

# **Harness the** **POWER** **Of Facebook**

RETAIL MARKETING  
ACADEMY

TO GET THE MOST FROM THIS TRAINING,  
PLEASE PRINT THIS ACTION GUIDE NOW!

**TIPS TO GET THE MOST FROM THIS TRAINING:**

1. Print out this action guide so you can take notes during the training.
2. Jot down ideas about how you can quickly implement the strategies we discuss.
3. Commit to implementing at least 3 of the tips in the training within the next 7 days.

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## Action Guide

### Why is my reach declining?

1. Explanation from Facebook: "As part of an ongoing survey we asked hundreds of thousands of people how they feel about the content in their News Feeds. People told us they wanted to see more \_\_\_\_\_ from \_\_\_\_\_ and Pages they care about, and less \_\_\_\_\_."
2. Businesses that choose to continue posting overly promotional content on their business pages should expect their \_\_\_\_\_ to fall significantly over time, and eventually reach \_\_\_\_\_.

### What are considered promotional posts?

1. Posts created for the sole purpose of pushing consumers to \_\_\_\_\_ a \_\_\_\_\_.
2. Posts that tell Facebook users to \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_ to enter to win a contest or giveaway.
3. Posts that re-use \_\_\_\_\_ from \_\_\_\_\_.

### Is it time to abandon ship or weather the storm?

1. \_\_\_\_\_% of new retail customers hear about my business first on Facebook.
2. \_\_\_\_\_% of consumers visit my store's Facebook page before deciding to visit my brick-and-mortar location.
3. \_\_\_\_\_% of consumers are more inclined to buy from my store if they see a positive presence on Facebook.
4. \_\_\_\_\_% of consumers say that Facebook is the most important and useful social media channel to research products and services before visiting a small local business.

### Mistakes my competitors are making with Facebook:

Many small business owners haven't discovered the momentum-focused strategy that will allow them to reach consumers with the \_\_\_\_\_ and \_\_\_\_\_ to buy from them.

## Five Steps Strategy to Harness the Power of Facebook:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Creating High-Converting Facebook Ads:

1. Three components of a high impact ad image:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
2. Facebook ad copy should:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_

## Can Facebook really work for my business?

\$ \_\_\_\_\_ Ad Spend / \$ \_\_\_\_\_ per Opt-In = \_\_\_\_\_ Brand New Prospective Customers

\_\_\_\_\_ % Redemption (conservative estimate) = \_\_\_\_\_ Sales

\_\_\_\_\_ Sales x \$ \_\_\_\_\_ average transaction value = \$ \_\_\_\_\_

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