

FACEBOOK PAGE MANAGEMENT AND ADVERTISING

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“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman

NO  **TIME**
for **SOCIAL**

Agenda

- Social Media Stats
- Content and Social Media Strategy for your business
- Running Facebook Ads
- Keeping up with changes on Facebook – Tips / Websites to follow
- Audience Insights

- 52% of online adults now use two or more social media sites. (Pew Research)
- 70% of the U.S. population has at least one social networking profile. (Statistica)
- Of the 7.2 billion people on earth, 3 billion have Internet access; 2.1 billion are active on social media; and 1.7 billion use social networks from a mobile device. (Link Humans)
- The number of worldwide social media users is expected to reach 2.5 billion by 2018. (Statistica)
- The average social media user maintains five accounts. (Link Humans)
- Mothers with children under the age of five are the most active on social media. (Link Humans)
- 90% of young adults (ages 18 to 29) use social media. 35% of those over age 65 do. (Pew Research Center)
- The “most important” social networks to teens and young adults (aged 12-24) are now Instagram (32%), Twitter (24%), Facebook (14%), Snapchat (13%) and Tumblr (4%). (Mary Meeker’s Internet Trends)

- The share of marketing budgets spent on social media is expected to more than double over the next five years, from 11% today to 24% by 2020. (The CMO Survey)
- Another survey predicted the share of overall digital marketing budgets devoted to social media marketing will increase from 9.9% today to 22.5% within five years. (Dazeinfo)
- Social media advertising revenue will reach \$9.8 billion in 2016. (Link Humans)
- 22% of social media marketing activities are performed by outside agencies. (The CMO Survey)
- Developing a social media strategy is a more common challenge among small businesses (55%) than enterprises (34%), while securing enough internal resources is a more common problem in larger companies (47%) than in SMBs (33%). (Simply Measured)
- 33% of millennials identify social media as one of their preferred channels for communicating with businesses. Less than 5% of those 55 and older agree. (MarketingSherpa)
- 74% of salespeople who beat their 2014 quota by 10% or more say they have an excellent understanding about the use of social media for prospecting, nurturing relationships and closing deals. They were over 6x as likely to exceed their quota than sales peers with rudimentary or no social media skills. (Forbes)
- 64% of sales professionals reported closing at least one deal in 2014 as a direct result of using social media. (Forbes)

- More than half (52%) of marketers say Facebook is “the most important social network they use to grow and market their business.” LinkedIn came in second place with 21%, followed by Twitter, YouTube and Google Plus. (V3B Blog)
- 96% of small business owners/marketers use social media marketing, and 92% of those agree or strongly agree with the phrase, “Social media marketing is important for my business.” (Social Media Examiner)
- The top three goals for SMB social media marketing programs are brand awareness (74%), website traffic (53%), and lead generation (41%). (Simply Measured)
- 61% of startups use social media for marketing. (TNW News)
- 57% of consumers say they’d be somewhat or very influenced to think more highly of a business after seeing positive comments or praise online, and 16% say they only share positive reviews on social media. (Direct Marketing)
- And yet—34% of small businesses have no social media presence at all, and 36% of those who do never respond to customer comments online. (Direct Marketing)

SOURCE <http://www.business2community.com/social-media/47-superb-social-media-marketing-stats-facts-01431126#WA9KEXquyMv5sEkY.99>

FACEBOOKCONTENT AND CONTENT STRATEGY

What is it you do? And WHY are you unique?

Answering this question has an impact on your business and your social media strategy

- It forces you to figure out:
 - Why your distinctive
 - Why your customers love you
 - And how your company fits into the marketplace
 - Find out where your customers are and your competitors

Once you answer these questions, you can implement an effective strategy using Facebook Ads

AccuLynx™

We help specialty trade contractors succeed!™



AccuLynx.com
Software

Timeline

About

Photos

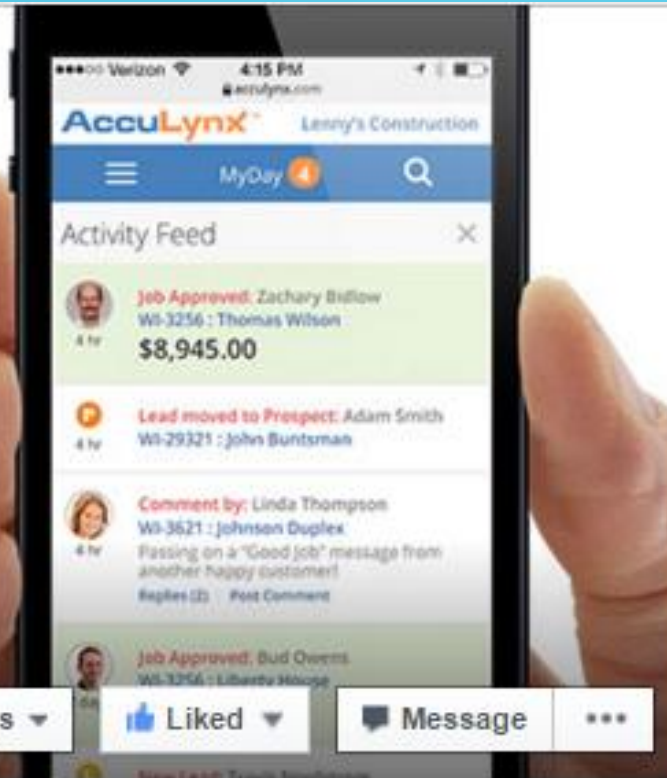
Events

More ▾

Contact Us ▾

Liked ▾

Message



Content Strategy Consists Of:

3-5 Posts per week

An aggressive ad budget strategy

Branding Posts IE: #MONDAYQUICKTIP

Posting Relevant Industry Articles

The Importance of Video

Replying and Interacting with anyone liking, commenting or posting to the page

The ENTIRE Strategy is based around the back end advertising

AccuLynx.com shared The Weather Channel's post.
Published by John Sullivan [?] · 2 hrs ·

The Weather Channel
8 hrs ·

If you hate winter then this is very good news for you.



Summer-like Warmth Expected Over

WEATHER.COM

100 people reached

AccuLynx.com
Published by John Sullivan [?] · February 11 at 12:35pm ·

Do you know the difference between a 1099 contractor and a W-2 employee?

1099 or W-2?
Five minutes from now, you'll know the difference.



1099 vs W2 – Is your worker an Independent Contractor or Employee?

Learn about the key differences between W2 and 1099 and find out if you should classify someone as your employee or independent contractor

QUICKBOOKS.INTUIT.COM

AccuLynx.com
Published by Sendible [?] · February 15 at 11:39am ·

You can find all sorts of helpful articles, videos, and even links to register for free training webinars in our Knowledge Base. #MondayQuickTip



#MondayQuickTip

32 people reached

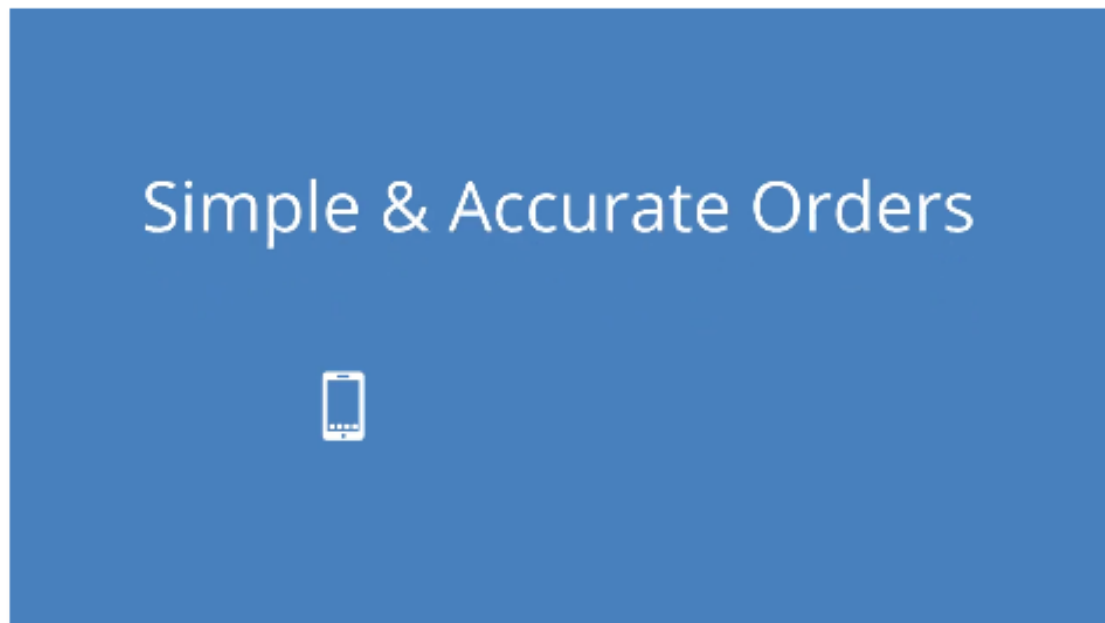
Boost Post



AccuLynx.com

Published by John Sullivan [?] · July 18, 2015 ·

We have introduced Quick Order - If you use ABC Supply call us at 866-981-5969 or visit us online at: <http://www.acculynx.com/>



176,745 people reached

Boost Post

220K Views

Like Comment Share

AccuLynx.com, Bill Combes, Jimmy Carmack and 268 others

Top Comments

93 shares

35 comments

Video Post made July 2015

Content is STILL relevant today

220,000 views

271 LIKES

93 SHARES

35 COMMENTS

NO TIME
for SOCIAL



Infinity Roofing & Siding Inc.

Written by John Sullivan [?] · November 30, 2015 ·

Attn: Residents of Spokane. Storms may have affected your home. Get your FREE inspection scheduled today. Or call 509-822-2910



Free Home Inspection for Storm Damage

With over 100 years of combined service in the roofing industry, it's clear why so many Washington homeowners have chosen Infinity Roofing to repair their damaged roofs and siding.

WWW.INFINITYROOFER.COM

Sign Up

23,426 people reached

Boost Post

Like Comment

Judith De Witt, Jason Keosian, JoAnne Young and 32 others like this. Top Comments



Write a comment...



NO TIME
for SOCIAL



Svante's Stuffed Burgers

Published by Rick Nlfs [?] · September 28 at 3:07pm · 🌐

This Thursday (10/1) is the GRAND OPENING of our new Round Rock location at 201 Main St. Suite 102!

Join us for a ribbon cutting ceremony at 4PM with a live broadcast from **KLBJ 93.7!** We'll be serving up **FREE sliders, meatballs and fries** from the Svante's Stuffed Burgers food truck, and appetizers and fresh baked cookies inside the restaurant from 4-6 or until we run out!

Plus we'll be doing giveaways and drawings for free dinners and other prizes! ... See More



GRAND OPENING!

25,303 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

Svante's Stuffed Burgers, Meg Barbini Barton, Keith Klimas, Luis Pena and **517 others** like this. Top Comments ▾

217 shares



AccuLynx.com

Written by John Sullivan [?] · April 28 at 2:50pm ·

ROOFING owners and managers! AccuLynx is software for contractors that want to increase their bottom line. Click LEARN MORE and we will reach out to schedule a free demo



The #1 Roofing CRM on the Market!

We're the specialty trade industry's #1 software. AccuLynx is designed to help contractors see their business more clearly and communicate better — there's nothing to download or install — you just log in and get to work.

[HTTP://WWW.ACCULYNX.COM/](http://www.acculynx.com/)

[Learn More](#)

7,257 people reached

Boost Post

Facebook Lead Ads –
Introduced in September /
October 2015

We're run lead ads for
AccuLynx since November
2015 and have generated
over 400 inbound leads



Learn more by providing your info below.

Full Name

Email

test@facebook.com

Company Name

No Time For Social

Job Title

Enter your answer.

Work phone number

Enter your answer.

Work email

Enter your answer.

Phone number

512-721-0333

By clicking Submit, you agree to send your info to AccuLynx.com who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](http://www.acculynx.com/privacy-policy) <http://www.acculynx.com/privacy-policy>

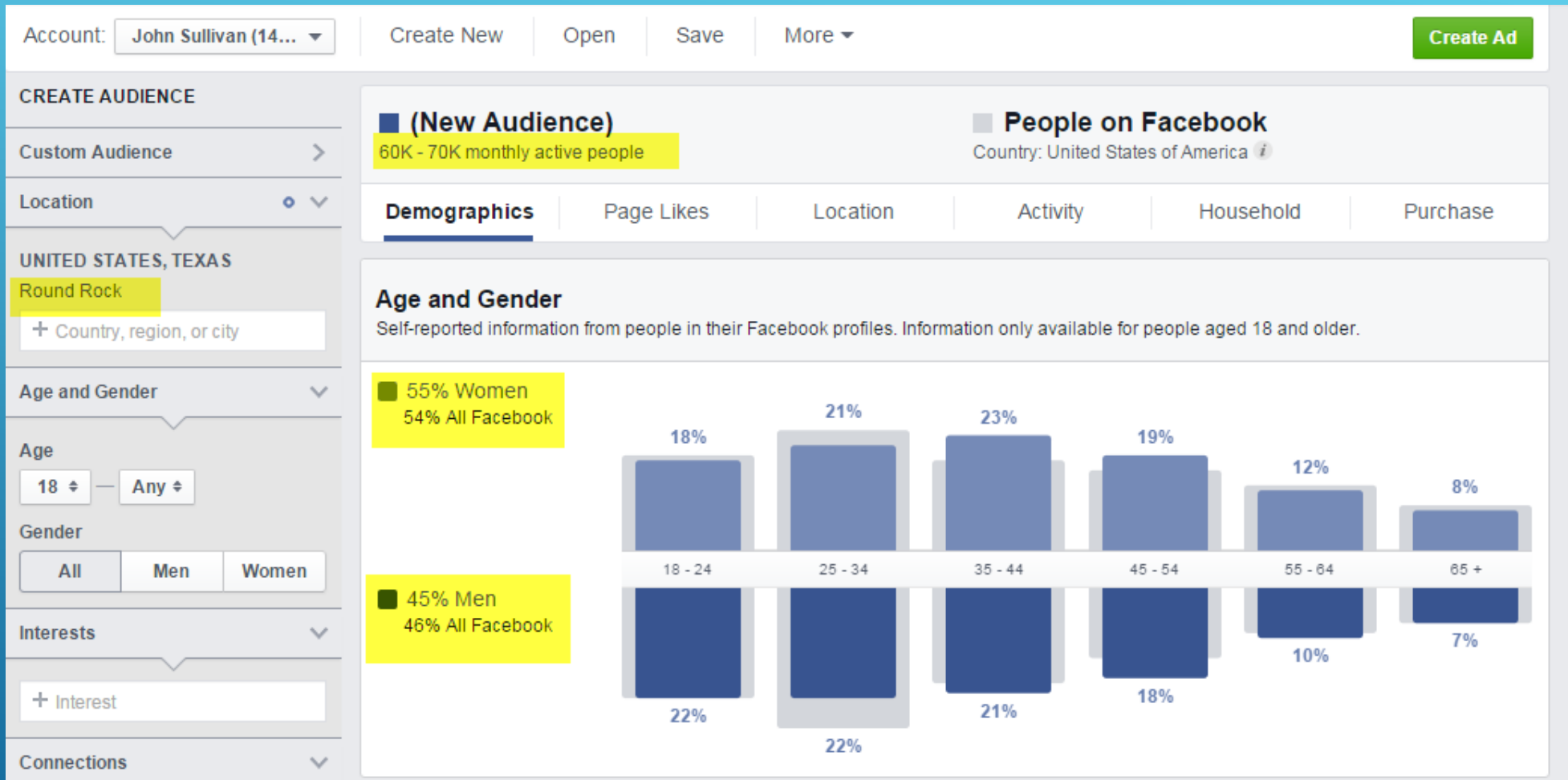
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Ideas to increase your Facebook presence and branding on Facebook

1. Invite people you are connected with to LIKE your page
2. LIKE other pages as your page and interact with those pages
3. Send invites to your customers through Facebook (individually and through the email upload process)
4. Produce GREAT content and post often (at least 3 times per week)
5. Use the Facebook advertising platform and make sure your ads are delivered to the specific zip codes you serve
6. Use your page to connect, comment, like and interact with other companies that you do business with OR want to do business with

Audience Insights



Audience Insights

Account: John Sullivan (14... ▼ | Create New | Open | Save | More ▼ | [Create Ad](#)

CREATE AUDIENCE

Custom Audience ➤

Location 📍 ▼

UNITED STATES, TEXAS

- Cedar Park
- Georgetown
- Leander
- Pflugerville
- Round Rock

+ Country, region, or city

Age and Gender ▼

Age: 18 ↕ — Any ↕

Gender:

Interests ▼

(New Audience) 150K - 200K monthly active people

People on Facebook Country: United States of America ⓘ

Demographics | Page Likes | Location | Activity | Household | Purchase

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

56% Women 54% All Facebook

44% Men 46% All Facebook

Age Group	(New Audience) %	People on Facebook %
18 - 24	17%	22%
25 - 34	18%	20%
35 - 44	21%	20%
45 - 54	19%	17%
55 - 64	13%	11%
65 +	12%	10%

Audience Insights

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18 ▾ — Any ▾

Gender

All Men Women

Interests ▾

+ Interest

Connections ▾

Pages ▾

People Connected to

(New Audience)
150K - 200K monthly active people

People on Facebook
Country: United States of America ⓘ

Demographics | **Page Likes** | Location | Activity | Household | Purchase

Top Categories

1	TV Channel	The KVUE Insider • KXAN Austin News
2	Local/Travel	Free Fun in Austin
3	Entertainment	365 Things To Do In Austin, Texas • Country Outfitter
4	City	Austin, Texas
5	University	The University of Texas at Austin
6	Outdoor Gear/Sporting Goods	SUP ATX
7	Radio Station	Bobby Bones Show
8	Shopping/Retail	H-E-B
9	School Sports Team	Texas Longhorns
10	Just For Fun	I bet Texas can get 1 million fans before any other state.

[See All](#)

Audience Insights

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance <i>i</i> ▼	Audience	Facebook	Affinity <i>i</i>
The KVUE Insider	1	12.1K	110.6K	138.6x
KXAN Austin News	2	10.7K	110.7K	121.6x
Free Fun in Austin	3	9.7K	95.3K	128.6x
365 Things To Do In Austin, Texas	4	10.8K	225.9K	60.1x
Austin, Texas	5	9.5K	289.3K	41.6x
Texas Longhorns	6	17.9K	1.2m	19.2x
H-E-B	7	14.6K	940K	19.5x
The University of Texas at Austin	8	9.2K	415.5K	27.8x
SUP ATX	9	9.1K	420.4K	27.3x
Bobby Bones Show	10	10.1K	523.4K	24.3x

Audience Insights

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Custom Audience >

Location o v

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Round Rock

+ Country, region, or city

Age and Gender v

Age
18 Any

Gender
All Men Women

Interests v

+ Interest

Connections v

Pages v

People Connected to
+ Your Page

People Not Connected to
+ Your Page

Advanced >

(New Audience)
150K - 200K monthly active people

People on Facebook
Country: United States of America i

Demographics
Page Likes
Location
Activity
Household
Purchase

Household Income
Estimated income for US households based on survey responses and estimates using demographic d...

In Thousands of US Dollars

Income Bracket	Percentage	Change
\$30-40	7%	-46%
\$40-50	9%	-36%
\$50-75	29%	+0%
\$75-100	24%	+60%
\$100-125	12%	+20%
\$125-150	5%	-17%
\$150-250	8%	+14%
\$250-350	4%	+33%
\$350-500	2%	+0%
>\$500	4%	+0%

37% of audience matched

Home Ownership
US home ownership based o...

Category	Percentage	Change
Renter	34%	-17%
Owner	66%	+12%

73% of audience matched

Household Size
Number of adults and children who live in a single US home, bas...

Household Size	Percentage	Change
1	24%	-11%
2	23%	+5%
3	20%	+5%
4	15%	+0%
5	10%	+0%
6	9%	+0%

57% of audience matched

Home Market Value
Estimated US home value based on survey responses and public...

In Thousands of US Dollars

Value Bracket	Percentage	Change
<\$100	5%	-71%
\$100-200	49%	+44%
\$200-500	44%	+16%
\$500-700	2%	-67%
\$700-1,000	1%	-67%
>\$1,000	0%	-100%

22% of audience matched

Websites for great social media information and data:

Facebook ad training <https://www.facebook.com/blueprint>

Social Media Examiner <http://www.socialmediaexaminer.com/>

Jon Loomer <http://www.jonloomer.com/>

Shortstack <http://www.shortstack.com/>

Facebook Marketing for Business <https://www.facebook.com/marketing>

Facebook for Business: <https://www.facebook.com/business>

AdWeek SocialTimes: <http://www.adweek.com/socialtimes> (formally AllFacebook)



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for **SOCIAL**

QUESTIONS?

bill@notimeforsocial.com

<https://www.linkedin.com/in/billcombes>