

Facebook Masterclass

By B. Zachary Bennett, Reformation Productions

WHAT IS SOCIAL MEDIA?

Social Media is a term used to describe the network of internet platforms that is used by the public to communicate socially with each other, businesses, politicians, celebrities, and more.

HOW IS THIS MARKETING?

Businesses trade on attention. In 2020, everyone's attention is on the smart phone. Social media lives on the smart phone. If your business is not making content for the handful of platforms that live on the smartphone, you are missing out.

Marketing is business communications; taking your business to the marketplace.



GOALS

- Make people aware of you
- Have people choose you
- Have people prefer you

WHICH PLATFORM(S) SHOULD MY BUSINESS BE USING?

Each platform has its own statistics and user demographics. As a business, you should find the platform that best matches your target audience.

WHY IS SOCIAL MEDIA NECESSARY FOR BUSINESS COMMUNICATIONS/MARKETING?



- To increase brand awareness
- To build an audience
- To build brand loyalty
- To be verifiable as a business
- To help market your services/products
- To showcase your messaging
- To help your SE Rankings
- To make it easier for others to pass on your information (referrals)
- It's taken over TV as the #1 marketing media



HOW DO YOU USE SOCIAL MEDIA IN MARKETING?

Just like all of your marketing efforts, Social Media should be managed proactively and on purpose.

- Set Up To Represent Your Brand
- Targeted to Your Specific Audience
- Updated Frequently
- Be Thought-out/Purposeful
- Be Maintained
- Be Current

WHY SHOULD I UTILIZE FACEBOOK FOR MY BUSINESS?

- **Consumers are there and they expect you to be there.**
 - Helps show viability as a business
 - A place to interact with customers
- **Helps cultivate and showcase your brand.**
 - Promotes awareness
 - Promotes loyalty
 - Promotes repeat business
 - Helps solidify your positioning
 - Helps further communicate your messaging
- **Customer Referrals.**
 - One of the easiest ways to get referrals and reviews
- **Part of your overall digital marketing plan.**
 - Helps with Search Engines
 - Helps to build your audience
 - Helps you connect to influencers
 - Necessary when doing ads
- **Customer Relations.**
 - Makes customers feel listened to, important, and special



HOW DO I USE FACEBOOK AS A BUSINESS?

At Reformation Productions, marketing agency, we have 4 levels that we offer to our clients. Each level builds off of the one before it.

1.) Set Up

- Build/revise your profiles
- Ensure brand compliance and consistency in messaging

2.) Foundational participation

- Create/Curate content
 - Videos, graphics, photos, and links
- Maintain your profiles
 - The platforms make changes frequently
- Engage with your audience
 - Respond to comments and direct messages

3.) Strategic Engagement

- Grow your audience by interacting proactively with others on the platform that are not connected with your page

4.) Advertising

- Boosting a post is quick but is limited in its ability to reach others
- There are multiple digital advertising options with Facebook that are very targetable



B. ZACHARY BENNETT

Business Communication Personality

Agency Executive – Author - Speaker – Podcast Host

B. Zachary Bennett comes with a 20+ year career in marketing and advertising, working to grow major companies like Bank of America, The Limited, Vectren Corporation, TruGreen-ChemLawn, Dick's Sporting Goods, Lowe's Home Improvement, Campbell's Foods, Gwinnett Medical Center, Victoria's Secret, St. Vincent's Medical Center, Home Depot, BP, and more.

Since starting his own boutique agency and providing his marketing expertise and skills to local and regional clients, he has dedicated his time and efforts to the pursuit of helping educate business professionals on the ways that the marketing process has been perfected by Fortune 500 companies. For more information, visit: www.BZacharyBennett.com.



marriedtomarketing.net



reformationpro.com



straightshot.net