

BEYOND THE FACEBOOK BUSINESS PAGE



How to Generate
Traffic and Leads
with Facebook

A publication of

HubSpot



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Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

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Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

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BEYOND THE FACEBOOK BUSINESS PAGE: HOW TO GENERATE TRAFFIC AND LEADS WITH FACEBOOK

By Andrea Vahl

[Andrea Vahl](#) is a social media coach, speaker and strategist. She's been using social media and internet marketing for years. She is co-author of *Facebook Marketing for Dummies, All-in-One* book. She enjoys coaching and developing strategies to show small businesses how to use Facebook, Twitter, LinkedIn, and YouTube to find new customers and clients.



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“As you engage with your audience they will begin to know, like, and trust you. This critical step is what is often required for them to purchase from you.”

You've set up your Facebook Page, you post and interact regularly, and now you're wondering, what to do next? How can you maximize your Facebook presence to actually make money?

No need to worry: in this ebook we will tackle the larger issue of how to attract more business with Facebook. Using Facebook as a sales mechanism isn't much more different than using any other marketing medium.

The first step to using Facebook as a means to attract potential customers is to ensure visitors 'Like' you. You may have a large base of "Likers" as you grow your Fan Page, and only a portion of them will engage with you. That doesn't mean your posts are going unnoticed! Many fans will be "lurkers" who read your posts but don't 'Like' or comment on them.



Driving Traffic to Your Website

Everyone loves traffic – except for the “rush hour” kind. The more eyeballs you can get on your website, the more likely you are to convert those eyeballs into leads and eventual sales. Many people wonder if they should give up their website and only focus on Facebook as their business hub. I highly discourage this approach because Facebook is an entity that you have no control over. Facebook can change their platform, shut down Pages (not that they would do that!), or discontinue apps on a whim, without any input from you. You have absolute control over your website which should be the hub of your business. Don't build your empire on property you don't own. That's not to say that Facebook can't be a major part of your strategy. Just make sure you are maintaining your website and driving traffic to it.



In the next sections you will learn tips on how to make it easier for people to find your key web addresses on your Facebook Page, how to use content to drive traffic to your Page, and how to use Facebook ads to get more traffic.

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CHAPTER 1

HOW TO DRIVE WEBSITE TRAFFIC WITH FACEBOOK

“ Give people resources that will drive traffic to the best places on your website. ”

If you want more traffic to your website from Facebook, don't bury your address on your Info tab where visitors can't find it. Display your website address in several places to make it easier for someone to find it and click on it.

The first place to showcase your website address is in the About field of the Info tab. The About field appears in the left sidebar of your Facebook Page, and it is this sidebar that gets the most visibility. One caveat to the About field is that only the first 80 characters of the field will be displayed, and after that, a *More* link appears, as shown in the following figure. If your website address is in the latter part of the About field, people may not click on that *More* link to find it.



The screenshot to the left shows you that the website address is listed first and then people have the option to click *More* if they want to read further. The About field has 250 total available characters so while you may not be able to wax poetic about your business, you'll have enough space to give people a taste of what you do and what you are all about.

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The About field is the most important piece of real estate in your Info tab since it is displayed on the main part of your Facebook Page. But you can also use the rest of your Info tab to drive traffic to different places. Give people valuable resources that will drive traffic to the top pages on your website. Easy Lunch Boxes, for instance, uses their Info Tab well, offering people different places to connect and showing them exactly where they can purchase the product.



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You can make your website more visible by putting your website link directly in your Profile Picture. The link will not be clickable, as it's not possible to make photos in Facebook clickable. Your profile picture can be 180 pixels wide by 540 pixels high and must be less than 4 MB in file size.

USE THIS REAL ESTATE TO SHOWCASE YOUR BUSINESS AND YOUR WEBSITE.

You may notice that longer images push the links that appear on your left sidebar to show lower on the page. This means those links may not be as visible to people who visit your Page because they may not scroll down to see them. If you have installed custom tabs and want to ensure people see them, try to balance a longer image with showing those links "above the fold." [You can hire someone](#) to create a professionally designed profile picture or, if you are handy with a graphics program, such as Photoshop or Illustrator, you can create the picture yourself.



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WHAT CONTENT TO POST ON FACEBOOK

“Content is king on Facebook, too.”

A key strategy to driving traffic to your website will be the content that is available on your website. If visitors find nothing more than a sales message, you'll have a hard time getting them to come back.

Think of the reasons you visit a site. Usually, you are looking for tips or answer to a pressing question. If you can host that type of content, you can both refer people to it and have the search engines display your website prominently. If you need help thinking of ways to create good content, HubSpot has a [Content Creation Kit](#) that will guide you in the right direction.

[Blogging](#) can be extremely helpful in these content creation efforts. Fresh content not only engages your Facebook community, but it also has the potential to bring more SEO love to your website. Google loves fresh posts and will display them higher in the search results. A blog also gives you a reason to send people to your website on a regular basis.



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Many corporate brands blog for just this reason. Bigelow Tea, for instance, offers recipes, highlights contests and even adds some social posts about celebrities.

In Facebook, a key strategy to getting more ‘Likes’ and connecting with your audience is to provide helpful information. If you can be the source of that helpful content via your own blog, all the better!

When you publish a new blog post, you can go to Facebook and post the link there. If your post is helpful to your audience, it will get shared with others. You can save some time if you make your blog posts publish automatically to Facebook. There are several applications that can help in this process. Here are three of the most popular Facebook applications for bringing in an RSS feed to your Page:

- [NetworkedBlogs](#)
- [RSS Graffiti](#)
- [Social RSS](#)

HubSpot also offers automatic social media sharing links as part of its [business blogging tool](#), making content easily spreadable.

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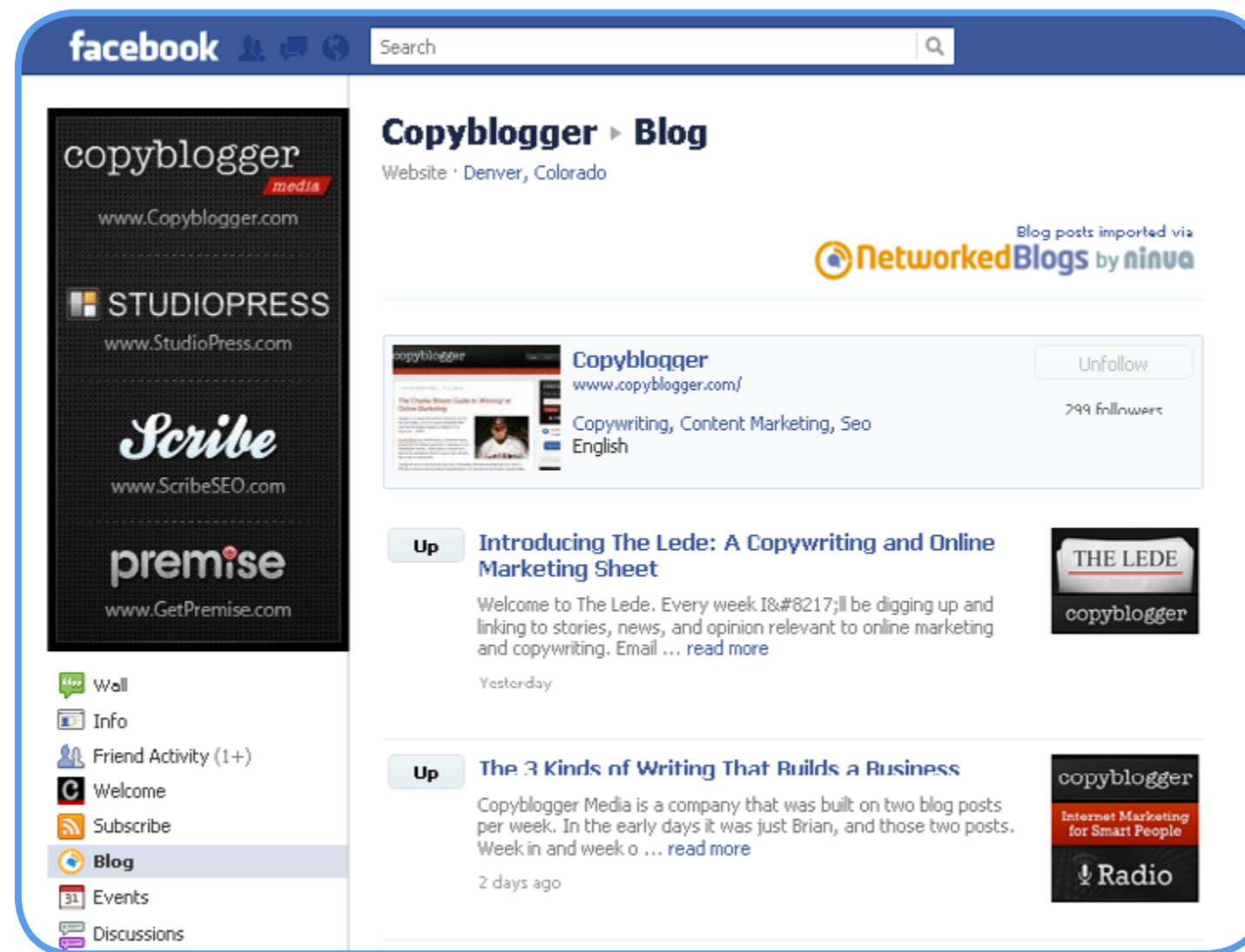


One word of caution on third-party applications that automatically post to your Page: often the posts coming from an application are collapsed in the News Feed with other posts from that application, so they are not as visible. However, this may be changing, as Facebook may be altering its algorithm (which happens often, as you know). Posting directly to your Page is always best, but some automation is not a bad thing.

The NetworkedBlogs application offers a couple of advantages as a means to automatically post to your Page:



First, when you install the NetworkedBlogs application, you will also get a tab on your sidebar, titled Blog, that displays all your previous blog posts as shown on Copyblogger’s Fan Page to the left. Your Fans can easily reference your most recent posts and click directly to them, which is a good way to create traffic.



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2

Second, you can easily repost your blog entries from within the application. It's not a bad idea to re-post some of your entries since you have new fans who can benefit from some of your evergreen content.

3

Third, the NetworkedBlogs application has an area where people who are using the app can search through and find new blogs. The more places people can find you, the better.

When you have a new blog post, your NetworkedBlogs post will pull in either the picture from your post or a screen shot of your blog. Posts containing pictures are always more visible, so using NetworkedBlogs is a great way to make sure your post includes a picture. Here is an example of how a NetworkedBlogs post looks in the Facebook News Feed:



When people click on the post, they are taken directly to your blog entry, and your traffic stats reflect the fact that they came from the NetworkedBlog application, so you can track the effectiveness of your postings.

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WHAT IF YOU DON'T HAVE A BLOG?

If you don't have a blog (or are just starting with blogging), think of other existing content that you can publish to your Facebook page. For example:



A FREQUENTLY ASKED QUESTIONS PAGE

Every business has ten or more frequently asked questions. Rather than retyping the answers every time someone posts the question on your Facebook Page or inquires by email, list the answers on an easily accessible page on your website.

SPECIAL ARTICLES

How about updating your site monthly or quarterly with some special articles about your business? You can then use these articles for a monthly newsletter as well.

A monthly newsletter gives you the opportunity to connect with your audience through email while also putting new content on your website. The articles don't have to be long – 500 words is absolutely acceptable. The key is to be consistent and make it work for you. Keep it manageable!

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EXAMPLES OF YOUR WORK

Any time you are able to showcase your work, you are providing more information that will allow your prospects to make a better purchasing decision. Take pictures, post videos and give concrete examples of your work to show potential clients.



TESTIMONIALS

Testimonials are the most powerful form of marketing. Whenever you do business with someone, ask for a testimonial, or better yet, a LinkedIn Recommendation.

Connect with the person on LinkedIn and then go to Profile, then Recommendations. Click the tab that says *Request Recommendations* and select connections that have used your business. When you request the recommendation, ask if they would mind if you posted the recommendation on your website with a link back to their website. Now, when they give you a recommendation, it will be displayed on your LinkedIn Profile, you can use it on your website, and your customer gets a link to their website. Win-win-win!

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CHAPTER 3

HOW TO ADVERTISE ON FACEBOOK



Facebook advertising works on a bidding model [similar to Google ads](#). You bid on the price you are willing to pay to have your ad shown, and then you are either charged when someone clicks on your ad (cost per click) or you are charged per 1000 people who see your ad using the CPM model (cost per mille).

Google advertising uses keywords in your Google searches to determine which ads to display. With Facebook ads, you bid on target demographics and keywords that appear in people's profiles. Because of this key difference, people may not need your widget since they are not searching for it. But if they do click on your ad, you know that they will be in your target demographic.

Female Business Owner?
manta.com

Help your business for free.

Every day millions of people are searching for businesses like yours. Will they be able to find you? Act now and get discovered - Free!

This ad was served to me. Note how the title of the ad uses the keywords of the ad campaign to catch my eye. I am a female and a business owner, so the company used those targeting options in the ad setup as well as the ad copy.

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When I clicked on the ad, I was taken to a landing page about free marketing help. People love free services, so they are likely to submit their name and address if they are interested in the offer. Make sure your offer is closely tied to a product that you could eventually sell to this lead.

HOW TO ADVERTISE YOUR FAN PAGE

The following ad was served to me because of location targeting. You can see that there is a 'Like' hyperlink in the ad and it displays the name of a friend of mine who already likes this page. This technique is also known as "social proof." People are more likely to 'Like' a page if a friend has already 'Liked' it. Even though this ad is not driving traffic to this company's website, getting the 'Like' can be powerful because your posts will now appear in your new fan's News Feed over and over, building up your relationship with the fan.

Martin Hardwoods



Denver: Hardwood floor installation or refinish in time for the holidays! Free estimate/consultation. Book by 10/31 for 10% off labor

Like · Elizabeth C. Lewis likes this.

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FACEBOOK ADVERTISING CAMPAIGN PLAN

GOALS

What do you want from your campaign? If you are directing the traffic to your website, what does success look like? A newsletter sign-up? A purchased product? If you are sending the traffic to your Facebook Page, your conversions to 'Likes' are tracked in the stats.

AD CAMPAIGN PLAN

Set up a formal campaign that outlines different types of ads to split test. Split testing involves changing one piece of the ad, such as the photo, and keeping the other elements the same to see which ad performs better. Rotate your ads every couple days to keep them fresh. No one wants to see the same ad over and over.

TARGETING

Research the targeting options before running the ad. Watch how the Estimated Reach and the Suggested Bid changes as you add different targets. Optimize your bid price and reach to get the best price.

BUDGET

How much are you going to spend per day? For the whole campaign?

TRACKING

Know what [metrics](#) you must watch to determine if you are successful. Make sure you know how to determine if the sale came from the Facebook ad versus other traffic. Trackable links, special coupon codes, and custom landing pages are good options to track sales.

Once you have answered these key questions, you can get your campaign started at <http://www.facebook.com/business/ads/>. Read the material there to become more familiar with the best practices and then click the green Create an Ad button.





The targeting section of the ad creation process will be where you select the demographics and keywords of the Facebook profiles that will potentially see your ad.

LOCATION

You can target by country, state, city and even zip code.

AGE

You can choose a range or no upper bound maximum. Facebook gives you the option to require an exact match within an age range if you select the Require Exact Age Match box. This means that if a user turned 51 yesterday, that user will not be shown the ad for which you selected the age range of 25 to 50.

However, it's better not to require an exact match because Facebook will give you a "discounted bid" for people who click your ad who are slightly outside the range (although Facebook does not provide an exact idea of "slightly" and it doesn't specify its definition of "discounted bid").

SEX

Straightforward choices of men, women and all.

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INTERESTS

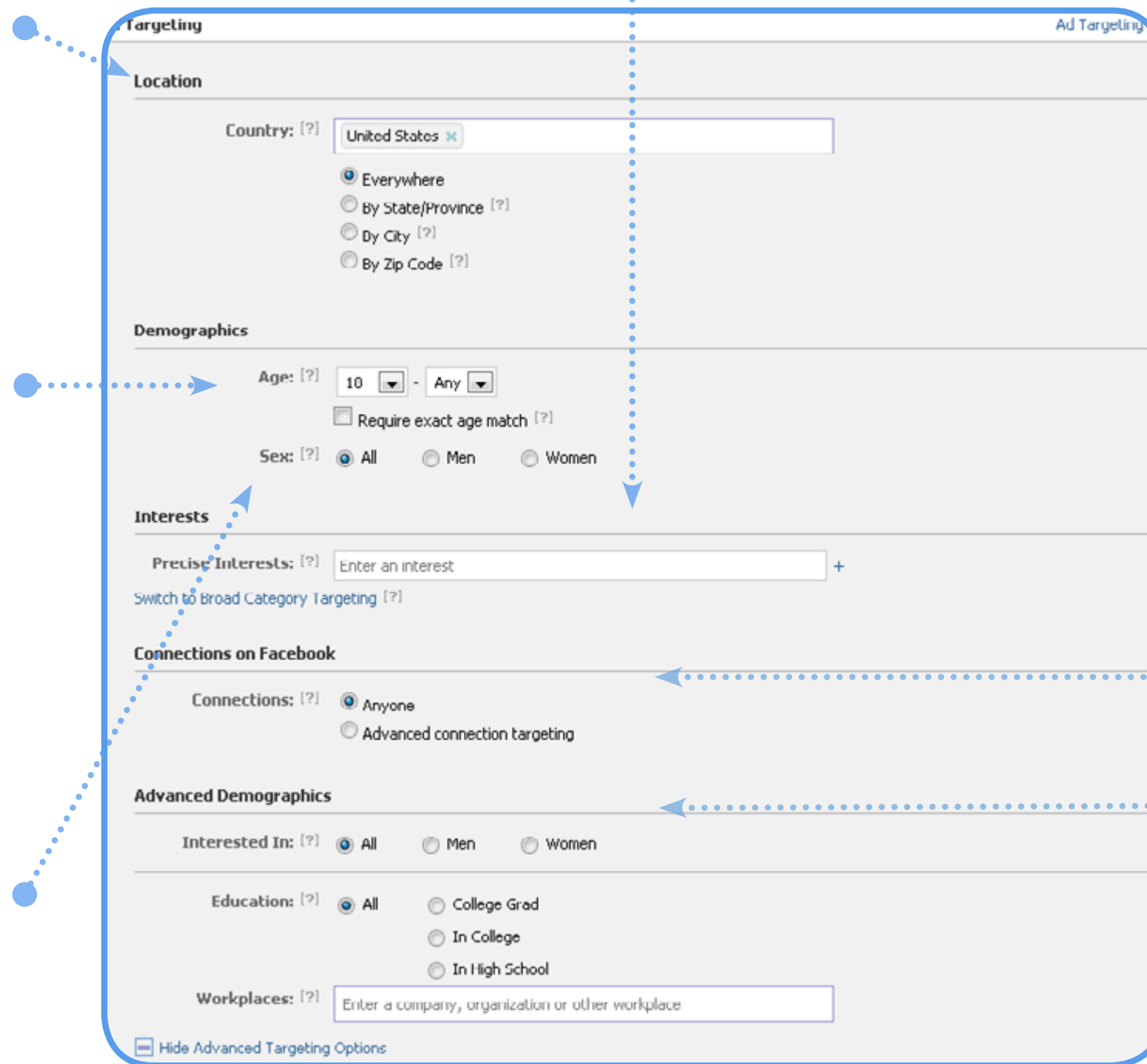
Interests are displayed in a person's profile and are drawn from the keywords used in their information. When you start typing, you may notice the # symbol next to some words. Facebook refers to this as "topic targeting." For example, there may be many pages or interests around the term "bicycle" and by selecting #bicycle, you are including all of them so you don't have to individually select each one. If you want the specific term and not a broader match, choose the term without the # symbol in front. You can also click the Switch to Broad Category Targeting link to use a broader range of general terms to target, such as "Outdoor Fitness Activities."

CONNECTIONS ON FACEBOOK

The radio button is defaulted to "anyone," but you can choose to include or exclude fans of the Fan Pages where you are the admin of.

ADVANCED DEMOGRAPHICS

Many of these selections will limit your audience heavily, so only choose these options if you have a very specific purpose.



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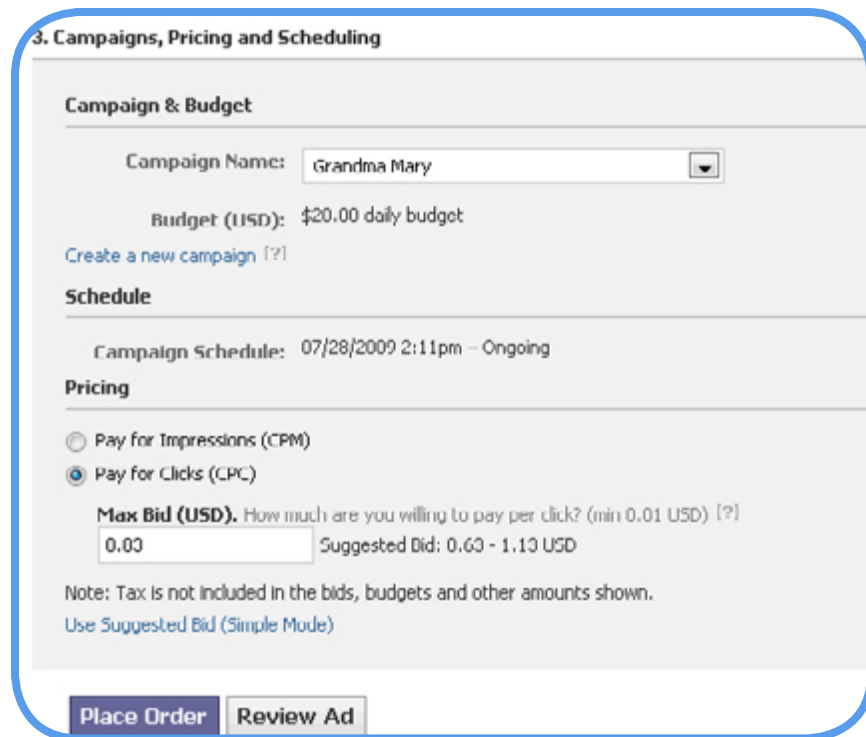




PRICING & SCHEDULING

Group your ads by campaign, so you are able to compare statistics for relevant ads. When you choose your Daily Budget, your ad will automatically shut off when that budget is reached. You can also run the campaign for a certain amount of time—three days, five days, etc.—so you don’t have to worry about your campaign going over budget.

On the bid, I suggest bidding in the middle of the Suggested Bid range or higher. If you bid too low, your ad won’t show up. If your ad gets more clicks, you will be rewarded with a lower click price. Give your ad the best chance to get more clicks by bidding high.



Research what other ads are out there by going to <http://www.facebook.com/ads/ad-board/>. These are going to be the ads that your profile qualifies for viewing so it’s not a complete list. But it’s good to see what other users are doing.

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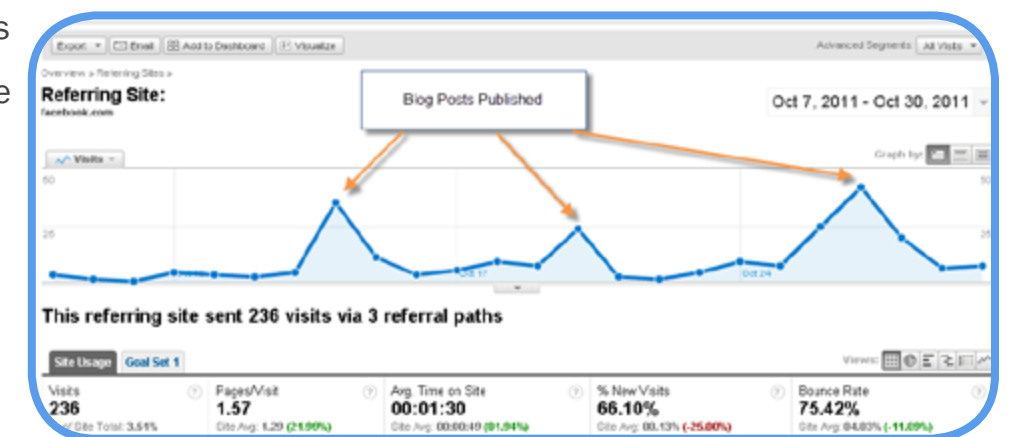
MEASURING YOUR TRAFFIC

Now that you are driving all this traffic to your website, make sure you are measuring it. Hopefully, you have some tools to measure where your website traffic comes from and what terms people are using to find you. HubSpot’s software, for instance, [includes an analytics tool](#) that gives you exactly this information. It tells you not only where your traffic is coming from, but also how these visits turn into leads and customers.

Google Analytics is another great tool for in-depth analysis. If you don’t have Google Analytics installed on your website, it isn’t hard to do. Go to www.google.com/analytics and sign up. Fill out your profile and paste a snippet of code to your website, preferably into the footer or some other common area.

Using an analytics software, you can drill down into the Facebook statistics and see what is working and what isn’t. Correlate the spikes in traffic with events and campaigns you might have launched on Facebook.

We have talked about various ways you can drive traffic to your website from Facebook. Now let’s talk about capturing leads on Facebook.



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“If content is king then email is queen.”

CHAPTER 4

HOW TO CAPTURE LEADS ON FACEBOOK

Don't believe those over-hyped reports announcing "the death" of email. It's alive and well, and becomes a critical piece of converting your prospects into paying customers.

Since it's difficult to individually contact your fans from your Facebook business page, you can establish a deeper relationship by collecting their email addresses. In this way, you build a list of people who have raised their hands to let you know they are interested in your expertise, product or services.

You may have heard the phrase, "the money is in the list." The list in this case refers to your list of email subscribers.



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WHAT IS A LEAD?

The term “sales lead” has a cornucopia of definitions. Definitions vary between companies and the “sales funnel” can look different for different niches.

In general, a sales lead is defined as someone who has an interest in your product and has the authority to purchase your product. A lead is not just a Facebook ‘Like.’ Someone who likes your page may not have the authority or means to purchase your product.

Before someone can purchase from you, they must also have a need for your product. They may be interested in your product and have the means to purchase it, but they may not need it at this time. For instance, they may already have a similar product or they could be hesitant to change their current processes.

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EMAIL IS STILL A PRIMARY WAY PEOPLE WILL CONNECT WITH YOU.

In August 2011, the Pew Research Center [reported](#) that 92% of online adults use email and 66% use email as part of their daily routine.

Some people may see your post on Facebook and miss your email. Others may see your tweet and get the message reinforced with the email you send. The point is, the more places you can send your message, the more likely someone is going to buy your new widget, sign up for your new class, or come to your big sale.

STUDIES HAVE SHOWN THAT PEOPLE NEED TO SEE AN OFFER BETWEEN 5-9 TIMES ON AVERAGE BEFORE MAKING A PURCHASING DECISION.

So create a well-organized campaign that includes social media posts and emails to show your offer multiple times or across different channels.

HOW DO YOU COLLECT EMAILS ON FACEBOOK?

You can't access your fan's personal information on Facebook. You must have a custom tab where you collect the email addresses or [promote your own landing pages](#) that will capture leads.

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Here are some examples of Pages that have a custom tab that serves as a lead capture.

As these Page serve the same goal as landing pages, they offer some incentive for the information exchange: give your email to get a coupon, deal, or a free chapter. These custom tabs were created with Facebook applications. When you add certain Facebook applications to your Page, you will create a custom tab on your Page that appears on your left sidebar. If you want to create such a customized tab, use one of the other Facebook applications that are available.



If you know HTML and know how to design a mini-web page with an opt-in form, then you can use one of these applications:

- [Wildfire iFrame app](#)
- [Static HTML: iframe tabs](#)
- [TabPress](#)

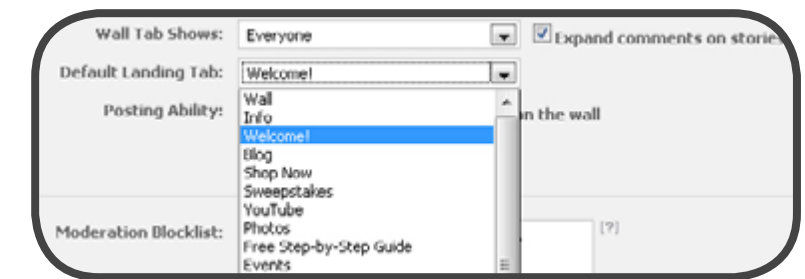
But if you want something a bit easier with some drag-and-drop capabilities, use the following apps:

- [Lujure](#) - drag-and-drop design form with some built-in templates to create the custom tab easily.
- [ShortStack](#) - integrates seamlessly with the MailChimp and Constant Contact Forms but can also use any email contact forms.
- [HubSpot Welcome](#) - integrates with the HubSpot Lead Generations Forms for HubSpot customers.
- [North Social Signup](#) - this app integrates with the North Contact form rather than your own email forms.

Many of these apps have very helpful instructions on how to add them to your Page, as well as configure and design them. To install an app to your Page, go to the app in Facebook and click on the Add to My Page link on the left sidebar. Some apps will have different instructions for you to follow and will lead you step-by-step through the installation.

FACEBOOK APPS

If you do have a custom tab with an email capture, you may want to make this tab the Default Landing Tab on your Facebook Page. This means that all non-fans will land on this tab when navigating to your Page. After they 'Like' your Page, your fans will land on the Wall when they come to your Page. To change your Default Landing tab, go to Edit Page, Manage Permissions, and select the tab from the list of available tabs on your Page. Now you are ready to start collecting email addresses!



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OFFERING FREEBIES

An enticing offer is a key requisite to getting leads. People are increasingly reluctant to give their email addresses away unless they get something in return. “Sign up for my newsletter” doesn’t cut it anymore.

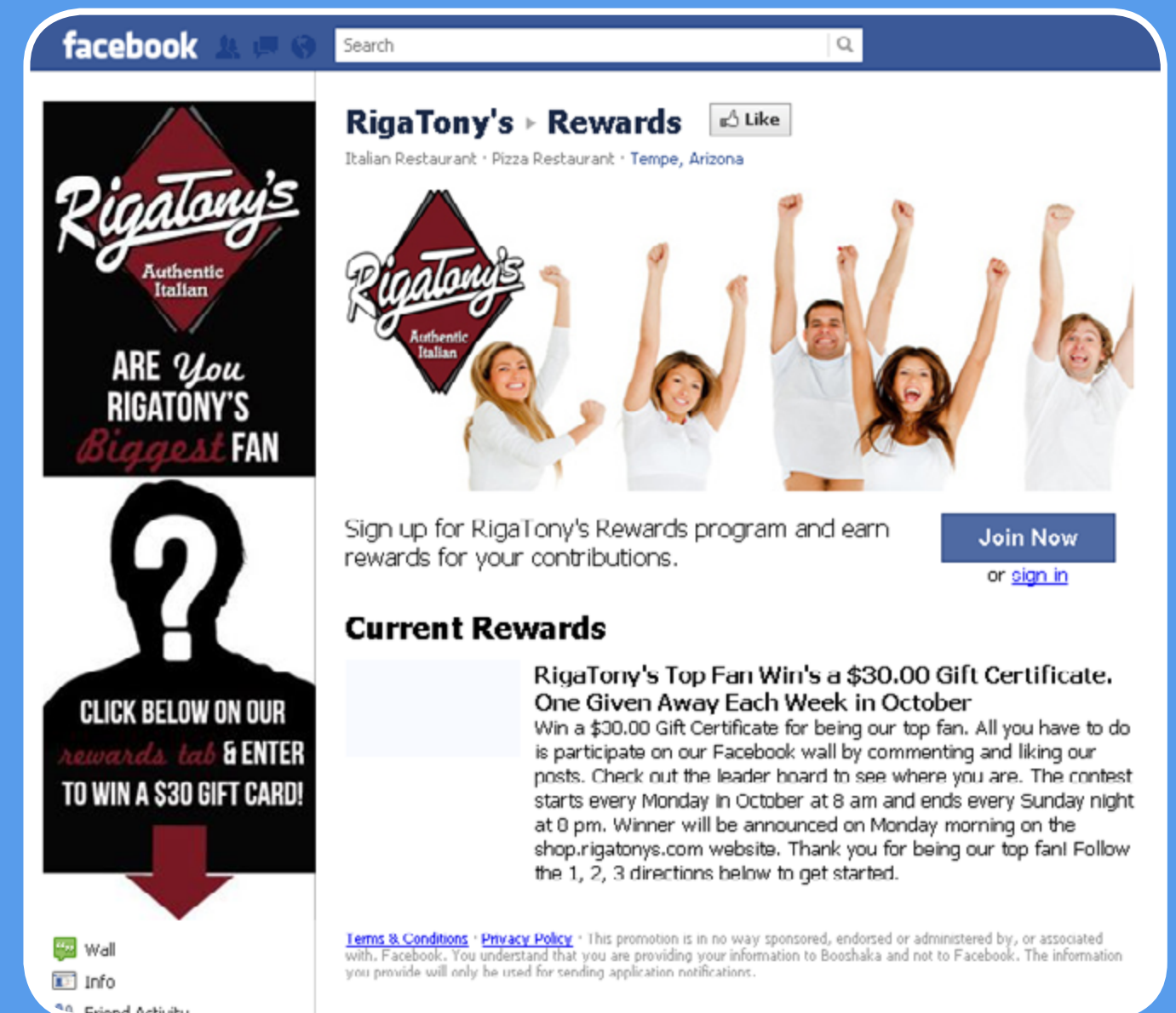
Give away something valuable that relates to your business and you will get more targeted leads. Social Media Examiner, for instance, gives away an hour-long Facebook marketing video tutorial, but also makes sure people know that they will be getting additional email updates. It’s always a good idea to set the right expectations.



REWARDS

Rewards present another great opportunity for lead generation. Take a look at this Facebook Application using Booshaka (*note: only available with the Top Fans Pro account*).

Not only does this app collect email addresses, but fans must participate on the Page multiple times to get the reward! Pretty slick.





WEBINARS ON FACEBOOK



“Webinars that teach your audience something valuable are a **fantastic** way to capture leads.”

Free webinars serve great for lead generation purposes. They represent a content type that the Facebook community often gravitates to. People love sharing free and educational resources, so if they think your webinar is valuable, they won't hesitate to spread the word, be it on Facebook or elsewhere in the social mediasphere.

While you can integrate elements like live streaming video directly into your Facebook page, you can't collect email addresses easily. So I recommend [using your own landing pages](#) and a third-party webinar service to collect email addresses. Some of these services include:

- [WEBEX](#)
- [LIVE MEETING](#)
- [FUZEMEETING](#)
- [GATHERPLACE](#)
- [GOTOWEBINAR](#)

These webinar platforms range in price and capabilities, so investigate which one fits your needs. This is not an exhaustive list of webinar platforms by any means. You may find another tool that works better for you. Most webinar platforms charge a monthly fee so if you do sign up, make sure you are working webinars into your monthly lead generation strategy.

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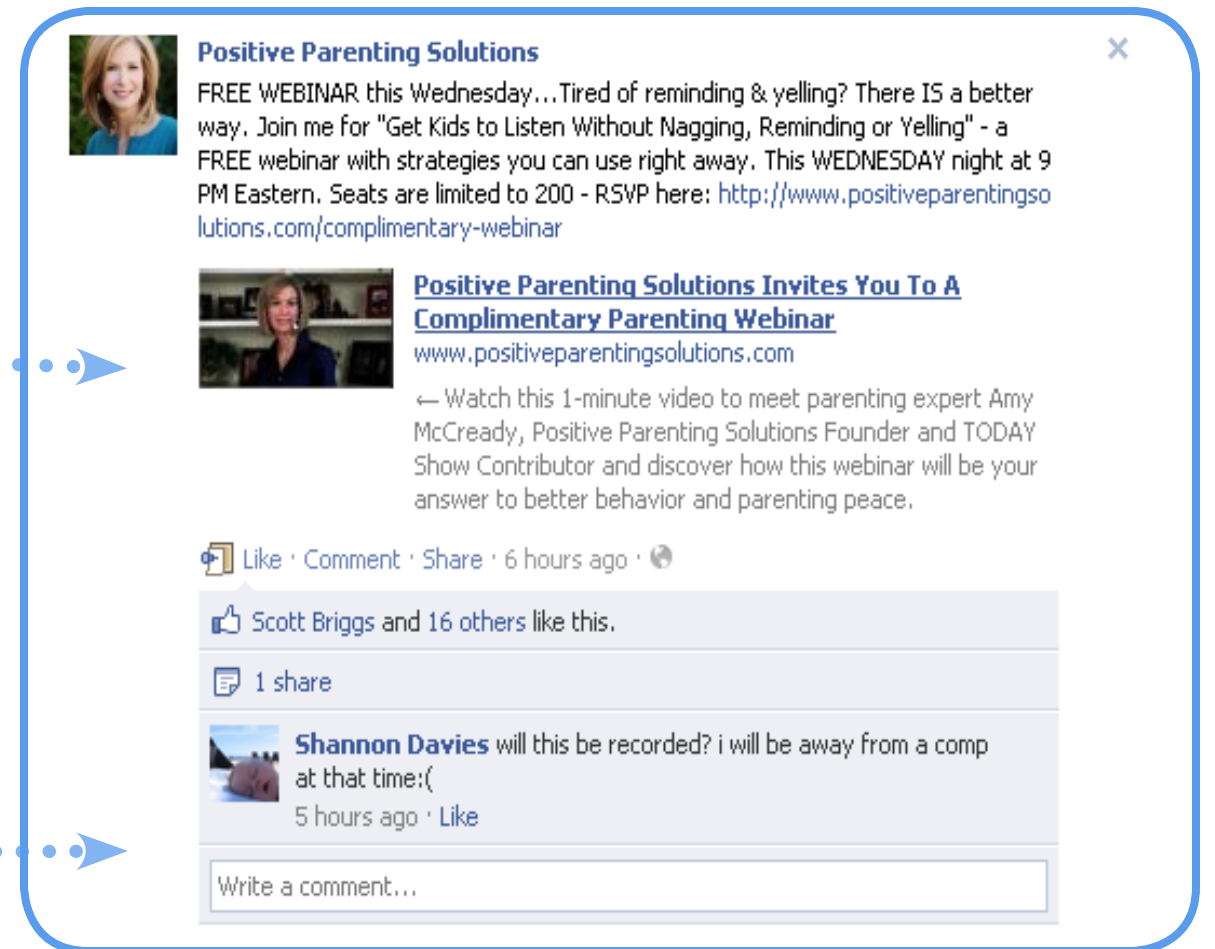




FACEBOOK & WEBINAR PROMOTION EXAMPLE

This means you will have to direct people to the webinar sign-up page using posts on your Business Page. Notice above how the Positive Parenting Solutions founder promotes her webinar on Facebook.

A share link is included at the end of this post. As we already mentioned, when you post something valuable, people are more likely to share it. You can increase the viral component by asking your fans to share the webinar information with their friends right in the post. Vary your promotion language around the webinar and be sure to leave at least one week for promotion.





PROMOTE EARLY AND OFTEN

A good rule of thumb is to post a maximum of one time per day about your free webinar during the week leading up to the event. Make sure you have other content you are posting in addition to the promotional posts.

ASK PEOPLE TO SHARE

Make sure several of your posts instruct people to click share, thereby inviting their friends to attend. Outlining a clear call to action within the post will help people share it.

RUN FACEBOOK ADS

Facebook ads can be targeted to an exact demographic. If you are willing to spend a little money for your leads, then this is an excellent approach.

CREATE A FACEBOOK EVENT

Another option on Facebook is to create a Facebook Event for your free webinar. There are a couple advantages to this strategy. One is that when you invite someone to an Event, they will receive a notification that appears in their Events area. A Facebook Event is more visible than a standard Facebook post.

REMIND PEOPLE

Remind people of the helpful tips in the webinar and don't forget to include [your call-to-action](#). If you offer a replay of your webinar, send out a link that will give people access to it. Again, make it easy for them to take the next step from the email.

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WEBINAR PROMO: FACEBOOK EVENTS & ADS



This particular ad is a Sponsored Story from the Social Triggers Facebook Page. When you start your ad campaign, you can choose Sponsored Story and advertise your latest Wall post. Sponsored Stories are typically less expensive than the other Facebook ad options.

FACEBOOK CONTESTS & SWEEPSTAKES



“ A contest can draw attention to your business and give you a list of people who want your product or service. ”

A [recent Exact Target study](#) showed that the number one reason people will ‘Like’ a Facebook Page is to be notified of special offers and promotions. With that in mind, it’s a good idea to run a contest on your Facebook Page.

Contests offer a range of benefits: they give people a reason to connect with you, make your Page more fun, and gains more exposure for your brand and site. They also give you an opportunity to collect the emails of the people who entered the contest, and nurture them down the sales funnel.

Different types of businesses can benefit from Facebook contests. For example, if you’re a consultant, you can offer a consulting package that people may not know about. If you’re a florist, you could offer a “Fresh Flowers for a Month” package to get your community thinking about treating themselves to flowers every week. If you’re a Web designer, you could give away [a free website redesign](#) to prompt others to use your services. When people enter your contest, you automatically have a list of potential customers.

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CONTESTS OR SWEEPSTAKES?

You can choose to run a true contest, in which some kind of vote determines the winner (or the winner could be judged by you), or a sweepstakes where the winner is chosen at random.

There are different ways to set up the contest.

For instance, you can organize it around a picture. Someone can upload a picture that is judged by your community. Nikon ran a photo contest on Facebook and whoever attracted the most 'Likes' on their photo, won a new Nikon camera.

Another example might be a writing contest: one coaching professional had people write a short statement about why they wanted to come to her weekend retreat. She judged the entries herself and the winner was entitled to a free registration to her retreat.



Sweepstakes are also common on Facebook. The barrier to entry is low because people typically just have to enter their name and e-mail address and 'Like' the Page. As no judging is involved, the winner is chosen at random. If you use a third-party application such as Wildfire to run your sweepstakes, the application will assist you in selecting a random winner.

Whether you use a contest or a sweepstakes will depend on your goals. Typically, contests are better for engaging your current community and sweepstakes are better for growing your community. If you use the Wildfire application to administer your contest or sweepstakes, you can also choose to give away coupons.

- **CONTESTS:** A contest will increase your community involvement by having users vote and may drive more of the entrants' friends to your Page, as users ask their friends to vote for them. But if the entry requirements are too involved, you may not get the turnout you had hoped for.
- **SWEEPSTAKES:** A sweepstakes is better for growing your Facebook community or e-mail list. The requirements for entering the sweepstakes are typically entering a name and e-mail address and possibly 'Liking' the Page, which is very easy for most people to do. You will get more entries but possibly not as many people sharing it with their friends.

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You should definitely understand Facebook's promotion guidelines before starting your contest. While you may see others violating the terms, Facebook does state that it can remove materials relating to promotion or even disable your Page or account. So it pays to follow the rules! Start by reading them over at: http://www.facebook.com/promotions_guidelines.php

*You shouldn't administer a **contest** through Facebook except through an application.*

You can use a third-party application designed to administer contests (such as Wildfire, North Social, Woobox, and others), or you can program an application yourself to collect entries, though this is more involved.

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Basically, you cannot collect entries, conduct a drawing, or notify winners through Facebook directly. The notifications have to be done through a different tab on your Facebook Page.

FOR EXAMPLE, YOU CANNOT:

- Put a post on your Wall that says "Everyone who responds to this post is entered to **win xyz**."
- Have people upload a photo to your Wall to be entered in a **contest**.
- Announce the winner of your **contest** with a post on your Wall.
- Have anyone who 'Likes' your Page be automatically entered in a drawing (you can have this be a condition of entry, but it cannot be the only way that someone enters the contest).

Third-party applications make running a contest on Facebook a snap. They are designed to comply with Facebook's rules, they collect the e-mail addresses and many include analytics to keep track of views, entries, and other statistics.

- [Wildfire](#)
- [North Social](#)
- [Strutta](#)
- [Woobox](#)
- [ShortStack](#)
- [Votigo](#)

Here is an example of a contest on Facebook using Wildfire.

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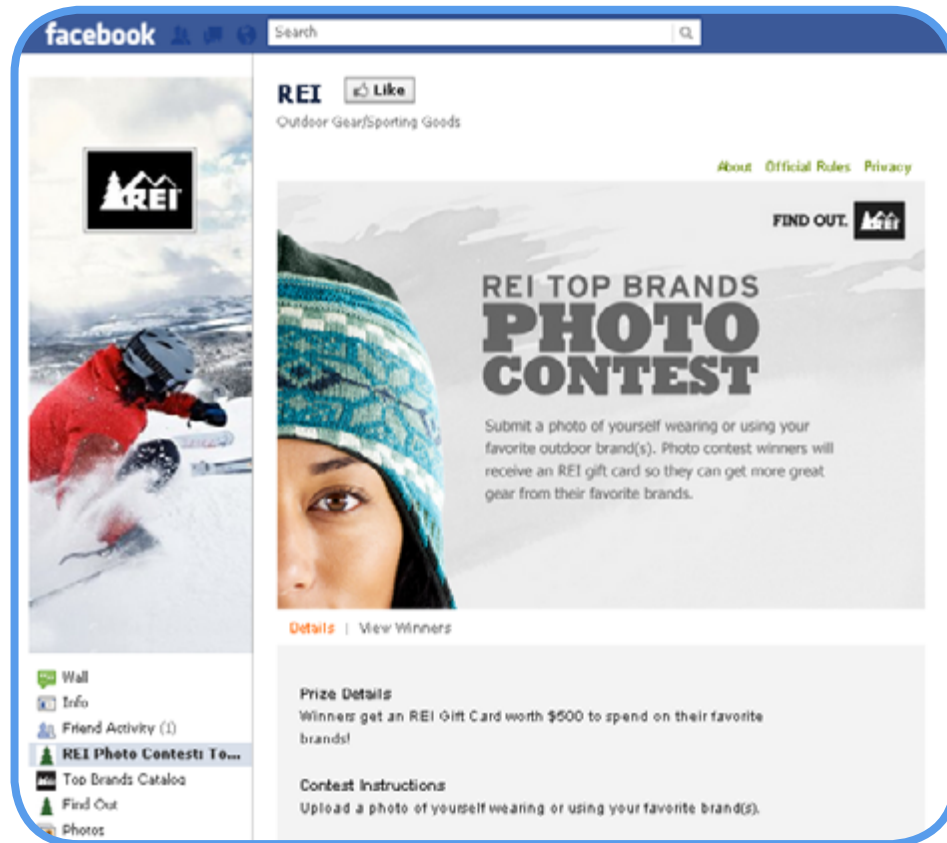
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Photo and video contests can be fun and get more engagement but may not get as many entries. Many of the photo and video contest applications make it very easy for someone who enters the contest to share it with their friends so they can get votes, thus driving a lot of traffic to your Facebook Page.

One of the biggest problems with hosting a Facebook con-

test is that you may get people who just want to try and get the freebie (especially if it's something good!), who aren't interested in connecting with you later. Make sure that these people can easily unsubscribe from your list.

Be very clear when people sign up that they will receive follow-up emails from you. Some people will mark your email as spam if they are not expecting it, and you don't want your email account to be flagged multiple times for spamming. If that happens, your account could be shut down. The horror after all that hard work!



CONCLUSION & ADDITIONAL RESOURCES

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“ *The fortune is in the follow up.* ”

Facebook marketing presents a great opportunity to attract the attention of potential customers. But in most cases, you will need to nurture these contacts and create a long-term relationship with them. So don't let too much time go by before connecting with your audience us. If, after your initial campaign, a prospect hasn't heard from you for weeks, they will forget about you and will be confused to be receiving an email from you. And don't forget...

**DELIVER VALUE IN YOUR POSTS.
DON'T JUST USE THEM TO SELL.**

Use creative ways to get visitors to come to you. Nurture your community with offers like free webinars, 15-minute consultations, specials and bonus discounts, as well as notifications of other fun things that you are doing online and off. Get started in this direction and Facebook will become a huge driver of traffic, leads, and sales for your business.

MEASURE THE ROI OF FACEBOOK

Generate Facebook leads and measure them more accurately:
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