



Planning a Successful Facebook Fan Promotion

10 things you need to do to make your campaign a success



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What is a Facebook Fan Promotion?

A Facebook fan promotion is just like any marketing campaign you would use to promote a special offer for your customers, but it takes place on Facebook.

With a Facebook fan promotion, you can create a great offer and promote it through your different marketing channels — including email, social media, mobile, and web.

To redeem the offer, someone will have to provide an email address. They also have the option to Like your Facebook Page.

A successful promotion will enable you to grow your email list, add new fans, and drive meaningful business results from your Facebook Page.

There are three different types of promotions you can choose to run:

Coupon



Offer a special discount, like 25% off a future purchase.

Downloadable Content



Offer an exclusive piece of content — like an eBook, whitepaper, printable checklist or recipe book.

Sweepstakes



Come up with a great prize that's unique to your business that you think your fans will love, and let them enter to win.



10 Steps to Create an Effective Facebook Promotion

Like any successful marketing campaign, it's important to come up with a plan for your Facebook fan promotion.

Here are 10 steps you'll need to follow:

1. Set a goal

Before you run a Facebook promotion, you should have a goal in mind — whether it's the number of new contacts gained, documents downloaded, coupons redeemed, or sweepstakes entries.

After all, if you can't measure it, how will you know if your campaign was a success?

2. Create a dynamic offer

Whether you're selling products, services, or promoting a cause — you want to build your campaign around something amazing that will get people to redeem your offer and share your Page with their friends. Think about what you can offer — it could be a discount, exclusive content, or a sweepstakes.

How will you know if your offer is good enough? Ask yourself if you would act on it if your favorite business or organization offered it to you.





10 Steps to Create an Effective Facebook Promotion (cont.)

3. Have a clear call to action

When people come to your Facebook Page for the first time, encourage them to like your page and act on your offer. After they've redeemed the offer, be clear about what you want them to do next — whether that's to share your campaign with their social networks, download a guide or coupon, join your email list, or give feedback.

4. Promote your offer across all your communication channels

There's no single guaranteed method to promote your campaign, so it's important to tell your audience about your offer wherever you can. Include it in your email newsletter, promote it in your business, tell visitors in your trade show booth, post it on all of your social networks, share it on your personal profile, and write a blog post about it.

If you really want to amp it up, buy Facebook Ads to promote your campaign. They're relatively inexpensive and an easy way to target exactly who you want to reach.

5. Check your results

It's important to understand what networks drive the most people to visit your Facebook Page. You can see who is connecting with you, and where your time might be best spent to get the biggest return. You can also determine if your offer is as compelling as you had hoped it would be.

6. Keep your fans up to date

One of the best ways to keep your fans engaged in a campaign is to provide them with updates on how it's going. This is a great way to drive urgency, action, and increase social sharing.



Don't forget! You can also promote your campaign across your different social networks. This is a great opportunity to encourage your other social connections to become fans.



10 Steps to Create an Effective Facebook Promotion (cont.)

7. Encourage them to share the offer with friends

Once your audience has claimed your offer, encourage them to share the offer with their own networks. Get the word out to get new fans and new email subscribers.

8. Say “thank you!”

Social media marketing is all about providing something of value to your current and potential connections. As in real life, if you are asking someone to do something and they do it, make sure to say “thanks.” For example, a nice Facebook post or email that thanks people for participating in and sharing your campaign can go a long way toward building strong, long-term relationships.

9. Have fun with it

Your campaign, and social media marketing in general, present a great opportunity to show the personality of not just the organization, but the people who work there. In most cases, you’ll want to be light in tone and have some fun, so your fans have a pleasant experience interacting with you.

10. Do it again

Good marketers have a steady stream of marketing campaigns ready throughout the year. Don’t do the same thing every time, but do keep engaging your audience and encouraging them to share.

Offer something new every month — access to an upcoming event, an exclusive recipe, a holiday special, a limited time offer, or access to a special video for fans.



Keep engaging!

If you’re only interacting with fans when you have something to promote, you’re missing out on a valuable opportunity to improve relationships with your customers. By engaging with fans on a consistent basis, you’ll not only have more people talking about your business, you’ll also have a more engaged audience for future campaigns, as well.



A Checklist for Success

If you want to run a campaign that doesn't just grow fans, but grows sales, leads, and brand awareness, here's a checklist you can use to drive results:

Create an offer

Before you start promoting and planning, decide what great offer you'll be sending to fans.

Promote it

Promote your offer across all of your different channels, and encourage fans to share.

Track your results

Remember to track your results to see what worked, what didn't, and what you can do differently for your next campaign.

Stay social

Your social media marketing doesn't begin and end when you're running a campaign. Continue to share content and engage with fans, even after your campaign ends.



Ready to get started?

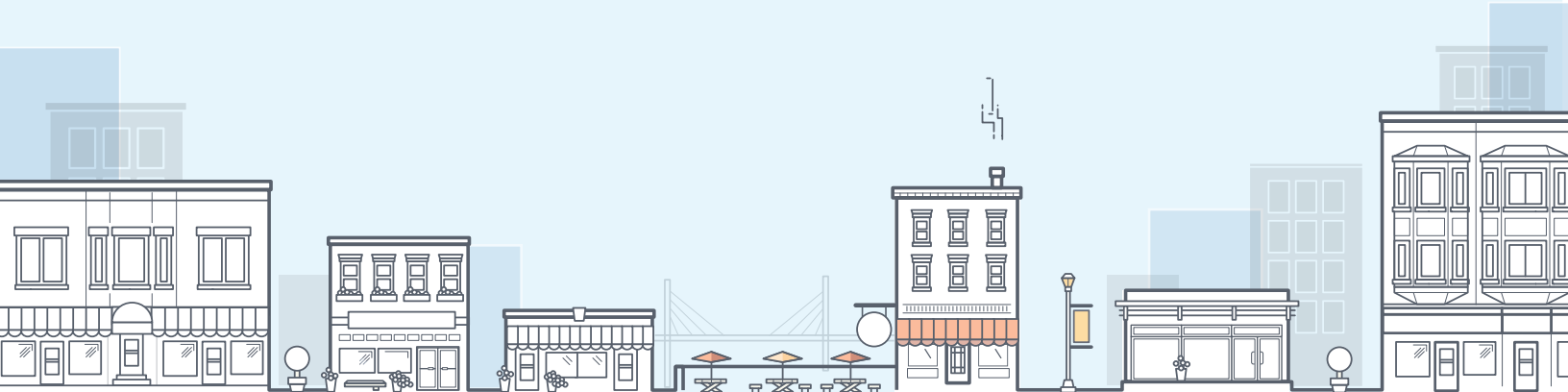
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