then, perform the same reconnaissance on the businesses and brands within your target market, too. Search using your own network, the location of current and former clients, and even former company employers in your target market. Add these to your keyword list and use them to perform more specific and practical industry group searches.

Don't feel like you have to join several groups at the start. **You want to have time to participate, so start small — 3 groups or fewer.**

## 4. Update Your Settings

**Time needed: 10 minutes**

Here's a tip we learned the hard way: unfortunately, every time you join a group you'll be automatically registered to receive daily and weekly updates from that group. You'll need to adjust your LinkedIn update settings manually.

After you are accepted into a group, navigate to your LinkedIn homepage. Hover the mouse over your photo in the top right of the screen and select "Privacy & Settings." On the next screen, select "Groups, Companies, & Applications," then "Set the frequency of group digest emails," and adjust accordingly.



Set the frequency of your email notifications. We recommend daily digests so you can quickly scan topics and respond in a timely way.

## 5. Set Your Alarm / Schedule Time

**Time needed: 30 minutes per week**

**You'll only get as much out of LinkedIn industry groups as you put into them.** Rather than checking in whenever you get a moment — because more often than not, that moment never comes — set an alarm or meeting appointment to engage in your groups for 30 minutes each week.

It doesn't have to be at a particular time, just whatever works for your schedule. A quick 30 minutes on Monday to start your week, or a Friday afternoon send-off. You can even do it over the weekend. What matters is that you spend consistent time doing it.

You only have a limited amount of time to invest in your online networking efforts, so put the time in where it counts! Make a name for yourself in LinkedIn industry groups where your B2B clients are looking for you.

- See more at: <http://www.rickwhittington.com/blog/linkedin-industry-groups-b2b-lead-generation/#sthash.B9bGEeB1.dpuf>

# 8 Ideas for Generating More Qualified B2B Leads on LinkedIn

By [Rick Whittington](#)



According to a study conducted by HubSpot, LinkedIn produces a visitor-to-lead conversion rate of [2.74 percent](#) — that's 277 percent better than Twitter or Facebook. On top of that, [more than 80 percent](#) of B2B leads gathered via all social media efforts combined come from LinkedIn.

LinkedIn currently has more than [396 million users](#), but how can your business take advantage of the platform to earn more leads?

Here are 8 ideas you can try to get more traction and generate more leads using LinkedIn.

## 1. Share Updates Regularly

A good way to appear on your connections' news feed on a regular basis and stay top-of-mind is to update regularly. Not only are you putting out good information, sharing industry news and tips, but people are able to see that you frequently post. This allows those who view your feed to see your engagement on a regular basis.

Start today by sharing an industry tip, a work-related thought or a link to a recent article you read.

Are the LinkedIn profiles of your company employees helping you generate leads?

Check out our article on how to optimize your LinkedIn profile so it's prospect-ready.

## 2. Publish a Post

It might seem obvious but just the act of posting to social media helps you to establish credibility and gain new connections, especially when you [publish to LinkedIn Pulse](#). Rather than just sharing news or an interesting article, adding your own thoughts or publishing an original article on LinkedIn will get you noticed.

Think of a post on LinkedIn like a blog post, only written on LinkedIn rather than your company website. If you've thought of writing a blog to share tips, you might consider posting to LinkedIn. You can also re-publish what you write for your website on LinkedIn Pulse.

## 3. Create a Slideshare

Like publishing a post, you're creating content that potential customers can consume. In fact, more than 70 million people are actively looking for content every month on SlideShare, a way to both share your slideshows and also to share information contained within them. It's a resource ready-made for

generating leads and connecting potential customers with content they can use every day.

Here's a great deck that shows you how to use SlideShare to generate more leads:

## 4. Participate in LinkedIn Groups

Roughly [2.1 million groups](#) currently exist on LinkedIn and if you're looking for quality leads, [joining relevant groups](#) is a great place to get start. When selecting LinkedIn groups, opt for those with the highest activity level.

Once you've chosen a group, do your best to be helpful by commenting on others' posts where you have expertise. Answering questions and engaging in discussions establishes authority, builds trust, and brings leads right to you.

### Related resources on LinkedIn Groups:

- [10 Minutes To Posting and Responding to LinkedIn Industry Groups Like a Pro](#)
- [5-Step Prep for Making the Most of LinkedIn Industry Groups For B2B Lead Generation](#)

## 5. Reach Out With InMail

One of LinkedIn's most popular marketing features is [InMail](#), which is useful for lead generation because it allows you to send messages to people outside of your direct connections.

InMail is also an effective tool for getting past gatekeepers and making personal contact with prospects. Plus, according to LinkedIn, marketers who use InMail are 30 times more likely to obtain a response than those who choose cold calling.

**Tip:** Before you write an InMail message to a contact, research them and find commonalities you can mention in your message.

## 6. Utilize Advanced Search

For [B2Bs using LinkedIn](#) to generate leads, advanced search is an effective tool. Advanced search lets you enter details such as companies, names, or alma maters to connect with leads through more-focused results.

You can quickly create a contact list of people that meet a set of criteria that you can later reach out to via email or LinkedIn InMail.

## 7. Make Use of Sponsored Updates

In 2013, LinkedIn conducted a [case study](#) on Adobe Systems Inc. As part of a company growth plan, Adobe used LinkedIn's Sponsored Updates and quickly found that decision makers who had viewed the updates were "79 percent more likely to agree that 'Adobe can help me optimize my media spend.'"

The downside of sponsored updates is that they cost you every time someone clicks. The upside is reaching a new audience. Because LinkedIn users who aren't direct connections see Sponsored Updates, they're an effective way to maximize your reach and produce new leads.

## 8. Optimize Your Company Description

One of the most underrated tools on LinkedIn is the description on your company page. You should use this space to address your target audience directly and help to make sure the focus is on the first two sentences, which is what LinkedIn displays before the "see more" button. Try highlighting your

value proposition or even feature a call to action that encourages following or to visit a section of your profile.

When it comes to B2B lead generation, LinkedIn is an important resource. Hopefully you'll find these eight ideas helpful and try one or more. Have you tried any of these?

- See more at: <http://www.rickwhittington.com/blog/generating-more-qualified-b2b-leads-on-linkedin/#sthash.38UIRzJz.dpuf>



# 10 Minutes To Posting and Responding to LinkedIn Industry Groups Like a Pro

By Sarah Greesonbach

[inShare66](#)



Recently we made the case for [engaging in LinkedIn groups](#), but we left out an important part of the process.

Even with a tight LinkedIn profile and access to all the right groups, it still might seem like it's a major time investment to log on, engage, and comment within those groups.

Since you know that engaging with LinkedIn industry groups is worth the investment, we're here to give you one less excuse: you can post and respond to LinkedIn industry groups like a pro in less than ten minutes. Here's how:

# 1. Answer the Simple Question and Look for a Deeper One

*Time needed: 5 minutes*

Often LinkedIn industry group members will ask specific questions. When you respond, don't just respond. Before you post your answer or comment, see if there is a way that you could take the conversation deeper.

For instance, does the question make a good lead into a more pressing current issue? Something that not everyone knows about, but should? If so, mention it.

For example, in a B2B Healthcare forum, someone might post a question asking how his company can best plan for pending updates to HIPAA compliance.

After you provide your clear-cut answer to this question, see if you can identify and answer the deeper question here: "Is there an easier way to monitor all of these compliance updates?"

# 2. Keep the Conversation Flowing

*Time needed: 1 minute*

Much like in-person networking, you want to avoid answering "Yes," or "No," because it will cut the conversation off too quickly.

Whenever possible, post questions or comments that are open-ended. For example, ask questions like "Do you think that..." or "What would you say if someone told you..." This will keep conversations going and growing. This will also encourage more people to [comment and share their thoughts](#).

Let's say you come across a comment such as "Do you use a progressive stamping die process for part manufacturing? Please share your thoughts."

You could easily answer “Yes,” or “No,” to this question and you’d be helping out the person who posted by providing your opinion. But it would also be a missed opportunity to continue the conversation by sharing how and why your company chose to use (or not use) a progressive stamping die process, and to ask a follow up question about the poster’s experience with the process.

### 3. Include a Real-Life Example

*Time needed: 3 minutes*

When you’re busy crafting a response for the LinkedIn Industry Group, keep in mind that nothing works as well as [real-life examples and testimonials](#). Whenever possible, work in a story about a similar situation or a lesson you’ve learned about this topic in practice.

For example, if someone asks something like, “What do you think is the best wire termination method?,” don’t respond with your opinion flat-out. Draw them into your response by telling them about a time when you dealt with a relevant problem.

That way, when you tell them your opinion, they know how you got the opinion, and they will be much more likely to adopt your opinions as their own.

### 4. Double-Check for Spelling and Grammar

*Time needed: 1 minute*

When you’re busy, taking the time to post a message on a social network can already seem like something that will take a lot of time. The last thing you want to do is write your message, then look back at it and realize that it does not make any sense.

Make sure that your posts are logical and coherent by pasting your LinkedIn Group response into a Word Document to review for basic grammar and spelling errors.

To make things even easier, paste your message into an online application like [HemingwayApp](#) that tells you if your message could be worded differently to appeal to a broader range of people in addition to checking for basic grammar and spelling.

There's no doubt that your weekly to do list is constantly expanding. But when you're only ten minutes away from an insightful, lead-generating LinkedIn industry group post, there's no reason you can't add one or two to your work week. Do so, and you'll see a dramatic increase in profile views, connections, and just might see a few B2B networking leads.

- See more at: <http://www.rickwhittington.com/blog/using-linkedin-industry-groups-like-a-pro/#sthash.v6JpiDKv.dpuf>

## 6 Surprising B2B Facebook Marketing Case Studies



by **Brian Carter**

Brian Carter is a 15-year digital marketing veteran and popular social media speaker (with clients like NBC, Microsoft, Dramamine and PrideStaff) who delivers practical takeaways, entertainment and motivation. His Brian Carter Group is a boutique agency with world-class expertise using digital/social marketing and advertising to boost profits for growth-minded businesses.



One of our primary activities at the Brian Carter Group is Facebook advertising for clients. We've spent a good amount of that time over the last year doing lead gen campaigns for both

B2B and B2C, sending people to lead gen pages from Facebook ads. And we've seen some great results.

## Facebook Isn't Just for Business-to-Consumer Marketing

There are a couple common misconceptions disproved by our case studies.

First is the misconception that **social media can't be measured beyond engagement and sentiment**. We posted what were, as far as we know, the first Facebook profit case studies ever back in 2011.

We're certainly not the only company proving you can get leads and sales from social media and track that success, but some marketing and PR folks still are not informed about what social media has been able to do in the last five years.

The other misconception is that Facebook is only for B2C.

"Facebook doesn't work for B2B," people say. "Users aren't on there for work." You're right! People are on Facebook to be distracted. "I'm bored," Facebook users say. "Show me something awesome!"

If that something awesome you show them happens to help with their work, **they'll click on it**. That's what the data tells us about B2B Facebook advertising.<sup>1</sup>

Why Facebook works for B2B: Facebook users want awesome distractions. Show them something awesome that helps with their work, and they'll click on it.<sup>1</sup>

Besides, we live in an era where the line between home and work has blurred.

We have found that **Facebook is a viable (and sometimes preferred) channel for B2B lead gen**<sup>4</sup>. (highlight to tweet) Our case studies below prove it.

## 6 Business-to-Business Facebook Marketing Case Studies

Here are some of our B2B Facebook advertising case studies over the last 12 months:

1. **An attorney** got a case worth \$100,000 from Facebook after spending just a few hundred dollars on Facebook advertising.<sup>1</sup>
2. **A cloud hosting company** got new business leads from Facebook advertising and a whitepaper for \$59 each. The most affordable ads brought in leads at just \$29 apiece. The most expensive ones targeted CIO's and cost \$74.08 each.
3. A new **B2B financial industry business** discovered their offering wasn't needed or wanted by the target audience. They discovered this (via extraordinarily low clickthrough rates) with an investment of just a few hundred dollars in Facebook advertising. They saved tens of thousands of dollars by not going further down that dead-end path.
4. **A financial industry event** generated 305 registrations at \$71.34 each, while ads reached 1.5 million people and generated clicks from 18,125 people.
5. **A marketing agency** generated new client leads for \$29.26 apiece.
6. **An SaaS company** used a whitepaper to generate 504 leads and 92 new demo signups for \$26 per demo signup. Notable here was that the target was people who worked at Fortune 1000 companies.

Based on our experience above, people do click and opt in for B2B offers while they're on Facebook.

### The Advantages of Facebook Ads

Facebook ads have four key advantages over AdWords and LinkedIn ads:

**Facebook has the largest audience.** Google is almost as big, but you can only target people looking for what you have. Facebook lets you target people based on job title, company, etc. LinkedIn is much smaller than the other two.

**Facebook ads are prominent enough for a lot of people to click.** Google also does a good job with this. As for LinkedIn's self-serve ads, what's the last one you remember seeing? Exactly. Unless you spend \$10k per month, you can't use their more prominent "enhanced" ads.

**Facebook has the lowest cost per click.** Google ads average over \$2.50 per click. LinkedIn ads average over \$3.00 per click.<sup>1</sup>

**Facebook ads reward you for testing more ads and targets.** You can lower the cost by 50% or more with [diligent testing](#). Google ad cost per click doesn't change much with your testing. LinkedIn ad cost per click doesn't change much either. Facebook ads reach more people, grab more attention, and cost a lot less if you diligently test ads.

## 7 Tips for Facebook Advertising Lead Gen Results

Now that you know Facebook ads work for B2B, why aren't you using them for lead gen? Here's how.

1. **Get Professional.** Use the Facebook Ad Manager, not Boost Posts. You're going to need all the features of Ad Manager. You can use Power Editor if you like, but it's not required 99% of the time.
2. **Squeeze Your Leads.** Create an effective squeeze page, rather than relying on your website to convert them (unless your website's lead conversion rate average is 5% or higher). Use a tool like LeadPages or Clickfunnels to base your work on proven squeeze page templates.
3. **Track Conversions.** Create and place your conversion tracking in the thank you page *after* the squeeze page, and select Website Conversion ads as your objective. [This video](#) will teach you how to set that up.
4. **Know Your Audience.** Check out Audience Insights to learn more about your customers or prospects. It's located inside the Facebook Ad Manager in the lefthand navigation. If your company isn't listed, try a bigger competitor, industry magazines, or associations. See what other pages they like. Record this info to use for your ad targeting.
5. **Test Targeting First.** [Test your targeting](#) first with a simple ad and basic image. There are usually at least five to ten ways you could target your prospects. Find the one or two audiences that convert best at the lowest cost per lead.
6. **Test Creative Second.** Then test more creative images, headlines, and body text. Test 20–25 variations on your proven targets. You aren't really doing Facebook ads well until you've created 15–20 ads.
7. **Optimize Ads Scientifically.** With every review of the results, theorize why some ads or targets worked and others didn't. Use those theories to create even better ads and continue to revise your theories.

*Get more content like this, plus the very BEST marketing education, totally free. Get our [Definitive](#) email newsletter.*

<http://www.convinceandconvert.com/social-media-strategy/facebook-case-studies/>



# 20 Things Social Media Professionals Can't Ignore In 2016

A recap of hot topics the Marketing Land team tackled at the recent #SocialPro Conference in Las Vegas, November 18 & 19.

Elisabeth Osmeloski on November 2, 2015 at 10:00 am



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The last year in social media has been insanely busy for professional marketers all around the world. If you manage any aspect of social media marketing for your brand or your clients, you know how hard it can be to keep pace.

If you're currently stressing about how you're going to pull your social strategy together for next year or balance the time and resources you do have for social marketing, you're not alone.

Here's a quick guide of advanced [tactics and social media strategies more than 60 expert speakers](#) covered at our recent #SocialPro Conference for social media professionals. We've also included highlights of some of this

year's hottest stories here on Marketing Land, and recaps from the event are linked at the bottom of this article.

## 1. Playing Within The FTC Rules For Social Endorsements

The big story of 2015 is the [FTC's crackdown on disclosure of "sponsored" social media](#) content. In our recent SocialPro keynote preview, Danny Sullivan summarized the top [reasons social media marketers need to adhere to FTC guidelines](#).

## 2. Advanced Facebook Ad Tactics

New ad formats are rolling out furiously, and it feels like many marketers are constantly playing catch-up on the platform. With recent reports that advertiser budgets continue to rise, particularly for [mobile ad spend on Facebook](#), the challenge is on to capture audience attention and maximize ROI.

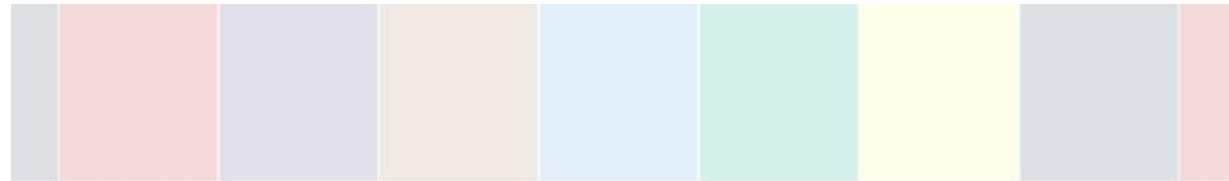
**Adding Facebook inventory lifted overall impression reach by 92%. Overall CPC to dropped by 28%, and click CPA fell by 33% —Sept. 2015**

At SocialPro, speakers dug into innovative and advanced tactics to meet specific performance goals from current (and future) opportunities in [Facebook advertising](#).

## 3. Competing With Social Video Superstars

On the content creation side of things, beating out [YouTube's original stars and media moguls](#) like BuzzFeed, Jimmy Fallon and the WWE seems like a near-impossible task.

Yet rising [video marketing](#) opportunities on other platforms, including Facebook, Twitter, Instagram, Vine and Snapchat means marketers will continue to tweak their approach to video creation and optimization. Is it time to refresh your efforts, too?



## Marketing Land's Guide to Social Video



### 4. Real-Time Marketing Moments

At this point, it's a fact of life for large companies and agencies to have war rooms stacked with social strategists ready to push out crafted quips, generate GIFs on the fly and drop on-brand messaging during mainstream media and live sporting events.

It's one thing to engage in the conversation around such popular events; it's another thing to turn a culturally relevant moment into real return. As we learned with [Landy Award winner Mophie](#), it's not only possible, but profitable.

For companies of any size, there are opportunities to make real-time moments happen, and we often see case studies from the brands and agencies seeing social success in real time. Contributors [Ben Spiegel of MMI Agency](#) and [Chris Kerns of Spreadfast](#) will walk us through them.

## 5. An Expanding Social Ad Landscape

Just when you've got basic to advanced advertising on Twitter and Facebook under control, here come new ad units and audience targeting tools to test out on secondary platforms, including [Instagram](#), [Pinterest](#), [LinkedIn](#), [Tumblr](#) and more.

Make it your 2016 New Year's Resolution to set aside some budget and time to create campaigns for these platforms after learning how effective these social advertising options can be.

## 6. Coping With The Facebook News Feed

Continual changes to the [Facebook News Feed](#) over the last year have not only tested the patience of social marketers but also frustrated users. With the sheer amount of content being shared on Facebook and a shift to share trending news, it's not all that surprising to hear just [three percent of all news feed content](#) is generated by paid advertising.

What we know for sure is that an algorithm of more than 100,000 variables determines what users see when they log into Facebook. But darned if most of us know how to unlock the secret to getting our content included.

That doesn't mean marketers will stop trying to figure it out. Our expert contributors will continue to provide tips for creating the kind of "quality" content that Facebook engineers seem to favor in today's news feed recipe.

## 7. Next Level Twitter Ads

On the topic of real-time engagement, there's no better place to take advantage of trending topics and engaged audiences than Twitter during a live event. With the new [Promoted Moments](#) native ad product rolling out, plus event targeting, advanced retargeting and new native video ads options, there's significant opportunity for advertisers in 2016.

Marketing Land contributor [Sahil Jain of AdStage](#) shared in-depth tactics to take advantage of the innovative ad products Twitter has been rolling out.

## 8. Scoring Sales With Social Commerce

Between [Facebook's new Canvas Ad format](#), the [Twitter Buy Button](#) and [buyable pins](#), 2015 was a year of significant growth for online retailers, and there's every reason to expect that trend to continue into next year.

To that end, this topic is so hot for social marketers that we had a power lineup of speakers dive into making social commerce work for you.



## 9. Wrangling Your Social Metrics

Unless you are in a position where you're using social to leverage direct sales via social e-commerce in near real time, you likely have a huge challenge with [social analytics](#) and attribution as part of your mix.

Whether you're an in-house marketer or an agency managing social for clients, proving ROI via social and getting more budget in 2016 to support your social activities should be at the top of your list. After this session, packed with analytics tools and measurement methods from the pros, you'll be able to conclusively demonstrate the value social media brings to the marketing mix.

## 10. Maximizing Social Markup

It's usually responsible for the first impression you make on social media, so you have to get it right the first time. Dealing with social metadata can often be tricky, but every social media team needs to ensure they are making the most of their content sharing with well-optimized elements to take advantage of Open Graph Protocol, Twitter Cards and Pinterest Rich Pins. In this general session, all attendees will learn the value of getting social markup dialed in to help your content go viral.

## 11. The Rise of Real-Time Video

Twitter's fast acquisition of [Periscope](#) signaled that this quickly uprising form of mobile video was something to pay attention to, and marketers are working overtime to fit the platform and its competitors like Meerkat into social strategies. Right now, Periscope is pulling far ahead, with [Ten Million Accounts With 40 Years Of Watch Time Daily](#), yet Meerkat still has cornered the [market on celebrity influencers](#).

As the battle between them and others continues, we'll help marketers navigate how to use real-time video platforms to grow and engage with audiences.

## 12. Building Time & Budget For Snapchat Into The Social Cycle

Since the launch of [Snapchat Discover](#) earlier this year, this platform is sending significant traffic to brand and media sites, and it is now reporting [four BILLION video views daily](#). Coupled with its recent announcement of ["Sponsored Lenses" on Snapchat selfies](#), it looks like serious marketers can't ignore this platform in 2016.

If you're still behind the times on this one, start with our [Marketer's Guide To Snapchat & How Brands Can Build Followers Through "Stories,"](#) but make sure you catch contributor Nick Cicero's [What You Need To Know About Snapchat](#) article at SocialPro, all about working within the platform.

## 13. New Engagement Opps On Instagram

Recently topping [400 million monthly active users](#), the [Instagram platform](#) continues to get significant attention from social media marketers, and even more so now, with expanded ad options and continued growth in video. And let's not forget about the new [standalone app, Boomerang, for looping one-second videos](#).

Meanwhile, we're having a little bit of fun with it for the [@SocialPro Conference](#) account.

## 14. Integrating Social With Other Channels

At the [CMO level](#), this is a key area of focus as social continues to require resources, though by many executive accounts, integrating social media activation alongside traditional advertising and other marketing channels has resulted in significant amplification for many brands. In 2016, we'll continue the conversation about how social fits into the "big picture."

## 15. Using The Right Social Tools

With seemingly hundreds of social media tools available for social content production, publishing, ad optimization and measurement, one of the most frequently asked questions we get from attendees is "*What Tools Should I Use?*"

This year, the Social Tools Super Session returned as a general session, and now you can get the synopsis with this great [roundup of social media tools](#).

## 16. Creating Fresh Content for Social

The cornerstone of all social media marketing is [content creation](#). One of our top contributors here and on Search Engine Land, [Eric Enge](#), regularly teaches readers how to craft a content strategy that not only helps boost their social presence but also aids organic search visibility.

# 17. The Expanding Social Ad Landscape & LinkedIn Ads For B2B

Social marketers dealing in B2B-focused verticals often lament that using the major social media platforms just doesn't work with "boring business-to-business" content. With increasing targeting opportunities coming from Pinterest, Tumblr and YouTube and LinkedIn's continued dominance in the B2B sphere, social media marketers are turning to paid social to drive leads *and* sales effectively.

Our expert contributors regularly provide insight into all the paid social advertising opportunities available on these platforms and talking about advanced targeting tactics. Get started with these primer articles on [Promoted Pins](#), [LinkedIn Ads](#) and [persona targeting for Tumblr sponsored posts](#).





## 18. Do You Know How CMOs Really Feel About Social?

Are you a social media marketer trying to prove real value and ROI through social media, or are you a CMO yourself, still struggling to justify budget and resources dedicated to social media?

Whichever camp you're in, it's always good to find validation in others' successes and failures across social media. If you haven't been reading our [CMO Zone](#) regularly, here are a few recent gems:

- [5 CMOs Reveal How They Are Using Facebook To Elevate Their Brands](#)
- [Stop Saying "It Depends" And Give Better Answers](#)
- [7 Things CMOs Need To Know About Paid Social](#)

## 19. Pinterest Is A Powerball

If you've made it this far, you might have noticed Pinterest has been mentioned about a zillion times. Beyond its usefulness for pinning recipes, DIY projects and fashion, the platform continues to allure users with the promise of living an inspired life. And that means real return for social marketers, as we learned from [how Intel turns pinners into profits](#).

Now's the time for you to also explore content optimization for the [Pinterest platform](#).

## 20. Growth-Hacking Your Paid Social Efforts

If 2016 is already the year you've decided to invest more in paid social advertising, then you can't afford to miss this in-the-trenches session by Marketing Land contributor [Larry Kim](#).

The tactics you'll take back to the office to implement will help your team drive exponential qualified traffic from paid social *and* provide practical conversion optimization tips. Focusing your efforts on converting three to times more paid

social clicks into leads and increased sales is the most critical step of seeing return on your social media investment.

With all of these social marketing opportunities to prioritize in your strategy for 2016, it's hard to know where to begin, and it's our job to help you sort it out. With all of the content here on Marketing Land to review daily, you should be on the right track.

If you're not already subscribed Marketing Land's Social Media Marketing newsletter, [sign up now to receive weekly updates](#) from our experts. If you take away even just a few key tips each week, you'll look like a social media superstar this time next year.

<http://marketingland.com/20-things-social-media-professionals-cant-ignore-in-2016-148246>

<https://www.entrepreneur.com/article/270141>

**MARKETING BOOTCAMP**

# Why Facebook Is Essential to Your B2B Marketing



FEBRUARY 25, 2016

*Join us for a free, live webinar covering social media strategies to increase sales.*

*Tune in 5/17 at 9 a.m. PT. [Register Now »](#)*

Business-to-business (B2B) marketing on Facebook is not new, yet the usage is getting more common among businesses. Facebook is quickly becoming the most powerful platform in social media because of the sheer numbers of users,

the engagement levels (when done right) and the targeting possible for paid placements.

Michael Stelzner, founder of [Social Media Examiner](#), published the “Social Media Marketing Industry Report 2015” last year. This survey analyzed about 3,700 marketers across many different sized companies doing marketing through social media. Much of the focus for B2B marketing in social media was lead generation and establishing thought leadership. In the B2B arena, marketers said they used the top-two platforms in 2015:

- 41% used LinkedIn
- 30% used Facebook

This article focuses on Facebook for 2016.

**Related:** [Why You Can't Ignore LinkedIn for Thought Leadership](#)

Many businesses feel like Facebook does not apply to their business. In some niche specific industries, this can indeed be true. However, there are two key reasons that businesses need to pay attention to Facebook.

## **1. Advertising intelligence**

Create customized messaging to a highly targeted audience. Then couple that with powerful analytics to make smart decisions. Facebook has developed the most robust platform to reach your prospects. And with 1.55 billion users on Facebook and over 1 billion users active each day, your audience is likely on Facebook.

I spoke to Valerie Shoopman, co-author of the number-one Amazon Best-Seller, [The Book on Facebook Marketing](#), about Facebook ad strategy. Valerie says, “One of the strongest and highest return-on-investment (ROI) factors is the Facebook re-targeting that allows you to show ads only to people that have visited your website.”

## **2. Brand and reputation management**

Even if a business is not depending on lead generation from a business page, not being on Facebook means not showing up in the largest social-media conversation on the planet. You can certainly find top brands like NIKE and TOM Shoes are using the Facebook platform well. However, if your business is smaller than these, you should still pay attention to what is going on here in 2016 to position better your company in your market.

Megha Rodriguez with [Social Enchantment](#) is seeing lots of lost opportunities with brand and reputation management in the B2B sector of social media. Megha said, “Brands that are not actively engaging with projects and clients are missing it.”

**Related:** [5 Tips on Creating a Killer Facebook Ad Campaign](#)

### **Increase your effectiveness on Facebook.**

Be aware of shameless self-promotion versus strategic storytelling with value! So many people disenchant their potentially raving tribe of fans and followers by going straight for the kill rather than building value through strategic posting.

If every post you use is a link to an offer or coupon, you are likely missing the power of the Facebook platform. Understanding and telling your story is essential to your success in any social media.

Megha says, “To make Facebook work for you, you must not try to fool your audience. You must be willing to be honest, vulnerable and transparent. The social environment of Facebook rewards a certain rawness that we were never taught to use in business school.”

There is a fine line between unfiltered and transparent messages. The most successful Facebook marketers in 2016 will thrive because of their ability to master the storytelling of an approachable business culture.

## **What is new for 2016 on the Facebook platform?**

- **Facebook live video:** This new feature is going to take center stage once it is fully deployed to all mobile users. Currently, it is being introduced in limited release to iPhone users. The important thing about this development is that it will likely shift engagement opportunities and behavior that has been rapidly adopted in the explosive growth of live-stream channels such as Periscope, Blab and YouTube Live.
- **Facebook video posts:** Video is continuing to be a big part of 2016. Last year the amount of video from people and brands in Facebook's news feed [increased 3.6 times year-over-year](#).
- **Facebook advertisement:** We continue to see the rise of the cost of advertising, but also the effectiveness of targeted reach that Facebook can offer to marketers is increasing too.

Valerie says, “The newest thing on the Facebook platform that has people talking is the new Lead Gen ads. It is lowering the cost to acquire new leads and works extremely well with mobile.” There is power in [Facebook advertising for your business](#).

**Related:** [Why Facebook Says Your Video Ads Should Be Silent](#)

Wrapping up the trends for 2016 is mobile usage, the shift to mobile viewing is the fastest growing area of social media -- which is not solely a Facebook issue.

Don't miss your chance to connect, engage and add value to your clients, and just because you are in the B2B area -- don't write off Facebook.

# 35 Facebook Profit Tips for 2016

BY [BRIAN CARTER](#)[ADVERTISING](#), [B2B](#), [CONTENT MARKETING](#), [FACEBOOK ADVERTISING](#), [FACEBOOK MARKETING](#), [FACEBOOK POSTING](#), [SOCIAL MEDIA LEAD GENERATION](#), [SOCIAL MEDIA MARKETING](#), [SOCIAL MEDIA ROI](#), [SOCIAL MEDIA STRATEGY](#)

REVIEWED & UPDATED JANUARY 2, 2016- None of the previous tips expired in value or relevance. I've added a few new bonus tips at the end for 2016.

This post was originally written in June 2015. *And some of these tips have been true since I started teaching Facebook marketing in 2011.* I wrote this list a few months back for a [keynote talk](#) and have kept them up to date.

The tips are divided into 3 groups

- Overall Facebook Marketing
- Facebook Posting
- Facebook Advertising

Note that Facebook marketing is a stepwise, funneled process- so, though not every tip is focused on the last step of the funnel, each tip is trying to increase your results down the funnel.

## 16 Tips That Apply to All of Facebook Marketing

1. Check out Facebook Audience Insights for your type of customer. This tool is located in the [Ad Manager](#). Learn who your fans, prospects and customers really are. I'll bet at least one thing surprises you. If you don't have enough fans to see other likes, choose your biggest competitor, or an interest in your niche instead.

2. Don't bring up a bad thing unless your offering fixes THAT problem. Or unless your specific audience likes warnings (e.g. bad weather) or being negative. In which case, your bad posts will get a LOT of likes. If they don't, you don't have that kind of audience.



3. Use happy positive faces that are close-up enough for us to read their



expressions.

4. Avoid bland stock photography. Even if you have to take your own photos, find something authentic.

5. Animals work. Even people who hate kids love animals. Yes, you can definitely make an animal relevant to your brand and yes people will love it. Yes, even in B2B. They're still human beings. Open your mind and try it.

6. Cute works. Kids, animals, Ann Handley, etc.

7. Dogs always win. Pugs and labs are some of [people's favorites](#). This is the cutest dog on the planet.

8. Try something w/e/i/r/d. At the very least you'll stand out.

9. Write content about mistakes people make in your niche- if you want to boost conversions.

10. Be brief, simple and clear. [Try Hemingwayapp](#).

11. Test everything. Test posts, ads, images, cover photos and landing pages. I even [split-test my blog post titles](#).

12. Capitalize on the big winner. Do more of what works and less of what doesn't. Learn from what did and didn't work, and come up with new ideas that are more like what worked and less like what didn't.

13. Learn from what your customers like. What they like is in Audience Insights and how they respond to your posts and ads.

14. Keep testing new ideas. Don't give up. Don't settle for what's the best right now.

15. Shorten your funnel. Try to take out a step or two. Make it easier for your customers.

16. Think about whether your customers public and private faces are different. Serve the public one with public posts. Try dark posts (posts not posted publicly on your FB page- but using ads to target them to specific people) and emails for the private ones.

## 8 Facebook Posting Tips

17. Test multiple ways to say the same thing. Try more than one way to express it. Use science to test diverse language.

18. Include links in posts to get website traffic. (But when it comes to ads, this is not the most affordable way to get website traffic- [read this](#)).

19. Include a call to action to get them to do something. Like, "Hey, [subscribe to my podcast](#), it'll make you a better marketer, better business person, and you'll smell better too!"

20.

Track which Facebook posts work and don't work. Figure out why you think they work or don't. Develop your theories and test them with your next set of posts. This is one reason not to create a whole month of FB posts at one time. First, it doesn't give you time to learn from the current month before scheduling new posts, and second you'll get smarter every week, but your posts will be up to 4 weeks dumber than you are now.

21. Create coaching and cheerleading posts. Motivate people, and echo their values, beliefs and likes.

22. Find famous and motivational quotes.

23. Use universally revered people for images and quotes.

24. Follow the 6 do's and 4 don't's from my [Contagious Content ebook](#).

## 9 Facebook Advertising Tips

25. Always choose website conversion ads if you can (rather than just clicks to website), and use a conversion pixel. Even if you aren't going for leads or sales, try putting the conversion code on a deeper valuable page your best visitors would check out.

26. Modify your targeting with behaviors like people who use Facebook payments (tells you with more certainty they have money to spend and/or might be a good ecommerce prospect).

27. Test granular creative to granular targets. Did you find 3-4 main personas from Audience Insights? Are you testing personalized advertising to these personas?

28. Try widening your targeting and making your copy more specific. You can "target" by using the ad text to tell them who should click and who shouldn't.

29. Test retargeting, custom audiences and lookalike audiences. Sometimes they work. Sometimes they don't. But they must be tested.

30. Test using the brand name in headlines vs. not. You could also call them out by job title or interest.

31. Test superlatives. Are you or your product the most/best/cheapest/biggest/etc?

32. Test images featuring the product vs. not. You could also show a representation of their dream aspiration, or their current nightmare.

33. Show a preview of a lead magnet- or use an image in the ad that's also on the landing page. Then they'll know they're in the right place when they land.

34. You can do lead gen ads now in two ways- via website conversion ads, or the new "lead ads." The latter have a few weaknesses right now. #1, they have been more expensive in our tests. #2 You have to remember to log in and

download the emails regularly from Facebook, then manually email people. It's easier to use LeadPages or ClickFunnels tied to Aweber or MailChimp set up with automatic welcome messages or an autoresponder series. I suppose you could weekly download them, upload those to a system like GetResponse that lets you upload emails, have an autoresponder there, but after a week they're cold. You'd need to download and upload the emails daily. Some companies are working on a solution to this, but right now it's a mess. We still recommend website conversion ads combined with a landing page split-testing solution like LeadPages, ClickFunnels, Unbounce, etc.

35. One of the biggest problems we see with clients are when they create their own landing page or lead gen process. Custom programming can create problems, inflexibility, or interfere with tracking. If your website can't split-test, you should use an industry-standard landing page solution like LeadPages, ClickFunnels or Unbounce. They can be customized to fit your brand and often can be made to look like they're hosted on your main website or a similar one. Branding can be fixed. A lack of split-testing or the inability to track conversions cannot be fixed as easily.

That's it- start with a few, and add some more of these tips to your practices every week!

<http://briancartergroup.com/social-media-strategy/33-facebook-tips-for-2015/?hvid=2EeSM>