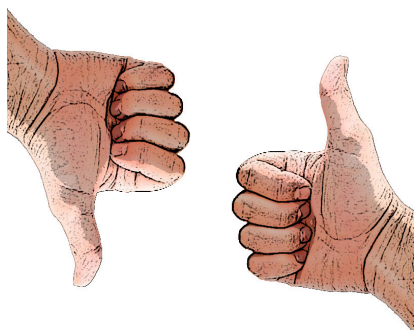


# Digital Marketing Tips



## QUICK LINKS

### SITES YOU MIGHT LIKE

#### ALLFACEBOOK.COM

The unofficial Facebook resource

#### FACEBOOK.COM/BUSINESS

The official Facebook resource

#### RANDOM.ORG

True random number generator, plus random links to more randomness

#### SMALLBIZTRENDS.COM

Award-winning online publication for business owners and entrepreneurs

#### ZEROMOMENTOFTRUTH.COM

New eBook from Google on the evolution of digital marketing

Stryker Digital is run by a team of passionate tech individuals who have been promoting products and services online since 2006.

Learn how you can increase your web presence at [www.strykerdigital.com](http://www.strykerdigital.com)

## What's Changing On Facebook *This Time?*

Just when you think you have a handle on things and know Facebook like a pro, good ol' Zuckerberg clears the table and resets it with a whole new five-course meal.

While some people think change is exciting and love the new features, many users have already expressed their displeasure. But for online marketers, change always spells new opportunity!

Like it or not, *a lot* of change is coming to Facebook. So much in fact, that it will take a few articles to cover it all. This month we'll look at the "Ticker."

### Let's Talk Ticker

The ticker is one of the first new features being rolled out. Pay close attention to it—because everyone else will be. You'll see it in the upper right-hand corner of your Facebook profile page.

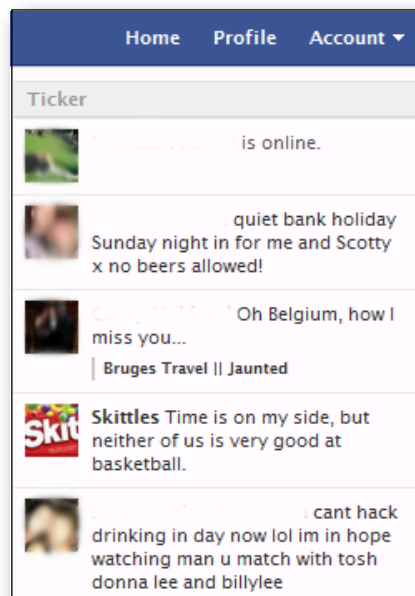
Everything your friends do streams by in real time on the ticker. Someone posts a link? There it is. Someone likes a page? There it is. Follow along and you can see who liked what post, who listened to what song, who just became friends with whom, and so on.

How can you as a business owner take advantage of all this activity on personal profiles? Simple: make sure your business shows up in the tickers of your target market as much as possible!

### Do You See What I See?

Think about it from your customer's point of view. If I am a prospect of yours, and I'm chatting on Facebook with all my virtual friends, and in the upper right hand corner I see your business name come up again and again and again—you can bet I am going to be intrigued!

I'll probably start to wonder, "Hmm, what is going on over there? I need to check that out!"



When people see activity, it creates curiosity, and curiosity spurs more activity. This is one of the foundations of viral marketing. Your challenge is to create curiosity with your business activity.

The key is to share valuable content and combine it with offers that make your customers sit up and take notice. Start the process by putting something out there that *your* friends will want to show *their* friends.

### It's Nice To Share

It can be as simple as reposting an interesting web page or blog post you found. Change your status to share a bit of news in your industry. Link to a great deal in a related field. You get the idea. Be a valuable resource. Start the conversation, then keep it going.

Simply put, anything creative you put out there could encourage others to interact with your Facebook page, which then makes your business show up in the tickers of all your friends and everyone else who likes your page.

*Viola*, instant mass exposure!

*continued*

There are a lot more changes coming soon to Facebook's interface. With 800 million users, these things take time to roll out to everyone. Next month we'll dig a little deeper into the new features and what they mean for your business.

## Introduction To Facebook Advertising

Facebook isn't just for pages, pokes, and wall posts. One of the most proactive marketing methods available today is Facebook ads, which can deliver significant exposure for your business Facebook page, your company website, or other anything else online.

Before you start spending money on ads, however, make sure you understand what you are getting into. Facebook ads are potentially lucrative, but in the hands of a novice, an advertising campaign can turn into a serious money pit.

Below is a short list of important concepts to keep in mind before getting started.

### Target Specific Users

Facebook advertising really excels in this area. You can define who sees your ad very precisely, by age and gender, location, college education, their likes, interests, and more.

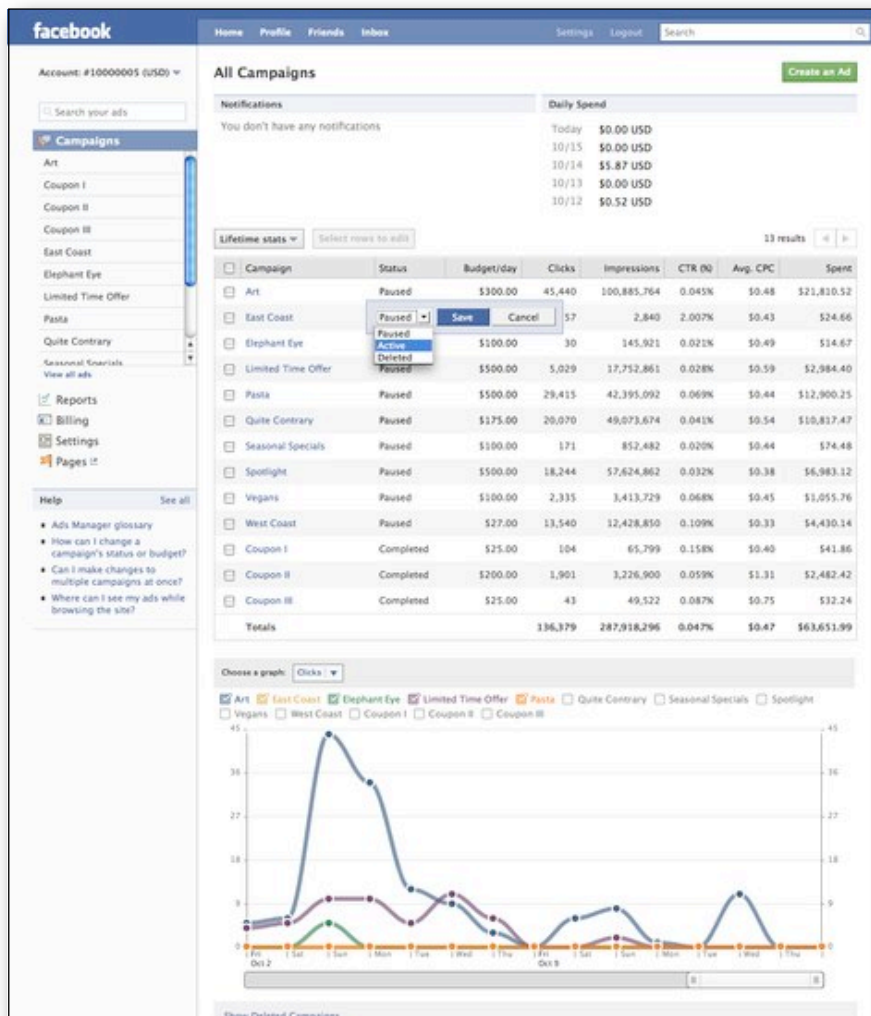
If you leave these settings too general, your ad could be shown to people who have no interest in your offer, costing you time and money. If you target too narrowly, your ad may never display! It takes a little practice to get it just right.

### Define The Call To Action

Be as clear as possible about what you want people to do upon viewing your ad. Do you want them to visit your Facebook page and "like" it? Do you want them to watch a video or download a report?

Or are you going more for brand building, and you just want people to see your logo and know your business exists?

Specify the action you want readers to take, and tie your ad image and text to that action. Facebook approves ads faster that show this kind of consistency.



### Make It Compelling

An ad on Facebook is very small. Pictures can be no larger than 110 by 80 pixels in size, and there's not much room for text, either. So be sure to use a graphic and accompanying text that are likely to make people notice your ad and take the action you want.

Special offers, coupons, and contests are great ways to do this. Images of attractive, smiling people also work amazingly well. "Click here if you like X" has proven very effective, which is why you see it so much on Facebook ads.

### Choose CPC or CPM

Facebook allows you to choose whether you will be billed for each click on your ad (Cost Per Click) or by how many times it is displayed. A thousand displays, or "impressions," is shortened to on "M", hence the term CPM.

If your goal is for people to click the ad and then take another, specific action such as liking your page or filling in a form, use CPC. If all you really want is brand exposure, then CPM might be the better option.

Some experts advise testing ads with CPC until they are proven click magnets, then switching to CPM for more exposure with less expense.

### Monitor Your Stats

Once your ad is live, make sure to view your Ads Manager regularly to see how much it is being displayed and clicked. This is the only way to know if you need to make changes to your ad to improve your results.

Not displaying often enough? You might have to widen your demographic targeting. Not getting enough clicks? It

*continued*

might be time to reconsider your image choice, headline, or ad text.

**Split Test For Best Results**

Follow the lead of the pros and optimize your ad campaign by launching several ads at once, each with slightly different text and pictures. This lets you see, side by side, what results in the most activity.

Once you find out which ad performs best, increase your ad spend on that one, and pause all the others.

Like any marketing campaign, Facebook advertising requires a bit of trial and error in order to ensure effective results.

**Ebook Review: Google’s “Zero Moment Of Truth”**

Before we dig in here, let me start by saying Google’s *Zero Moment of Truth* ebook is *definitely* a must-read for any business owner, especially anyone marketing online.

Ok, I’ve said that, let’s move on...

For years, there has been an accepted mental model of marketing that went something like this:

- 1) **Stimulus** (the time when someone sees your product or service in an ad or hears about it for the 1st time)
- 2) **First Moment of Truth** (the time when a person is at the shelf or place of purchase ready to make a buying decision)
- 3) **Second Moment of Truth** (this is the experience when the customer actually uses the product)

All that makes sense, and it still applies to most of our buying

experiences. But the brain trust at Google noticed a glaring omission in this model, something that is very much a part of the buying process today. They have deemed it the **Zero Moment of Truth**.

The ZMOT (for short) is the time between the stimulus and the first moment of truth. This is where (Google asserts) consumers spend the most time, and considering the world of social media and the internet in which we live, it is possibly (if not probably) the most influential time.

For instance, if you just saw an ad about a cool new smart phone, you will probably jump on the internet and start doing some research. You might Google the model name and read customer reviews, or start asking about your friends about it on Facebook or Twitter.

During this ZMOT time, the information you gather and feedback you hear will heavily influence your decision whether or not to buy that product. It may also affect how quickly you do so.

With so much information so easily available to us, the landscape of advertising and marketing looks drastically different now than it did just a few years ago.

Consumers are no longer forced to believe what they are told by advertising; they can find out on their own the truth of the product and the experiences that others are having. This is the core of the ZMOT.

Google asserts that businesses today *must* interact with prospects during the Zero Moment of Truth. Those that don’t are missing out on on a huge opportunity to grow sales and increase market share.



**Twitter Contest** *continued from back*

It’s also a good idea to limit the duration of the contest. Make it a couple of days, maybe a week at most.

Once you have announced your contest, try to be creative with your tweets. A re-tweeting contest essentially creates a PR team that works for you, spreading far and wide whatever messages you send out. So make them good messages!

Some of your tweets can be simple positive branding messages, such as “I love this company!” This will let their followers know they support your brand.

In addition, you might post some limited time deals or special offers your market may be interested in.

No matter what your tweets contain, try to make them as compelling and timely as possible to get the most traction among re-tweeters.

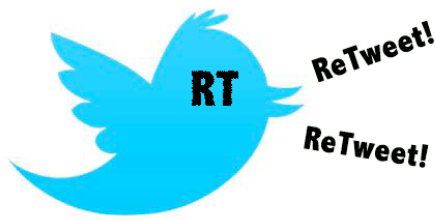
**We’ve Got a Winner!**

Once the contest is over, choosing a winner is easy. Just go to your Twitter account and click on the button that shows all the people that mentioned you. This will give you a record of everyone who re-tweeted your tweets.

Simply copy and paste them into a spreadsheet, one to a line, which gives every user a number. Then just go to a site that offers a free random number generator, enter the number of total entrants in your spreadsheet, and press enter. The number that comes up is the winner!

Announce the winner and the prize on Twitter, and any re-tweets of that tweet should increase interest in your next contest.

Holding a contest like this on a monthly basis can be great way to get people to find you, follow you, hear your message and share it with others, and ultimately, do business with you.



## INSIDE

### ZWOT? ZMOT!

Google weighs in on the state of marketing today. A must-read ebook.

### FACEBOOK FACELIFT 2.0

Or maybe it's 3.0? Who can keep track anymore!?

### FACEBOOK ADVERTISING

Some pointers so you don't lose your shirt.

Twitter Marketing 201

## A Simple Twitter Contest

Still scratching your head trying to figure out the whole Twitter thing? What is it all about? How do you get traction with it? Is it worth the effort?

Well, even if you don't already have a ton of people following you on Twitter, you can still get some great exposure simply by having others *re-tweet* your tweets.

In case you're new around here, a re-tweet is when one of your followers reposts one of your tweets—something you have posted to your followers—so that all of *their* followers can also see it. The beauty of a re-tweet is that you retain “authorship” and get credit for the original tweet, even as others post the exact same thing.

### Leverage Speaks Volumes

So let's say you have only 100 followers, but one of your followers has 5,000 followers...if he re-tweets one of your tweets, it has the potential of being

seen by any of those 5,000 in addition to your 100 followers.

Now as many as 5,100 people have been exposed to your brilliant message. Sweet!

You can hope others will re-tweet your posts by saying something funny, poignant, or controversial—or you can *ensure* that do it, by bribing them!

This is done by holding a simple “re-tweet contest.” Announce to your followers that you are holding a contest and offering a really cool prize, and that anyone who re-tweets a certain message (or any of your tweets) is eligible to win.

### ReTweet To Win!

For best results, choose a prize that you think your followers would love to have. If that proves difficult, gift cards work great too, as long as they aren't too specific. Go with a plain vanilla Visa card, or a care from stores that most people go to, like Target or Best Buy.

*continued inside*