

HOW TO TURN FACEBOOK FANS INTO PAYING CUSTOMERS



A Guide to
Using Facebook
to Improve Lead
Generation and
Increase Sales

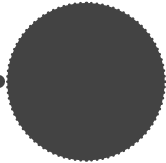
A publication of

HubSpot



IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.



INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Check out our introductory guide on [How to Use Facebook for Business](#) for this level content.



INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. Download our ebook on [How to Generate Traffic & Leads from Facebook](#) for this level content.



ADVANCED *This ebook!*

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

Share This Ebook!





HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your **whole marketing** world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

[Request A Demo](#)

[Video Overview](#)



Share This Ebook!





HOW TO TURN FACEBOOK FANS INTO PAYING CUSTOMERS

By Liz Rosenthal

Liz Rosenthal is a member of HubSpot's Global Marketing Relations team. She helps create and manage content creation for co-marketing efforts. Liz also contributes to the HubSpot blog, where she writes about various topics across inbound marketing.



FOLLOW ME ON TWITTER
@ECROSENTHAL

Share This Ebook!





CONTENTS

HOW TO PLAN YOUR FACEBOOK STRATEGY /7

TAKING FANS FROM FACEBOOK TO YOUR WEBSITE /11

POST-FACEBOOK: TURN LEADS INTO CUSTOMERS /17

CLOSING THE LOOP ON YOUR FACEBOOK MARKETING /27

CONCLUSION & ADDITIONAL RESOURCES /32

Share This Ebook!





“*Learn how to nurture fans from mere prospects to paying customers.*”

Facebook is about more than just having a large fan base. What are you really doing with them? Do they interact with you and respond well to what you're posting? With all the time you spend posting your latest company news and offerings to your page, you need to see the benefits of having those fans become actual customers.

After reading this ebook, you'll be able to get the most out of your Facebook page by not only increasing your reach, but also taking those fans, turning them into leads, and nurturing them from prospects into paying customers.

CHAPTER 1

HOW TO PLAN YOUR FACEBOOK STRATEGY



First Things First: Create a Plan

The first step to efficiently gain qualified leads and customers through Facebook is to create goals and a strategy. Follow these steps to determine the best plan for your business:

- 1 Quantify Your Goals:** Use your current Facebook analytics to determine goal target clickthrough, prospect to lead, and lead to customer conversion rates. Having set numbers will allow you to easily analyze your results.
- 2 Review Your Buyer Personas:** In order to increase your number of customers through Facebook, you need to be reaching the right audience. Study up on who your ideal audience is and the best ways to target them.
- 3 Create a Unified Campaign:** What you do on Facebook should go hand-in-hand with the rest of your marketing in order to maintain a cohesive brand image that resonates well with your audience. Make sure what you're posting and offering on Facebook is integrated into the rest of your marketing efforts.

Share This Ebook!





Increase Your Facebook Reach

The first step to generating more customers through Facebooks is by increasing the number of people you're reaching through the social media site. Here are some things to keep in mind when working to increase your number of Facebook fans:



Frequency: According to Bit.ly, the half-life of a Facebook post is only 3.2 hours. Posting frequently will ensure that more people are seeing your message.



High Quality Content: Don't sacrifice quality just to increase your post frequency. People want relevant and useful information that is pertinent to your industry, so stop the spam.



Optimal Time: Study previous Facebook analytics to see when your posts have the most interactions and highest clickthrough-rates. This will vary by industry.



Images: People often skim their Facebook newsfeed or a company page. Use attention-grabbing visuals to make your content stand out.

Share This Ebook!





Create a Content Calendar

Creating high quality Facebook posts and offers requires time that you may not have. The solution to this is to create a content calendar that includes what you want to post and when you want to post it to Facebook to help keep you organized and up-to-date. Use a [social media publishing tool](#) to automate your posts. This will help ensure you have a consistent flow of content being published, even when you're at your busiest.

Your calendar should include everything from specific offers to industry information you want to share with your fans. Don't forget to schedule posts that promote your latest blog content. Your goal should be to publish diverse content as frequently as possible without sacrificing quality.

This way you can focus your daily efforts on working leads, interacting with fans, creating new posts, and monitoring your analytics.

Share This Ebook!



CHAPTER 2

TAKING FANS FROM FACEBOOK TO YOUR WEBSITE



Quality Content

People are inundated with emails, Facebook posts, and tweets. They need a good reason to visit your website. The most effective way to drive traffic from Facebook is by providing fans with the high quality content they want to read. This will not only get visitors to your site, it will keep them coming back. With all the noise on the internet, how do you make content that will stand out and reel the reader in? Here's a few tips:



Use images to make your content visually interesting.



Listen to your audience and write what they want... it's not all about you.



Include data to prove your point and give you more authority.



Provide examples so your audience is able to easily understand your point.



Make sure your content is relevant to your industry. As much as people enjoy humor, they're there for specific content.

Share This Ebook!





Link Back to Your Website

While having a lot of Facebook fans makes you look great, it doesn't directly impact your business growth. That's up to you. Once you have your content, it's time to use that to entice your audience to go past your Facebook page and spend time on your website.

The best way to do this is by offering an irresistible call-to-action (CTA) that takes a fan from Facebook to a landing page. This opens up the opportunity of turning that prospect into a lead simply by providing an offer. Post a variety of offers, from limited time promotions to ebooks and demos, to ensure you're engaging people at all stages of the buying process. Just make sure the offer you provide is aligned with your business goals and brand identity.

It's absolutely crucial to have links to your external site on Facebook. While memes and other images are great for developing a company personality, they don't move people through the marketing funnel and turn them into customers.

Share This Ebook!





Creating Clickable Calls to Action

A quality CTA will entice your Facebook fans to take that next step and visit your website. While HubSpot customers can customize CTAs in HubSpot, non-customers can design CTAs using our free templates for

[creating professional looking](#)

[buttons in PowerPoint](#). The offer should be

clear and lead directly to a landing page

where the prospect can fill out a form to

download the offer. CTAs can be placed in

both organic and paid Facebook posts by inserting your offer button and

linking to the related landing page.



What Platform Are You Designing For?

Keep in mind how your CTA will look on your Facebook timeline. You want something that will engage fans, but also display well on both desktop and mobile platforms.

Share This Ebook!





How to Create a Sleek Landing Page

The key to creating your landing pages is to make them straight to the point, so the viewer knows exactly what you're offering and what they're supposed to do. To accomplish this:

- 1 Be Consistent:** Whatever you offer in your post and CTA, have the same message and offer on the landing page. You want people to solely focus on what you're offering and immediately know the next step they should take.
- 2 Keep it Clean:** Don't clutter the page with navigation bars that redirect back to your homepage and social media sharing links. The only option your prospect should have is to get your offer.
- 3 Make Your Form Simple:** Tailor your form questions to the type of offer you're making. Don't scare off your top of the funnel prospects by asking questions that are too personal. Start off with the basics, then ask more detailed questions as leads become more qualified.

For more on creating successful landing pages, take a look at [Optimizing Landing Pages for Lead Generation & Conversion](#).

Share This Ebook!





How to Create Effective Forms

Using a landing page with a form will allow you to collect critical information from your Facebook fans that will not only turn them into leads, but also help you track their interactions with your company later on.

It's critical you collect appropriate data with each offer you give. This means including different form fields depending on where the lead falls in the marketing funnel. While you may only ask for name and email address when you're promoting a top of the funnel 2-for-1 offer, you should ask more personal questions when it comes to an ebook or more in-depth offer.

If possible, use [progressive profiling](#) (smart forms) to make filling out forms less of a hassle for your leads. This way, when a lead returns to your website to download another offer, they won't have to fill out previously completed fields. As you continue to nurture your leads, you'll be able to ask new questions each time without having excessively long forms.

Share This Ebook!



CHAPTER 3

POST- FACEBOOK: TURN LEADS INTO CUSTOMERS



Perfect Your Lead Nurturing

You have people in all stages of the marketing funnel going to your website and downloading offers, but how do you actually turn them into customers? It's all about properly nurturing your leads. It's time to take the data you've collected through forms, analyze it, and put it to good use.

This means knowing exactly what your leads want whether they are at the top, middle, or bottom of your funnel. Take this information to generate the most effective content for each group and deliver it in an effective and efficient way. You can do this by setting up workflows of customized emails -- allowing you to easily keep track of each type of lead -- while carefully maneuvering them from one step of the marketing funnel to the next. The following pages will cover various ways to divide and track your audience so you can determine and provide exactly what they're looking for.



Share This Ebook!



WWW.HUBSPOT.COM



Automated Workflows

Set up [workflows that will send automated emails](#) when someone completes a form or when a lead is added to a smart list. This is a reliable way to make sure you're following up with every quality lead that is coming in. For example, you could automatically thank someone for downloading an ebook and then follow up a few days later with a CTA that leads to a free case study or demo about your product. Tailor your emails using the knowledge that they originally came from Facebook.



Share This Ebook!





Setting Up Workflows

Customize each step in your workflow to fit the needs of whoever has downloaded your form. Do this not only by personalizing offers depending on the type of lead, but also the number and frequency of emails you send.

For example, you could create different workflows for leads that converted on different offers. Then provide different follow-ups for each group, giving them the most targeted and relevant information.

The screenshot shows a workflow configuration interface with the following elements:

- Begin this workflow when:** A form is submitted (dropdown), ebook form (dropdown), On any page (dropdown).
- Add step** (text)
- Step 1:** First workflow step. Delay this step for 0 Days, 5 Hours, 0 Minutes. Action: Send an email (dropdown), ebook follow-up (dropdown).
- Add step** (text)
- Step 2:** Second workflow step. Delay this step for 2 Days, 7 Hours, 0 Minutes. Action: Send an email (dropdown), demo offer (dropdown).

Share This Ebook!





Segmenting Your Workflows

Want to get the most from all your CTAs, landing pages, and forms?

Segment your automated workflows in order to personalize emails to each of your segments. Do this by adding people with different traits to different smart lists and triggering workflows for each smart list. This way you're creating more targeted follow-ups than you would by reaching all prospects from Facebook in one shot. Here are some different ways you can break down your workflows to get the most from your leads.

JOB TITLE

Create different workflows and offers depending on who's looking. A company CEO will be looking for different information than a marketing manager or a sales director.

COMPANY SIZE

Depending on a company's size and budget, they'll be able to afford different versions of the product or service you're selling. Figure out what will work for them from the start.

LOCATION

Help your sales team out by marketing to potential customers based on where they are located. This will help you assign leads to the right people and close more sales.

Share This Ebook!

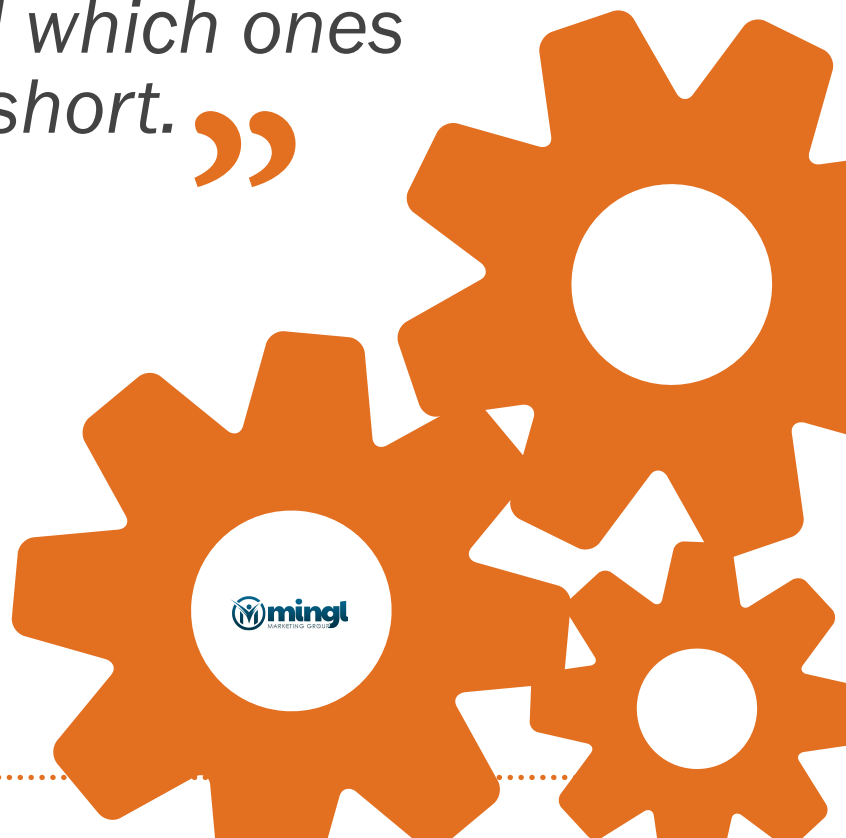




Study Your Analytics

After working on awesome Facebook posts, creating eye-catching CTAs, publishing sleek landing pages, and segmenting your leads, you need to make sure everything you're doing is working to generate more customers. By using the a marketing analytics tool, such as [HubSpot Sources](#), you'll be able to easily quantify your results. This way you can see which CTAs and landing pages are producing the best results, and which ones are falling short. This will allow you to alter your posts and offers in order to get the most effective results. As a marketer, analytics will also help you determine your ROI and prove that Facebook is having a positive impact on your business.

“*See which pages are producing the best results and which ones are falling short.*”



Share This Ebook!





Fans → Leads → Customers

Here are Four Numbers to Pay Attention to:



By staying up-to-date on your page performance, you can track each action a Facebook fan takes, and how many are actually turning into leads and customers.

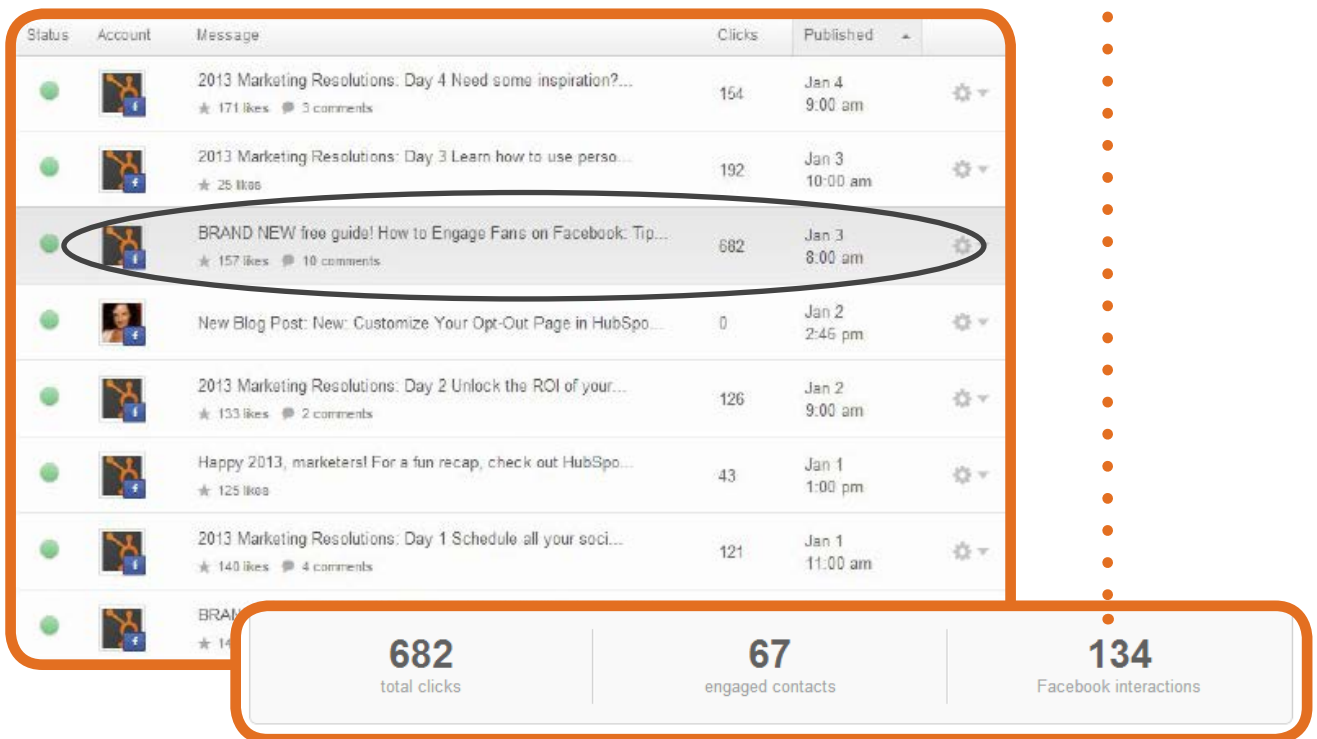
Using this data, you can better optimize your CTAs and landing pages to meet your goals. Find trends from your most successful offers and include similar tactics in future campaigns.

Share This Ebook!





One way to check your analytics is by using the HubSpot social media tool. Easily track how many people clicked on each post and how many of those prospects turned into leads and then customers. You can delve into your fans reactions by clicking on a specific post to see all interactions that have occurred. Use this data to perform a sentiment analysis on any post and get a clear understanding of how various posts resonated with users.



Share This Ebook!





Be sure you break down your visits, leads, and customers analytics to see which campaigns benefited you most. This is a great way to understand how your overall Facebook presence is contributing to new customers. You can also examine conversion rates (visits to leads and leads to customers) you've created to identify trends and patterns amongst your target audience.

Discover not only how people got to your website, but also which sources are generating the most customers.

Traffic Sources > Social Media

Site	Visits	Conversion	Contacts	Conversion	Customers	Conv
Twitter	12,324	7.0%	865	0.8%	7	0.1%
Facebook	3,234	6.3%	202	0.5%	1	0.0%
StumbleUpon	2,618	0.1%	4	0.0%	0	0.0%
LinkedIn	2,406	11.6%	278	1.1%	3	0.1%
HootSuite	1,113	12.7%	141	0.0%	0	0.0%
Wikipedia	167	4.8%	8	0.0%	0	0.0%
Quora	66	1.5%	1	0.0%	0	0.0%
Delicious	52	3.9%	2	0.0%	0	0.0%
SlideShare	46	0.0%	0	0.0%	0	0.0%
YouTube	25	8.0%	2	0.0%	0	0.0%

- All Sources
- Organic Search
- Referrals
- Social Media
- Email Marketing
- Paid Search
- Direct Traffic
- Other Campaigns

Visit To Contacts Conversion

+ Add Marketing Action

Bookmark Current View

Determine the exact source of all of your traffic.

Share This Ebook!





A/B (Split) Testing

Another way to gather and use marketing metrics is by testing different versions of your Facebook posts, CTAs, and landing pages using A/B (Split) testing. With this method you can change variables in order to determine specific characteristics that make offers perform better.

Use differentiating tracking tokens so you can easily see the results of your A/B test. Use the results to determine what is most effective with your particular audience.

Here are some variables to test:

- Headline
- Action words
- Image
- Time of Day
- Audience (e.g. target the director of marketing vs. the CMO)

Share This Ebook!



CHAPTER 4

CLOSING THE LOOP ON YOUR FACEBOOK MARKETING



Smarketing: Sales + Marketing

Now that you've perfected your marketing techniques, it's all about making sure the leads you give to your sales team are turning into customers. Aligning your marketing and sales teams helps keep everyone on the same page about expected results when it comes to generating and closing leads.

But why is this so important? If the sales team isn't following up on leads, there's no point in generating them in the first place. You want to be sure you're working qualified leads on the same day of conversion or very soon after conversion, as your ability to close leads over time decreases.

Aligning your marketing and sales teams through quantifiable goals will give each team a responsibility. Establish a monthly quota for number of leads marketing will pass to sales and the number of leads sales will close. Quantifiable metrics will give each team shared accountability and a common goal.

Share This Ebook!





Don't Let Those Leads Slip Away

There's a short period of time between when a person clicks on an offer and when he or she completely forgets about it. It's unlikely that a lead will remember they clicked on an offer from your Facebook page a week ago, making it essential that your sales team follows up with leads in a timely manner.

Analyze your data about leads that have been successfully won to determine the average amount of time it took a salesperson to follow up with them. You may find that leads worked within two or three days tend to close more quickly, or that a higher percentage of sales are made when worked within a given time period. Convey this information to your sales team so they know how quickly they need to follow up with each lead that comes in to guarantee a high success rate.

Share This Ebook!



WWW.HUBSPOT.COM





Know the Lead Before Trying to Make the Sale

Pass on the data you've collected about leads to your sales team, so they're as informed as they can be prior to following up with prospects. For instance, if your sales rep knows that a particular lead came from Facebook and downloaded an ebook about how to market on Facebook, they'll be much better prepared to have an actionable conversation.

Sales reps should also be aware of the form information prior to working a lead. Two data points that should be extracted from form fields are position (because a sales rep should approach a CEO different than a Marketing Director) and biggest challenge (so that the sales rep can offer helpful suggestions that are actually relevant to a prospects business). For example, a HubSpot sales rep could notice that a marketing manager originally clicked on a CTA for an ebook offer on "[Using Dynamic Content in Marketing](#)." They can then mention the features and benefits of the HubSpot blog publisher tool, informing that potential customer about something they are likely going to be interested in learning more about.

How Do I Pass Data to My Sales Team?

Efficiently pass lead characteristics to your sales team by integrating your CRM and marketing software. This will allow for a streamless flow of information between the teams, keeping everyone in the loop.

Share This Ebook!





ROI: Are You Getting the Most Out of Your Time and Money?

You've put both your time and money into planning, executing, and analyzing the perfect Facebook strategy, but is it really worth it? Whether looking at paid or organic Facebook posts, you need to determine what your ROI is in order to know how much you're gaining in comparison to the other media outlets you're using.

To calculate your ROI, simply compare the cost of your efforts on Facebook (whether that's media spend or employee salaries) vs. the revenue that was brought in directly from Facebook. Create different tracking URLs that include the label "Facebook" for each offer, so you know exactly how many people clicked on each offer directly from Facebook. Having a tracking and analytics platform in place is vital so that you can know exactly how much revenue is being generated from Facebook.

Once you have a clear understanding of your success or struggles on Facebook, you'll be in a much better position to either scale the channel or rethink your strategy. Without proper tracking, however, you'll never be 100% sure whether the resources you're dedicating to Facebook are worth it or not.

Share This Ebook!



CONCLUSION & ADDITIONAL RESOURCES



“*Facebook is a great platform for increasing your ROI and helping your company grow to its fullest potential.*”

After reading this ebook, you should be confident in your understanding of some of the best practices for using Facebook to not only generate new qualified leads, but to also close sales.

When used effectively, Facebook is a great platform for increasing your ROI and helping your company grow to its fullest potential. It takes some time and testing to get things perfect, so keep trying even if you don't immediately see the results you want. Make adjustments until you determine the perfect formula for your business.

Go put it to the test!



ANALYZE THE ROI OF YOUR **FACEBOOK** **MARKETING**

Want to see how many Facebook prospects you're turning into leads and customers? [Sign up for a free demo of the HubSpot software, and we'll show you how.](#)



http://bit.ly/HubSpot_Demo

Share This Ebook!



WWW.HUBSPOT.COM

