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How to Win on Social Media: A Step-By-Step Guide for Local Businesses

Buckle your seatbelt, because this guide is going to be fast, furious, and phenomenal. You're about to get a proven formula for succeeding on social media.

The strategy is broken into **eleven steps** that'll help you generate sales using social media.

If you're ready to turn your social profiles into a profitable sales engine, then let's get to it. After going through these actionable steps, you'll have an automated process set up that'll put you ahead of your competition.



Get more customers from social media

How to turn social media into a sales engine in eleven steps.

❑ Step 1: Decide on your goals and objectives

Before getting to anything technical, you've got to outline your goals and objectives.

In one sentence, describe your business's mission. For example: *"Provide young adults with the opportunity to turn their aspirations into reality."* Write it right here:

Next, based on your mission, which of the following goals do you want to achieve in the next 90 days? (Circle three for starters.)



Lastly, what is your target cost per customer? In other words, how much is a lead or a new customer worth for your business? There's no right answer. Leads for lawyers and real estate agents are worth more than leads for restaurants and hairdressers.

Cost per lead: \$_____ Cost per sale/customer: \$_____



Step 2: Fill out this content questionnaire

What is your story? In other words, why did you start your business? Family legacy, survival, personal experience, friendship, etc.

What is your business the BEST in? What niche do you aim to dominate? Nike may be the biggest sports apparel brand, but Under Armour is the best at performance apparel for athletes.

Why do people love you? What are the reasons why your customers buy from you rather than your competitor?

What credible proof do you have to tell your story? Is there proof online? E.g., customer testimonials or interviews with journalists.



Who produces content for your business? This could be Facebook posts, tweets, blogs, videos, etc. If you don't have anyone right now, who do you want to do it?

If you have any testimonials, positive reviews, or glowing endorsements, copy and paste the ten best ones below. We'll use these later.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



❑ Step 3: Define your targeting

Targeting is one of the most important aspects of marketing. As much as you think you're business is for everybody, it's not feasible to market to the whole world.

Take a minute to picture your ideal customers and describe them in the boxes below.

Customer Demographics

Gender	
Location	
Age Groups	
Education	
Profession(s)	
Marital status	
Annual income	

Customer Personality Traits

<p>Name three interests related to your business.</p> <p><i>If you sell sports equipment, you could say snowboarding, skateboarding, and football.</i></p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>Name your three closest competitors</p> <p><i>Closest competitors are competitors that your customers regard as substitutes, not necessarily the biggest competitors in your industry.</i></p>	<p>1.</p> <p>2.</p> <p>3.</p>



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Name the most common interests that your customers share.

If you sell sports equipment, you could say working out, eating well, and college sports.

1.

2.

3.

❏ Step 4: Configure your digital “plumbing”

This is the most technical step in the whole process, but it’s crucial for tracking your social media efforts and making sure you’re spending money effectively.

- a. Create your Facebook Ads account using Facebook for Business.
- b. Create your Google Ads account and tie it to the Google MCC.
- c. Create your Google Tag Manager (GTM) account.
- d. Create your Google Analytics account.
- e. Set up Google Analytics with GTM.
- f. Set up Facebook Pixels and Standard Events with GTM.
- g. Create your first Website Custom Audience on Facebook.
- h. Set up Google Remarketing Pixel using GTM.
- i. Publish your GTM container and tags to website.
- j. Verify everything is setup correctly.

If you don’t have access to edit your website, you’ll need to ask your webmaster to help out with some of the above steps.

❏ Step 5: Create three 60-second videos about your business

I know what you’re thinking: *That sounds expensive...I can’t afford video.*



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Do you have a phone in your pocket that takes video? Then yes, yes you can afford video. In fact, it'll cost you nothing.

1. Write three scripts for three thirty-second videos.
 - a. **Video 1:** Who you are and why you do what you do. Use your answer from step two to tell your story about why you started your business.
 - b. **Video 2:** Talk about your products / services and what makes you unique. Be honest without being too “promotion-y”.
 - c. **Video 3:** Why do people love you? Use your responses from step two to share testimonials and endorsements to illustrate success stories. Even better if you can capture video testimonials from customers.
2. Set up a camera or a phone on a tripod and record the three videos.
 - a. Follow your scripts, but don't be afraid to improvise in order to make things more natural. Speak from the heart.
 - b. Try to shoot where there's natural light and not many shadows.
 - c. Make sure that the first three seconds of the videos catch people's attention. Cut straight to the chase and don't waste precious time.
 - d. Remember that Facebook doesn't play audio automatically, so you'll have to do something interesting to make people pause to watch your video. A lot of videos start with people waving their arms.
 - e. Test your audio, and if you can find or rent a good microphone, do it. There's nothing worse than bad audio.
3. Upload your footage to a computer and edit it however you want.
 - a. There are simple programs already built into your computer to help with video editing, such as iMovie or Windows Movie Maker. For more information how to use them, check out YouTube tutorials. Editing isn't a necessary step if you've got footage you're happy with, but it helps.
 - b. Keep each video to 60 seconds OR LESS.
 - c. Add your logo or information to the end of the videos if you want, but not the start. Begin with a real person (yourself) to make it authentic.
4. Show the videos to friends, family, and/or employees for feedback. Incorporate their feedback and save the finished files.



❑ Step 6: Create Audiences in Facebook

The first step to spreading your message on Facebook is setting up audiences of those who will see your ads.

If you have a list of your customers' emails, great. Let's start there.

Type 1: Custom Audiences

1. Gather a list of your customers' email addresses or phone numbers. Maybe this already exists in an email program (like MailChimp or Constant Contact), a sales and marketing system (like Infusionsoft or HubSpot), or an accounting system (like QuickBooks or FreshBooks).
2. Save your list in CSV or TXT format.
3. Go to the [Audiences tab](#) in Facebook Ads Manager.
4. Click the Create Audience button, select the **Custom Audience** option, and then choose [Customer List](#).
5. Upload the CSV or TXT file you previously saved or drag and drop your file to the Custom Audience box.
6. Your Custom Audience will be ready in 30 minutes or less. It will match the contacts you uploaded with Facebook data and find as many people as possible that you can market to.

Type 2: Saved Audiences

Another type of Facebook Audience is Saved Audiences.

With Saved Audiences, the options are endless. You can go bananas targeting folks by the type of car they drive, the phone they own, whether they have an airline loyalty card, etc..

For example, if you run an upscale Brazilian restaurant in Los Angeles, you could target people between the ages of 35 to 55 who live in Beverly Hills, have an interest in



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Brazilian dining, and speak Spanish. If you're a dermatologist, you could target women between the ages of 25 - 35 who like beauty products and watch Dr. Oz.

To set this up, do the following:

1. Go to the [Audience](#) section of Facebook Ads Manager.
2. Click the blue **Create Audience** button and then **Saved Audience**.
3. Enter details about the people you want to see your ads using the targeting you identified previously in step three.
4. Try to get as targeted as possible and make your audience less than 20,000 people (for best results, aim for less than 5,000 people).
5. Save your audience.
6. Repeat steps one to five as many times as you want, creating as many relevant audiences as you can think of.

Type 3: Lookalike Audiences

Finally, if you have conversion tracking set up, you can create lookalike audiences on each of the conversions you track.

Basically, for anyone who fills out a form on your website or buys something, you can create Custom Audiences of people who have similar attributes. For more information on how to do that, see [this page](#).

❏ **Step 7: Promote videos on Facebook**

It's time to start leveraging those videos you shot in step five.

1. Go to Facebook [ad creation](#).
2. Choose **Video views** as your ad objective, and then select **Continue**.
3. Select one of the audiences you built in step six.



4. Enter a budget for the ad. To start with, you can go as low as \$1 per video per day—after a week or two, that'll be enough to tell if they're working or not. [Personally, I suggest setting it between \$1 and \$10 per day.]
5. In the Format section, click **Single Video**.
6. Click **Upload Video** and upload the video you want to use. If you already uploaded a video, click **Browse Library** to select the video from your library.
7. Set the thumbnail for your video ad.
8. Enter the text you want to show in the ad and the link if your ad directs people to your website. You can see how your ad looks on different platforms (such as a desktop computer) before you place your order.
9. When you're done editing the ad, click **Review Order** to double check the settings or click **Place Order** to publish your new video ad. If you have not set a schedule, the ad begins running as soon as it's approved.

How much you spend depends on your overall budget. I suggest spending \$20 on each video before deciding if it's effective or not .

After you've spent at least \$20 on each video, dig into the results.



- Go to the [Ads tab](#) in Ads Manager and look for the column called Relevance Score. If any of the videos have a score beneath two, pause them.
- If any of the videos have less than 10% of viewers engaging with them (divide post reactions by reach), pause them.
 - If you can't see those metrics, you might have to add them as columns. Click the **Columns** drop down on the Ads tab and select **Customize Columns**, then check off Reach and Post Reactions.



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- If the average watch time of your videos is three seconds or less, pause them.

Expect that you'll kill 90% of your ads on Facebook, if not more. Trial and error is the best way to develop saved audiences that will always engage.

Once you've found a [successful video or post](#), the idea is to "throw fuel on the fire"—in other words, spend way more money on it. How much? As much as you're comfortable with. Let the data inform your decisions.

NOTE: The average watch time for a video on Facebook is only three seconds. If you're above ten seconds, you're doing well, and if you're above thirty seconds, you're doing *really* well. That might not seem like a lot, but people have the attention span of ADD goldfish these days.

❏ **Step 8: Post other forms of content once a day**

Videos are great, but they're not the only type of content you should focus on. Ensure that you've got a balanced social presence by doing the following:

1. Assemble a list of third-party endorsements on external sites. Refer to your reviews, endorsements, and testimonials from step two.
2. Prepare and schedule your content.
 - a. Good social accounts have a mix of informational, humorous, and promotional content. Use one of these [Content Calendar Templates](#) to plan out all three in a balanced way.
 - b. You can schedule content directly in Facebook or with a third-party tool. I'll suggest some good tools in the VisioneerIT offers Social Media posting tool to make posting to Facebook, Twitter, LinkedIn and Google Plus super easy.

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Informational

Humorous

Promotional



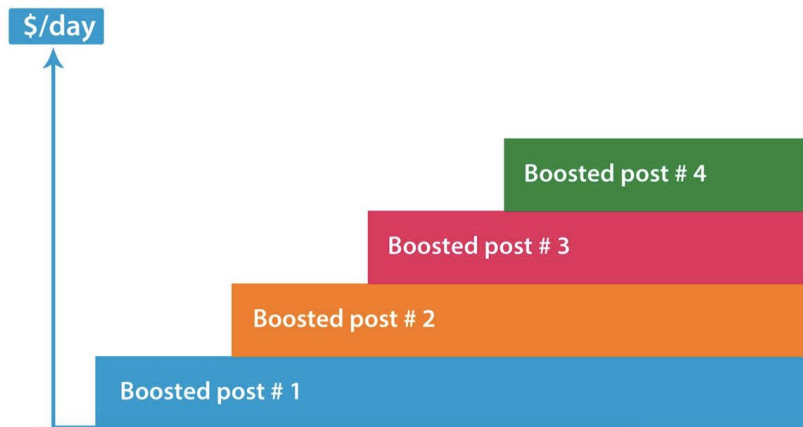
3. Ensure that the text-to-image ratio on your images is low.
 - a. Facebook previously limited text on ad images to 20% to maintain an “enjoyable consumer experience”. They’ve now shifted their policy to accommodate text but maintain that minimal text is preferred. The more text (including logos, watermarks, and numbers), the lower the reach and the higher the cost.
4. Ensure you’re posting at least once a day on Facebook.

❏ Step 9: Boost content for a dollar a day

The idea behind the “Dollar a Day” technique is simple: you don’t need to spend a fortune to find out if your marketing is working or not. In other words, you can be successful by spending a dollar a day per post if the targeting is spot on. Here’s how the technique looks visually:



Dollar a day Layering Technique



Each day, you're going to boost one of your posts for \$1 using the audiences you've already created. Similar to your videos, keep them running until you've spent at least \$20 on each ad, and then evaluate them to see if they're getting enough traction.

- If any of the videos have a “relevance score” beneath two, kill them.
- If any of the videos have less than 10% of folks are engaging with them (divide reactions by reach), kill them.
- If the average watch time of videos is three seconds or less, kill them.

Again, expect that you'll kill 90% of your ads on Facebook, if not more.

So why only a dollar a day?

You're not trying to reach everyone—just your influencers.

It's quality over quantity. Think about who you want to target as precisely as possible.

Where do they work? Where do they live? What kind of car do they drive? What TV shows do they watch? What industry conferences do they attend?

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Since you probably can't afford a PR agency for \$10,000 a month, let Facebook do the work for you. Run ads that target journalists who write for local newspapers, the Wall Street Journal, Mashable, Ellen, the New York Times or whoever.

To boost posts, do the following:

1. Go to a post you've created and click **Boost Post** in the lower-right corner.
2. Choose your audience and budget based on how many people you want to reach on Facebook and Instagram and how long you'd like your boost to run.
3. Click **Boost Post**.



To pause your boost:

1. Go to the post and click the button in the bottom right displaying the amount left in your budget (e.g., \$5.00 Left, Boosted for \$5.00)
2. Click **Pause** in the window that appears.
3. Click **Pause** to confirm.
4. Once your boost is paused, the button on the bottom right will say Boost Paused. To resume your boost, click **Boost Paused** and click **Resume**.

To delete your boost:

1. Go to the post and click the button in the bottom right displaying the amount left in your budget (e.g., \$5.00 Left, Boosted for \$5.00)
2. Click **Delete** in the bottom-left corner of the window that appears.
3. Click **Delete Boost** to confirm.

Having issues boosting your post? If you're not seeing the Boost Post option, it might be because that the post has already been boosted or can't be boosted. Learn more about what the [different buttons](#) on your Page's posts mean.

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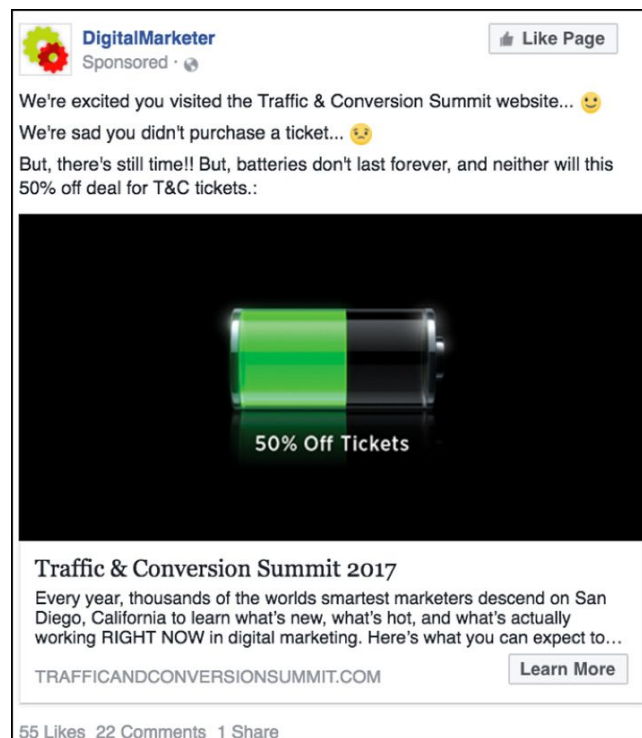
❑ Step 10: Put remarketing campaigns in place

Remarketing is like magic. If you've ever visited a website and then noticed ads for that company all over the internet, you've experienced remarketing.

It's extremely effective. By tagging the people who visit your website, you, too, can show them ads everywhere, including Facebook.

If you successfully completed step four ("Configure your digital "plumbing"), you've already got remarketing set up. Now you just need to create the ads.

1. Decide what you want to say to people who already visited your website and know who you are. Get creative, like this example:



2. Go to [Audiences](#) in Facebook Ads Manager.
3. Click on **Create Audience** and select **Custom Audiences**.
4. Select **Website Traffic**.
 - a. You have some options here, but for retargeting, we're going to focus on website traffic so that we're reaching the people who visit your site.

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Create a Custom Audience



How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity


Create a list of people who have taken a specific action in your app or game



Engagement on Facebook NEW

Create a list of people who have engaged with your content on Facebook

5. Select your target audience from the dropdown menu.
 - a. You'll be taken to a screen (seen below) that allows you to create your audience. You have the option of targeting the following:
 - i. Anyone who visits your website
 - ii. People who visit specific pages
 - iii. People visiting specific web pages but not others
 - iv. People who haven't visited in a certain amount of time
 - v. Custom combination



Create Audience ×

Pixel ? ● **Acquisio's Pixel**
Pixel ID:

Website Traffic ? **People who visit specific web pages** ▾

Include people who visit any web page that meets the following rules.

URL contains ▾ ✕ Add URL keywords

In the Last ? days

☒ Include past website traffic

Audience Name
[Add a description](#)

⚙ Cancel Create Audience

Just to show you how it looks, we set up a custom audience targeting people who visited a blog. As you can see, all you need to do is target a date range and give it a name to get started.

6. Create a Facebook post or an ad, and then boost it using this Custom Audience you just set it up to target only your website visitors.

That's it. Now you're showing ads to people who came to your website.

❏ **Step 11: Test out Facebook lead card ads**

If your business relies on generating leads, one of the most cost-effective way to do so these days is through Facebook lead ads.

Benefits of Facebook lead ads include:

- **Contact forms included in your ad:** When people click on your ad, they're taken to a form where their information is already pre-populated. All they have to do is hit "submit".



- **Choose which questions to ask in your form:** You can customize the questions in your lead form so that it's tailored to your business.
- **Easily download your leads:** You can download leads directly from Facebook or connect them to a CRM, such as MailChimp or Salesforce.

Above: An example of a Facebook lead ad for a real estate agent. They offer a free quote by filling out a form with the click of a button. It's **amazingly** effective. This ad generates leads for a few dollars.

The more valuable a lead is to you, the more you're going to love this. Real estate agents, auto dealers, lawyers, accountants, dentists, and contractors are perfect fits.

1. Go to your [Ads Manager](#) and click **Create Ad** in the top right.
2. Choose **Lead Generation** and click **Continue**.
3. In the **Page** section, choose the Page you'd like to use to create lead ads. Click **View Terms**. Review the Lead Ad terms of Service and select **I Agree to Terms and Conditions**.
4. Set your **Audience, Placements and Budget & Schedule**. Unlike other campaign types, you cannot target lead ads to people under the age of 18.
5. Click **Continue**.
6. Next, add images or a video to your ad. Fill in your ad's **Headline, Text** and add a **Call To Action** button.



7. In the **Lead Form** section, you can click **+ New Form** to create a new form.
8. Where it says **Untitled form**, give your lead form a name.
9. Click [Welcome Screen](#) (optional) to add a welcome screen to your lead ad.
10. Click **Questions**. Under **What information would you like to ask for?**, you'll see **Email** and **Full name** are checked. You can click **Show more options** if you want to ask for more info.
11. Click **Privacy Policy**. Add link text and a link URL to your privacy policy. As an optional step, you can check the box next to **Add custom disclaimer** if you want to add additional disclaimers to your lead form. Keep in mind that there's no character limit for the disclaimer.
12. Click **Thank You Screen**. Enter the website URL you want people to go to after they complete your form.
13. Click the arrows at the bottom of your **Form Preview** and make sure your form looks the way you want it to.
14. Click **Finish** to complete your form. Alternatively, you can click **Save** if you think you'll want to make changes later or didn't finish completing your form.
15. When you're ready to publish your lead ad, click **Place Order**.

And there you have it, a step-by-step guide that's proven to work for any local business.

Now - if you're looking at this and thinking, "Holy crap, that's a lot of work!" you can always put your social marketing activities in the hands of the experts rather than do it yourself. Drop us a line below or give us a shout. We'd be happy to help out.



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Check out our website <http://visioneerit.com>

Or

Schedule a FREE strategy session with us!