

# FROM LIKE TO SHARE TO PURCHASE:

A GUIDE TO ATTRACTING  
MORE B2B CUSTOMERS  
ON FACEBOOK



ACCELITY  
MARKETING

+

HubSpot

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# INTRODUCTION

Is your company on Facebook? If so, it's likely that your top goal, like every other business on Facebook, is to (eventually) get more business. Getting more business from Facebook means different things to different types of businesses, which means every business has their own objective, like:

- Increasing online sales
- Driving in-store sales
- Launching a new product
- Building awareness
- Promoting a mobile app

As you walk through this guide, keep in mind that it will primarily be helpful for businesses that want to generate leads or online sales. Even with the above objectives in mind, there are a few steps you need to take to turn fans into customers. If you want customers, you have to:

1. Build an audience by creating great value
2. Drive inbound website traffic
3. Convert that traffic into qualified leads
4. Nurture those leads into customers

Keep reading and this guide will give you a playbook for doing just that.

## SECTION RECAP:

Before you can get customers from Facebook, you need to prioritize your objectives to engage your audience.

# BUILD YOUR FACEBOOK AUDIENCE

To grow your Facebook fan base, you need to make sure your page and your posts are as discoverable as possible, both online and off. No one can connect with you on Facebook if they don't know you exist, so let's talk about 5 ways to get noticed on Facebook.

## **1** MAKE SURE YOUR FACEBOOK BUSINESS PAGE IS PROPERLY FILLED OUT WITH SEARCHABLE INFORMATION

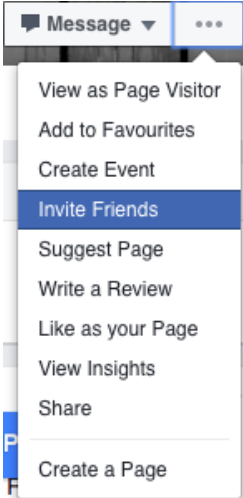
After you've created your Facebook page, make sure the "About" section of your page includes:

- An overview of what your business has to offer
- A link to your website
- Any other information that will help prospects understand your business better

## **2** INVITE EXISTING CONTACTS TO LIKE YOUR PAGE

Chances are you already have existing customers, friends and family who would be more than willing to connect with your business on Facebook if you simply asked them. Whether in person, in your emails or via Facebook, try asking for Likes (AKA, fans) and positive reviews.

When you're managing your Facebook business page, you have the option to invite your personal Facebook friends to like the page by clicking the "..." on the bottom right hand side of your cover photo. Make sure to be cautious about over-promoting to uninterested connections.



## **3** INCORPORATE FACEBOOK INTO YOUR ONLINE AND OFFLINE COMMUNICATIONS

Make your Facebook page as discoverable as possible by promoting your Facebook presence using what online and offline marketing channels you already use, and removing any barriers for existing contacts to like your page.

- You can promote your Facebook page by:
- Placing stickers in the front windows of your office
  - Adding a linked Facebook icon to your email signature
  - Adding a link to your website or blog that directs to your Facebook page
  - Including a link to your Facebook page on emails and newsletters

- Adding a link to your Facebook page on any receipts you provide
- Placing your Facebook information on your business card

There are many different ways to promote your page, and utilizing Facebook’s various social plugins—especially the Like Button—will help you convert more people to like your page on the spot, without even visiting Facebook.



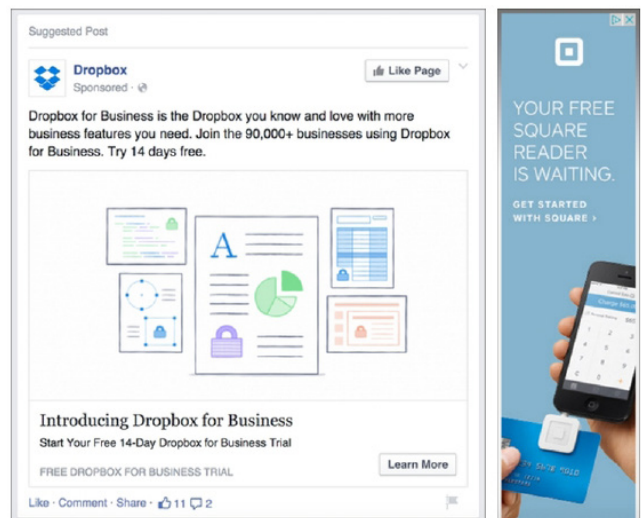
## CREATE VALUE

Creating value really comes into play with the content you create and share with your fans and how you interact with them (more on that later). If you’re in tune with your buyer personas, you’ll have a good idea of what types of content to create, publish and promote. If not, or if you need some inspiration, consider spending a week taking note of anything in your own News Feed that compels you click, comment or share. What inspired you? Use your observations to influence future posts.



## PAY FOR NEW LIKES (FANS) USING FACEBOOK ADVERTISING

One of the ad types that Facebook offers is a “Page Likes Ad” that contains a call-to-action to “Like Page,” and can appear in the News Feed as a page post or as a display ad on the right hand column of the News Feed. If you’ve exhausted your existing contacts and want to reach people who don’t know about your page yet, you can use Facebook’s granular targeting capabilities to reach your ideal buyer persona(s) and spur audience growth.



To give you an idea of what a “Page Like Ad” looks like in the News Feed, here’s an example from Dropbox. We’ll talk more about how to bolster your organic Facebook efforts with ads later.

## SECTION RECAP:

Build your Facebook audience by making your page as discoverable as possible, encouraging your existing contacts to like your page and advertising.

# FOCUS ON CONTENT & LEAD GENERATION STRATEGIES

## A CASE STUDY: HOW HUBSPOT APPROACHES CUSTOMER ACQUISITION VIA FACEBOOK

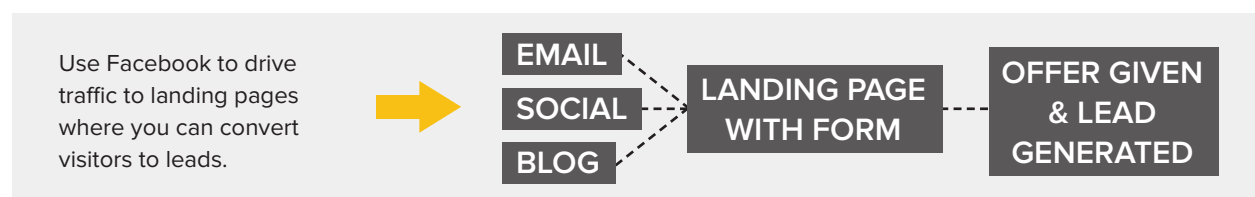
Hubspot is a B2B all-in-one marketing software company that has over 1,000,000 Facebook fans and generated over 200,000 leads from Facebook. Hubspot thrives on creating content that makes the jobs of marketers easier, so when it comes to Facebook, their goal is creating useful content (like blog posts, presentations, templates and ebooks) that their audience of marketers will find valuable.

### The types of lead generation content Hubspot creates:

- Ebooks, white papers and guides
- Templates
- Checklists
- Blog Posts
- Webinars
- Content creation assets

When you build content like this, you will have a library of resources to pull from and promote in unique ways on Facebook.

Facebook posts are the **digital breadcrumbs** that draw your audience down a trail toward a much more substantial piece of content they can download after filling out a form.



If you want to lead people down the path of downloading an offer and becoming a lead, you need to create content aimed at solving problems for your buyer personas. Consider their challenges and goals, and create content that solves their problems and helps them reach those goals.

## SECTION RECAP:

Focus first on your overall content and lead gen strategies. Then, repackage what you've already created for Facebook.

# CREATE VALUABLE CONTENT TO SHARE

To attract customers, you can't only post sales-driven content. Here's why:



Don't be Ron Burgundy.

Instead, use these **two** strategies to generate leads:

**Directly:** Generate leads by sharing content that links directly back to a landing page with a contact form on your website.

Share the landing page for a downloadable offer, such as:



**Ebook**



**Whitepaper**



**Template**



**Checklist**



**Infographic**

**Indirectly:** Generate leads eventually after sharing friendly, easy-to-consumer content not hidden behind a form.

Share:

- Photos
- Photo albums
- Blog posts
- Videos
- Third-party content
- Event invitations

The key to generating leads on Facebook is to post a variety of content that aligns with goals other than generating leads or driving sales.

Yes, we said it—**there are goals other than sales!**

Aiming for “fluffier” goals like reach, awareness, buzz, customer satisfaction and engagement (such as comments, likes and shares) are just as important as lead generation or sales goals. They’re the stepping stones to what you really want: **More business.**

## EXAMPLE 1: A DIRECT LEAD GEN POST

- Provides members of your audience with a value proposition
- Has a clear call-to-action, usually a download
- Contains a short URL linking to a landing page with a form

The post copy is brief, and the image is designed to give viewers a glimpse of what they’ll learn in the ebook.

## EXAMPLE 2: AN INDIRECT LEAD GEN POST

- Does not have a clear call-to-action
- Does not contain a short URL linking to a landing page with a form

When you post product-focused content that pushes sales, you might earn a few qualified leads. Posting educational content that teaches your prospects something new, helps them reach their goals or is entertaining generates many more leads. This is because you can reach more people and warm them up to doing business with you.

Your initial goals should be to get your audience to interact with your posts. That’s why a balance of direct and indirect lead gen content is so important. Without eyeballs, you can’t get clicks, which means you can’t get traffic, leads or customers!

## LET’S TALK ABOUT THOSE “FLUFFY” GOALS AGAIN

Although your ultimate goal on Facebook is to generate leads that convert to customers, you should focus on immediate engagement goals for each post you publish, and those goals vary. If you want feedback, encourage comments. When you want a particular message to spread, strive for a high volume of shares.

The point is, by striving for comments, likes and shares, you’ll increase your visibility in the Facebook News Feed, which ultimately increases your opportunities for clickthroughs (traffic) and conversions (generated leads). We all know you need leads to get customers!



## LET'S GET VISUAL

Here's another secret: No matter what you're trying to communicate, try to do it visually. If your social media manager doesn't have a pre-made image to work with, have them spend the time creating one, or work with a designer to make social images.

Your visual post may not always incite the interaction you desire, but one thing you can be sure of is that you're better off adding visuals to posts as opposed to a simple link, plain status update or even a video.

Here's why: In a 30-day experiment run by Hubspot, they found that the clickthrough rate (CTR) of posts containing photos is 128% higher than the CTR of posts containing videos or links.

Photos on Facebook also generate 53% more Likes than the average post.

Your Facebook post formula should consist of:

1. A custom-designed 960 x 960 pixel image
2. A brief text caption
3. A short URL to a landing page

You should rarely ever publish a post without an image. In any given 90 days, 90-100% of Accelity Facebook posts, and 77% of all posts Hubspot publishes, contain a photo.



## SECTION RECAP:

Photos work wonders for your clickthrough rate and post engagement, so it's worth spending additional time curating or creating images for your posts.

Even if you're B2B, business is still P2P (people to people), so post a variety of content types aimed at providing value—education, entertainment, etc.

# MAXIMIZE CUSTOMER ACQUISITION WITH ADVERTISING

Unfortunately, there's no longer such thing as a "free lunch" on Facebook. Marketers used to be able to reach the majority of their fans for free (without advertising), but that's changed.

Facebook is more of a paid marketing platform than an organic one now. A brand's ability to reach their fan base organically has diminished as more brands and content compete to appear in users' News Feeds.

At any given moment, there are approximately 1,500 News Feed stories competing against one another. Facebook's algorithm prioritizes only about 300—one fifth—of them. The brands that want to get noticed have to pay for visibility.

## WHY MARKETERS AREN'T PLEASED

Connecting with businesses organically on Facebook used to have much farther reach, but this reach has been dwindling for a while. In 2015, pages with around 10,000 likes estimated receiving around 11% organic reach. In 2016, this percentage is even smaller, and some believe it's as low as 6%. Many marketers are very upset about this, especially those who are paying for ads to grow their fan base, thinking they'd be able to broadcast to fans for free.

## IT'S NOT PERSONAL, IT'S JUST BUSINESS

The reality is that Facebook is a business just like yours, and the company encourages marketers to look at their fan bases as a way to make paid advertising more effective rather than using it as a free broadcast channel. Additionally, Facebook says you should assume organic reach will eventually arrive at zero. So, if you really want to reach your target audience on Facebook, you'll need to supplement your organic efforts with some paid advertising.

## BESIDES, ALL OF YOUR FACEBOOK FANS ARE NOT QUALIFIED LEADS, BUT THOSE LEADS EXIST

The people who like your page already know about you, but that doesn't mean they're ideal future customers. In fact, only a fraction of those business people might actually have the need for your product or service. That's why paying for ads that reach your target markets and personas who are not yet connected to your page is important.

The screenshot shows a Facebook page interface with the following elements:

- A post by Derek Steinmetz with 527 likes and a '+1 this week' indicator.
- A post by Derek Steinmetz and Jackie Steinmetz with 14 'were here' and '0 this week' indicator.
- A 'See Pages Feed' section with the text 'Posts from Pages that you've liked as your Page'.
- An 'Invite friends to like this Page' button.
- A '251 post reach this week' metric.
- A promotional ad for Accelity Marketing with the text: 'More reach. Less money. Reach up to 100,000 people near Accelity Marketing. Get started for \$20.00. Learn more.' and a 'Promote Local Business' button.

## WHAT TO ADVERTISE

If you're trying to drive traffic, leads and customers, you probably want to advertise posts that contain a link back to your website, but you can also create different types of ads depending on what you're trying to accomplish.

With Facebook Ads, you can:

- Grow your audience through new Likes
- Drive traffic to your site
- Encourage people to buy online with a redeemable offer
- Boost event attendance
- Create awareness with an image or video
- Drive installs of an app

## USE ADS TO TEST THE EFFECTIVENESS OF CONTENT, TOO

Did you know Facebook actually lets you create unpublished posts to test your messaging? These “dark posts” appear in the News Feed, but not on your Facebook page. Since these “dark posts” don't appear on your page, you can create as many targeted ads as you like to determine which ad copy and visual resonates best without disturbing your entire fan base.



## SECTION RECAP:

The people connected to your company on Facebook may not be your most qualified leads. The best way to reach your ideal audience is with targeted ads.

# KEY TAKEAWAYS

Facebook is still a top social media platform for connecting B2B companies with the right audience. Follow the steps in this guide to attract more visitors, leads and customers. Remember to:

- Focus on helping people. B2B is still P2P (person to person)
- Create content that makes your target audience's job easier. Then, create interesting posts to promote that content on Facebook
- Post a balance of direct and indirect lead generation content
- Create engagement goals for each post
- Guide your audience to act by including a clear call-to-action in your posts
- Experiment! Some of your most engaging posts are the ones you least expect

# ABOUT ACCELITY

Accelity Marketing was founded in 2013 and is located in downtown Milwaukee, Wisconsin, and expanding to other areas of the United States. The agency is a passionate team of experienced marketers, writers and designers. Together, we work with B2B software and service companies to boost online lead generation and increase sales. We create content, execute campaigns and deliver a strong return on investment to our clients every day.

