

Welkom!



Creative Facebook Marketing

Danie van Styn – Projec-D

- Facebook
- Creative
- Advertising
- Instapage
- Branding
- Canva



Subjects

- What is Facebook
- Appearance
- Tools
- Insight: the Facebook algorithm
- Creative Content

Choose your platform



Where is your target audience?

- Facebook: 35 - 65+
- Instagram: 16 - 35
- LinkedIn: 25-55



What is Facebook

What purpose has your Facebook business page

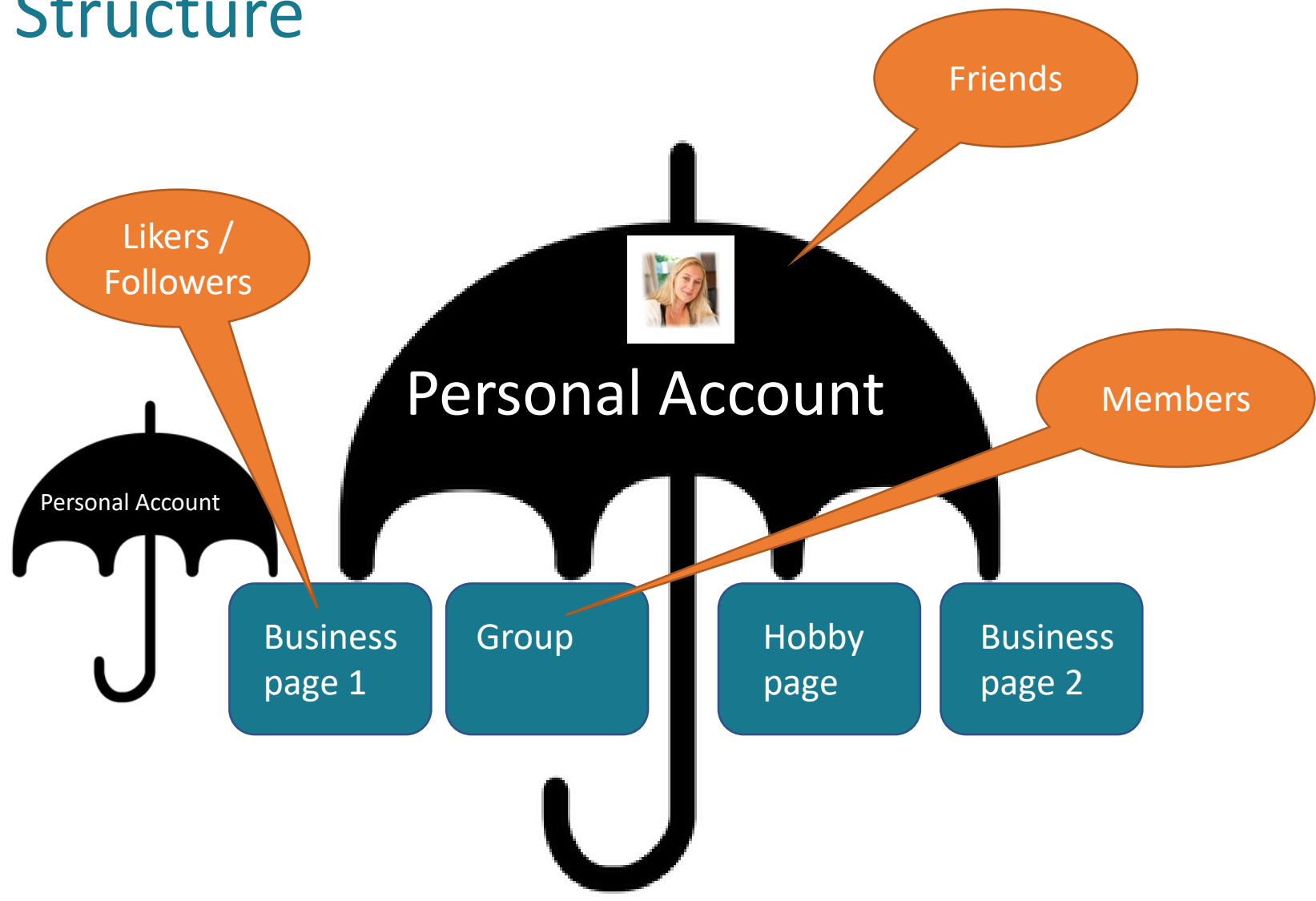
- Brand awareness
- Show new products
- Tell about discounts
- Sell!

Wat is Facebook?

Facebook is a social media network.


- Show more of my company/myself/our team.
- Really communicate with my (potential) costumer.
- Building a relationship with my (potential) costumer
- Extension of my company





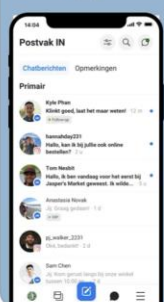
Apps: business and private

Business use

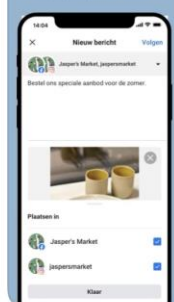

Facebook Business S...
 Zakelijk
 ★☆☆☆☆ 7

OPEN

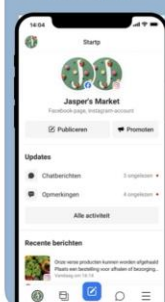
Beheer alle chatberichten en opmerkingen, zodat je makkelijk kunt reageren op klanten.



Mak, plan en beheer berichten vanuit één app, zodat je je inhoud met meer mensen tegelijkertijd kunt delen.



Bekijk alle activiteit die je aandacht vereist, zodat je snel kunt zien wat het belangrijkste is.



Private use

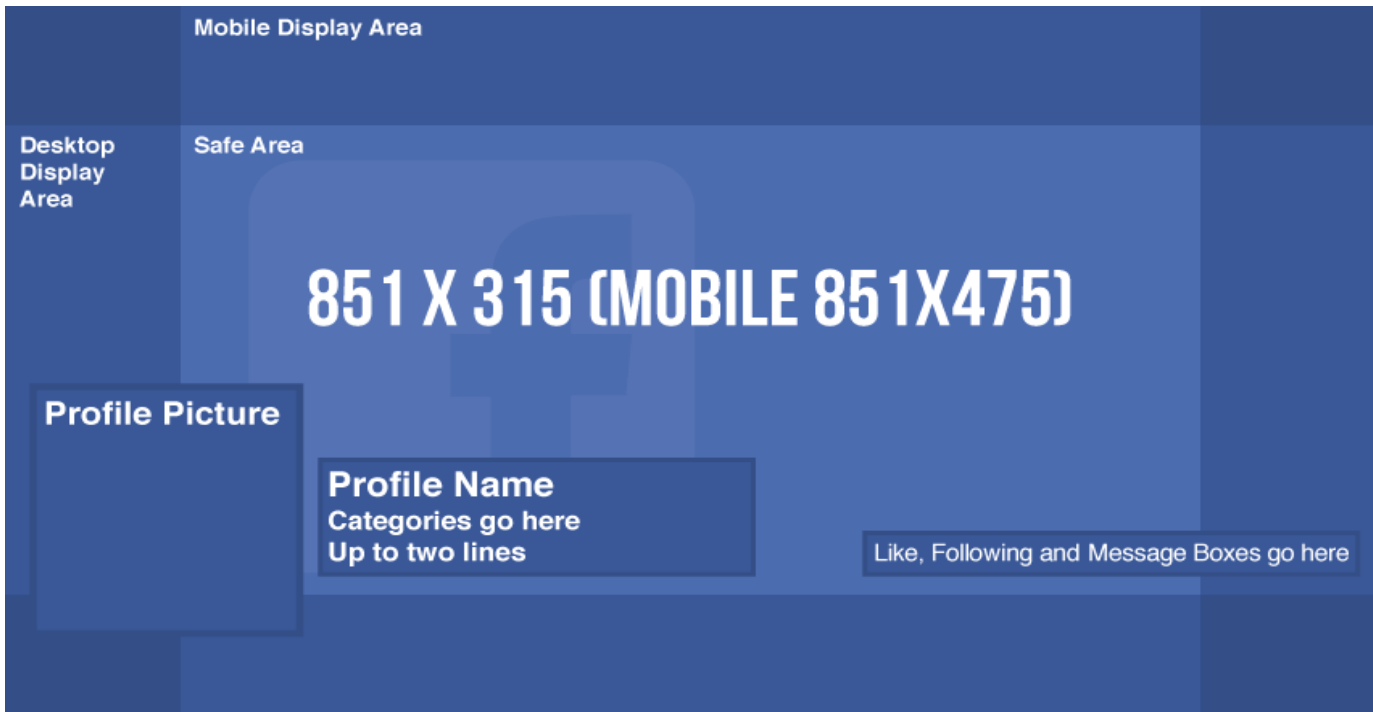

Facebook
 Sociaal netwerken
 ★★☆☆☆ 2,41K

OPEN





The look of your Facebook page



Profile foto of your Facebookpage

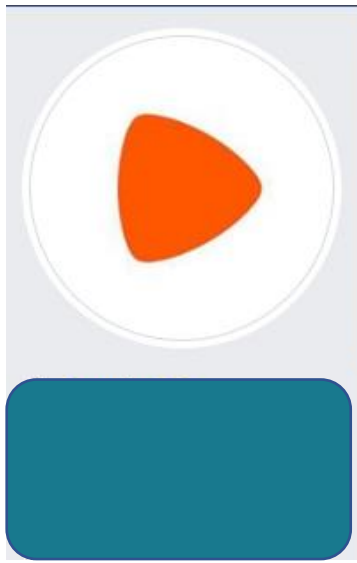
- Use your picture or your logo. Depending on the kind of business you have.
- Smallest but most seen picture on Facebook. (afhankelijk van je bedrijf)
- Size: 180x180 pixels



Which company is this?



Do you know now?





Zalando 
@zalando.nl

Startpagina

The image shows a social media post from Zalando. On the left is a video player with a red play button icon. To the right is a fashion advertisement featuring two models in a desert landscape. One model is wearing a yellow cropped shirt and black wide-leg pants, while the other is wearing a white long-sleeved shirt with a rainbow stripe and light blue wide-leg pants. They are leaning against a concrete wall under a blue sky with clouds.

Your Facebook Cover

- Make it recognizable: the "front facade" of your page.
- Easy to make yourself with Canva.
- State your "Social USP" (unique selling points).
- Size 828 x 315 pixels.

Uitstraling en herkenbaarheid



Appearance and recognisability

**CARRIES
GOODS BY
RAIL, ROAD,
AIR AND SEA**



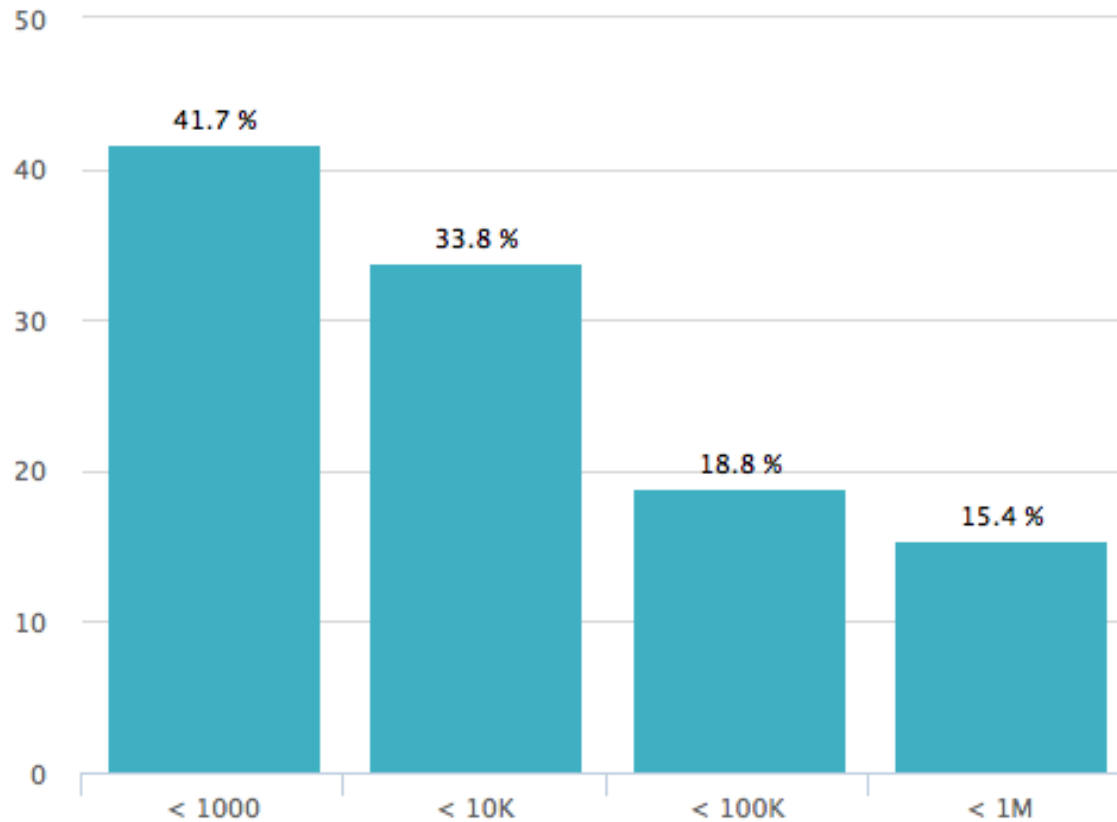
2000 euro tip! BRANDING

- **Canva.com** - **desktop /mobile**
- Make your own brand kit board
- Make your own branding templates

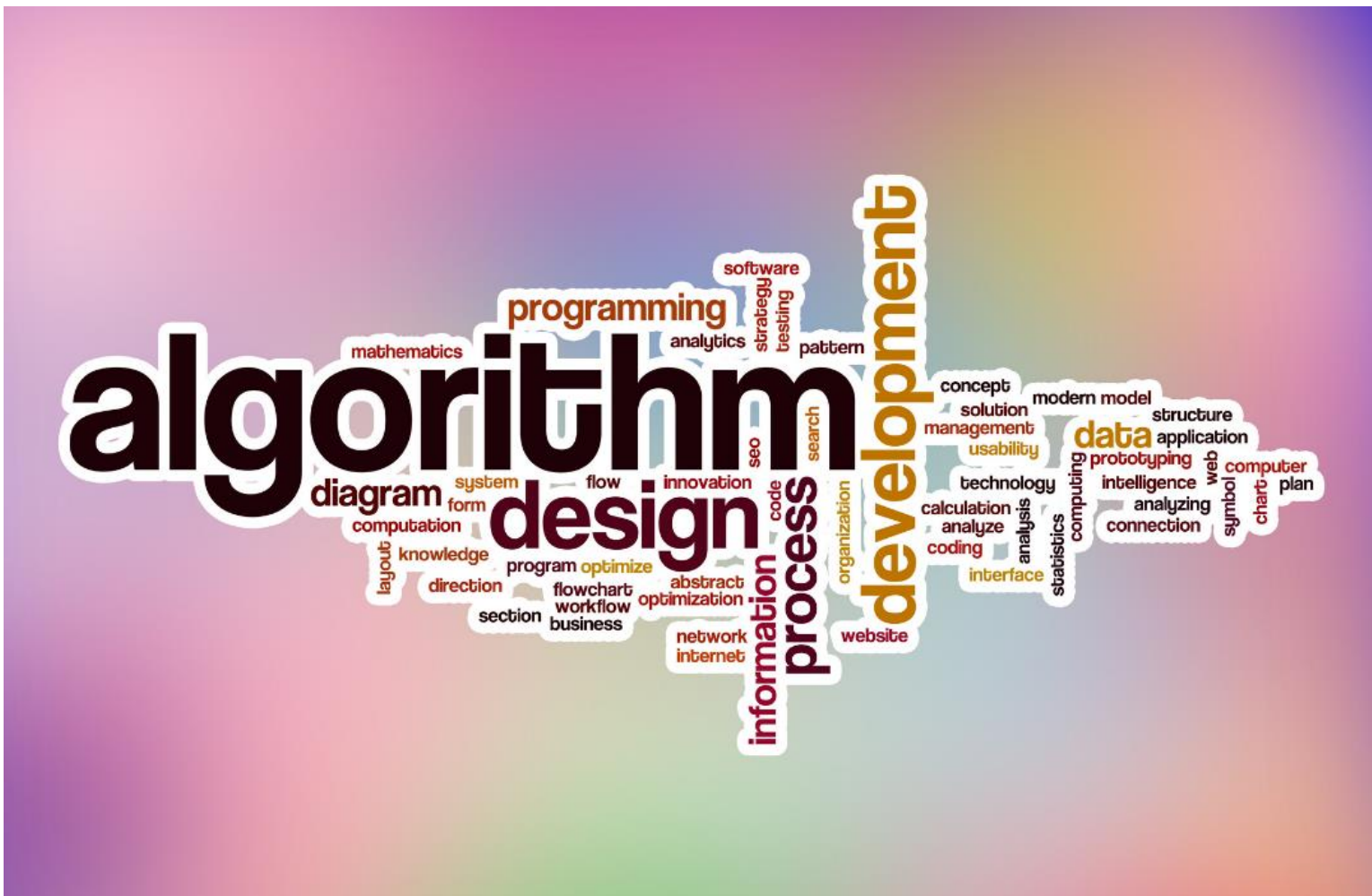
INSIGHT

Not everybody sees your posts

Reach Rate by Page Size for last 3 month



The Facebook Algorithm



Decision proces

Example: I'm going to the cinema with a friend. She says: you choose the movie, you know what I like



Making decisions



Which movies are playing?

Assessment

Who am I going with?

Signals

Would she fancy a comedy?

Predictions

Buy a ticket.

Score



Projec-D

Facebook uses these elements to create your News Feed / Timeline.



What have friends and companies posted? **Assessment**

Who posted this message? **Signals**

What is the chance that you will respond **Predictions**

Relevance score **Score**

Assessment, Signals and Predictions:

Who posted?

When posted?

How often does this person/page posts?

Time you spent on posts of this person.

Total interaction

Negative Feedback on this post?

Interaction



Taged Friends

Recent reactions of friends


Kind of message

Is this post informative?

Posted by a page or a person?

Score:

Danie van Styn is met Wouter Beverdam.
15 mei om 21:36
Happy Birthday klein groot mannetje! 🥳



Maaike Jansen, Sandra Kok en 55 anderen
52 opmerkingen

1,4

Hendriks voelt zich 🙌 gezegend.
📍
ght at the brewery !!!!




79
7 opmerkingen

1,1

jleukstefoto.nl heeft 76 nieuwe foto's toegevoegd —
Hopman en 3 anderen.
9 uur · 🌐

iederom een gezellige avond op het free a girl plein.



Free a girl donderdag
76 foto's

49
4 opmerkingen 2 keer gedeeld

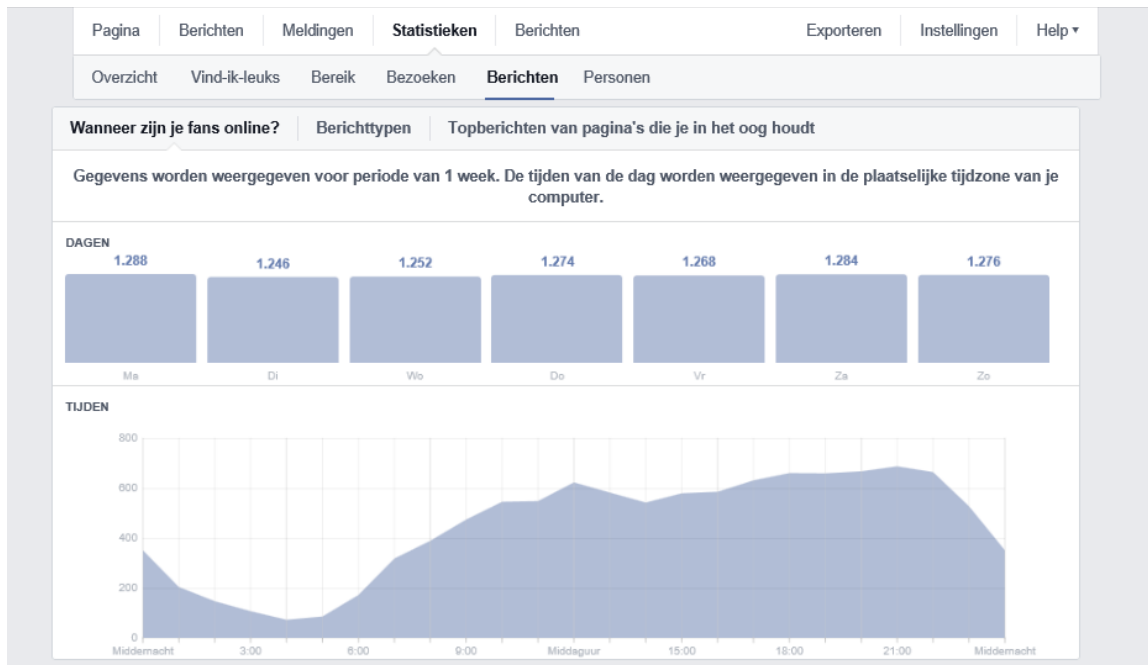
0,5

So each News Feed is completely unique and based on the user's decisions.

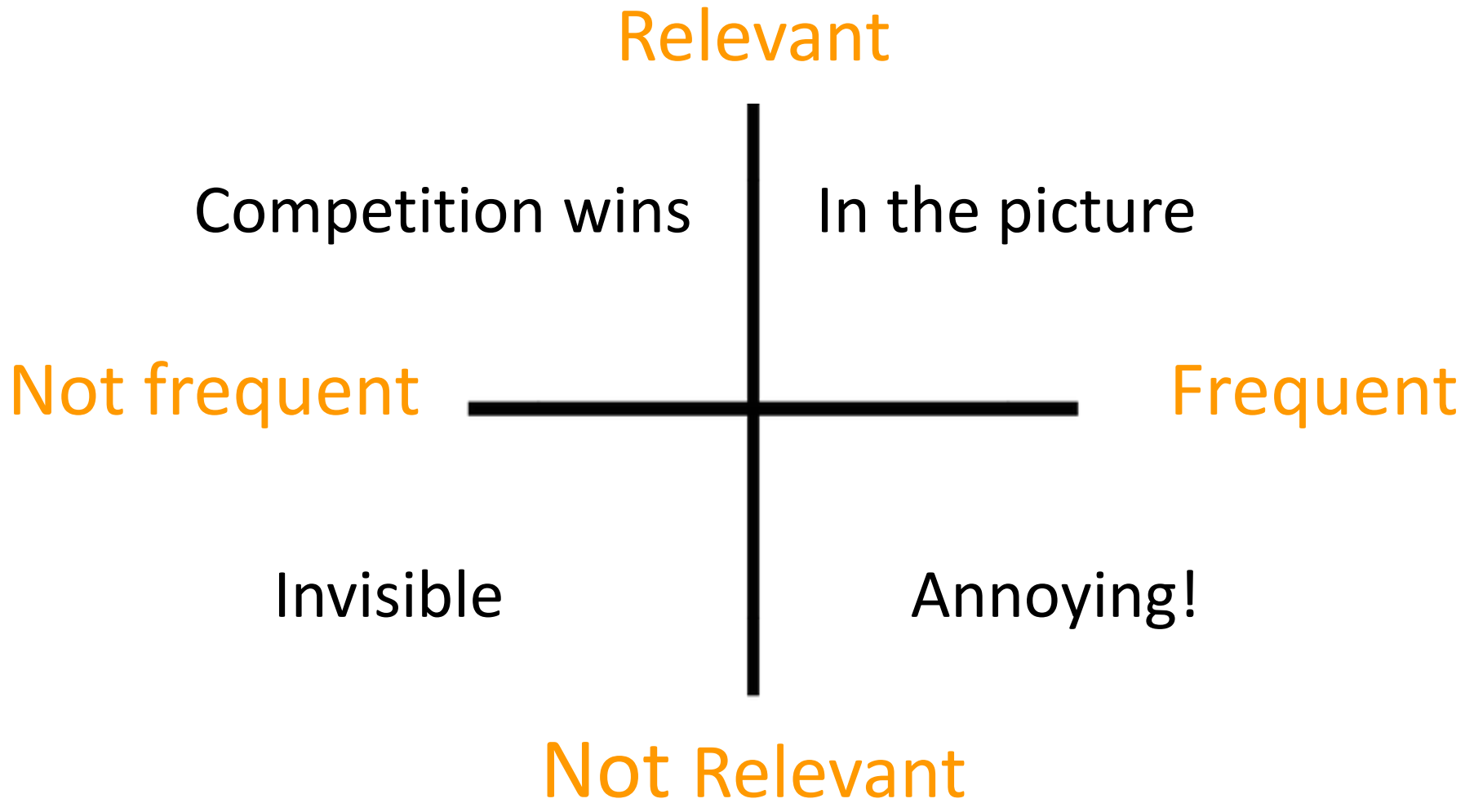
CONTENT

When do you post your content?

- Check your statistics to see what applies to you.



How often do you post your content?



How often do you post your content?

General guidelines:

- Minimum: 3x per week, otherwise you will lose interaction.
- Optimal: 5 to 10 times a week.
- Stay relevant!
- There is no maximum for stories (FB and Instagram): the more the better.

What are you posting now?

What do you post on your facebook page now?

- Product photos.
- Offers.
- New courses
-

What should you post about?

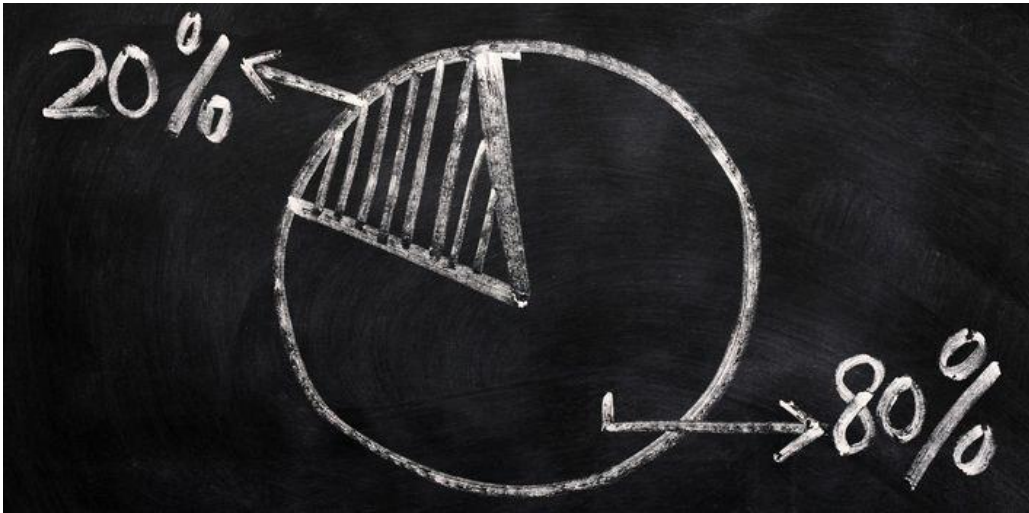
- About yourself.
- About your team.
- Anecdotes from customers.
- Tutorials.
- News in general - fashion colors, trends, ...
- Collaborations with other entrepreneurs.
- Give aways: style advice, recipes, tips ...

Ask yourself:

- What do you want to tell?
- What are your USPs?
- How can you propagate this?
- Who is your target audience?
- Who are your fans?
- What needs do they have?

Adjust your content accordingly

The right mix for content on your Facebook page



80% of your content should aim to build relationships with your fans.

20% may consist of commercial content, such as offers, assortment, competitions ...

How to trigger customers

VIDEO Robert Cialdini: The principles from the science of persuasion



Make is visual

- Videos - Facebook loves videos
- All actions people take regarding your video will be tracked:
 - volume changes
 - click on the video
 - enlarge the video
- If you're going to advertise, you can even target video views!

LIVE Video

- Live videos are more likely to gain more reach.
- On average, people watch Live videos 3 times as long as they watch recorded videos

Tips to optimize your live video

- Announce your live videos.
- Collect questions.
- Don't hurry: The longer you are live, the more people receive a push notification.
- Ensure interaction: ask questions, answer, interact.

Use long posts

- The longer people "read" or look at your message, the higher your FB score.
- Provide a tantalizing teaser / intro that will make people want to click on view more.



Alternatives

- Find alternatives so that people look at your post longer.



Q	Z	O	I	Q	Z	S	V	N	U
B	D	Q	Z	O	E	K	E	R	T
W	L	F	D	O	I	C	I	I	O
W	P	D	V	I	M	A	K	E	N
S	I	D	B	B	P	P	R	O	O
N	P	U	N	T	N	L	V	A	W
K	A	D	T	I	X	F	O	J	O
B	B	H	C	D	P	X	M	F	O
D	O	K	I	M	O	E	E	C	R
I	F	F	F	J	I	O	B	E	D

Welkom op woordzoeker maken

Spelletjes met
woorden zijn
populairder dan ooit,
open een
willekeurige krant of

tijdschrift en de kans is heel groot dat je één of meerdere woordzoekers vindt. Wij besloten daarom om een website over dit onderwerp te maken.

WoordzoekerMaken.nl heeft een grote verzameling van online woordzoekers en er worden regelmatig nieuwe puzzels

Creative content

- Facebook only: only available to our FB fans.
- People like to make choices: Good for attention and for interaction / reaction.

Welke kies jij? Geef ons een goede motivatie en wie weet mag jij hem binnenkort komen proeven! 🍭🍬 In Enschede of in Oldenzaal!



How do you reach more people on Fb?

- Focus on interesting content. If you trigger people, they will SHARE.
- Entertain: Turn your timeline into a soap series.
- It's YOU, you make the difference: show yourself, claim your expert status!
- Think out of the box. Do something no one has ever done: DARE



Make your own Facebook strategy

- Facebook: more than posting a message....
- Marketing is about analyzing, concluding and improving.
- Make a plan.
- Make time to generate more sales.
- JUST DO IT! 😊

Questions?

Stay up-to-date: Follow me on Facebook! 😊
Danie van Styn – Projec-D



Or become a member of [“alles over Facebook”](#)