

Facebook Fan Pages

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Welcome

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Agenda

Facebook Fan Pages
Updates & Changes

Trends

Apps

Q&A



Why Have a Fan Page?

1.7 Billion Users
#1 Social Sharing Site

Too Big to Ignore

41% US Businesses on Facebook
Small Business Advantage



Follow me on
facebook

FREE access to Social Media Tips

Benefits of Fan Page

Discoverable, connect 1-1 with followers, help reach large groups & gives us deeper insights into our audiences

Targeting of Audience

Interests

Behaviors

Location

Custom Audiences (from Email list, website, apps)

Organic Reach Declined

Advertising Platform Now

Mobile

Log in only on mobile 56.5%
Local shopping 60.9% (Q3, 2013)

Social Sales

Facebook drives 25% of all social referral traffic. (2015, Social Media Examiner)

Content



Integral part of building & maintaining your audience!

Consumption

VIDEOS !!

No longer than 90 seconds

VIDEO

8 Billion viewed daily

Facebook Live

Dynamic, personal & fun!

Broadcast to existing audience

ALGORITHM

FACEBOOK NEWSFEED

Instagram

100 Million DAUs & 300 Million MAUs
Business Profiles

Business Profiles

1.5 Million Businesses Using Profiles

Small Biz needs shares!!

Entertain, Engage, Inform & Educate

Facebook is a destination

News. Trends, shopping & entertainment

Reviews

Huge Search Engine

Messaging

Real time customer support

Worldwide Market

Beyond USA

Facebook LIVE

Watched 4x more than uploaded videos

How to Stand Out!

Check your Page Insights
Budget for Facebook

Updates

New Look, improved news feed, what's on your mind at top of page, highlights content section & friends filters-more control over stream

What to do next?



Review insights, create & share content audience wants, use scheduling tool, review data monthly & consider Ads & Apps

2016 Trends



Social Visibility

Advertising Increasing 17.08 Billion in 2015

Mobile Ads-mobile friendly website
Different types of ads

Facebook Apps

10 MFacebook Apps

Special Features

App Builder, Social Lead Capture
Paypal Integration

What do you get?

Why do I need this?

Great Value!



*Facebook
Fan Page App*

*what is this?
why do I need it?*

FACEBOOK FAN PAGE APP

- *Editable Templates, Layouts & Styles
- *Easily Embed Videos, Images, Live Hangouts, Podcasts & Social Widgets
- *Mobile optimized
- *No Software needed-just a Facebook Business Page
- *Lead Gate to Capture Visitors to Login w/ FB to access your content
- *Lead Manager & CRM (Email) Integrations
- *Paypal-Pay Gate-pay for access-monthly or one-time payment
- *Start a Facebook group & charge for it
- *Run a contest or sweepstakes
- *Host a LIVE event
- *Sell a digital product or course
- *Sell your online time or service
- *Sell a monthly newsletter
- *Sell a product
- *Offer a discount or coupon

*FREE
30 Day Trial*

I can help you get started! Launch Today!

Join me and my clients in this amazing journey all on Facebook.

One App.

One Install. Mobile Friendly.

With over One Billion Users on Facebook, I'll bet your audience is here.

Ready to Upgrade your Business Page?

It's Time to Turn Your Passion Into Profits!

I'm a Certified Expert with 22Social and I can help you get started.

TWO Options-One great App!

Fan Page App - 22s.com



**22SOCIAL
Certified
Expert**



I'm using the app right now.

Streaming a LIVE hangout!

You registered on this app!

A great way to get folks to stay on your page!

Collect leads & make sales!

I can help you get started!

Free 30 Day TRIAL

www.22s.com/strong/launch

One App

Awesome features

Low cost

All on Facebook



Get 3 months of
Email Marketing
for only

\$5
/mo.

Constant Contact 

Exclusive Offer for Today's Attendees

IF YOU BUY TODAY

**\$5/month for your
first 3 months of Email**

**Our Customer Success Coaches are here to help you upload
your list, get your template set up and get your first email
sent. Call us at 866-289-2101**

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