

BRIAN CARTER

THE
LIKE
ECONOMY

How Businesses Make
Money With Facebook

Second Edition

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800 East 96th Street,
Indianapolis, Indiana 46240 USA

First, you have a bunch of fans, but then because of EdgeRank, only an average of 12% of them see your posts. Wow, you just lost 88% of them! Maybe you recover some amount of them with post promotion ads. But then only 10% interact, and you've lost 98.8% of the initial number. Then only 10% of those fill out a lead form. So, even if you use strategies to ameliorate these losses, the nature of the sales funnel is that most people fall out. That's why you need to be reaching 1,000 times as many people as you need customers. Fortunately, Facebook ads make this more affordable than any marketing opportunity that's come before.

7. Are You Reaching Them Repeatedly?

There's an old advertising adage that your ad has to be seen seven times before a customer will buy. We might explain that via the AIDA process: They have to be (A)ware of your offer, get (I)nterested, actually (D)esire it, and then take (A)ction to buy it.

These days we live in an Attention Economy. Our potential customer is constantly being assailed by things including

- Hundreds of TV channels to watch
- Thousands of websites to visit
- Dozens of smartphone apps to use
- Text messages
- Phone calls
- Social media messages
- Emails
- Streaming music
- Website ads

How is your marketing going to break through all that noise? Part of it is being good at grabbing attention; another part is having a good offering (what you're selling) and offer (how you're selling it); and the last part is repetition. You must repeatedly remind consumers that you and your offer exist.

Let me repeat that. You must repeatedly remind consumers that you exist. Get the point? I repeated it. Get it? Get it? Ok.

There are several ways to do this: owned media like email lists and fan bases, reaching the same consumer via multiple marketing channels, and the newest: ad retargeting, which is discussed in Chapter 9, "The Face of Advertising: How to Capitalize on the Most Powerful Marketing Tool."

8. Are You Warming Them Up?

“Let’s get it on.” Marvin Gaye said it. But I bet he didn’t say it to a woman he’d just met. Well, maybe he did and maybe he could get away with it because she already knew his music. But if the average guy went up to a woman he didn’t know and said that, he’d get slapped—and deserve it.

Everybody wants something. Your company does. A customer does. Your kids do. But when you want something from someone else, you can’t just go up and ask for it. Okay, you can, but you might not get it.

Why is cold calling so difficult to do? “I don’t know you. You called me during dinner, and you want me to buy something? How about respecting my time and privacy? How about acknowledging that I’m doing something important here?” That’s why there’s a national “do not call” list. That’s why we don’t like spam email and there are federal laws against it.

People using Facebook feel the same way. “Hey, I’m socializing here, could you turn down the sales voice a little bit? And get a better tie?”

As the saying goes, “Honey catches more flies than vinegar.” I’m not sure if someone was really trying to catch flies with vinegar, or why they wanted to catch flies in the first place, but you get the point—people help people they like. They buy from companies that they like or that they feel obligated to.

Start with Generosity

There’s this weird phenomenon—gifts inaugurate and deepen friendships. One good turn deserves another. Dating can start with a yes to the question, “Can I buy you a drink?” People fight over the check after eating. Why? Because giving creates an obligation. It’s nice to give gifts and it can come from a place of love, but we also know that our gift recipient is more likely to help us in the future.

Think about it this way: It’s a big, cold, cruel world. We each have limited time and resources. We can’t be everybody’s customer. We can’t be everybody’s friend. So whom do we gravitate toward? Which relationships develop and which don’t?

We like the people who care about us. If you want customers, start with generosity.

Warming It Up on the Web

You’ve seen websites with videos and demos. These are ways to introduce people to you and your services. Have you ever signed up for a free trial? You might not think of it this way, but that’s a gift. It can be a gift we’ve come to expect, but we appreciate the company’s willingness to let us enter the relationship with them risk-free.

Warming It Up on Facebook

You'll see this theme throughout the book. In Chapter 7, "Selling the Dream: Going Beyond Benefits to Arouse Your Fans' Desire for What You Offer," I talk about how you arouse potential customers' desire. Painting the picture for them makes them more likely to give you their business. In Chapter 11, "Talking Till You're Blue in the Face: How to Get More Likes and Comments," I show how giving people interesting content can get them to give back by liking or commenting. In Chapter 12, "FaceMessage: Achieving Other Corporate Goals on Facebook," I show you how to build relationships with bloggers and journalists with generous tactics. Chapter 14, "Influence: 13 Tactics for Turning Browsers into Buyers," goes deeper into the hows and whys of influencing potential customers.

Facing the Facts: How to Continuously Get Better Results with the Five Steps of Optimization

I almost named this chapter “How to Get Better Results Than the People Who Skipped This Chapter.” The goal of this chapter is to provide you with a framework for getting continuously better Facebook marketing results. What separates those who are able to improve their results from those who are just lucky—or unlucky? Optimization.

The system I present in this book is different from what you’ll find other social media experts suggesting. In part, this is because of my background in direct marketing, but perhaps more accurately, I was drawn to direct marketing because of one of my strengths: I’m what the Gallup organization would call a “maximizer.”¹

1. <http://strengths.gallup.com/110659/Homepage.aspx>

Optimization is the process of improving any system's efficiency and effectiveness. It's hard to argue against improving efficiency. Should we instead try to waste more of your marketing dollars? Of course not! Should we goof off and have fun with creative pictures and videos and ideas regardless of the campaign's effect on sales? Probably not. Should we set advertising in motion and never check to see how well it's doing? Ridiculous!

On Facebook, should we get you as many fans as possible regardless of whether they're potential customers? That depends on your goal, doesn't it? If you just want to impress people with a big fan count, by all means, get as many of the cheapest fans as possible! But if your goal is more bottom-line-focused, that will affect our strategy choice and how we implement it.

Part of being efficient is being an 80-20 thinker: Let's do the 20% of things that yield 80% of results. So, the system I propose will not be using every possible aspect of Facebook for marketing. Instead, I have emphasized the tactics I've seen get clients the results they want and have deemphasized things that don't seem to help as much. To some social media experts, my system will seem too focused, not as broad as what they would suggest, but that doesn't mean you shouldn't spend more time on custom tabs, apps, or events than I've suggested.

If you find that one of those options makes sense for your specific business, just apply the optimization system I teach in this chapter to it as well. It's a scientific system focused on testing, so your own testing will assure you which tactics work best.

How Digital Marketing Is Shifting Marketing Cultures

I'm still astounded when I encounter marketing cultures that haven't integrated optimization. I find that the marketing agencies and departments still operating in a culture of media buys and print ads are sometimes behind the times. Search and social advertising are so different that they've changed how marketing is planned and executed. These days, you may learn so much from a month of advertising that it changes your plan for the rest of the quarter, let alone the remainder of the fiscal year. Many companies still plan their budgets annually, but my hope is that more and more will understand that digital marketing brings them continuous insights and builds more flexibility into how they execute month to month.

The Five Steps of Optimization

In 2008, I developed a five-step system for improving the output of anything, including your marketing (see Figure 6.1):

1. Clarify what your goal is.
2. Find a way to measure your goal.
3. Look at your starting point.
4. Test tactics that move you toward the goal.
5. Check to see what worked and what didn't, then adapt your next moves accordingly.

Most people do some of these steps, but not all—and missing one of these steps is enough to ensure you take too long to evolve, possibly losing the leadership position in your niche. Companies that use all five of these steps consistently get better results than their competitors.

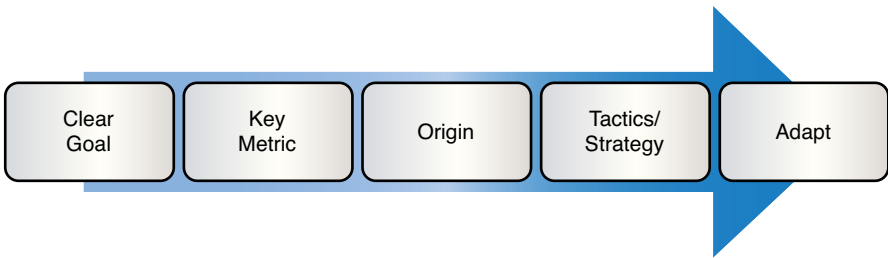


Figure 6.1 *The Five Steps of Optimization.*

I created this process while working with my keynote speaking mentor, Garrison Wynn, who asked me some tough questions: “What is the fundamental thing you teach? What is the strength or system you can help people most with?” I felt that it was optimization.

As I looked back over my Internet marketing work since 1999, I saw a pattern. With every new channel, tactic, or tool I learned, I instinctively created a system around it or added it to an existing system to get more results; then I tried to make the system more efficient and effective. I tested things, kept what worked, and threw out what didn't. I did this with search engine optimization (SEO), pay-per-click advertising, and more.

I optimize my driving—what's the quickest route? How do I safely get around these other drivers, even the ones who don't want me to get around them? How do I get there quickest without getting a ticket? How do I do all this without provoking road rage in anyone else? I like to joke that I even tried to optimize my wife, but she didn't like that. It turns out that wives are often much better at optimizing their husbands.