

INTRODUCTION

Facebook is one of the most powerful marketing tools online. Period.

Yet, in conversations with many business owners, it seems to be a big pain in the-you-know-what.

Why is this?

There are a lot of reasons. Here are a few.

- Facebook can be like noshing on peanuts.

You know how it starts with peanuts. It starts with a few, then a handful and ends up with half of the bag.

Facebook starts with a simple post and it ends hours later and you have little to show for your efforts. Time has just vanished.

Some people avoid Facebook so as not to tempt themselves and waste valuable time.

- Facebook gives little for free these days.

Now that it has become a powerhouse advertising platform, you reach few if any of your fans organically. Basically, *ya gotta pay to play*. This means you have to advertise. This is fine IF you know HOW to play. If not, you're not going to risk it.

- Facebook, specifically online marketing, requires a change in thinking. It also seems to change the rules – often.

Change can be frustrating. Yet when it comes to maintaining the long-term health of your business, change can often be well worth the effort.

If you have experienced any of these feelings about Facebook, then the contents of this book will help you conquer Facebook and put it in its place.

Inside this ebook you will find the 10 best tools to help you manage your Facebook marketing and to do so quickly, efficiently and without hassles.

With these tools, you will limit your temptation, begin to produce some online traction for your Facebook Page and see that change...well... it can be for the better.

Best part? All of these tools are free. You just have to use them.

CLARIFICATION

Before we dive into these tools, there are a couple of things I want to explain.

First, if you already have a system in place for Facebook and are pleased with your results – increased traffic to your website, increased email subscribers, increased business –by all means, continue with your system and with the tools you are using.

There is nothing ‘special’ about these specific tools. Tools are tools. The best tools are the ones that work for you.

You might see some tools on this list that you haven’t used before. Feel free to check them out, but don’t toss what is currently working. Rather, see if you can’t improve your results.

Some business owners, who have been using Facebook for years, have been overlooking a number of these tools and wasting a lot of time and not really optimizing their Pages. This may be you as well.

Second, as you review this tool list, you’ll see a brief explanation of how to use them for marketing your business. Some of you will be able to take these tools and get straight to work.

Still others of you may be confused about exactly how to use these tools and in what order. If this is you, then you may want to check out my 30 Day Facebook Experiment. You’ll find more information about this test at the end of this ebook.



TO EVERYONE

The absolute best way to achieve results on Facebook is to know exactly what outcome you want to achieve.

You may want to drive traffic to your post. Maybe you want more likes or more traffic to your website. Or, you may want to sign-up new subscribers to your email list. (Hint: New email subscribers are the best way to generate additional business.)

Your desired outcome will to some degree, dictate how you use Facebook. So be clear, be specific about what you want to accomplish and keep working at achieving it.

This product list takes into account the type of posts that play well on Facebook, namely ones with great custom images as well as videos.

Tool	What it can do to help you for your business marketing
<p>1. Facebook Graph Search</p>	<p>Use it to find influencers in your industry and engage Use it to find your best customers and engage Use it to find your most desired prospects and engage Use it to check out your competitors</p> <p>Tip: You can also use it to find other who “liked” your influencers, indirect or direct competitors for your advertising efforts.</p> 
<p>2. Facebook Insights</p>	<p>Use it to uncover your Fans’ demographics Use it to uncover the best times to reach your Fans Use it to uncover the best days to reach your Fans Use it to uncover the post topics that achieve the most engagement and shares so you can do more</p>
<p>3. Facebook Notifications</p>	<p>Once you “like” someone’s Page, you can opt to “Get Notifications”. You’ll find it as a drop down under “Like”. This way you will know when your best customers, prospects or even competitors are active online and what they topics are engaging them.</p>
<p>4. Facebook “Call To Action” button</p>	<p>Click on the “Call to Action” button to drive people to shop now, watch your video, book an appointment, contact you, or sign up for your newsletter.</p> 
<p>5. Facebook Scheduler</p>	<p>You can use this feature to help automate your Facebook postings. You will find it as an option under the “Publish” button. Click on it and a drop-down will show “Schedule” which opens up a calendar. You can also use Buffer or HootSuite if that works best for you.</p>
<p>6. <u>Swayy</u></p>	<p>In addition to sharing and engaging with your customers and prospects posts, you want to be contributing to the discussion. This tool helps you discover the most engaging content to share with your audience on Facebook and other social media platforms. The best feature is it also identifies articles based upon your audiences’ interests and engagement.</p> <p>There are many tools similar to Swayy. Use what works best for you.</p>
<p>7. <u>Unsplash & Gratisography</u></p>	<p>People are really getting tired of stock photos. These two free photo sources will help you create custom images to drive home your messages. Of course, so will your smartphone camera. Any custom photos will get more engagement.</p>
<p>8. <u>Icons as Art</u></p>	<p>Using icons as art is becoming the thing to do and it gives you the ability to create your own great images.</p>
<p>9. <u>Canva</u></p>	<p>This is such a great tool to create custom images for Facebook, Twitter, Pinterest, your website and almost anything you can imagine. Try it out.</p>
<p>10. <u>Rawshorts</u></p>	<p>Quick and easy way to create a short video to explain what you do or to encourage Facebook visitors to become an email subscriber.</p>

Now, that you have the tools you need to manage Facebook, how about we put them into action?

If you have any questions, send me an [email](#) and I'll get back to you in a flash.

You may know of some other tools you think are better than the tools listed here. If so, let me know and I'll share your thoughts with others.

In the meantime, you can always find me at The Marketing Bit blog or feel free to connect with me on [LinkedIn](#) or [Facebook](#).

Happy Facebooking,

Sheila of [The Marketing Bit](#) made simple



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