
FACEBOOK MARKETING STRATEGIES AND IMPORTANT FACTS FOR 2017

Facebook started out as a means for people to connect with each other on a personal level. Today, it has evolved into one of the most important tools brands and businesses use to reach out to their audiences and improve their numbers.

This is what made Facebook greater than a lot of other social media platforms that came before it, allowing it to have a longer lifespan than those who have folded in the past. Instead of focusing on increasing their number of users by going after those who are not yet part of the network, they concentrated on giving their existing ones all the opportunities to savor the service. This targets both consumers and businesses, and this approach has allowed them to increase their numbers anyway.

On the business side, Facebook has done so much for brands who used the social platform as their primary tool for marketing. The numbers don't lie – Facebook has gone above and beyond what is expected of it and has triggered a worldwide phenomenon that made the world of digital marketing stronger than ever.

Facebook in Numbers

How impressive are Facebook's numbers? Is their success nearing the point of plateauing, or are they still showing enough juice to continue zooming upward?

Here are Facebook's most recent numbers (updated as of 3rd quarter of 2016)

- *1.79 billion monthly active users with a 16% year over year increase*
- *1.66 billion mobile monthly active users with a 20% growth year over year*
- *1.18 billion daily active users with a 17% growth year over year*
- *1.09 billion mobile daily active users with a 22% year over year increase*
- *84% of advertising revenue came from mobile advertising*

Considering the fact that this 1.79 billion monthly active users and the 1.18 billion daily active users does not even cover existing users who have the potential to get hooked with the right kind of prodding, this is definitely a number that is not going to be easy to ignore. The fact that these numbers grow by 16% and 17% (respectively) year over year is something to be wowed about as well, the biggest growth percentage in this niche that anyone has seen.

What proves to be most interesting here is the role mobile advertising has played not only in Facebook's growth, but in terms of marketing opportunities for brands and businesses as well. In the 3rd quarter of 2015, mobile advertising covered 78% of the total advertising revenue. The fact that it jumped to a whopping 84% in just a year is tremendous news for social media marketing.

This only shows the huge number of opportunities that Facebook presents day after day, a strong indicator that your social media marketing strategies is something that should not be passed as an afterthought. Instead, it should be something that you should monitor and strengthen day after day.



Evidently, the continuous growth in the role of mobile advertising in Facebook's overall advertising revenue presents a huge opportunity. It only shows that the platform has proven, and continues to prove to be a trusted advertising tool by businesses worldwide.

What about other brands and businesses? Are they seeing the huge potential in Facebook as well?

- *96% of all B2C companies use Facebook for marketing*
- *88% of B2B companies use Facebook as part of their marketing strategy*
- *93% of marketers and small business owners use Facebook*
- *75% of small business owners run ads on Facebook*
- *56% of B2C marketers say that Facebook has brought in revenue for their business*
- *84.7% of companies in the US with over 100 employees used Facebook as a marketing tool in 2015. This number is projected to increase to 85.3% this year (2016) and to 85.8% in 2017.*

Seeing these numbers, there is no doubt that Facebook can revolutionize the success that any brand or business experiences if used strategically as part of their marketing layout.

Facebook Marketing Strategies for 2017

Facebook can do wonders for any business – that much is a fact. However, the move to make Facebook as a primary tool for marketing also comes with careful planning and strategizing. Otherwise, it will only lead to wasted resources and missed opportunities.

Here are strong Facebook marketing strategies that would ensure better numbers:

Post less, reach more.

Facebook has been evolving as the needs of the brands using it as a marketing tool continue to adjust with the times. In the past, it was all about frequent presence. But recent studies show that the more frequently you post, the lower the post's organic reach becomes. Brands that post once a week, for example, has the capacity to reach 15% of their page followers. However, those that publish posts 2-4 times a week can only reach 10%.

How will these numbers impact your 2017 plans?

Yes, the obvious solution to get higher organic reach would be to post less. But that does not end there. Because there is less frequency, the need to monitor quality becomes even more critical. Seize the sole chance that the brand has to make an impression each week by making sure the piece of content posted delivers the right message well.

Let videos take the forefront.



The effectiveness of video content cannot be stressed enough. It engages the audience both in a visual and auditory manner, making it even more effective in today's mobile-driven world. What's interesting is the fact that videos are also evolving in form.

Short videos that deliver the message in a creative and engaging manner have boosted the performance of a lot of brands when it comes to social media marketing. Recipe videos, for example, have taken a leap into the front row with this approach.

Live videos are also becoming interesting social media marketing tools. Facebook Live has allowed brands to connect with their audiences on a real-time basis. It has proven to be most effective in helping audiences have a deeper understanding of how the brands they follow work behind the scenes.

Both short-form videos and live videos will continue to peak by 2017. Be as creative as possible – videos may succeed in catching attention right off the bat, but it is also extremely easy to lose this moment with one wrong move.

Sell directly through Facebook.

A huge challenge brands had in the past was getting their social media audiences to visit their ecommerce pages to buy their products. Facebook now offers a clear-cut solution to that.

Brand pages now have the option to add a Shop section, allowing them to showcase their products the same way they would usually do on their ecommerce sites or product catalogs. What makes this even better is the fact that potential buyers can make their purchase directly on Facebook, making the buying process more seamless.

Have clear goals and targets.

This step has always been and will always be one of the most crucial in strengthening one's Facebook marketing strategies. Without a clear goal or target, there will be no direction whatsoever. Published posts will be all over the place and ads will not have a clear call to action. From here, it will also be harder to measure success or failure.

Is there a need to increase Facebook likes, or is a higher reach for each post the main goal for now? Could Facebook be the main channel to bring more visitors to an existing e-commerce site, or will most of the sales be coursed through the Facebook page?

Once a clear goal and target is set, it is also easier to plan strategies that address the needs directly. Having no goals will have the entire marketing team throwing ideas that do not support each other. But with a single mindset in each marketer's soul, every strategy brought to the table will support a single call for results.



Use what you already have.

It's 2017 and a lot of businesses already have existing websites and existing Facebook profiles. From here, they have regular visitors and avid followers who already know the ins and outs of their business and brand.

Because of this, it is normal for a lot of brands today to focus on how to bring new people into their network. What they tend to forget about, however, are the limitless possibilities that their existing followers and users deliver.

Is increasing the number of Facebook followers one of the top goals? Then make sure that the website displays links to the brand's social media profiles, and prominently at that. Does the website need more visitors? Then use the brand's Facebook profile to create posts leading to the website.

Just keep this in mind. Facebook followers may not have visited the brand's website yet. In the same manner, regular website visitors may not have liked the brand's Facebook page yet. Before looking outside for new people to reach out to, make sure the people inside the existing pool have discovered every single stream they can use to connect with the business.

Think about offline opportunities.

Just because it's Facebook marketing does not mean that all ideas can be applied online. If the brand has a physical store, make sure the Facebook page is promoted in strategic places. Majority of audiences walk into physical stores with their mobile devices in their hands, which opens up the possibility of them liking the store's social media pages right then and there.

Even if no physical store is present, there are a number of other ways for a brand's Facebook page to be promoted. Almost every business has promotional materials given out to customers, such as free shirts, pens, mugs, and a lot more. Make sure every piece of promotional material bears the link to the brand's Facebook page.

Track audience habits.

When do people within the brand's target audience go online? This piece of information alone can change the way any business's marketing strategy works. Once the details of the audience's habits are used, it's easy to decide when to post relevant content and from there, heighten the likelihood of the target audience seeing and sharing these posts.



Monitor what appeals to the brand's specific audience.

It is also important to find out what kind of content the brand's audience takes most interest in. Are they after readable content, or do they prefer videos? Do they take particular interest in the brand's pictures, or do they like articles shared from other sources?

Also, just because the images that the brand posts aren't being liked or shared does not mean that the target audience is not interested in this form of visual content. It is possible that some factors in the posted images turn them off, so instead of considering getting rid of this approach, maybe it should alert you to the need to tweak the way these images are being made.

Create a clear schedule.

When people know what to expect, the likelihood of them adding something as part of their regular routine is higher. This is something that any marketer should remember when it comes to posting on Facebook.

Let's say Brand A posts health-related content every Monday morning, then goes on to current events every Friday night. In between, the brand posts random trivia. Now Brand B posts anything they want to post at random days and random times. Who do you think would receive the more regular stream of people engaging with their content? Brand A, of course.

Yes, spontaneity and popping the brand's followers with a few surprises here and there increases the likelihood of audiences being wowed. However, this wow factor often ends up as a one-time thing. You catch their attention in a single instance, but you may not get them to come back after that.

This is why a clear schedule is still needed in between the surprises around every corner. This allows followers to know when to expect something, which gives them room to include the brand's posting schedule into their own. Once they do this, the brand is assured that there'll be someone waiting to like or comment on their post each and every time.

Invest in Facebook Ads.

A lot of businesses have joined Facebook because it is one platform that allows amazing coverage for free. But then, not everyone in this wide audience would fit the kind of people the brand is targeting. This is why there is still a need to weed out the outliers and be left with the ones who will benefit from the brand the most.



Facebook Ads is the best way to reach people who will most likely be interested, or are already interested in specific brands or products. There is no need to worry about ruining the entire user experience for each follower. Because Facebook also understands how important it is to balance promotional content with regular ones, the platform can boost your reach without making it an inconvenience to the users you want to reach. Even better, Facebook Ads still prove to be less expensive than traditional means of advertising.

As the brand grows and as the audience's needs evolve, these strategies may also change. But for 2016, these are surefire means to gain a solid footing in the social media world, pushing any brand that any social media marketer promotes to zoom further into the future.

Conclusion

2017 will continue to be a strong year for social media marketers and the brands they represent, especially if they want to maximize the benefits that Facebook brings to the business. All it takes is a clear view of all the opportunities presented. Once the opportunities are seen, grab every resource available to get the best possible results. Only through this kind of attitude will any brand realize how important Facebook can be for any kind of market.

