

# MARKETING TIP

Extra Mile Marketing | Best Practice

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## CONNECT AND ENGAGE: TIPS FOR A SUCCESSFUL B2B FACEBOOK CAMPAIGN

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An effective social media campaign can boost business, establish your brand, create a community of followers, and encourage feedback. Sound easy? With these tips, derived from Extra Mile Marketing's extensive experience in conducting social campaigns, it can be!

Social media strategies generally work to accomplish one or more of these goals:

- to spark interest and generate traffic
- to engage customers and nurture leads
- to promote and educate about a particular product or service
- to position your company as an industry thought leader.

There are many different ways to accomplish your goals. One is with a well-managed Facebook campaign.

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### Social media can be used as a marketing tool to effectively:

- Generate traffic to your website and boost online business.
- Increase search engine ranking and company exposure.
- Establish your company as a subject matter expert and educate your audience.
- Build an interactive community with customers and prospects.
- Gauge industry trends and listen to what consumers are saying.
- Serve as a hub for your marketing activities and campaigns.



### TIPS

**Repurpose existing content** into social media posts and leverage in ads.

Think about your **customer's experience** with your campaign and **keep the journey simple** (no more than two clicks).

Leave ads in market for a week to **gather KPIs before making changes**.

## Target your audience

Facebook's advertising platform is particularly helpful when targeting specific audiences. When marketing to businesses on Facebook, create a detailed profile considering what kind of company will benefit most from your solution, what problem they are looking to solve, and how best to communicate with them. Be specific. Consider the audience's interests, what pages they have liked, and influencers they follow.

## Hook prospects with engaging content

Once you have created a detailed profile of your target audience, write compelling content to grab their attention. Content on Facebook should emphasize your value proposition and include a strong call to action. Depending on your goals, you may want to bring prospects to a landing page for access to gated content, prompt them to reach out to a specific department, or simply ask them to like your post as an endorsement of your thought-leadership. Remember that brevity is key. Facebook content should be skimmable, yet memorable.

## Design with interactivity in mind

If content is king, then communicative design is queen. Interactive content engages readers on Facebook, so consider using video, infographics, and emoji's to make your point. The focus of the design should be on the call to action, and the color palate should be vibrant and appropriate for your brand.


## Test before and after implementation

The final step in conducting a stellar B2B Facebook campaign is to test, test, test! Use A/B testing to determine which design elements and content works best for different audiences. Then test those audiences to see which group responds most. Predetermine your campaign KPIs to measure the campaign's effectiveness. Then, consistently optimize your ads and share content across channels when appropriate. Testing should be conducted before you go live with your ads, through to the end of the campaign. But remember, leave ads in the market untouched for at least a week so that you can base your decisions on trustworthy performance indicators.

Extra Mile Marketing is here to help with your campaign. [Email us](mailto:Abbie@emminc.com) to receive your free Facebook campaign checklist.

We're just a click away from helping you grow your business.

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**B2B Facebook Ad Campaign Checklist**  
THINGS TO CONSIDER WHEN BUILDING YOUR CAMPAIGN

- Campaign goals: Establishing goals for your campaign is the key to your success.**
  - ☐ Determine what your goals are for your ad and what action you want your audience to take
- Targeting:** For best results on your ROI, create a detailed target audience.
  - ☐ Geographical location
  - ☐ Interests
  - ☐ Roles
  - ☐ Business type
  - ☐ Industries
  - ☐ Specific companies
  - ☐ Who will benefit most from your product/solution?
  - ☐ What type of company? (size, geographic region, industry)
  - ☐ What is their role?
  - ☐ What do they care about?
  - ☐ What are the top features/benefits of your solution or offer for this audience?
  - ☐ How can you communicate with them (which media outlets do they use, where do they seek information)?
  - ☐ Think about the customer experience
  - ☐ Keep the experience simple (no more than 2 clicks)
- Copy:**
  - ☐ Pick an engaging topic for your most profitable audience
  - ☐ Explain the value proposition or value you offer
  - ☐ Headline sparks interest and makes the prospect want to read or learn more (e.g. beginning with a question, statement, or statistic)
  - ☐ Clear benefit(s) stated that the audience receives by taking action
  - ☐ Strong CTA
  - ☐ Sense of urgency or time limit
  - ☐ Keep it short and skimmable
  - ☐ Content in your ad matches the destination
  - ☐ Post copy isn't cut off for the different views (mobile, desktop)
  - ☐ Written in a conversational (or casual) tone
  - ☐ Avoid political, religious, or other controversial topics
  - ☐ Content is in the field of expertise where you are the subject matter expert
- Design:**
  - ☐ Ad is visually appealing
  - ☐ A/B ad versions with a CTA button or highlighted text on your image
  - ☐ Design aligns with your brand's style guide and company personality
  - ☐ Text on image is limited (too much text will increase CPC and may not be shown)
- Landing page/webpage:**
  - ☐ Easy to navigate for mobile and tablet visitors
  - ☐ Consistent look and feel between ad and site
  - ☐ Visitors aren't required to enter too much information for completing CTA (registration, downloading content, etc.)
  - ☐ Content on the page is easy to read, informs visitors on the solution, service, or offer you provide
  - ☐ On-page content is skimmable, with clear headlines, bullet points, graphics
  - ☐ Value prop for solution and/or company is in the site content
  - ☐ CTA is clear and easy to see
- Campaign parameters:**
  - ☐ No more than 6 ads live at one time to the same audience
  - ☐ Check ALL campaign settings to ensure ads are displaying ONLY in the channels you want (e.g. desktop, mobile, Instagram, Messenger, Audience Network)
  - ☐ Check Facebook's suggestions for audience interests for additional targeting ideas
- Measurement & Testing:**
  - ☐ Regular ad performance and KPI measurement to optimize budget (at least 2x a week)
  - ☐ Tracking enabled for the entire customer journey (Facebook Pixel or other tracking link)
  - ☐ Continual review of the customer journey. Consider: where are they clicking? Are they leaving the page without taking action?

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