



****Facebook AD**** - Steps on leveraging content through facebook campaign or ad

1. Create a facebook ads account at business.facebook.com
2. Create a campaign- Type of ads
 - a. **Video Ads**- This is how to get the content that Duane has produced for you out there. With great content like this will make videos go viral getting thousands of views and with the right call to action will get your sales and revenue going up.
 - b. **Photo based/engagement ads**- This is creating a good photo and running this campaign to get more likes, shares and comments on this post
 - c. **Giveaways/contests**- Have a product that you want to sell well a great thing to do is run this campaign give it for free. This gets your product out there and makes people want it and have to have it.
 - d. **Likes**- Do you have little likes on your business page, or want to get your business out there than run this ad to focus on getting business likes
3. Put your website in caption of ad- This is a ninja trick, add a pixel from the facebook ad to your website to track what users do like download this or sign up for your email list.
4. How will you get users to sign up for a email list- Sign up to get our coupons, this gets you to gain a email marketing list and gets more sales and boost your revenue.

Why email marketing

Most businesses skip out on this or simply don't have time. This is a great way to engage with your customer. A great strategy in this is to send them a few interesting and funny articles, this draws them into your emails and gets them **looking** for when you email them. Then you hit them with a action with a coupon or offer. Give your customer value and they become a loyal customer.

Facebook allows you to target a specific demographic or psychographic in the market(age, income level, employees at a company, craft beer drinkers, organic food lovers, wine lovers, moms of grade school kids, in whatever location of the clients desire.

What to post how and when

This is knowing your targeted customer.

- First you want to vision your targeted customer as an avatar, think about what they read, listen and watch, where they go and what they do and a big one is learn their language, how they talk and their vocabulary.

- Once you know this the next step is to like businesses pages on media sites and comment on some of the posts also your targeted audiences posts to engage with them

How to use social media

Facebook- This attracts everyone no matter the age, race or gender. A lot of the older ages are getting to learn this and start to use FB daily so if any business is not engaging on this site then they are missing out on a lot of leads and exposure of their business. This is you you should focus on this site more and learn to run campaigns.

Instagram- Why does this one exist? Well us humans are very visual. If we see a delicious food we somehow want and need this, if we see luxuries like cars, houses, or even something as simple as a product that makes my life easier and joyful it makes me want it and our minds trick us into thinking we need this. So engage with users to bring value and give them valuable content that they like and then take action. Give them something to do and show them how to do it. If you don't tell the user what to do than they won't know what to do.

Twitter- Most businesses use this for customer service and mass engagement. You could send 10-20 tweets a day and not be annoying to your user. But it has to be structured right by using the right content and right hashtags.

Social media marketing is the best way to market because it's much more tractable than tv commercials, banner ads, magazine and yelp.

This is a lot of information and I have just gotted started. There is google ads, google targeting(connecting social sites and creating audience by how long they spend on site, if they are a reader or skimmer), landing pages. This is so much and why most businesses lack this or lack of the constant changes and quite frankly why Social Zone Marketing exists.

So if you want to do what you do best and let someone find you leads, improve your sales and revenue and get your business in front of the world and not just in this tight circle so called *word of mouth* then take that next step and get in touch with me. I'll show you how to improve you business and show you how to make your goals come true. Email me at SocialZoneMarketing@gmail.com lets sit down and take that next step.

SocialZoneMarketing.com

*****Ask me about my free social media audit*****