

## 2018 Changes for Facebook & Instagram

### Promotional posts

- All of these posts are now getting less organic reach:
  - Posts that are created for the sole purpose of pushing people to buy a product
  - Posts to enter giveaways, promotions or contests (set these up as ads instead of regular posts now)
  - Posts that re-use the same content from ads
  - Posts that have outbound links

### Newsfeed changes

- Algorithm now has more focus on what friends and family share
- De-emphasizing posts from business pages and groups, which means businesses have to put a little more work into getting out there

### Improve your organic reach

- Videos
  - Now should be at least 90 seconds
  - Preference to Facebook Live
- Preference for authentic and timely posts
  - ie. Current events, something that is of immediate interest
- New features to improve interactions with your audience
  - ie. Target button – audience optimization
    - content will be relevant to your specific audience so algorithm says it is authentic – meaning it will get more organic reach

### Facebook Messenger

- Can now place ads there

### Full-screen Experience

- New feature so the user can't see anything else

### **What to do**

- Schedule posts directly through Facebook (don't use Hootsuite, Buffer, etc.)
- Don't include outbound links (Facebook wants to keep people in Facebook)
  - More important than ever to have your website in your About section
- Don't link to YouTube videos – upload straight to Facebook
- No more boosting posts
  - Low conversion value
  - Does not target users, only people who are online at a given time
- Identify & find your ideal customer
  - Spend your money where your consumers are
  - 75% of Facebook users are logging in everyday and refreshing their newsfeed 10-15 times per day

- Laser targeting
  - Interests, behaviours, demographics, connections, lookalikes, custom audiences
  - Can upload your customer list and ask Facebook to find a lookalike audience with similar behaviours
  - Facebook does not keep or sell the data
- Grab Attention
  - Know who to target
  - Know how to offer value
  - Give a value offer for free
    - How-to video
    - PDF cheat sheet
    - Giveaway (through a Facebook ad)
    - Discount
  - High converting ads include:
    - Emotion
    - Motion
    - Colour
- Start the Relationship
  - Capture information
    - Email collector form – the less you collect, the more likely people are to fill it out. Get their first name and email address
- Follow-Up
  - Keep top of mind
  - Build momentum
  - Build meaningful relationships – you will get referrals
- Close the Sale
  - Customers who receive follow-up are more likely to purchase

## **Statistics**

- 62% of consumers use Facebook
- 12% use Pinterest
- 11% use Twitter
- 9% use Instagram (this number is growing)
- Reach for business pages don't typically go beyond 5%
- 58% of consumers engage with a Facebook or Instagram ad at least one time before spending money with a small business
- 75% of all Facebook users are logging in everyday
- On average, users check their Newsfeed 10-15 times per day

Sources:  
 Retail Marketing Academy  
 G/O Digital Study  
 ON24 Consumer Report  
 Business 2 Community Report  
 Haliburton County Development Corporation