

SALES GUIDE

Product Briefing for the new Facebook Local

Facebook Local Sales Guide



FullonDigital.com info@FullonDigital.com

INFORMATION



Facebook Local

Facebook Local is a streamlined social product created specifically to drive awareness, calls, and foot traffic to local businesses with an actual physical office or have a specific locale that they service. It relies on sophisticated targeting, high-quality creatives, and turnkey social media service to drive results and provide ROI on the business.

PITCH:




"The Facebook Local product connects small businesses to their most relevant customer – the people who live and work around their area. Through compelling creatives and industry – best technology, we use original Facebook creatives to target the people who matter to the business most, driving awareness, consideration, and eventually, sales."

- Unique Social Media Strategy: Content Strategy, Brand Analysis, Competitor Analysis
- Facebook Page Setup and Local Business Verification (Cover Photos, text)
- Facebook campaign created specifically for small businesses, optimized to drive foot traffic and gain awareness within the immediate vicinity of the small business
- Highly collaborative – tailored content based on the promos of the small business for the month. Email sent every month to the digital agency for information for the month.
- Localized audiences researched and targeted for their high-affinity with the product or service the small business offer via proprietary affinity targeting based on audience engagement data
- Built-in ad budget to boost each post to the unique audience, guaranteed reach and impressions per post
- Monthly Facebook performance report, including content report, audience report, and local reach report

FACEBOOK LOCAL IN THE PATH TO PURCHASE







Facebook Local helps businesses by targeting clients on multiple steps in the customer’s path to purchase.

| AWARENESS | CONSIDERATION | LOYALTY |
|---|---|---|
|  |  |  |
| <p>Facebook Local provides the best platform to gain awareness by targeting people who are already predisposed to buy the product via our industry – best technology.</p> | <p>Through creatives and custom audiences, Facebook Local can regularly show the value of the local business to the target customer, driving consideration and eventually sale.</p> | <p>Using remarketing and custom audiences, Facebook Local drives loyalty by pushing post-purchase information and targeted promos to your existing customers.</p> |

WHY IT IS IMPERATIVE FOR SMALL BUSINESSES TO BE ON FACEBOOK?



| | |
|---|---|
|  | <p>1 ALL BUSINESSES WOULD BE ON FACEBOOK – WHETHER THEY LIKE IT OR NOT</p> |
| | <p>As Facebook’s 1.19 billion (McKinsey Research) user base continue to grow and use the platform, they interact with businesses offline and submit these data to Facebook. Facebook automatically creates business pages for businesses that customers interacted with or checked-in on, even without the business’ knowledge or approval. <i>(McKinsey Research)</i></p> |
|  | <p>2 USER REVIEWS ARE JUST FASTER AND BETTER IN FACEBOOK, FOR THE USER</p> |
| | <p>With 67% of the US population on Facebook and 87% of 18 – 29 year olds active on Facebook, there’s a lot less barrier for the average customer to leave reviews on a small business via Facebook. Facebook’s review platform provides the easiest way for users to review local businesses because it is already integrated with the platform – much easier than Yelp, Google, or any other business that requires another login to leave reviews. <i>(Business Insider)</i></p> |
|  | <p>3 THE US MARKET’S #1 TOUCHPOINT IS MOBILE</p> |
| | <p>Mobile devices have become the most dominant among all screens with each user logging 173 minutes globally compared to 94 minutes for TV. Bloomberg reports US users averaging 40 minutes per day on Facebook, the highest across all mobile activities. <i>(Millward – Brown)</i></p> |
|  | <p>4 FACEBOOK IS ABOUT TO MAKE MORE WAVES ON LOCAL</p> |
| | <p>It’s not a prediction – it’s the reality. Already, Facebook has gone on to challenge Yelp with Facebook Services that allows people to search for Professional Services via Facebook. Facebook also quietly improved their search functionality – you can now search for “restaurants in Austin” and it will show you the top restaurants in Austin according to rating, reviews, and likes.</p> |




| HOW DOES FACEBOOK LOCAL WORK  | |
|---|--|
|  |  |
| <p>12 HIGH-QUALITY COMPELLING CREATIVES</p> | <p>BOOSTING AD SPEND BUILT IN</p> |
| <p>Guaranteed unique and original creatives made from premium photos bought and created specifically for the brand.</p> | <p>Spread through the creatives to provide visibility for the post. Starts at initial \$50 but can be increased via client specification.</p> |
|  |  |
| <p>ADVANCED LOCAL AUDIENCE TARGETING</p> | <p>ADAPTIVE SERVICE</p> |
| <p>Using the same technology that supports the campaigns of Reuters, NBC, P&G, and Netflix among others.</p> | <p>Flexible package adapts to what your clients need to promote on the month. We send monthly emails to existing resellers for you to ask your end-clients any promotions that they want to highlight on the next month.</p> |

| PAIN POINTS AND SOLUTIONS 😊 | |
|--|---|
| PAIN POINTS | SOLUTIONS |
| We want to attract more customers but have limited budget | Facebook is 400% more efficient than TV and provides the narrowest targeting possible compared to any other advertising mediums. In SEOReseller, we use Facebook to target people based on what they talk about, what they like, what they do, and all their interactions on Facebook available in public. |
| We do not have the talent or the budget to execute a high-quality ad creatives | Posts on Facebook are all about creativity. Each graphic is created by a dedicated graphic artist under the supervision of our Social Media specialists and then cross-checked by our QA department. Whenever you get a Facebook Local package, there's an entire team handling your order for you. |
| SEE OUR SAMPLES: | <p>Pizzeria Vecchia</p> <p>Quality Construction</p> <p>Everyman Plumbing</p> |
| We handle Facebook internally and it works | Your time can be spent more in growing your business. By working with us collaboratively, we would match or surpass your creatives after calibration and surpass or match your ad spend efficiency using our advanced algorithms. |
| We outsourced our Facebook campaign before and the results was dismal | We are not an outsourcing company. We are a digital marketing company in the Philippines who primarily focus on fulfilling the backend needs of agencies all over the world. Each person in our team was hired from the best universities with years of experience under their belt executing awesome work for clients ranging from local businesses to Super Brands. |
| I'm concerned about reliability – for instance, losing control of our page and content | We do not ask for email addresses and passwords whenever we post for your Facebook pages. What we do is use Facebook's Business Manager to gain access to the Page we are using. Each post is also scheduled under Facebook Pages. Anytime you want to remove our access or remove a post, you can just do so in a few minutes. |

OBJECTION HANDLING



| | | |
|--|--|---|
|  | <p>1 FACEBOOK DOES NOT PROVIDE ROI</p> | <p>The most direct measure of ROI for Facebook is the reach and awareness generated by the posts through Facebook – that without the Facebook campaign, wouldn't exist. Basic marketing provides that awareness is the first part of the sales funnel that leads to sales. A more tangible ROI measurement can be achieved by the client by comparing his sales before and after and taking in consideration the other marketing campaigns outside Facebook.</p> |
|  | <p>2 THE PACKAGE'S POSTS ARE FEWER THAN THE NORMAL SOCIAL MEDIA PACKAGES</p> | <p>Facebook's average reach per organic post is now at 1% - 2%. This means that only 1 - 2% of a page's fans would see an organic post, if ever.</p> <p>Content matters, and in Facebook, the best creatives win. But content means nothing without an adequate budget in the package. That's why each Facebook local has a built-in \$50 ad spend that you can increase if the client chooses. This guarantees reach which we then optimize to bring more value for the brand.</p> |
|  | <p>3 WE CAN DO OUR OWN FACEBOOK POSTS AND BOOST THEM, CHEAPER AND BETTER.</p> | <p>You can. What we sell is the high-quality creatives we produce tailored to the audience of the brand, the expertise we built by working directly with Facebook, and the tools we bought in order to provide the best possible social media campaign for you.</p> |
| <p>SEE OUR SAMPLE CREATIVE WORK:</p> | | <p>Quality Construction Everyman Plumbing Pizzeria Vecchia</p> |
| <p>HERE'S THE RESULT OF WHAT WE DO:</p> | | |
| | <p>BEFORE SEORESELLER</p> | <p>WITH SEORESELLER</p> |
| <p>Reach per \$1</p> | <p>145.9 people reached per \$1</p> | <p>266.9 people reached per \$1 (82% increased efficiency)</p> |
| <p>Cost Per Impression</p> | <p>\$2.95 per 1000 impressions</p> | <p>\$2.04 per 1000 impressions (almost \$1 or 33% savings per 1000 impressions)</p> |

| PRICING 🔒 | | |
|---|---|---|
|  |  |  |
| INTRODUCTORY PRICE | NORMAL PRICE | SUGGESTED RETAIL PRICE |
| \$199 | \$249 | \$400-500 |