



**TECH BYTES**

# Optimizing Facebook For Marketing: It's Not About The Likes

2018 NAHB International Builders' Show®  
JANUARY 9-11 > ORLANDO > BUILDERSSHOW.COM





2018 NAHB International Builders' Show®

JANUARY 9-11 > ORLANDO > [BUILDERSSHOW.COM](http://BUILDERSSHOW.COM)

## Meet Your Speaker

**Jeff Schneider**

President, Marketing Ninjas Inc.





## NAHB Disclosure

The material in this education session has not been reviewed, approved, or endorsed by the National Association of Home Builders (NAHB). The topics discussed and the materials provided herein are for informational purposes only, are not intended to be an exhaustive presentation of information on a particular subject, and should not be treated as such. The speaker or speakers are not acting on behalf of or at the direction of NAHB.

NAHB specifically disclaims any liability, loss or risk, personal or otherwise, which may be incurred as a consequence, directly or indirectly, in the use or application of any of the materials presented in this or any other education session presented as part of the International Builders Show®.



# 1. Page Like Invites

***A feature you can access by viewing who likes or reacts to your posts.***

- Increase followers
- Extend the reach of your posts
- Free & easy to use

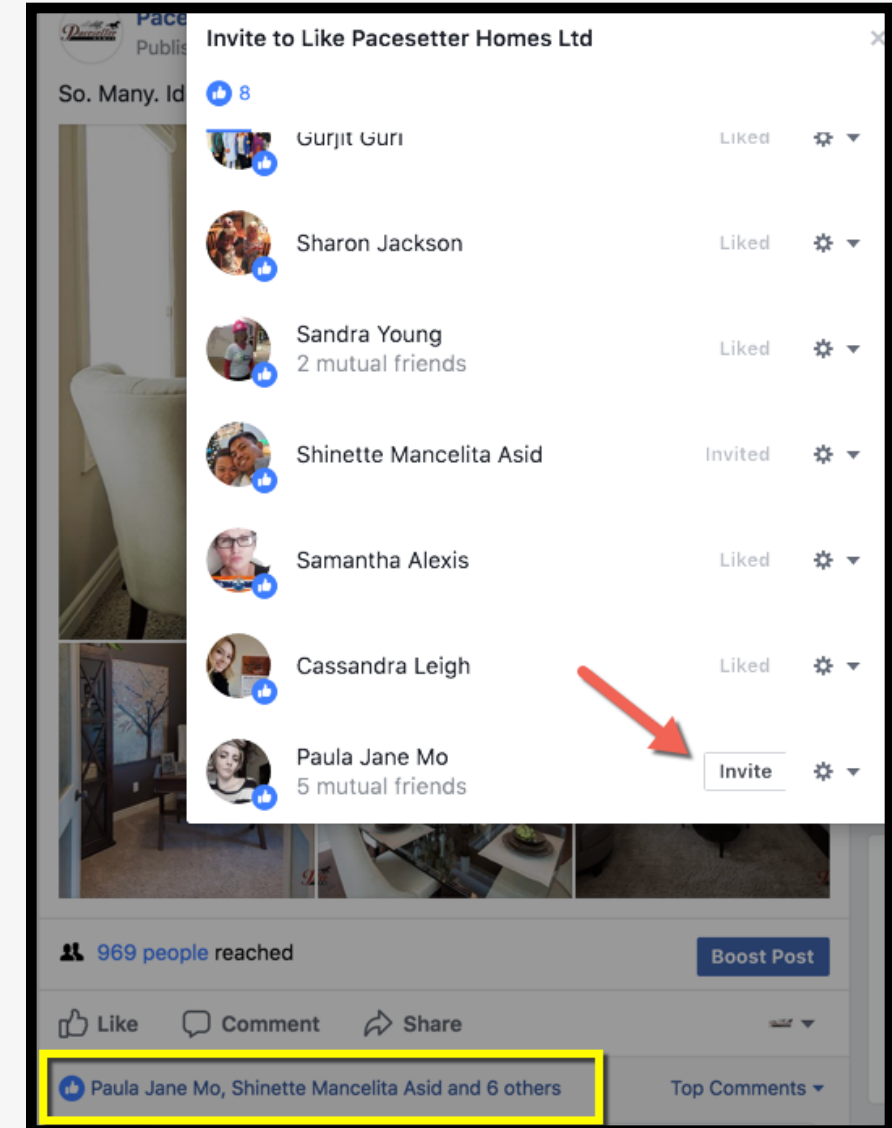
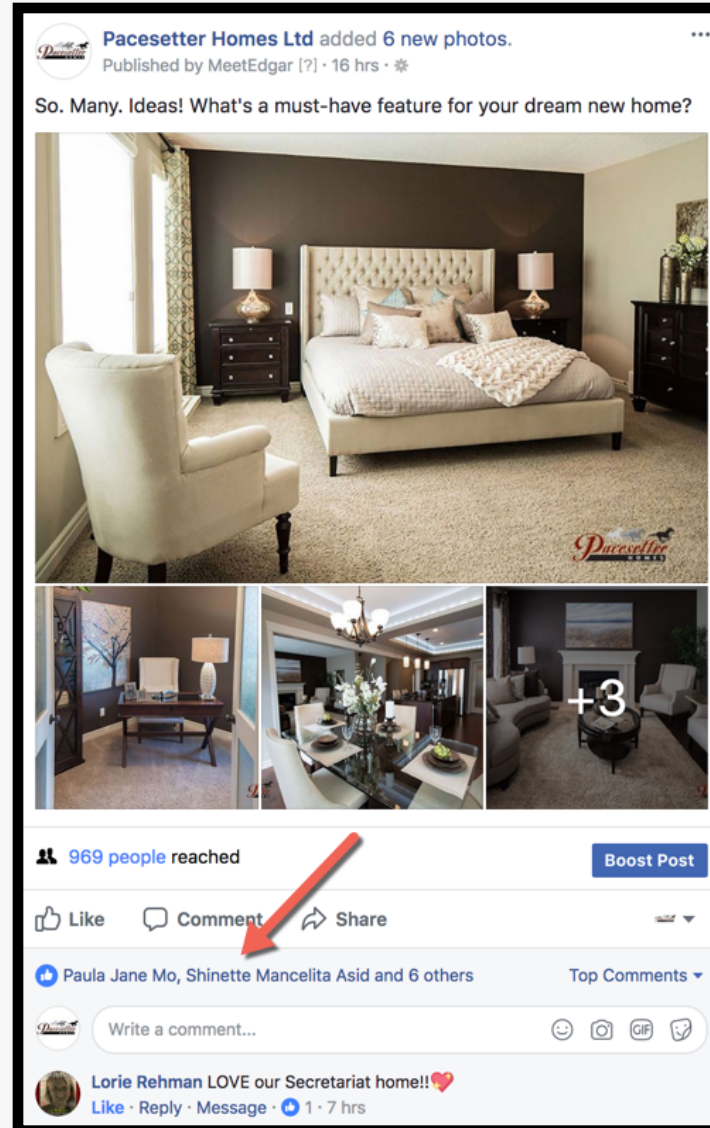






## Example

- Business page > post  
> people who liked it  
> **invite!**
- Do this for each post,  
especially the ones  
you promote





## 2. Optimize Posting Time and Frequency

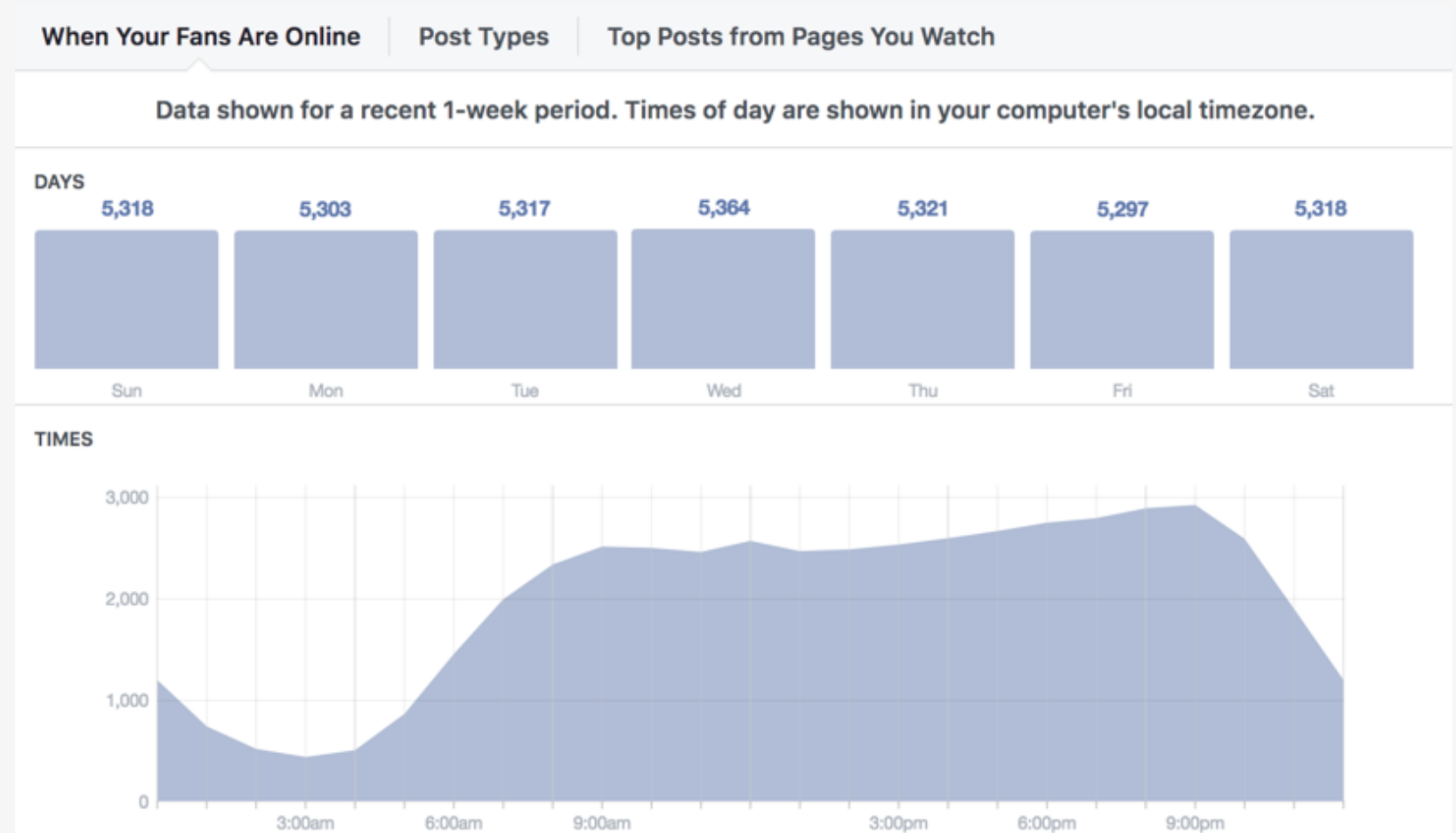


- Find out **when** and **how often** to publish.
- **Every 20 minutes:** 1 million link shares; 4.86 million photos uploads; 763,888 status updates [1]
- **HubSpot:** 1-4 pm = highest CTR; lowest, weekends - before 8 am, after 8 pm [2]
- **Frequency:** More isn't always better. Posting > 5X / week = large drop in ROI. [3]
- There is **no golden standard** for posting times and frequencies



# Example

- Business page
  - > Insights Tab
  - > Posts
  - > “When Your Fans Are Online”
- Post, measure, optimize, and repeat

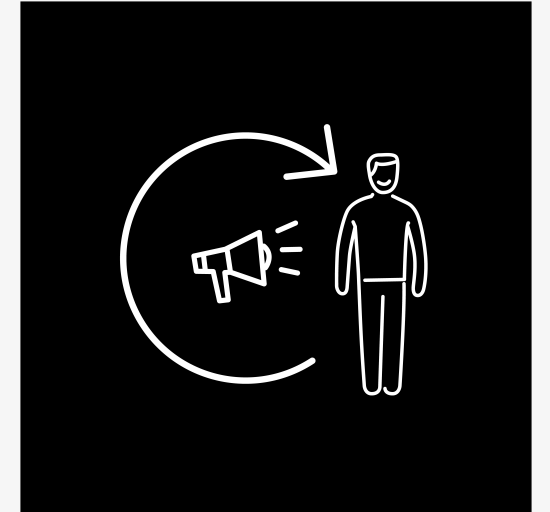




## 3. Remarketing

***Your new secret weapon for generating more leads from your Facebook Page.***

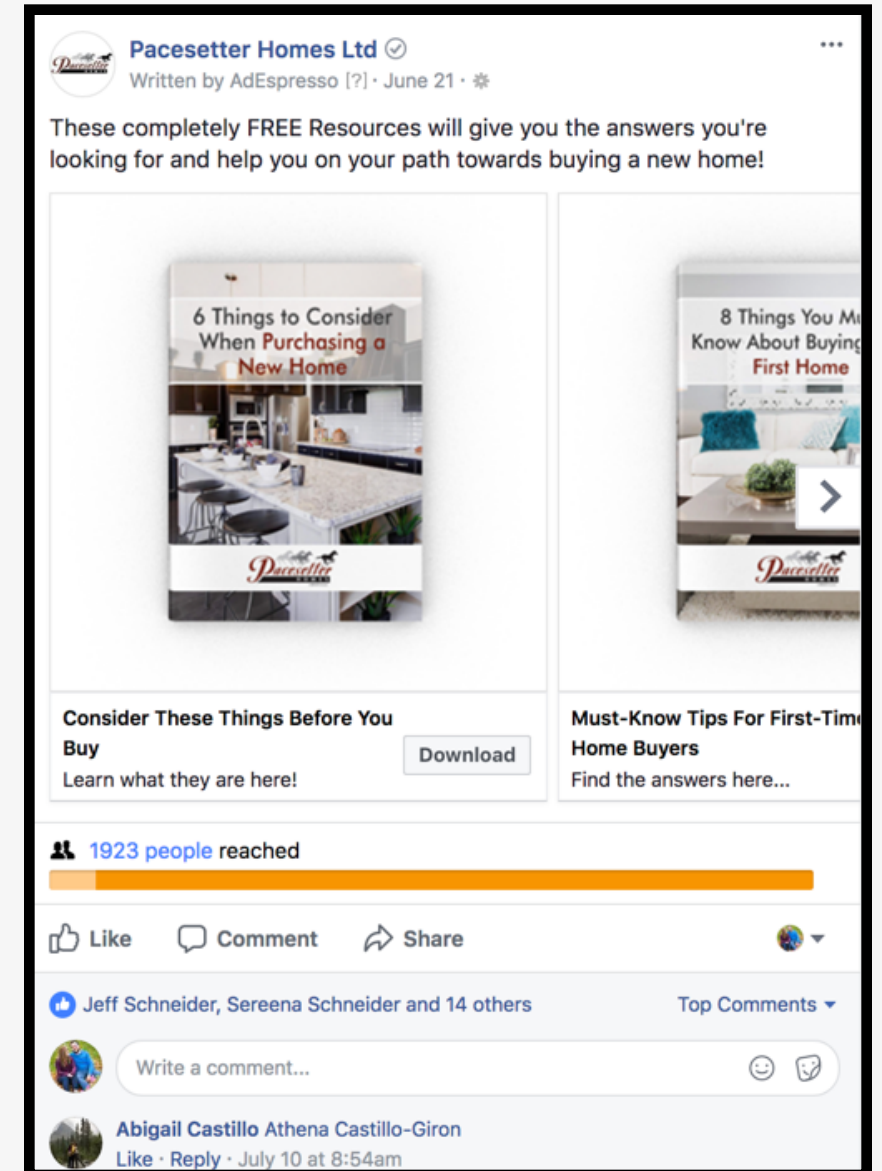
- Create “warm” audiences targeting previous site visitors
- Allows you to offer the most relevant content to your audiences depending on where they are in the buyers' journey
- Goal is to offer value and keep your company top of mind while your leads are getting ready to buy





## Example

- Utilize Facebook's Pixel for your company's Ad Account
- Create custom audiences
- **Ad Carousels** are a great way to showcase your content offerings
- Tip: optimize for link clicks





## 4. Facebook Lead Ads

***An ad type on the Facebook for Business platform that generates more high quality leads without users having to leave the Facebook app.***


- Convenient
- Better user experience = higher conversion rates
- Create using either Power Editor or Ads Manager








## Example

**Pacesetter Homes Ltd**  
Sponsored (demo) · ✨

Every new home buyer should have this guide.  
Want your FREE copy? Get yours today.



**Free eBook Download - 6 Things to Consider When Purchasing a New Home**

[HTTP://YOURPACESETTER.COM/](http://yourpacesetter.com/)

Download

### Free eBook - 6 Things to Consider When Purchasing a New Home

Get answers to the most common questions surrounding the idea of buying a new home.

Sign up by providing your info below.

Email

Enter your answer.

First name

Enter your answer.

Last name

Submit



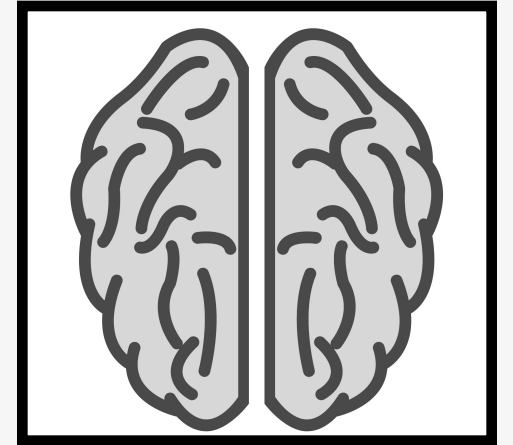
## 5. Interact With Other Companies

***“Like” partnering companies’ Facebook pages, tag them in posts, & share their content when relevant.***

- **Law of Reciprocity** and **Social proof**

This strategy can help you:

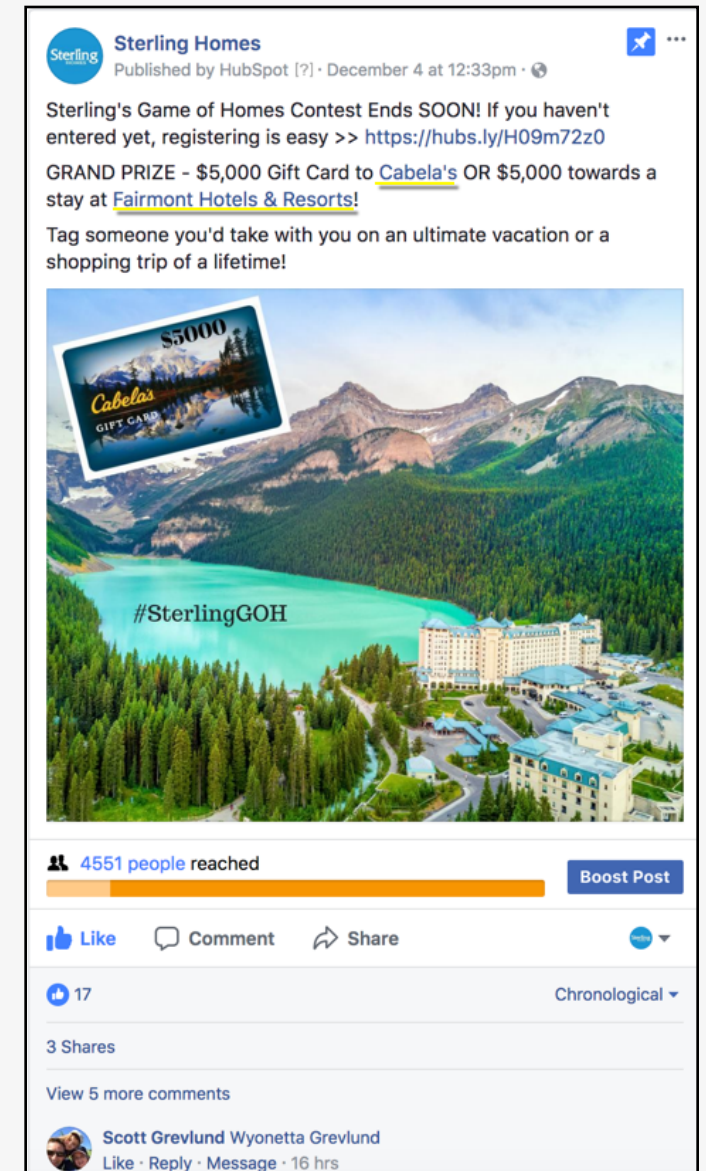
- 1) *Associate your brand with other reputable companies*
- 2) *Receive more likes, followers, and engagement*
- 3) *Ultimately, become and stay “top-of-mind”*





## Example

- Promotional contest - prizes from Cabela's and Fairmont Hotels & Resorts
- Builder's promoted post "tagged" these companies in their ad copy
- Use the power of social proof to legitimize your posts





## 6. Social Copywriting Strategy

***It's not what you say, it's how you say it - especially true with Facebook.***

- Writing good social copy:
  1. Entices audience to click, like, share, tag, and comment
  2. Grows your followers
  3. Allows you to ask questions, interact with customers, gather information
- Create a company “voice” that resonates with your buyer persona
- Use “positive language”, generate interest or invoke curiosity, be short and to-the-point




## Example

### The Before-After-Bridge

*Here's your world...*

*Here's how it could be after solving  
your problem...*

*Here's how you get there.*

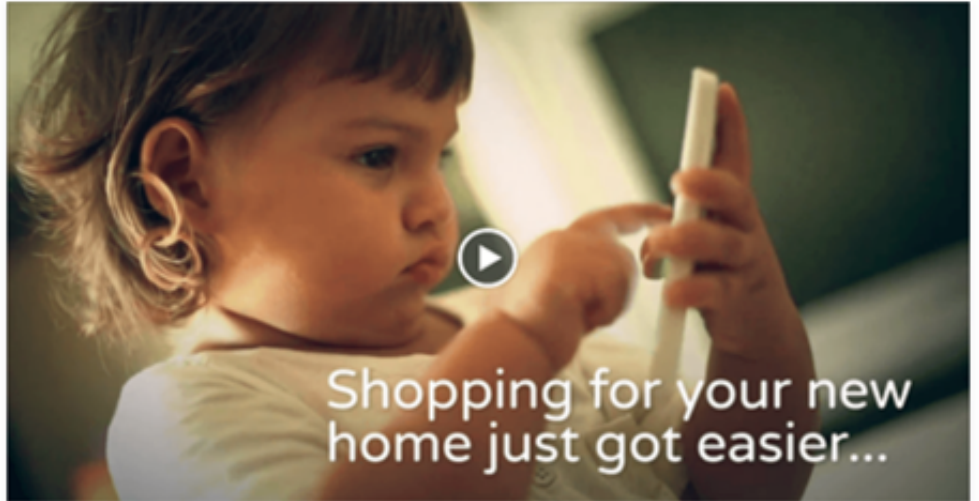
**Pacesetter Homes Ltd**

Published by Casey Cleary [?] · Just now · ✨

Life gets busy. When it comes time to search for a new home, wouldn't it be awesome if you could do everything on your phone?

Download the MyPacesetter Mobile App for a better home buying experience today!

<https://blog.yourpacesetter.com/.../download-mypacesetter-mob...>



Shopping for your new home just got easier...

**Download the MyPacesetter Mobile App Today**

Our mobile app makes it easier for you to find and compare prospective homes! You'll have access to optional floor plan layouts, show home info, and more.

[BLOG.YOURPACESETTER.COM](https://blog.yourpacesetter.com)





# Example

## Open Loops

- Rooted in psychology
- Reader needs closure, clicks link

**Pacesetter Homes Ltd**  
Published by Casey Cleary [?] · Just now · ✨

The Bruce's just began the process of their new home build with us!  
Follow their journey here: <http://blog.yourpacesetter.com/.../case-study-the-bruces-part...>



**Case Study: The Bruces Part 1**

Please say hi to David and Kristen Bruce, who recently started a new home build with Pacesetter Homes. Let's take a sneak peek into their process!





## 7. Video Marketing:

### People **LOVE** video:

- They spend 2.6x more time on pages with video - *Wistia*
- 45% watch more than 1 hour of video on Facebook or YouTube a week - *Wordstream*
- 50% of internet users watch videos about a product / service before purchasing - *Insivia*



## 7. Video Marketing:

...And Facebook loves video too! 😍 😍 😍

*“I see video as a mega trend. That’s why I’m going to keep putting video first across our family of apps.” - Mark Zuckerberg, CEO of Facebook*

- The newsfeed algorithm makes it hard to earn high organic reach.  
However, video gets a **135% greater reach** than photos! - *Socialbakers*



# Examples

McKenna in Cy Becker

2027SQ FT  
17040 - 43 Street NW  
Job #22015

**INCLUDED FEATURES**

- 60" direct vent gas fireplace
- Paint grade railing throughout main floor
- Coffered ceiling in great room & vaulted ceiling in bonus room
- Granite countertops in kitchen complete with undermount sink & full height accent tile backsplash
- Granite countertops in bathrooms
- Fully tiled shower in ensuite
- Hardwood & ceramic tile throughout main floor (as per plan)
- Garage door opener
- Triple pane Low E vinyl "All Weather Windows" excluding basement
- 3 piece rough-in plumbing in basement for future development
- Central vacuum rough-ins (as per plan)
- Rough-in waterline to fridge

**FLOOR PLAN**

**FRONT ELEVATION**

**ABOUT THIS HOME**

BEDROOMS: 3  
BATHROOMS: 2.5  
GARAGE: Double 20' x 20'  
SPECIFICATION: Signature

**COLOUR SELECTIONS**

- Contemporary finishing & lighting package with chrome fixtures
- 5-3 Designer selected interior colour board (see website for details)
- Stratus siding colour with Iron Ore trim & Sable rainwear

Pacesetter Advantage - 2 of 8 - Find Us Online

Pacesetter Homes Ltd  
about 11 months ago · 🌐

Here is Chapter 2 in the Pacesetter Advantage!

See More

11 4 Shares 1.6K Views

Like Comment Share

Comments Up Next

Pacesetter Advantage - 3 of 8 - Customer Experience  
Pacesetter Homes Ltd  
3K Views

Pacesetter Advantage - 4 of 8 - Design Q  
Pacesetter Homes Ltd  
2.9K Views

Pacesetter Advantage - 5 of 8 - Keeping You Informed  
Pacesetter Homes Ltd  
3.1K Views

Pacesetter Advantage - 6 of 8 - Your New Home Construction  
Pacesetter Homes Ltd  
2.3K Views

Pacesetter Advantage - 7 of 8 - Managing Your Home  
Pacesetter Homes Ltd  
1.4K Views

Page Inbox Notifications 4 Insights Publishing Tools Promotions

Liked Following Share

**Pacesetter Homes Ltd**  
Published by Lee-Ann Young [?] · December 4 at 4:30pm · 🌐

And the lucky winners of our 3rd Annual Scavenger Hunt - Mystery Edition are...

4645 people reached

Boost Post

2K Views

Like Comment Share

Mario Michel, Dev Gaurav and 33 others Top Comments

21 Shares

Write a comment...

Roxanne Anhelher Thanks so much for the culprit draw!! It was fun to play!!  
Like · Reply · Message · 3 · December 4 at 5:08pm  
2 Replies

Jenn Garman HUGE congratulations to all of the winners this year!  
Like · Reply · Message · 2 · December 4 at 4:39pm

View 3 more comments

Pacesetter Homes Ltd  
@YourPacesetter

Home

About

Avid Ratings

Instagram

Twitter

YouTube

Events

Posts

Photos

Videos

Community

Jobs

Promote

Manage Promotions



## Bonus tip: Facebook Live

***A live video feature on your Page that allows you to broadcast to your audience, whenever, wherever.***



- Gives your company a more personal way to connect with your followers in real-time
- They can see the “behind the scenes” moments and really connect with the personality of your brand
- Effective for attracting more people to your events as they happen. Show your audience what they’re missing out on and why they should come and check it out (ex. show home grand opening, community event)
- Everyone who follows your page will get a notification when you go Live (unless they manually change their notifications settings).



JANUARY 9-11 › ORLANDO › BUILDERSSHOW.COM

Shared Video Details

Video

Post

See metrics for all videos

2:36

-2:34

Settings

Full Screen

Audio

Pacesetter Homes Ltd

2:36

Shared on 10/14/2017

View Permalink

Performance for Your Post

Video Views

487

People Reached

1,279

Unique Viewers

468

Post Engagement

4

Top Audience

Women, 35-44

Top Location

Alberta

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Boost Post





## Contact Information



**Jeff Scheider**

**Marketing Ninjas Inc.**

Edmonton, AB

Email: [jeff@marketingninjas.com](mailto:jeff@marketingninjas.com)

Web: [MarketingNinjas.com](http://MarketingNinjas.com)



**Casey Cleary**

**Marketing Ninjas Inc.**

Edmonton, AB

Email: [casey@marketingninjas.com](mailto:casey@marketingninjas.com)

Web: [MarketingNinjas.com](http://MarketingNinjas.com)



ALL HOMES  
**START  
HERE**

**ACCESS HANDOUTS AT  
[BUILDERSSHOW.COM/HANDOUTS](https://buildersshow.com/handouts)  
& IN THE IBS MOBILE APP**

**Paid full registrants can access IBS  
education sessions on demand at  
[BuildersShow.com/ondemand](https://BuildersShow.com/ondemand)**