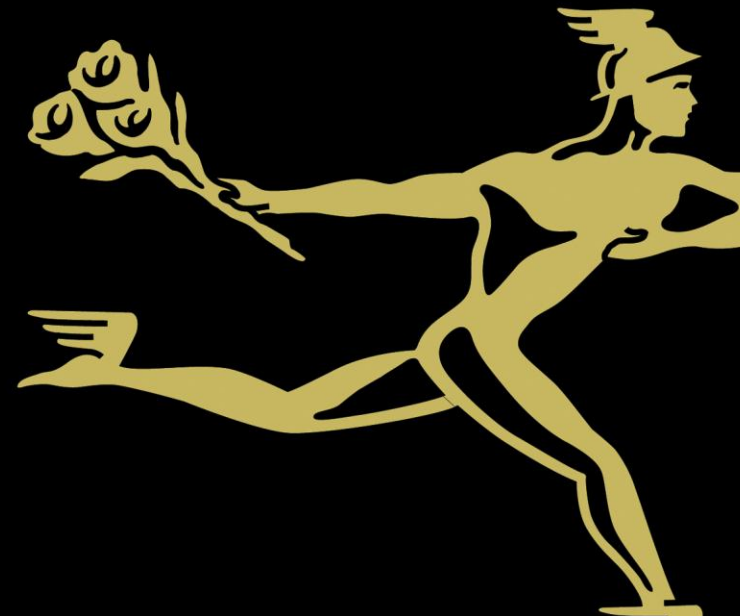


Understanding Facebook's Facelift

Jeff Corbin,
AIFD, AAF, PFCI

February 24, 2015





FTD

Flowers say it better. FTD says it best.™

Facebook Basics

- Personal Page
 - Business Page
 - Manage from Personal Page or Business Manager
 - Business Manager is IRREVERSIBLE
 - May not be the best option for small business



Facebook Basics

- Know Your Audience
 - ***INSIGHTS***

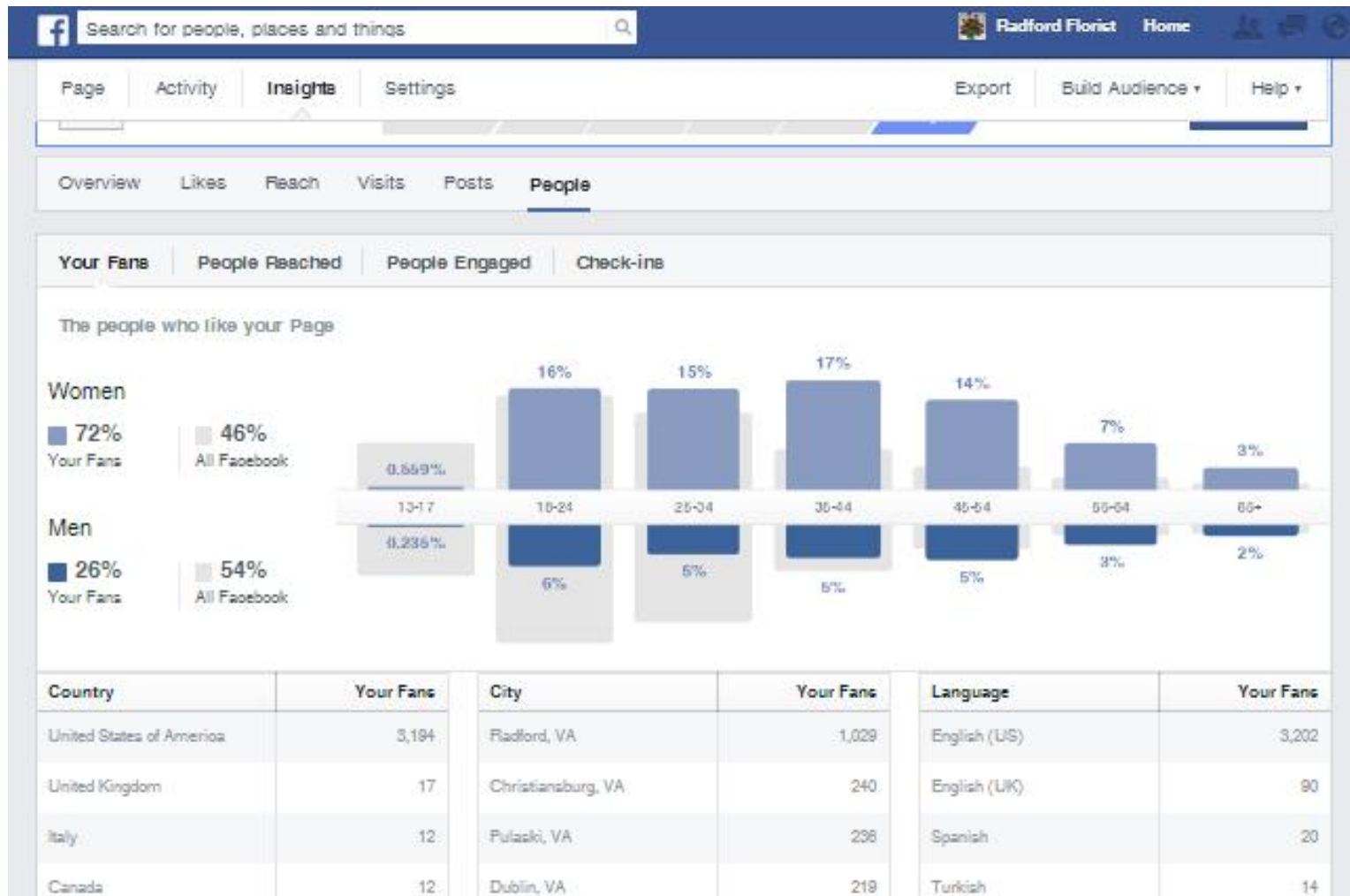


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Facebook Basics

– *INSIGHTS*



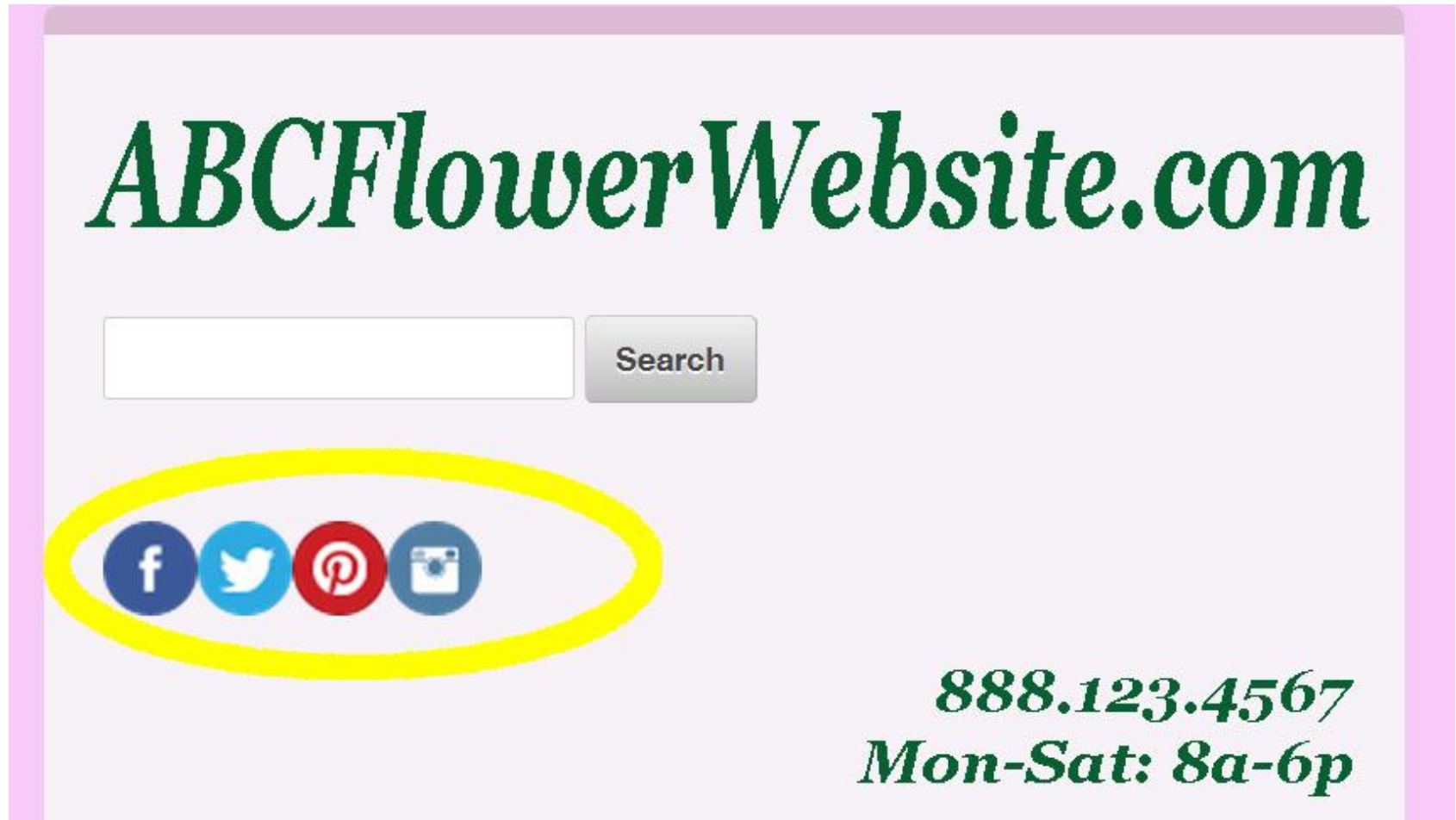
- Etiquette
 - If in doubt – leave it out
 - No sex, no religion, no politics
 - No risqué content
 - Be positive
 - Winners attract winners
 - Business page
 - For business – keep personal private
 - Don't Sell
 - Expose



- PAC
 - Presence
 - Being seen and frequency/timing of being seen
 - Attitude
 - Approach and outlook
 - Composure
 - Poise and self-control
- PAC keeps you in the consumers' mind
 - When they are ready to purchase you come to mind



- Link your website to Facebook





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What's New In Facebook



- Changes
 - Call-To-Action Button
 - No More “Like Gates”
 - Promotional Items Won't Show In Feeds
 - Image Size Importance



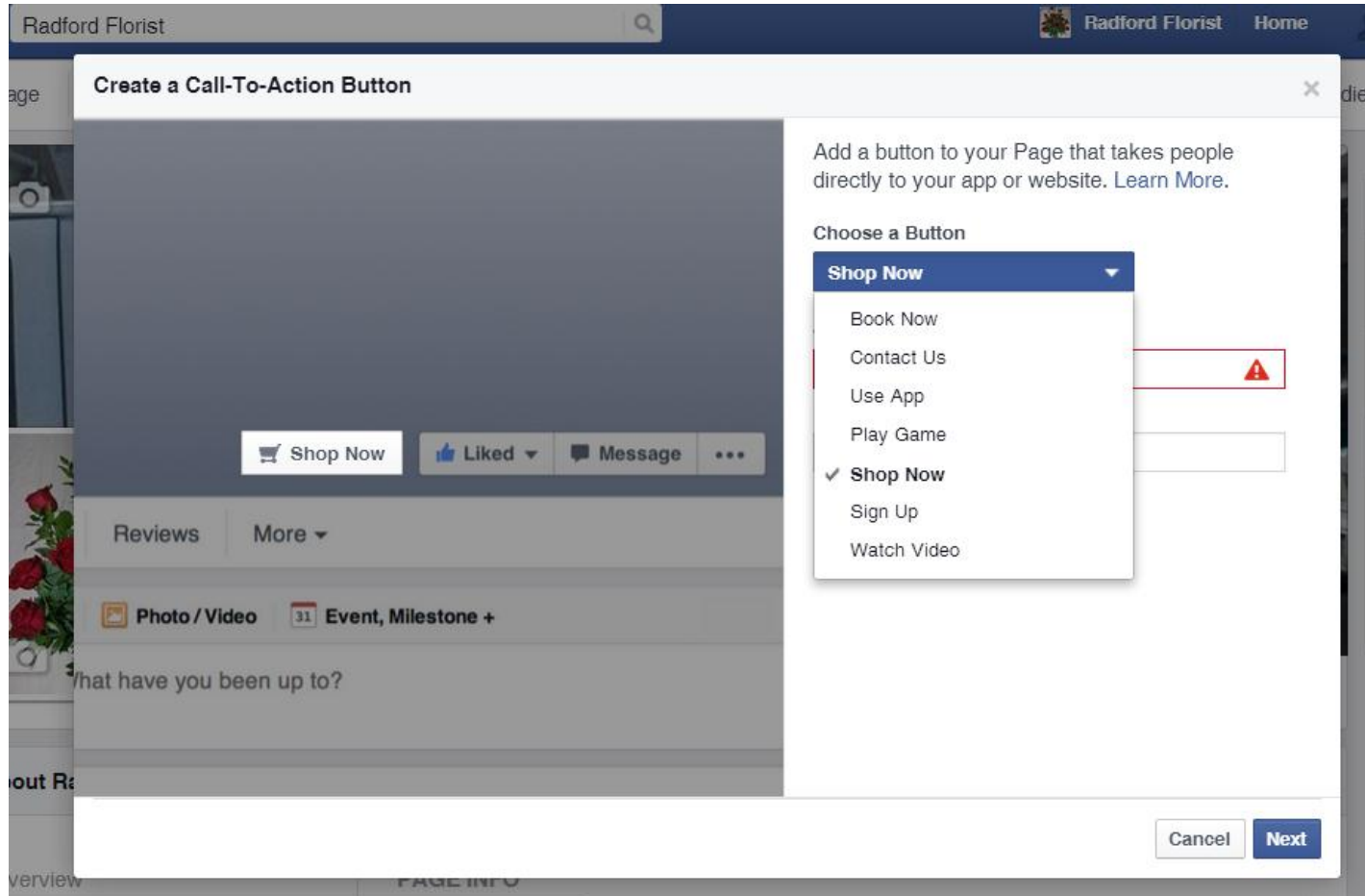
What's New in Facebook

- Call-To-Action Button
 - Link Facebook to your website



What's New in Facebook

- Call-To-Action Button
 - Link Facebook to your website



What's New in Facebook

- Call-To-Action Button
 - Link Facebook to your website

Create a Call-To-Action Button

Add a button to your Page that takes people directly to your app or website. [Learn More.](#)

Choose a Button

Shop Now

Website

www.radfordflorist.com

Mobile Website

www.radfordflowershop.com

Cancel Next



What's New in Facebook

- No More “Like Gates”

The screenshot shows a Facebook page for 'ClearRisk'. The page layout includes a blue header with the Facebook logo, a search bar, and notification icons. The main content area features a large green circle with the text 'Click above to download our free E-book' and a 'Like' button. Below this, there is a graphic of a book titled 'INSURANCE PREMIUMS ARE KILLING MY BUSINESS' and a green circle with the text 'Free eBook: Insurance Premiums Are Killing My Business'. A hand cursor is shown clicking on the book. The ClearRisk logo is visible in the top left and bottom right of the main content area. The left sidebar contains the ClearRisk logo, a green circle with the text 'Your Source for Risk Management Solutions', and social media icons for Twitter, RSS, LinkedIn, YouTube, and Facebook. The bottom of the sidebar shows links for 'Wall', 'Info', 'Friend Activity', and 'Welcome'. The footer of the page states 'Powered by HubSpot Internet Marketing Software'.



- **Promotional Items Won't Show In Feeds**
 - *According to people we surveyed, there are some consistent traits that make organic posts feel too promotional:*
 1. *Posts that solely push people to buy a product or install an app*
 2. *Posts that push people to enter promotions and sweepstakes with no real context*
 3. *Posts that reuse the exact same content from ads*

<https://www.facebook.com/business/news/update-to-facebook-news-feed>



What's New in Facebook



Bunny Puzzle Cube

Posted by Alex · October 15 ·

Only 15 minutes left to get your Bunny Bucks for 53% off! Sale ends soon so don't miss out on gripping bunny puzzle action! Install this app at your favorite app store! >>> <http://bit.ly/1w8osxB>

Download NOW! >>> <http://bit.ly/1w8osxB>



Tiger Therapy

Posted by Alex · October 15 ·

Be sure to watch the #1 rated show about the feelings of big cats every Wednesday night at 8 pm. You'll never guess what Gary, Sonya, and Dr. Stripes are up to tonight!

Be sure to also buy our Season 1 DVD set from our Tiger TV store!

Makes a great gift! - <http://bit.ly/1w8vdPY>



What's New in Facebook



LOOK HERE --- Our Valentine's "Pale of Love Bouquet" - Only \$42.99 - order early before we run out.



[Like](#) · [Comment](#) · [Share](#)



What's New in Facebook

- Image Sizes – Cover Photo, Profile Picture

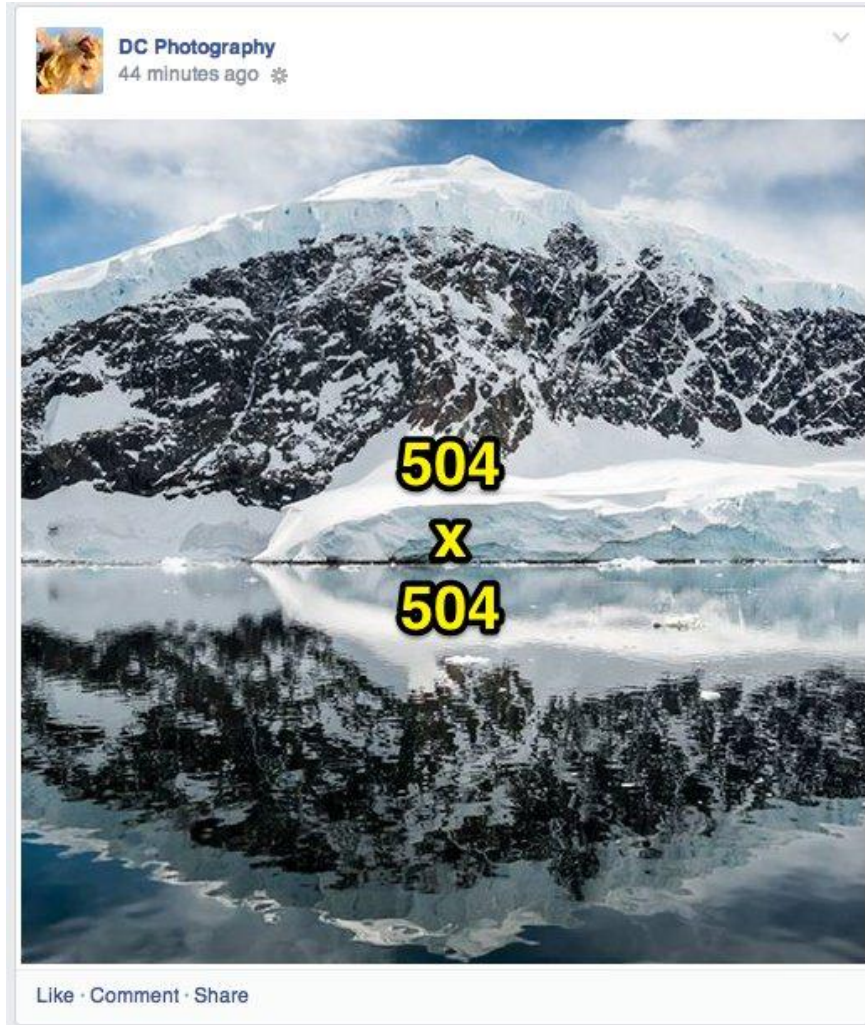


<http://havecamerawilltravel.com/photographer/image-s-photos-facebook-sizes-dimensions-types>



What's New in Facebook

- Image Sizes – Page Photo



- Image Sizes – Shared Link Thumbnails



<http://havecamerawilltravel.com/photographer/images-photos-facebook-sizes-dimensions-types>



What's New in Facebook

- Image Sizes – Shared Link Thumbnails





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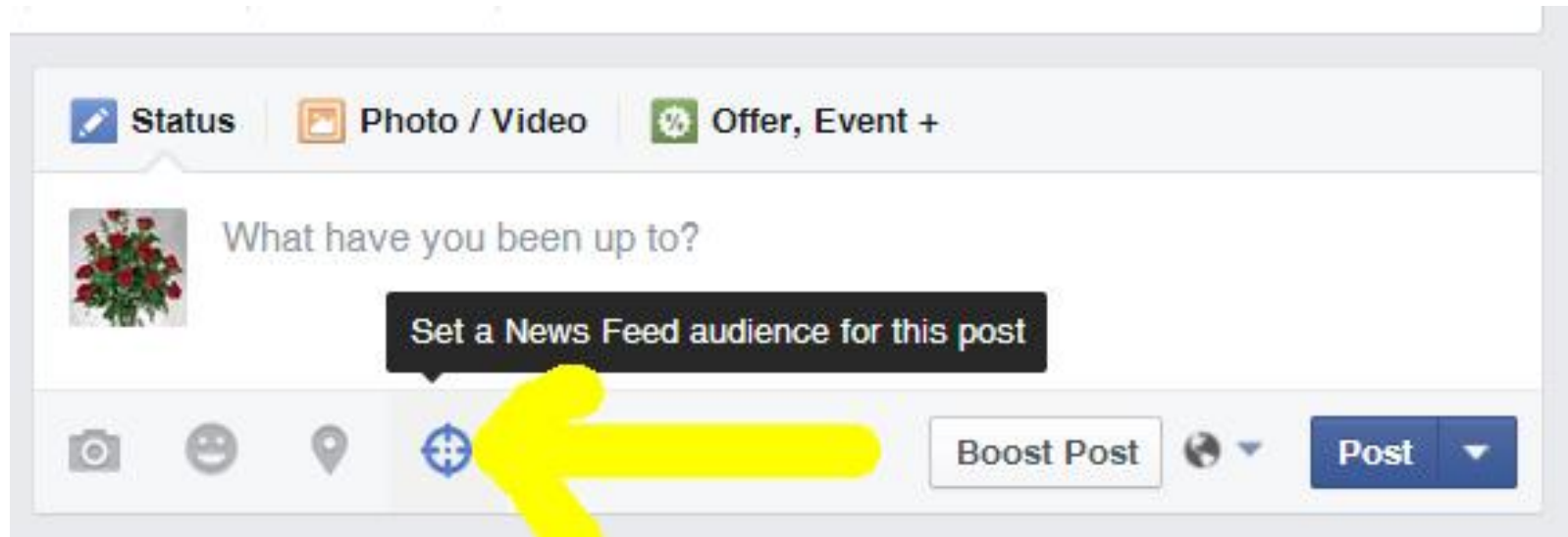
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Course of Action

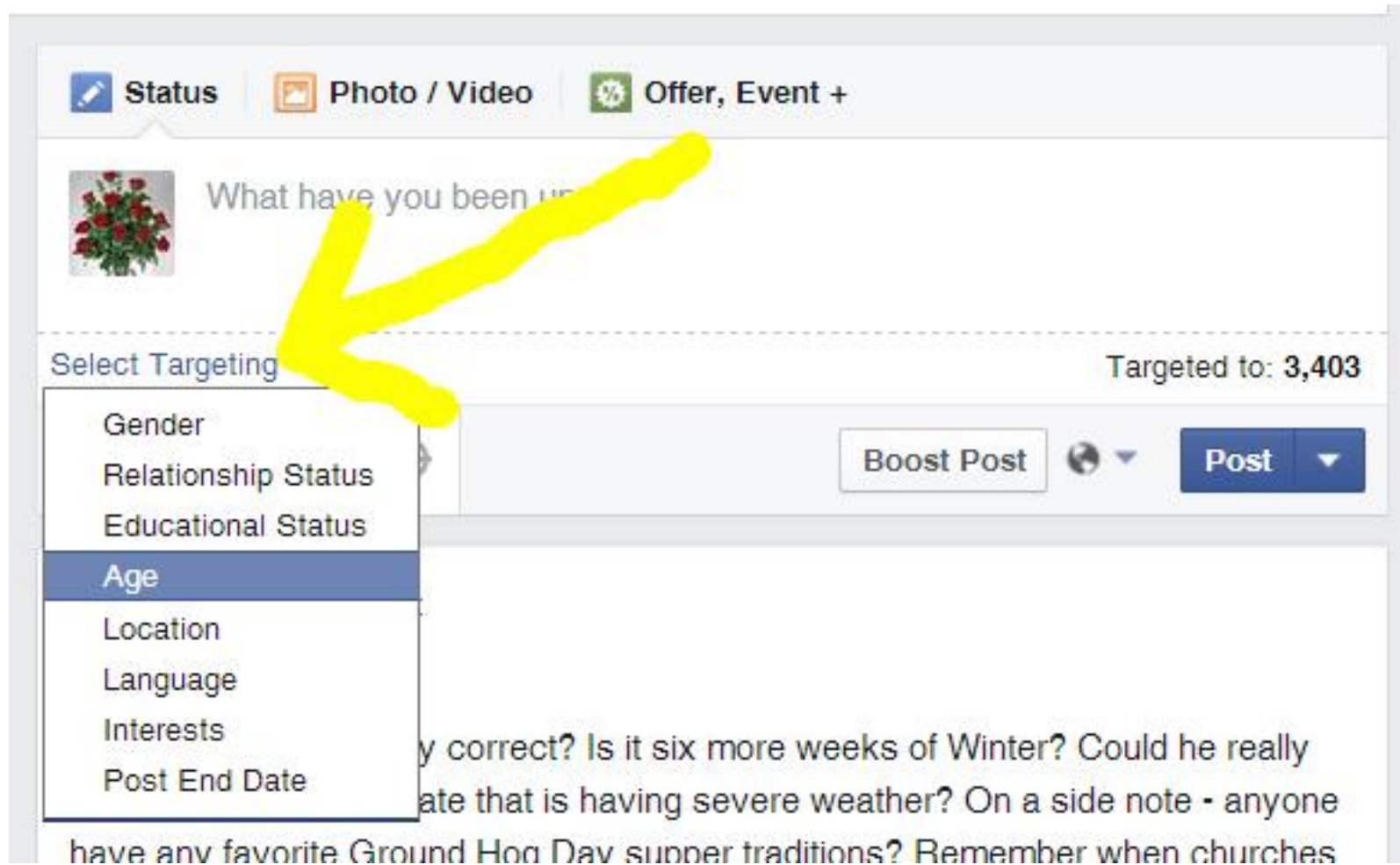
- Target Your Audience
- Plan Your Content
- Post Appropriately



- Target Your Audience



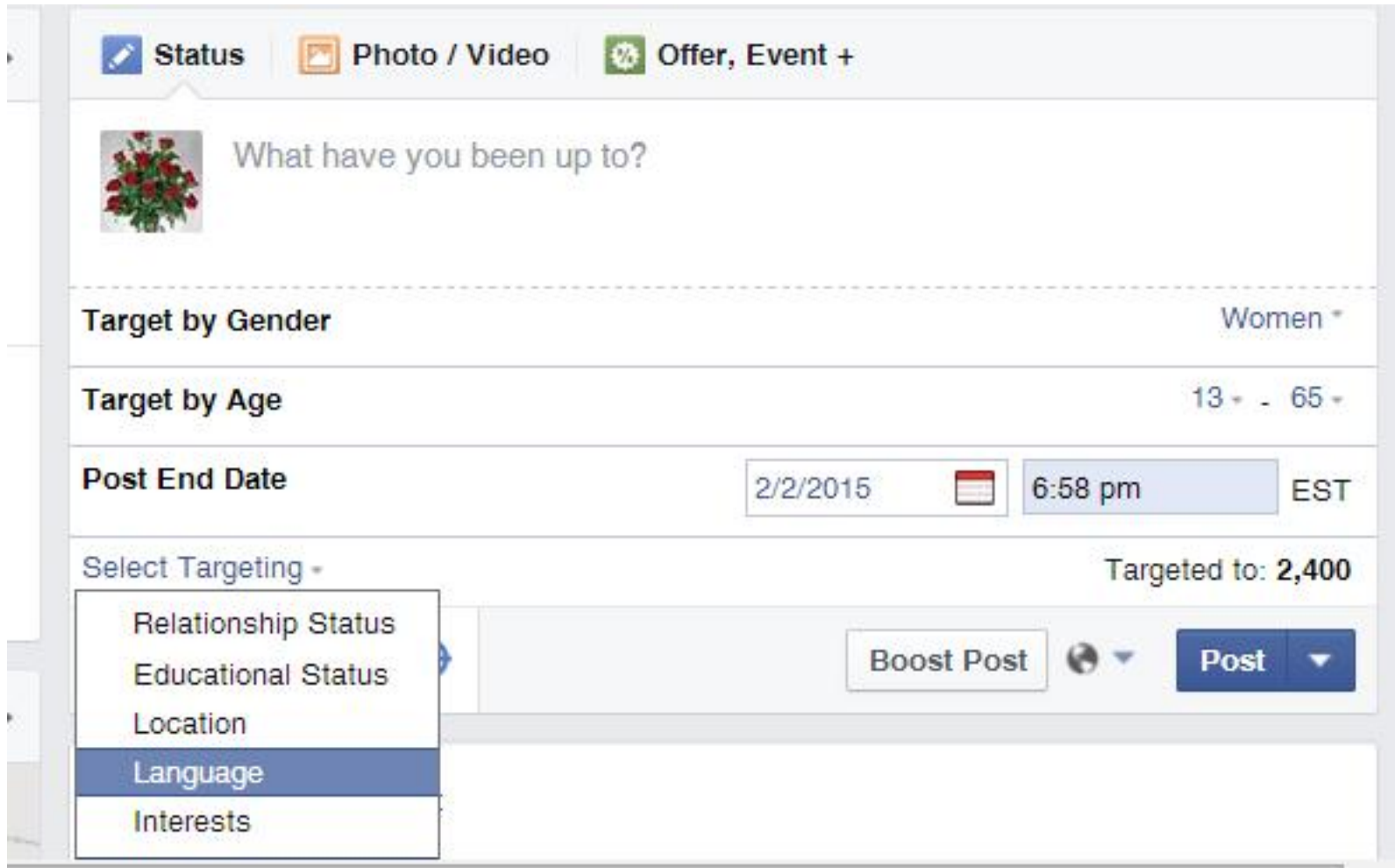
- Target Your Audience



The image shows a Facebook post creation interface. At the top, there are three tabs: "Status" (selected), "Photo / Video", and "Offer, Event +". Below the tabs is a text input field with the placeholder text "What have you been up to?". A yellow arrow points from the text input field down to the "Select Targeting" dropdown menu. The dropdown menu is open, showing a list of targeting options: "Gender", "Relationship Status", "Educational Status", "Age" (highlighted), "Location", "Language", "Interests", and "Post End Date". To the right of the dropdown menu, it says "Targeted to: 3,403". Below the targeting options, there are two buttons: "Boost Post" and "Post". The "Post" button has a dropdown arrow next to it. Below the buttons, there is a preview of the post content, which includes the text "y correct? Is it six more weeks of Winter? Could he really", "ate that is having severe weather? On a side note - anyone", and "have any favorite Ground Hog Day supper traditions? Remember when churches".



- Target Your Audience



The image shows a Facebook post creation interface. At the top, there are three tabs: "Status" (selected), "Photo / Video", and "Offer, Event +". Below the tabs is a text input field with the placeholder "What have you been up to?". To the left of the text is a small image of a bouquet of red roses. Below the text field, there are several targeting options: "Target by Gender" set to "Women", "Target by Age" set to "13 - 65", "Post End Date" set to "2/2/2015" at "6:58 pm" EST. Below these, there is a "Select Targeting" dropdown menu that is open, showing options: "Relationship Status", "Educational Status", "Location", "Language" (highlighted), and "Interests". To the right of the dropdown, it says "Targeted to: 2,400". At the bottom right, there are two buttons: "Boost Post" and "Post".



- Plan Your Content
 - Look professional
 - Use a calendar
 - Plot holidays/special events
 - Find floral related special events/areas of interest
 - Plan weekly posts
 - Meme, flower care tip, in-house design, how-to videos, games/giveaways
 - Trivia post
 - <http://www.on-this-day.com/>
 - <http://www.triviacafe.com/>




- Look Professional
 - Image Sizes
 - Cover Photo
 - Profile Picture
 - Page Photos
 - Shared Link Thumbnails
 - Use FTD Social Media Kits & Images
 - <http://ftdi.com/localmarketing/>



Course of Action

- FTD - <http://ftdi.com/localmarketing/>

TOOLKIT & RESOURCES ▾ | **BUSINESS SOLUTIONS** ▾ | **TECHNOLOGY** ▾ | **SHOPPING** ▾ | **MEMBER SERVICES** ▾




Local Marketing

FTD offers member florists a suite of marketing and promotional items to help you increase sales and grow your business locally. The tools and resources available offer you the opportunity to leverage the FTD Mercury Man logo, the most recognized floral brand and symbol worldwide, alongside your local brand.

The marketing and advertising programs provide value to FTD Florists by focusing on the positive sentiments of sending fresh flowers and the importance of visiting your local florist. Plus, many of the local marketing programs are free to use, such as our [in-store merchandising kits](#), to promote your business.

[OVERVIEW](#) ▸
[NEWSPAPER ADVERTISEMENTS](#) ▸
[RADIO ADVERTISING PRODUCT SCRIPTS](#) ▸
[DIY MAILERS](#) ▸
[CARE & HANDLING MATERIALS](#) ▸
[SOCIAL MEDIA BANNERS](#) ▸
[IN-STORE MERCHANDISING](#) ▸
[VEHICLE GRAPHICS](#) ▸



women's day 2015

International Women's Day, observed annually on March 8, is a day to honor and celebrate the achievements of women around the world. The tradition sees women honoring their friendships with flowers and small gifts.

Drive business to your shop and increase awareness for this holiday with prepared posters, online and social media banners and more, provided by the Society of American Florists and Sun Valley Floral Farm.

Together we can spread awareness of this holiday and make it a prominent day to treasure friendships among women nationally.

- [Women's Day Resource Center](#)
- [Promotional Ideas](#)
- [Facebook Graphics & Cover Images](#)
- [Facebook Posts](#)
- [Tweets](#)
- [Web Banner Ads](#)

- [Print Ads](#)
- [Color Fliers](#)
- [Press Release](#)
- [Talking Points](#)
- [Radio Commercial Scripts](#)
- [Posters](#)



- FTD Download
 - Meme



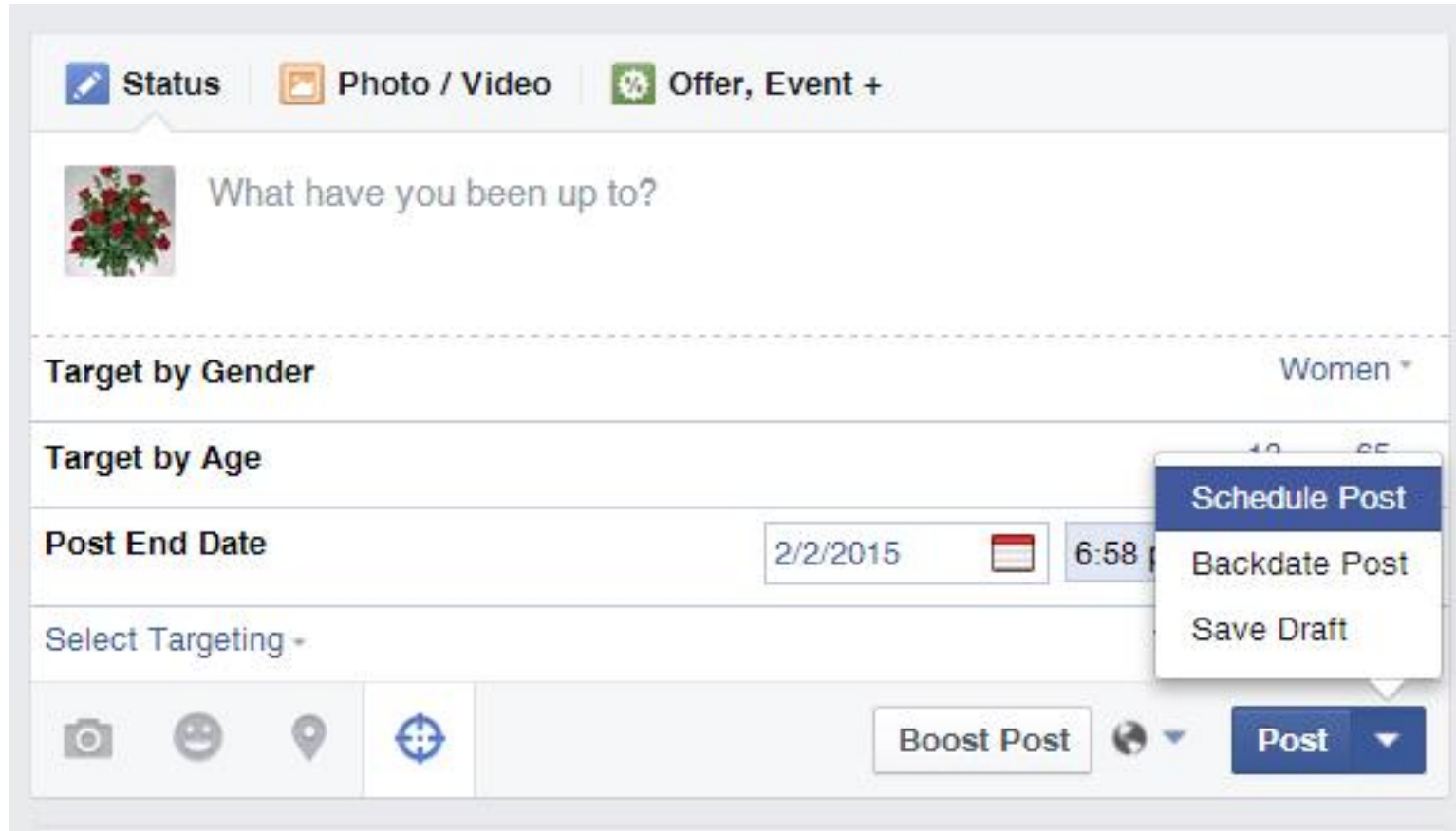
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- FTD Download
 - Cover Photo



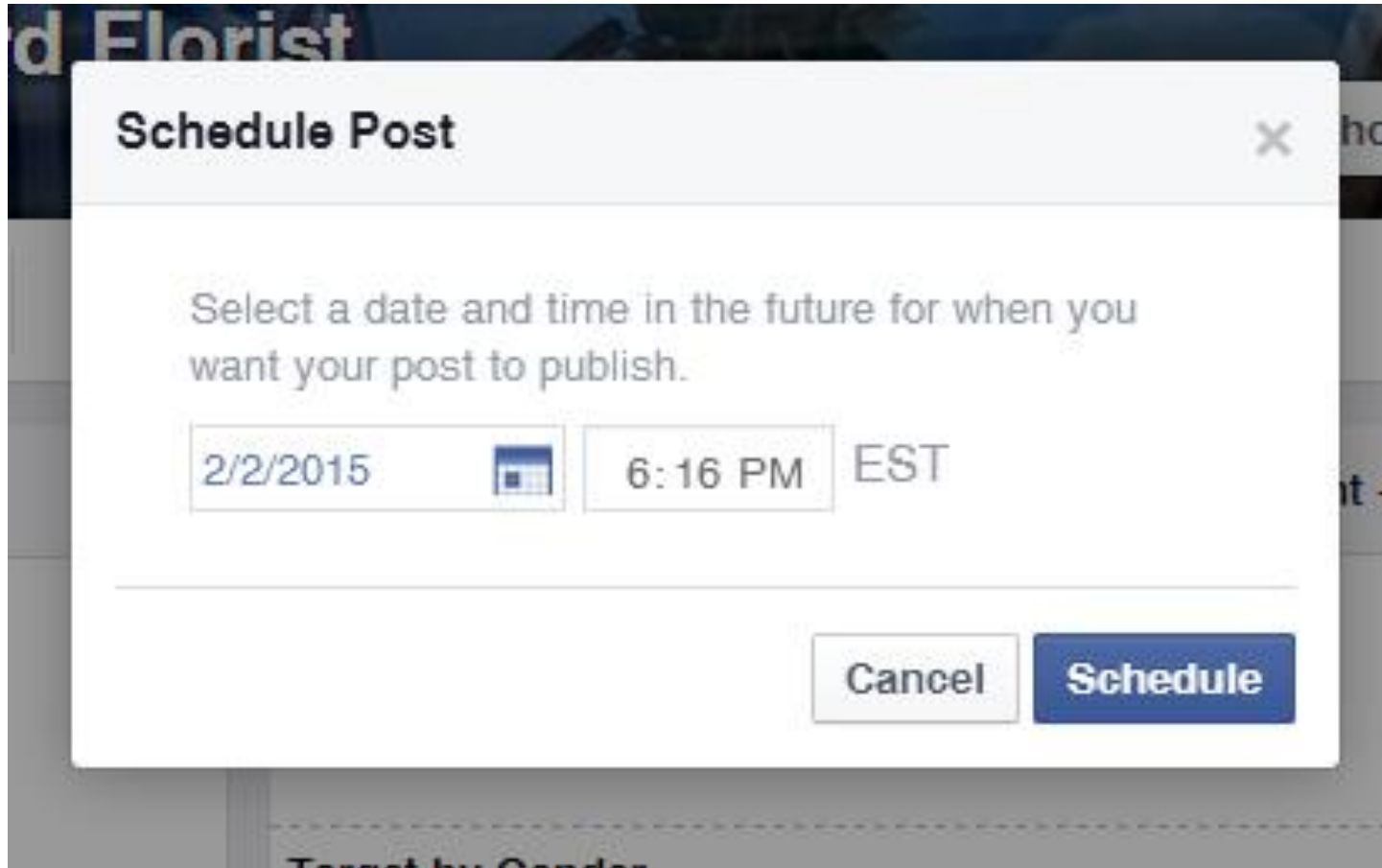
- Post Appropriately
 - Use Facebook to schedule



The screenshot displays the Facebook post creation interface. At the top, there are three tabs: 'Status' (selected), 'Photo / Video', and 'Offer, Event +'. Below the tabs is a text input field with the placeholder text 'What have you been up to?' and a small image of red roses. Below the text field are three sections: 'Target by Gender' with a dropdown menu set to 'Women', 'Target by Age' with a dropdown menu set to '18-24', and 'Post End Date' with a date picker set to '2/2/2015' and a time picker set to '6:58'. Below these sections is a 'Select Targeting' dropdown menu. At the bottom, there are icons for adding photos, emojis, locations, and a hashtag. To the right of these icons is a 'Boost Post' button and a 'Post' button. The 'Post' button has a dropdown arrow, and a menu is open showing three options: 'Schedule Post' (highlighted in blue), 'Backdate Post', and 'Save Draft'.



- Post Appropriately
 - Use Facebook to schedule





FTD

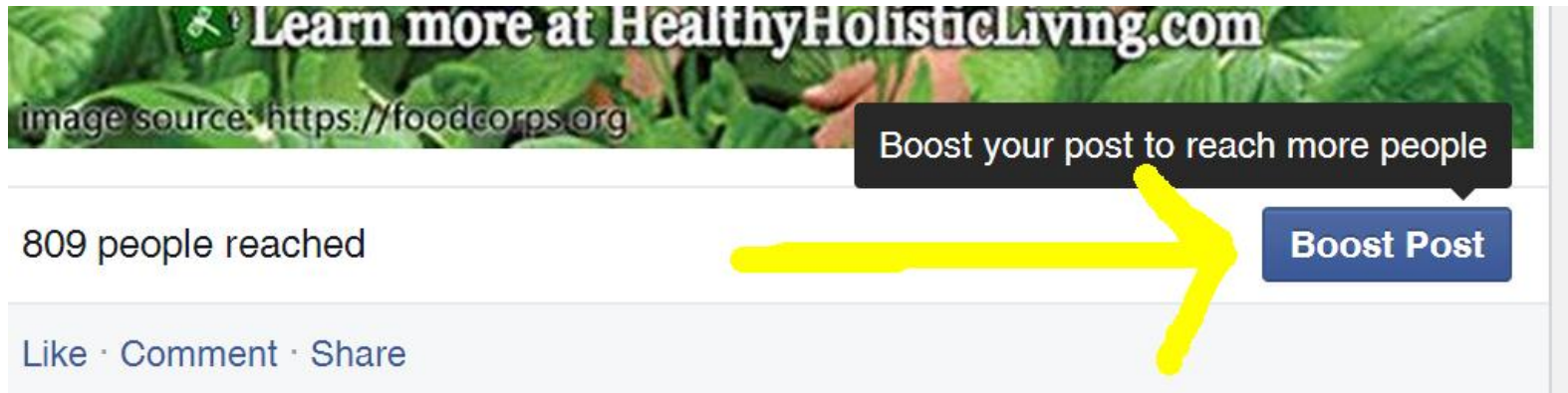
Flowers say it better. FTD says it best.™

Games, Giveaways & Boosts

- Games & Giveaways
 - Gets fans interacting
 - Gets them in the store
 - Gets your product in their hands
 - There is a life-cycle to this
 - It is a repetitive thing
 - Fans get bored
 - Facebook may see it as repetitive and not show it
 - Weekly game versus daily
 - Types of games
 - Name game, letter game, number game, SSN game, serial numbers, birthday, score predictions

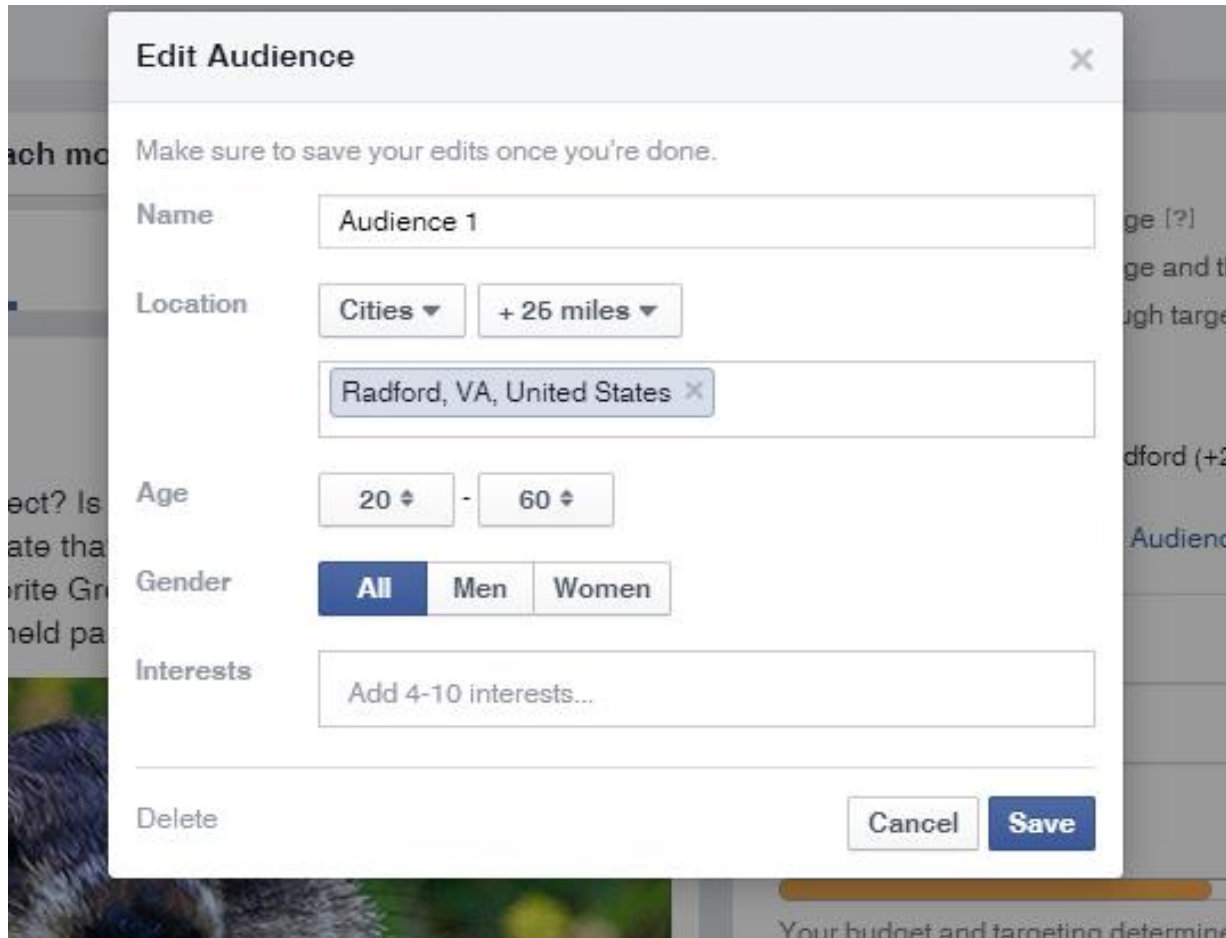


- Boost is preferred by Facebook
 - Paid advertisement
 - Plan boosts vs wasting money
 - Monitor results



Games, Giveaways & Boosts

- Boost



The image shows a screenshot of the Facebook 'Edit Audience' dialog box. The dialog has a title bar 'Edit Audience' with a close button (X). Below the title bar is a message: 'Make sure to save your edits once you're done.' The form contains several fields: 'Name' with the value 'Audience 1'; 'Location' with a dropdown menu showing 'Cities' and a distance dropdown showing '+ 25 miles', followed by a text box containing 'Radford, VA, United States' with a close button (X); 'Age' with two dropdown menus showing '20' and '60'; 'Gender' with three buttons: 'All' (selected), 'Men', and 'Women'; and 'Interests' with a text box containing 'Add 4-10 interests...'. At the bottom of the dialog are three buttons: 'Delete', 'Cancel', and 'Save'.

Edit Audience X

Make sure to save your edits once you're done.

Name Audience 1

Location Cities + 25 miles
Radford, VA, United States X

Age 20 - 60

Gender All Men Women

Interests Add 4-10 interests...

Delete Cancel Save



Games, Giveaways & Boosts

- Boost

Like Page

f Winter? Could he reather? On a side er traditions? Ground Hog Day?

Audience 1 ▼

Location: United States: Radford (+25 mi) Virginia
Age: 20 - 60
[Edit Audience](#) - [Create New Audience](#)

Total Budget

\$24.00 ▼

\$20.00	Est. Reach 4,400 - 12,000
✓ \$24.00	Est. Reach 5,200 - 14,000
\$60.00	Est. Reach 10,000 - 27,000
\$200.00	Est. Reach 23,000 - 57,000
\$1,000.00	Est. Reach 37,000 - 57,000

Choose Your Own

of 57,000

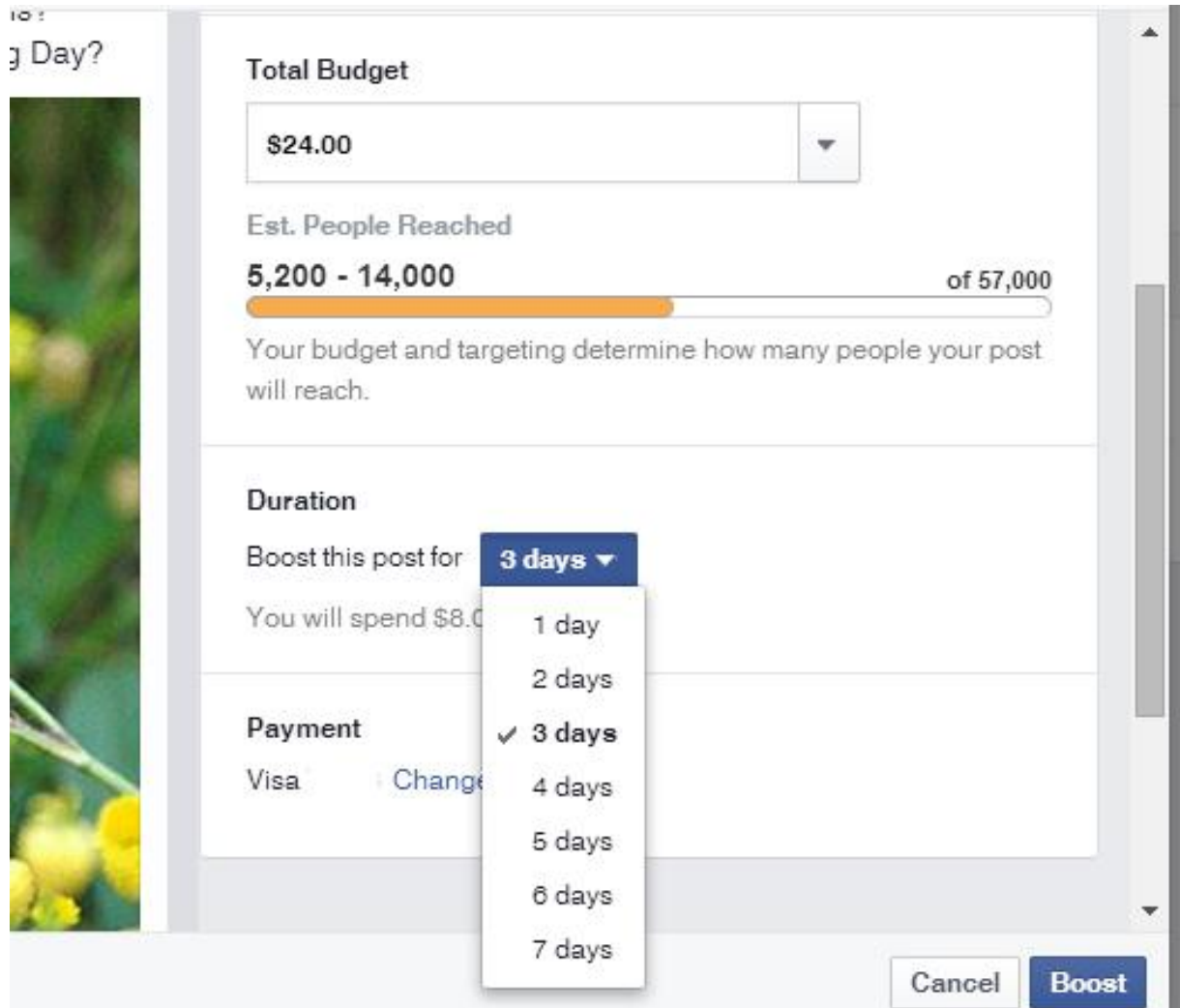
people your post

Cancel Boost



Games, Giveaways & Boosts

- Boost



The screenshot displays the Facebook Boost configuration window. On the left, a vertical strip shows a blurred image of yellow flowers. The main content area is divided into sections: 'Total Budget' with a dropdown set to '\$24.00'; 'Est. People Reached' showing a range of '5,200 - 14,000' out of '57,000' with an orange progress bar; 'Duration' with a dropdown menu open showing options from '1 day' to '7 days', with '3 days' selected and marked with a checkmark; and 'Payment' showing 'Visa' as the selected method with a 'Change' link. At the bottom right are 'Cancel' and 'Boost' buttons.

g Day?

Total Budget

\$24.00 ▼

Est. People Reached

5,200 - 14,000 of 57,000

Your budget and targeting determine how many people your post will reach.

Duration

Boost this post for 3 days ▼

You will spend \$8.00

Payment

Visa Change

1 day

2 days

✓ 3 days

4 days

5 days

6 days

7 days

Cancel Boost



- Boost

**Radford Florist**
4 hours ago · Edited

Looking for extra money? We are looking for a few great people to help with Valentine's - on the phones and/or out front in the showroom....come join the fun..... 😊. This is for the week of February 9-14th --

Qualified candidates for phone sales need to have pleasant phone manners, speak good English, have good working knowledge of a Windows based environment, be a fast learner. [See More](#)

Organic	Paid
169	646

815 people reached

\$22.77 Left

Like · Comment · Share



Games, Giveaways & Boosts

- Boost

**Radford Florist**
5 hours ago · Edited

Looking for extra money? We are looking for a few great people to help with Valentine's - on the phones and/or out front in the showroom....come join the fun..... 😊. This is for the week of February 9-14th --

Qualified candidates for phone sales need to have pleasant phone manners, speak good English, have good working knowledge of a Windows based environment, be proficient using a... [See More](#)

Organic	Paid
239	910

1,149 people reached

▶ \$22.32 Left

Like · Comment · Share



- Boost



13 hours ago · Edited 

Looking for extra money? We are looking for a few great people to help with Valentine's - on the phones and/or out front in the showroom....come join the fun..... 😊. This is for the week of February 9-14th --

Qualified candidates for phone sales need to have pleasant phone manners, speak good English, have good working knowledge of a Windows based environment, be confident business professionals. [See More](#)

Organic	Paid
549	1,841

2,390 people reached



 \$19.37 Left

Like · Comment · Share



- Boosting Images

- Keep Text In Images <20%

- <https://www.facebook.com/help/468870969814641>

<https://www.facebook.com/help/468870969814641>

90 characters for the message. This may vary for each type of ad. For specific guidance, see the [Facebook Ads Guide](#).

3: Text in ad images:

Images in your ads can include text that meets our general [Advertising Guidelines](#), including less than 20% text in the image to ensure people on Facebook only see high-quality content and slogans in images. We recommend that you use your logo as your Page's thumbnail in the ad to get your message across.

To see if your ad image meets the 20% text limit:

1. Go to the grid tool.
2. Click **Browse** to upload an image you want to use in your ad.
3. Click **Show grid** to display the image within the 5x5 grid.
4. Click on the boxes that contain text. If text is present in 6 or more boxes, then the image likely has more than 20% text and may not be eligible to be used in an ad in New Zealand.
5. If your image has more than 20% text, you can edit your ad.

Note: This grid serves as a guide of how we review ad images/video thumbnails for compliance with our policies.

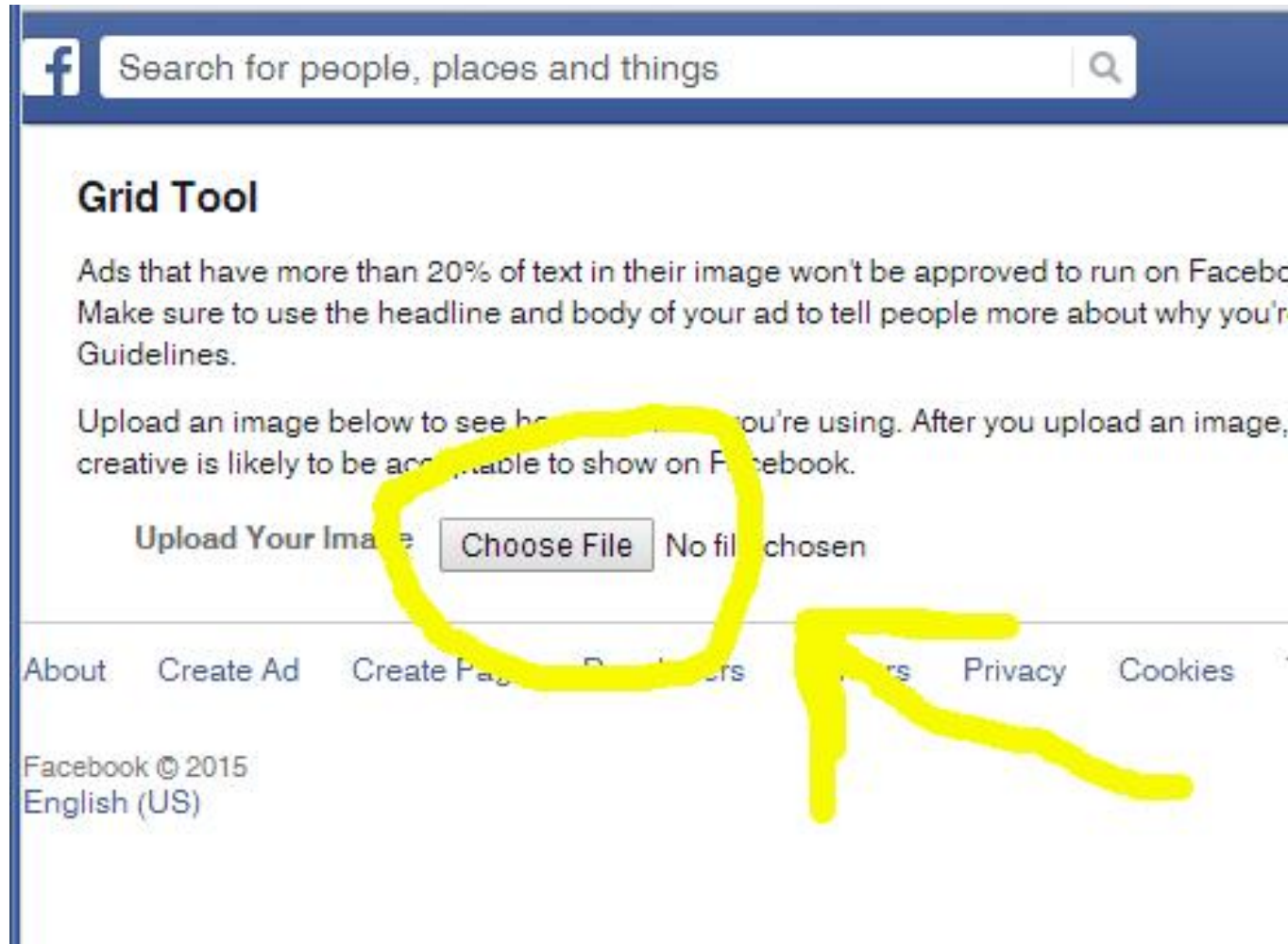
Ad Image



Ad Image in Grid with Text Boxes



- Grid Tool



Facebook logo

Search for people, places and things

Grid Tool

Ads that have more than 20% of text in their image won't be approved to run on Facebook. Make sure to use the headline and body of your ad to tell people more about why you're using the image. [View Ad Guidelines](#)

Upload an image below to see how much text is in the image you're using. After you upload an image, the image's text-to-image ratio is calculated, and the image is likely to be approved to show on Facebook.

Upload Your Image

Choose File No file chosen

[About](#) [Create Ad](#) [Create Page](#) [Boost Post](#) [Promote Page](#) [Privacy](#) [Cookies](#)

Facebook © 2015
English (US)



- Grid Tool

Upload Your Image [x mint to be low res.jpg](#)



Click on all boxes that contain text to see whether your image is covered by less than 20% text. Learn more about how to do this in the [Help Center](#).

Based on the boxes you've selected, your image is covered by 0% text. If marked properly, this image may be used for an ad on Facebook.



- Grid Tool

Upload Your Image [x mint to be low res.jpg](#)



Click on all boxes that contain text to see whether your image is covered by less than 20% text. Learn more about how to do this in the Help Center.

Based on the boxes  selected, your image is covered by 40% text. If marked properly, this image may not be used for an ad on Facebook.



- Be Mindful Of Changes
 - Read
 - <https://www.facebook.com/business/news>





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Questions???

Email: Jeff@JeffCorbin.com

Handouts are available at:

FTDi.com/FTDUniversity/webinarmaterials.htm

Webinar will be available to view at:

FTDUniversity.com