

THE BIGGEST MISTAKE

I Made Using Facebook for Business



Zeb decided to set up Facebook Advertising for his business

I WANT EVERYONE TO LIKE MY BUSINESS, I'LL TARGET THEM ALL!!



At first it seemed great

- 100s of Likes
- People noticed

BUT THEN...

- I got NO engagement
- No one saw my posts
- Waste of advertising dollars

WHAT HAPPENED?!??

Like Farms were Created, they set up FAKE profiles

Facebook Catches On, disregards profiles that only Like 1 page

Like Farms Trick Facebook, like several pages with fake profiles (often liking pages that broadly advertise)

Like Farm - A business that generates Likes on demand for Facebook business pages
Often by creating fake profiles

Facebook Adjusts Algorithm, only posts with engagement are shown to followers

MY POSTS ARE SHOWN TO FAKE FOLLOWERS, NO ENGAGEMENT, NO ONE SEES MY POSTS!

How to Avoid My Mistake



- Think Organic: start small, start with the organic reach of your business
- Implement Small Advertising Campaigns
- Specific Target Market: make your target market as specific as possible
- Leverage Engaged Users: reach contacts of those who actively engage on your Facebook page already
- Analyze, learn, test, fine tune and grow from there

The Biggest Mistake I Made Using Facebook for Business

When I started using Facebook to market my businesses I used all of it's features and because I made mistakes I learned so much.

There are several mistakes that can be made marketing on Facebook: only sharing sales messages, deleting other's posts to your page without addressing their concerns, not interacting with followers. These are all common mistakes that many businesses make. We cover all of these in our courses The Complete Facebook for Business Online Course and The Ultimate Facebook for Business Online Course.

To provide a taste of our online course and to give valuable knowledge that can prevent others from making the same big mistake I made using Facebook to market my business we are sharing this guide.

My biggest mistake: Using Facebook Advertising = Not having a clear target market

I set up Facebook Advertising. I wanted everyone to like my page so I when I selected my target market I choose everyone in the US and Canada.

At first it seemed great! I Gained a lot of likes, 100 every day! And people noticed I had a lot of likes on my page.

In the end it was terrible. I had likes from fake people, I wasted my money and I sabotaged my page.

What happened?

It's something that was set up long before I ever set up my advertising campaign.

Link Farms were created. A Like Farm is a business that generates Likes on demand for Facebook business pages. Usually by creating fake profiles.

Facebook realized what these like farms were doing. FB could tell that if the only activity on a profile is one page Like, then it is a fake profile. Because of this Like Farms began to like many pages with their fake profiles. Mostly any pages that showed up as Ads to their very non-targeted profile.

These Fake Likes actually work against my page.

Why? - Facebook's algorithm to decide how many people see a post puts most emphasis on engagement. My posts hit these fake profiles and gain no engagement. Posts never get a chance to take off.

I have a lot of likes but no one sees my posts. I had no engagement. I was not reaching potential customers.

I was so excited to get so many likes, but I sabotaged my own Facebook Page! We're still working to come back from this. And we're glad to hear that Facebook is taking steps to remove these fake profiles. But it can still happen.

How to easily avoid my big mistake

- When you start Facebook Advertising think organic. Start small. Start with the organic reach of your business
- At first implement small advertising campaigns
- Set up Advertising campaigns with as narrow and specific a target market as possible
- Leverage the contacts of those people who already actively engage on your Facebook page
- Analyze, learn, test, fine tune and grow from there.

Did you find this information useful? Find out about other mistakes you should avoid and all the things you should do. Sign up for our Facebook for Business Online Courses!

Complete Facebook for Business Online Course - \$99

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