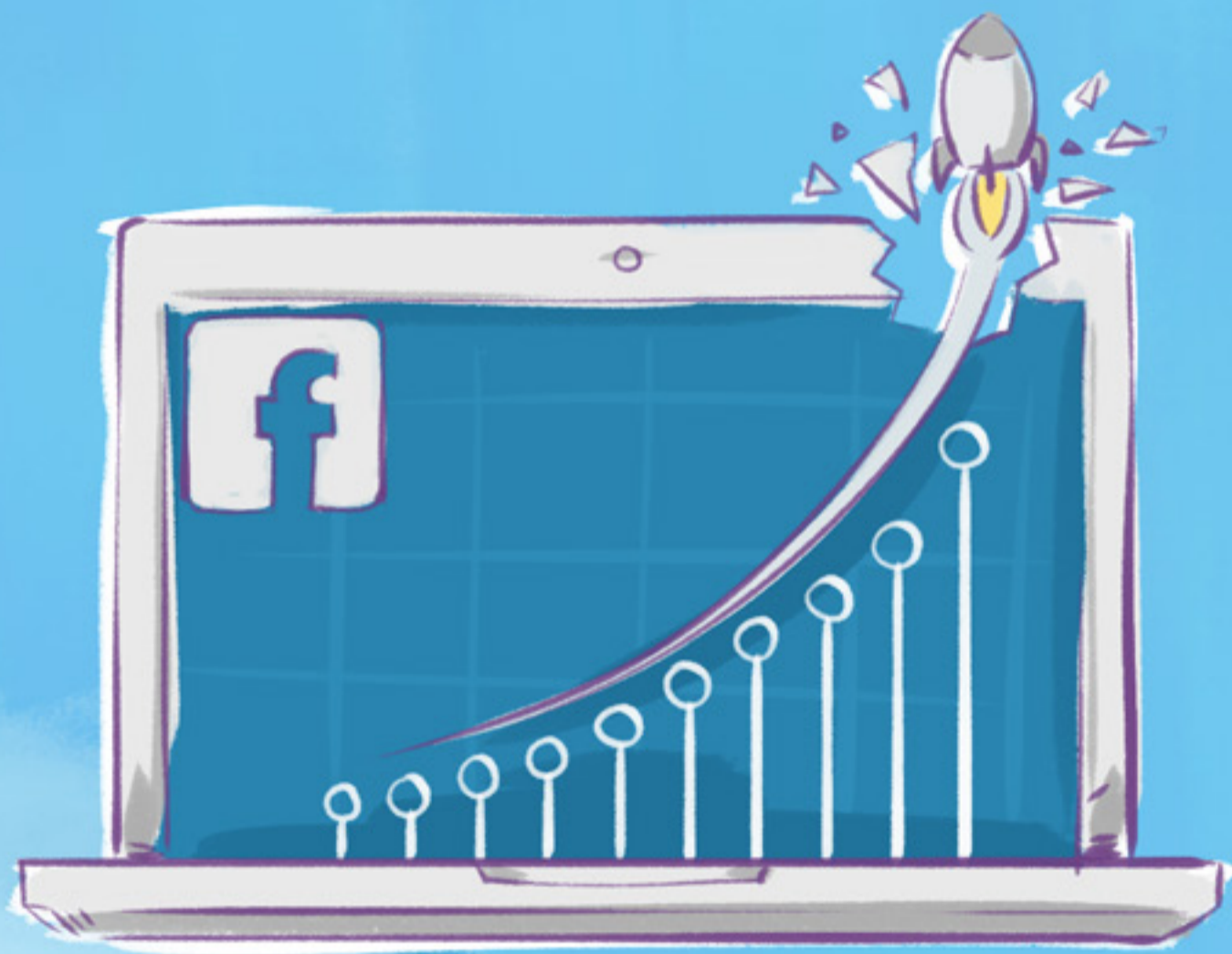


HOW TO GROW YOUR FACEBOOK PAGE BY 193%



10 DATA-DRIVEN WAYS TO
IMPROVE ENGAGEMENT & REACH

Data Provided in Partnership by

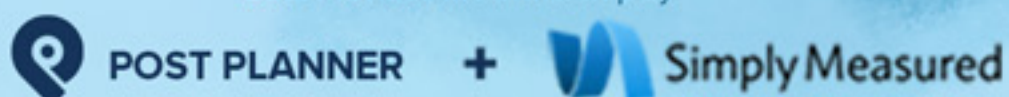


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INTRODUCTION

Tired of low Facebook engagement? Unhappy with your page growth?

If you've tried everything to get seen in the news feed, but nothing works, we have good news.

Organic reach might not be what it once was, but it's far from dead.

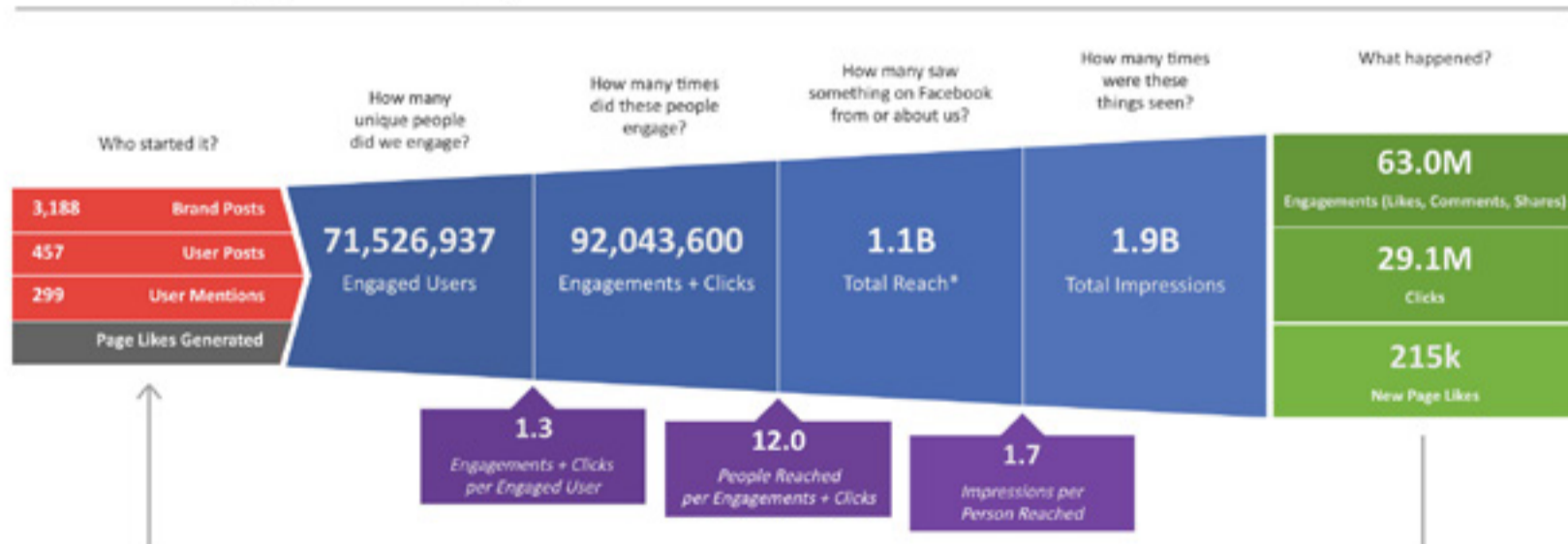
How do we know? Because we've proven through our 193% growth that Facebook organic reach is alive and well!

Say, what? 193% growth in 12 months? That's right, but don't take our word for it.

Jade Furubayashi, Brand Marketing Manager of Simply Measured, the most respected data analysis tool on the market, analyzed our mind-blowing growth and found that:

“ In 2015, the Post Planner Facebook account grew their fan base from 98K to 289K (+193%) with nearly no paid promotion. Growth really started to take off in October. During October - December, the Post Planner Facebook fan count grew by 65%.

Facebook Engagement Megaphone: Post Planner



*Numbers will differ from Facebook insights. The sum of daily Reach is provided for directional purposes. Facebook only provides this metric as a 1, 7 or 28 day trailing figure.

Facebook activity from 1/1/2015 - 12/31/2015

(Facebook Page Insights Report)



And here's the best part. We're taking all of the data they compiled and we're sharing that insight with you.

Because sure, the days of throwing up a Facebook post and watching engagement soar are long gone.

But we're celebrating that fact. And you should too.

Rather than pranks to beat the algorithm, Facebook is asking that you step up your game.

This requires that you know what tactics work, and which ones don't. To do that, you need knowledge and a willingness to test, track and measure results.

Just like we did. Repeatedly and without fail.

So, while the Facebook landscape has changed, don't let that deter you. In fact, let it empower you.

Why? Because the ability to stand out and shine has never been better.

Even with the never ending Facebook doom and gloom.

- *If your page has over 100,000 likes, you may be seeing numbers as low as 5% organic reach.*
- *According to [Neil Patel](#), there are over 3 million links shared on Facebook every hour.*
- *Facebook has a responsibility to their shareholders to maximize returns. As [Jay Baer](#) said, "Facebook cares about THEIR business, not YOUR business."*

Ouch! But not a surprise, right? Just like marketers, Facebook is trying to increase engagement.

At the most basic (and granular level) the algorithm works like this. You log in and see the most relevant, timely and high quality posts in your news feed.



This often translates into tough times for marketers competing for that space. Especially ones with a cookie cutter plan and brand image.

No matter how you look at it, the status quo isn't producing results. Neither is an average Facebook presence.

You have to be savvy and agile to get seen in the news feed and noticed by your audience.

So, how about it? Let's break the cycle of decreasing organic Facebook reach once and for all.

We did it with our Facebook page, and now we're sharing the details with you....every step.

In this ebook, we share exactly what we did at Post Planner to increase our page growth by 193% in 12 months.

And our Facebook audience by 65% in 3 months!

New Likes & Unlikes Over Time



Post Planner Facebook Audience Growth

(Facebook Page Insights Report)



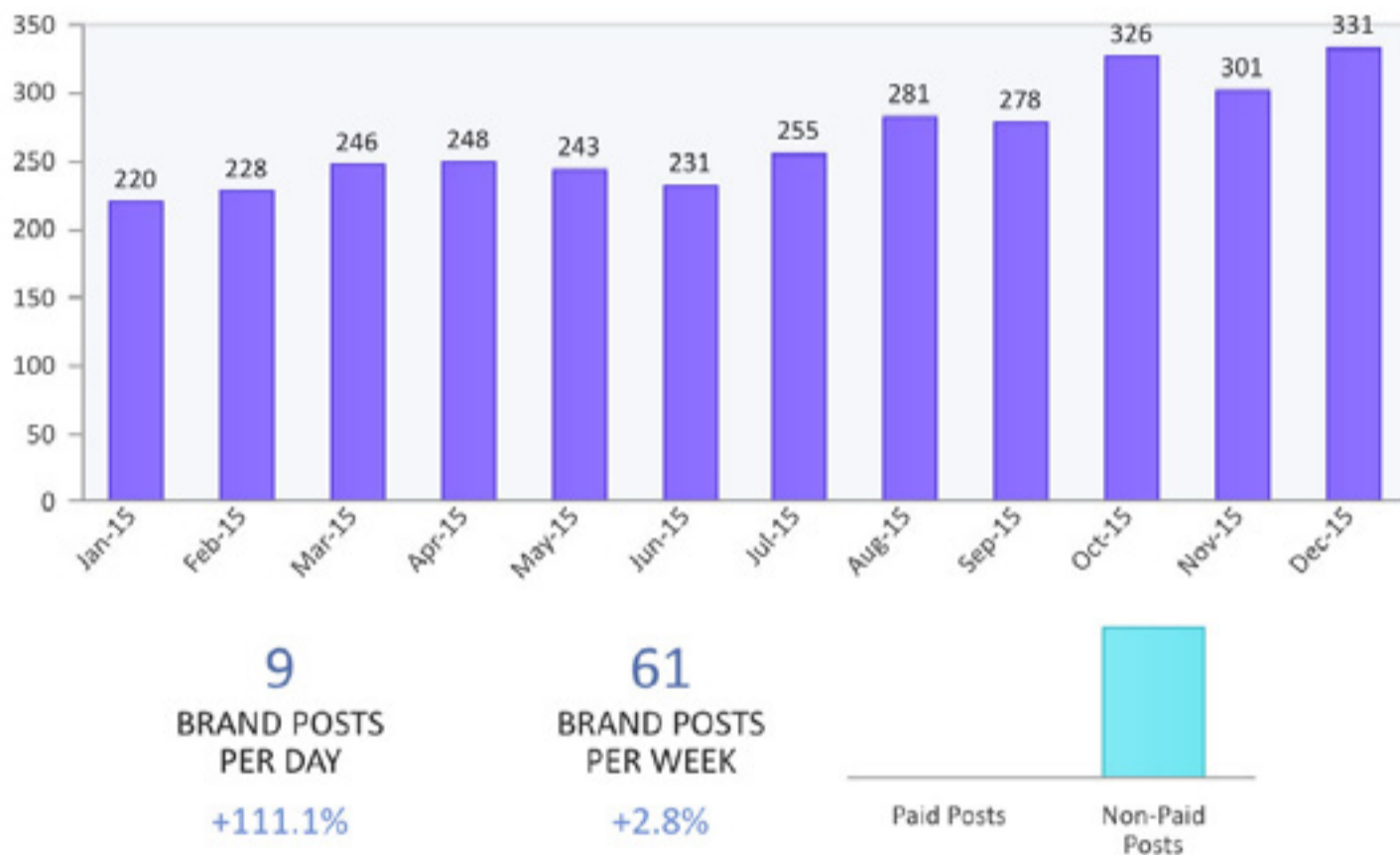
But more than that, we'll show you what led to our explosive growth -- and how you can do the same.

These are no-fluff, data-driven ways to instantly grow your page.

And before you ask (and we know you will) we were able to sustain our growth, while only relying on very little paid promotion. (Only .2% of your Impressions were generated from paid activities).

OVERALL PAGE LIKES	
290k	Total Page Likes
199k	Net New likes 542.5 per day
215k	Page Likes 587.1 per day
16k	Page Unlikes 44.6 per day

Brand Posts Over Time



So come along for the ride. We know you're going to enjoy these 10 tips on how you can boost page growth and increase organic reach.

Thank you to the [Simply Measured](#) team for the effort and hard work put into this analysis. We are thrilled to share these findings!

(Want to create reports for your own page? Use Simply Measured's [Free Social Media Analytics Tools](#))



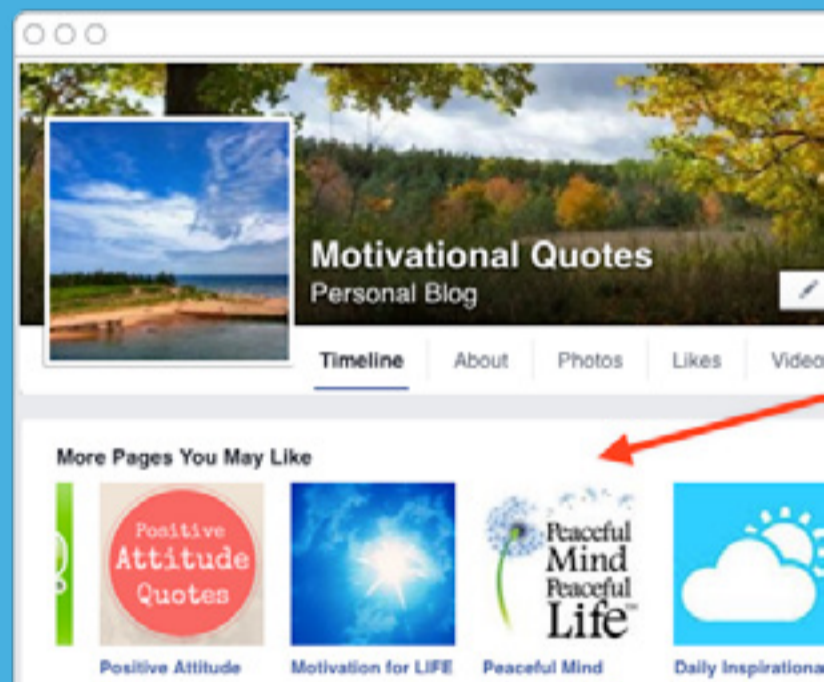
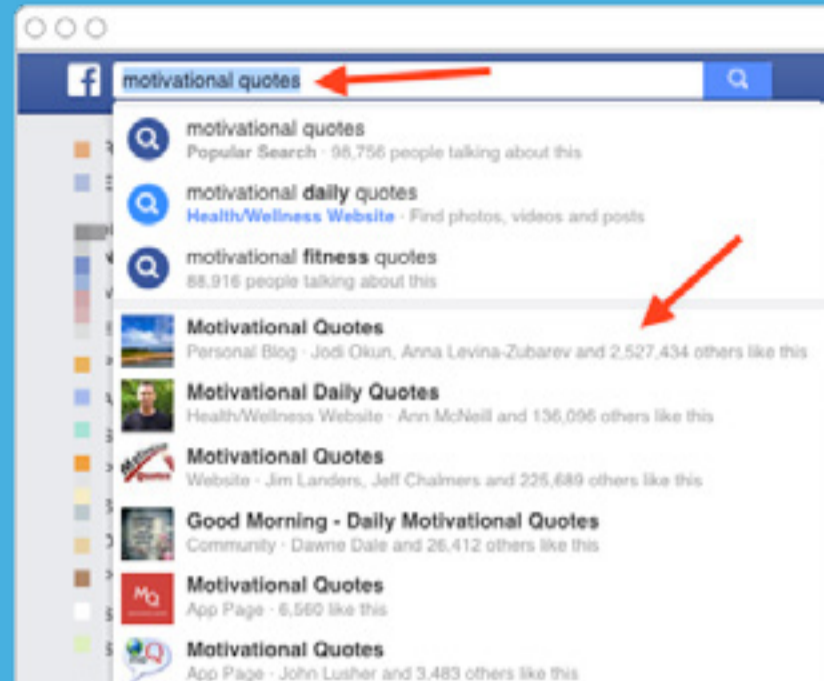
CHAPTER #1



FIND WHAT YOUR
FANS LIKE, ENJOY AND
WANT

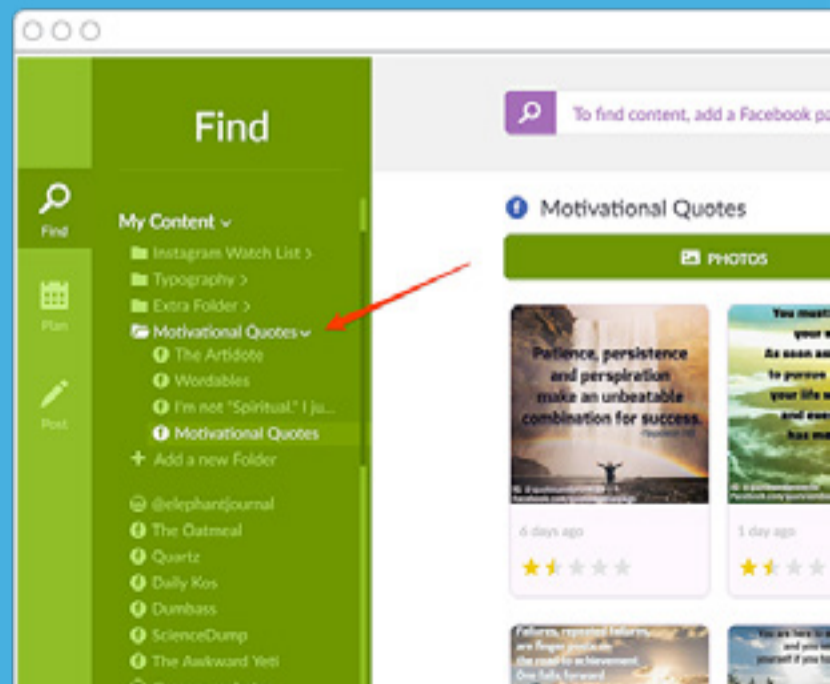
FIND FACEBOOK CONTENT SOURCES

- **Go to Facebook search** and type in your industry or niche keyword (e.g. “motivational quotes”)
- **Choose a Page** that looks relevant to your audience. Now click “like.” Liking one is the key to finding more just like it.
- **“More Pages You May Like”** will now show up. Displayed will be 20-30 pages with content similar to the one you just liked.
- **Right click on the Page thumbnail** and open it in a new tab. (without changing the current tab)
- **Repeat the process** until 50-60 tabs are open. Not all Pages will have good content, so choose wisely.
- **Evaluate the content** on each Page. See whether the Page is posting valuable, engaging, and interesting content you will want to pull from.



.....> Now what? Well, you could bookmark the tabs and come back to them regularly. Or you could create a Facebook list. But here's a better way:

- **Create a folder** in Post Planner FIND. It's easy to do.
- **Name it** “Motivational Quotes” (replace with your keyword)
- **Add Pages** to the folder. You can do that by pasting in the URLs of the Facebook Pages you like, and once they appear, drag them over to the folder you've just created.



HERE'S THE DIFFERENCE BETWEEN THESE TWO TYPES OF CONTENT:

The foundation of increasing your Facebook organic marketing reach is sharing content your fans like, enjoy and want. But for many Facebook page managers -- that's easier said than done.

It can be tough to pinpoint that type of content. And chances are, if you don't know what kind of content you're looking for, you'll find something else.

The way we go about this at Post Planner is simple and effective.

All of the content we post on Facebook can be put into 2 buckets -- it's what we call our chum content and our baited hooks content.

It's a method Josh Parkinson, our founder and CEO, has talked about many times in his trainings.

You can learn more about this method and download our infographic at [How to Use Facebook to Drive Traffic to Your Website... and Get MORE Customers.](#)

Let's say you're fishing in the Facebook pond of potential customers.

First you throw some chum content in the water to get the fish interested. You want them to be swimming around your boat.

Your chum content is the 3rd party, engaging content that works well on almost any Facebook page. It comes in 3 forms:

- **Text updates** (*questions, fill-in-the-blanks, trivia, etc.*)
- **Photos** (*memes, caption contests, viral images, etc.*)
- **3rd party links**



.....→ *Each time someone likes one of your engaging posts -- they signal to Facebook that they want to see more of your content in their news feed.*

Then you toss some baited hooks content into the water.

These are links to your new blog posts, your evergreen content and other info from your blog or website.

These link posts to your blog or website will be seen more in the news feed based on the engagement your prior post received (ie. the funny photo).

Since your audience is already paying attention and engaging with your chum content, they'll most likely click on some of your baited hooks too.

Then once they've been brought back to your website or blog -- you have the opportunity to get them onto your email list, into your funnel and eventually convert them into customers.

During the 12 months our Facebook page grew 193% -- we followed this simple strategy. We continuously alternate between these 2 types of content.

Now let's circle back around to the original question...

How will you find that type of content? Locating your engaging chum content is easy...

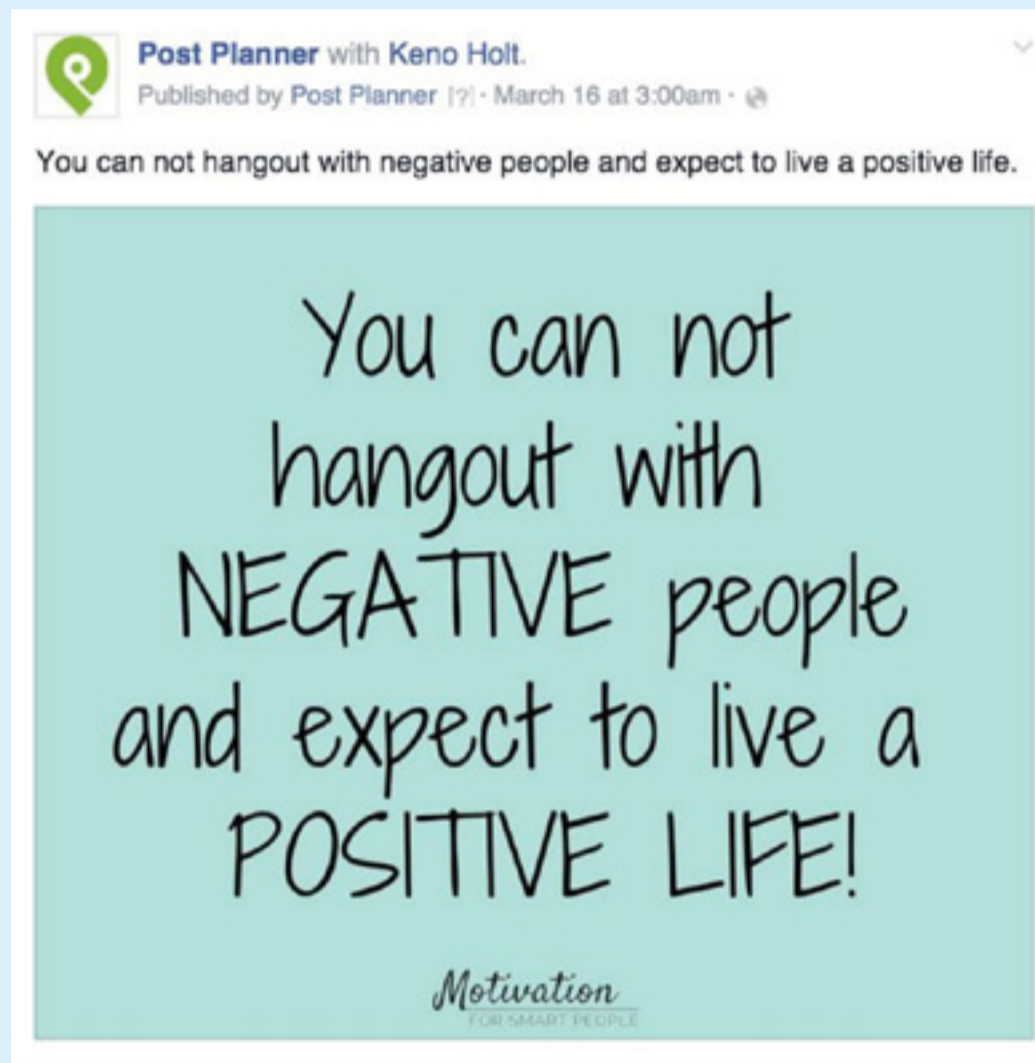
We use [Post Planner](#) to find that type of content, and you can too!

It does all the heavy-lifting for you and keeps the process simple.

Post Planner was built for engagement. The fastest way to get more engagement on Facebook is to post content that has already been proven to get engagement.

The chum content in Post Planner is already audience-tested and has already performed well on Facebook.

Here's an example of engaging chum content:



You'll find tons of proven chum content within Post Planner.

Click over to [How to Find the Best Content to Post on Social Media](#) to see how to find it and post it in this step-by-step guide.

Creating your baited hook content is a little more involved...

During the 12 months our organic Facebook reach increased 193% -- we also saw a significant increase in referral traffic from Facebook to our blog.

We do a significant amount of blog planning before each post is written and published. We think about the customers we want to attract.

THEN WE ASK OURSELVES A FEW QUESTIONS.

- *What are they struggling with?*
- *What problems do they need solved?*
- *How can we help them solve those problems?*
- *How can we become a valuable resource for our targeted audience?*

Each one of our blog posts, infographics, ebooks and live events is designed to solve a problem for our current or potential customers.

Think about your new content the same way. How can you provide value in your niche? What problems can you solve?

Here is an example of baited hook content:



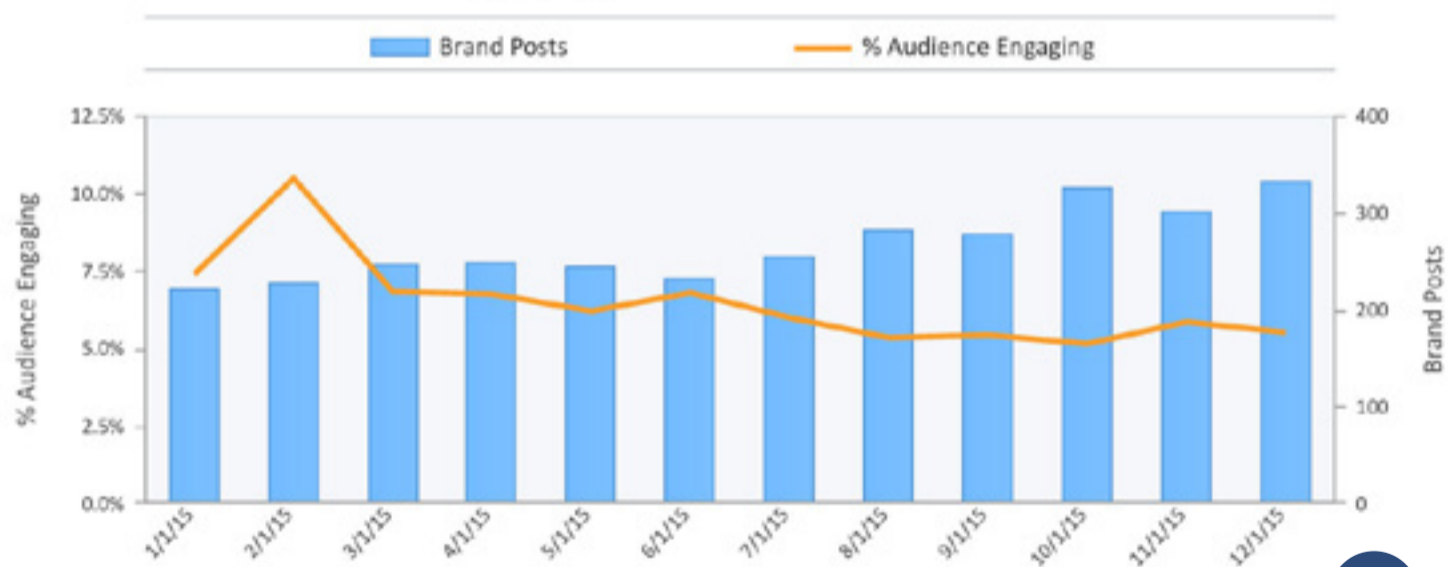
WHY IS THIS KEY FOR INCREASING YOUR ORGANIC REACH?

Because if you can tap into content that resonates with your audience -- you'll be able to maintain your audience's engagement as your page grows.

Simply Measured took this into consideration in their [case study analysis](#) of Post Planner's page growth.

“ According to Jade Furubayashi, Brand Marketing Manager at Simply Measured, “Despite intense growth MoM, Post Planner was able to maintain the percentage of audience that was engaging with their posts. This is truly remarkable. Usually, when audiences grow, you'll see the % of audience engaging rapidly trend downward. When your audience grows by 193%, you expect to see this number go down, but PostPlanner only saw a small drop off. This is a nod to the content's resonance – clearly it was resonating with both old and new fans alike.

Posts and % Audience Engaging Over Time



Post Planner sees a dip in audience engaging, despite a 193% growth (Facebook Page Insights Report)

In order to replicate this result on your own page, you'll need to find (and create) content that your fans like, enjoy and want. Follow the formula we laid out above. It works!

ENGAGEMENT OVERVIEW	
6.46%	% Audience Engaging
71.5M	Engaged Users
1.1B	Total Reach
3,188	Brand Posts

CHAPTER #2



WRITE AND SHARE
EVERGREEN CONTENT

Writing and sharing evergreen content is an important part of our strategy to continuously increase organic Facebook reach.

WHAT IS EVERGREEN CONTENT?

Evergreen content is timeless and sustainable. It's content that your audience will always find relevant. It's not tied to a specific date or event. It's content that feels fresh for months (or even a year) after it's written.

Here are [49 Evergreen Content Ideas](#) that might spark your creativity.

How will writing and sharing evergreen content help you increase your organic Facebook reach?

You can continuously recycle these posts on your Facebook page. This will ensure you consistently have valuable content being posted. You'll reach a new audience each time it posts -- and those posts will continue to help and educate people over time.

.....> *Your high quality evergreen content will establish thought leadership within your industry and help you be perceived as a leader in your niche.*

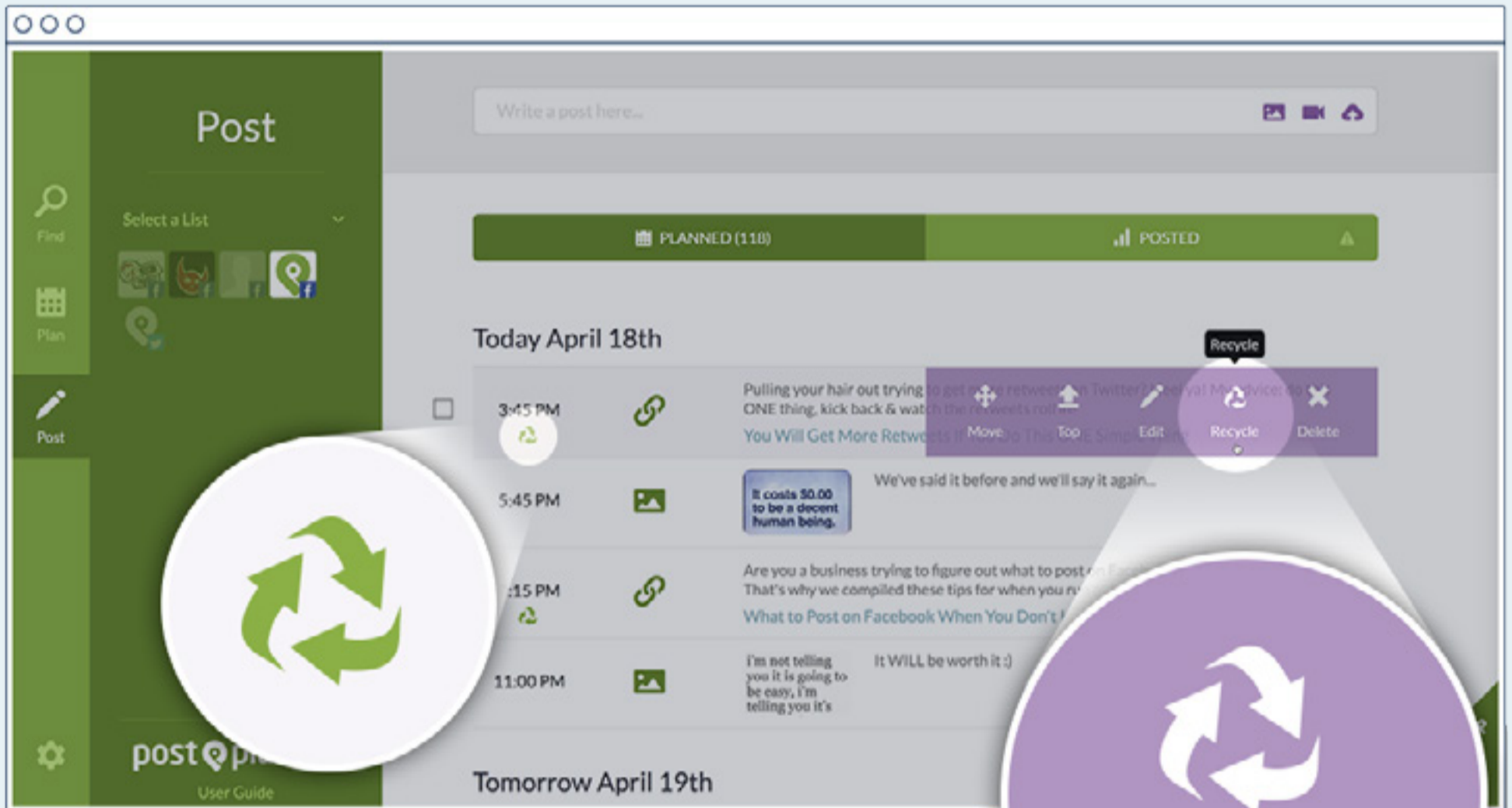
Once you schedule about 15 pieces of evergreen content to rotate on your page -- start supplementing them with new evergreen blog posts as you publish them. Add the new posts to your recycling plan with the others.

Soon you'll have an entire library of your own high quality evergreen content to use on your page. At Post Planner, we have close to 500 evergreen posts from our blog that continuously rotate on our page.

All of this is very easy to do with the recycle button in Post Planner. Since these recycled posts will continuously publish on your page, you'll save a lot of time.

USE THIS EXTRA TIME TO:

- *Engage with your fans*
- *Answer questions*
- *Make important connections*
- *Leave thoughtful comments on other pages*



CHAPTER #3



TARGETS YOU POSTS
ORGANICALLY

Want to increase the engagement rate on your posts? Try using Facebook's organic post targeting.

This is a tool you can setup if you're the admin on your page. Just go to Settings, click on "Targeting and Privacy for Posts" then click on "Allow targeting and privacy options when I create posts on my page."

.....> *Targeting your posts to a specific audience is one of the most powerful ways to increase your Facebook reach.*

You're probably familiar with how effective it can be to target your Facebook ads -- now think about doing that for your posts.

FACEBOOK ALLOWS YOU TO TARGET YOUR ORGANIC POSTS BASED ON 8 CRITERIA:

- *Age*
- *Location*
- *Language*
- *Gender*
- *Educational Level*
- *Relationship Status*
- *Interests*

The idea is that you target your posts to a specific audience based on the content. Who would find the most value in that post? Can you narrow down your ideal reader based on those 8 criteria?

The interest targeting is what you'll most likely find to be the most useful (although be sure to complete all the options). You can add 4-10 interests based on your post.

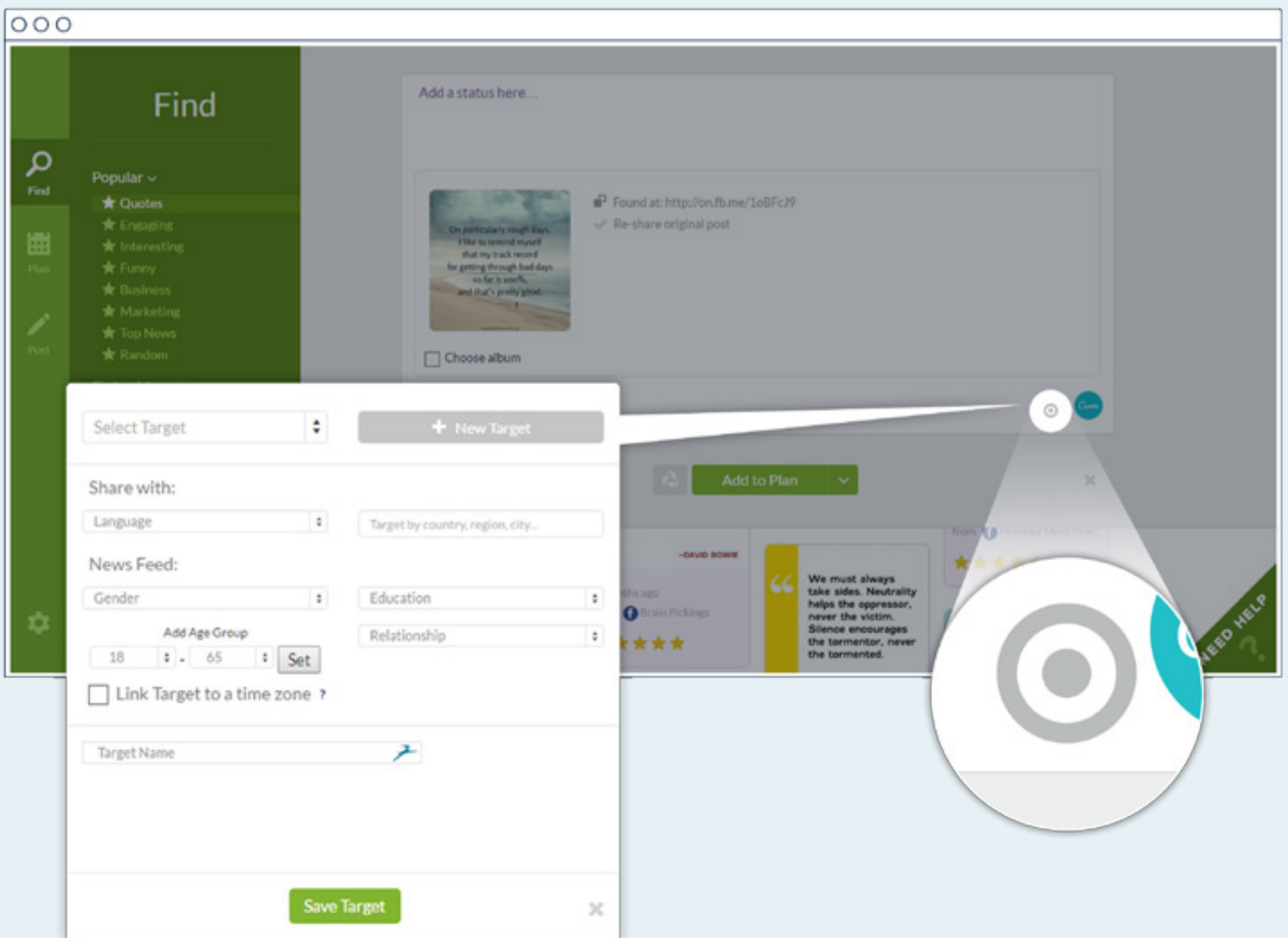
You can use the [Facebook Audience Insights](#) tool to help you determine which interests to choose. You'll be able to aggregate detailed info about your

audience which will provide insight into your targeted audience.

Just like with Facebook ads -- the more targeted you can be, the more success you'll have with increasing your engagement. Spend some time thinking about your ideal audience for that particular post!

By targeting your post carefully (instead of sending your post out to all your fans) -- your engagement rate will almost certainly increase.

Don't forget to test your results and make tweaks to your targeting so you can refine your strategy each time. Post targeting is included in the Master, Agency and Venture plans at Post Planner.



CHAPTER #4



USE A COMPELLING
CALL TO ACTION IN
YOUR POSTS

You're already familiar with the [7 Facebook calls to action](#) you can choose for your page -- but are you also using a call to action in your posts too?

You should be! Let your users know what the next step is that you want them to take. Be clear and specific.

Post Planner
Published by Post Planner [?] · 23 hrs · 🌐

Struggling to grow your Twitter following for your business?
It's not always easy -- but we can help!
Download this free Infographic and learn 9 Awesome Twitter Hacks You're TOTALLY Not Using (but Should!)
<http://bit.ly/growtwitterinfo>

DOWNLOAD YOUR FREE INFOGRAPHIC
9 Awesome Twitter Hacks You're TOTALLY Not Using (but Should!)

It might take some testing to nail it with your call to actions -- keeping it simple is always a good rule of thumb. Once you find the ones that work best for you, use them over and over again!

WHY IS USING A COMPELLING CALL TO ACTION IMPORTANT?

You might be pushing out some really good content -- but if you aren't asking your audience to get involved, it might be hurting your numbers.

In other words -- ask your Facebook fans to interact with your posts.

For example:

You might typically type something like, **"Which is better, Star Wars or Star Trek?"**

(hint: it's Star Wars)

Instead, consider adding a call to action to this post by typing, **"Which is better, Star Wars or Star Trek? Tell us in the comments!"**

(hint: it's still Star Wars)

Simply put, people will be more likely to interact with your posts if you ask them to do so.

.....> *If your engagement is flat and your reach isn't there -- it could be because you aren't using a call to action in your posts. Once you start using them effectively, it's going to make a big difference.*

The majority of engagement on our Post Planner page in 2015 was due to shares. It's because we aren't shy about asking our fans to share our content! That call to action in our posts works well for us.

“ According to Jade Furubayashi, Brand Marketing Manager at Simply Measured, “Post Planner encourages fans to share their content. Photos are Post Planner’s most popular content type and shares are the most popular form of engagement on these posts. Out of Post Planner’s 7,390,122 engagements in 2015, 76% were shares. This type of behavior gives PostPlanner the opportunity to get more eyes on their content, and thus more potential Page Fans.

ENGAGEMENT	Current Period
Metric	1/1/2015 - 12/31/2015
Total Engagement	7,390,122
Likes	1,706,767
Comments	62,804
Shares	5,620,551
Engagement Per Post	2,318.1

76% of Post Planner’s engagement in 2015 was shares

(Facebook Fan Page Report)



One call to action that seems to get people interacting is one that applies to the context of an engaging photo.

For example, when you post a photo, type something that applies to the photo like:

“Click like *IF* you’ve had an awesome summer!”

Try this formula:

“Click like/comment *IF* [insert condition]”

For example, if you type, **“My pet bird flew away.”** -- you’ll probably get some sad Facebook reactions.

But if you type, “**My pet bird flew away -- leave a comment if you’ll miss him.**” -- you’ll probably increase your Facebook engagement on that post.

People are busy (*and lazy*). Guide them to what they should do next. Give them a reason to stop at your post and engage with it instead of scanning passed it in their news feed.

CHAPTER #5



SHARE OTHER
PEOPLE'S PROVEN
CONTENT

Many social media professionals won't share other people's content on their Facebook page -- and we think that's a mistake.

THERE ARE MANY BENEFITS TO SHARING CONTENT FROM OTHER SOURCES:

- *Sharing other people's content instantly adds value to your page since it adds variety in the content you share. It helps you become the "go-to" place for good content in your niche (regardless of where it originated).*
- *Sharing other people's content is often called "sharing the love." It's one of the fastest ways to get the attention of influencers and other people you respect on Facebook.*
- *Sharing other people's content (even content from your competitors) makes you look confident and sure about your position in your industry.*
- *Sharing other people's content shows your fans that your focus is on THEM, not YOU. It shows that your first priority is sharing valuable content (regardless of the source).*
- *Sharing other people's content builds good Facebook karma! What comes around goes around -- and often others will take notice of your page and start sharing your content when they see you doing the same.*

.....> *When you share other people's content -- don't forget to add a thoughtful comment about it. Share your perspective and start a conversation.*

Tell your fans why you think that piece of content is relevant and important.

If you're sharing a photo or funny meme from another page, the focus will be on the content itself and not so much on the original source. In those cases, just a funny comment about the picture is usually enough to spark engagement.

HOW DO YOU FIND AND SHARE OTHER PEOPLE'S CONTENT QUICKLY AND EASILY?

You use Post Planner of course!

Maybe you have a list of Facebook pages that share relevant content that your audience would like. If not, you can use a Facebook trick to find pages that you might want to share content from. Read how to do it at [How to Find the Best Content to Post on Social Media](#).

Once you have your list of Facebook pages -- you can add the URLs in the "Find" section of Post Planner. (or you can add RSS feeds, Twitter handles, Instagram handles or keywords)

Then compile those pages into a folder so you can see all that content consolidated and ranked in one view. Then when you see a post you want to share, just click the share button.

It's that easy!



CHAPTER #6

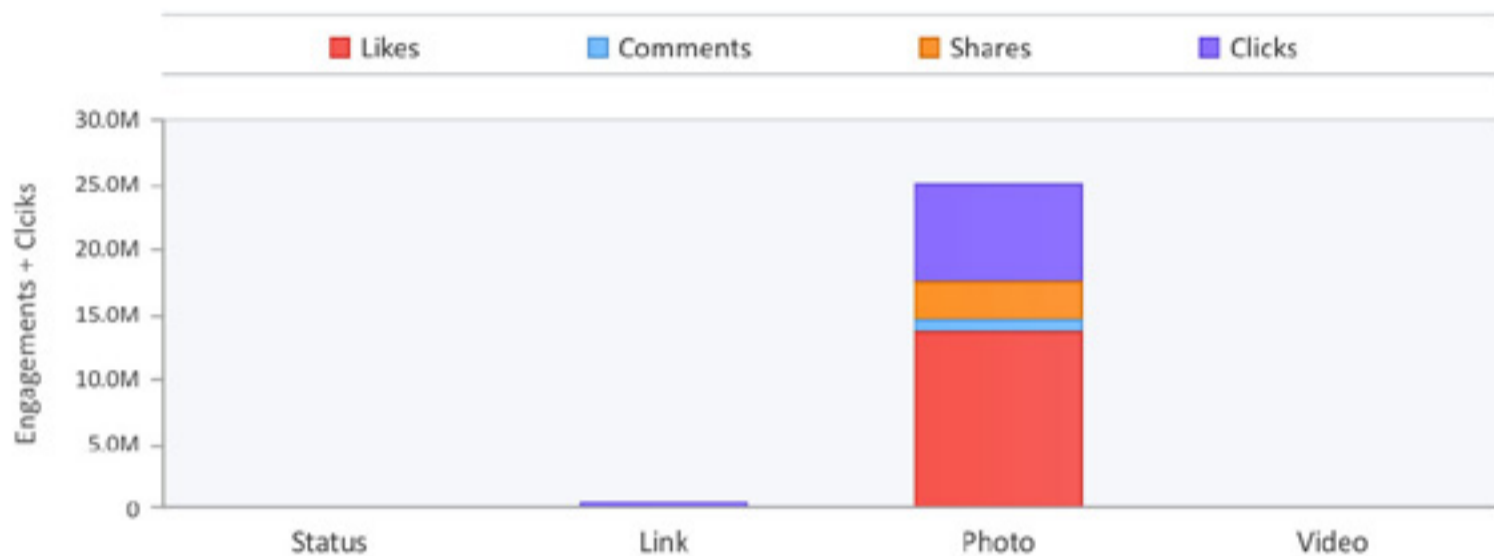


POST
FUNNY AND ENTERTAINING
PICTURES

Posting engaging photos is one of the cornerstones of the explosive growth we've experienced on our [Post Planner Facebook page](#) over the past year.

“ According to Jade Furubayashi, Brand Marketing Manager at Simply Measured, “For Post Planner, it’s all about photos. Although photos only made up 38% of their posts last year, photos were clearly the dominant driver of engagement for the page.

Engagement + Clicks by Post Type



Despite occupying only 38% of Post Planner’s content mix, photos were the predominant driver of engagement in 2015

(Facebook Page Insights Report)



We all know from Pinterest that people love eye candy. Here at Post Planner, we’ve seen the same to be true on Facebook!

One of the reasons people love Facebook is because they like to be entertained. They want to see something that makes them laugh. They want to share funny pictures with their friends.

But using humor on Facebook goes beyond just making people laugh.

.....> *Humor allows you to get alongside your fans. It humanizes your brand. It makes your page approachable and fun.*

Using funny and entertaining photos in your Facebook marketing adds personality and life to your page. It lets people connect to a different side of

your business, and it lets you build stronger connections with your fans.

Leveraging humor is a great way to invite interaction on your page!

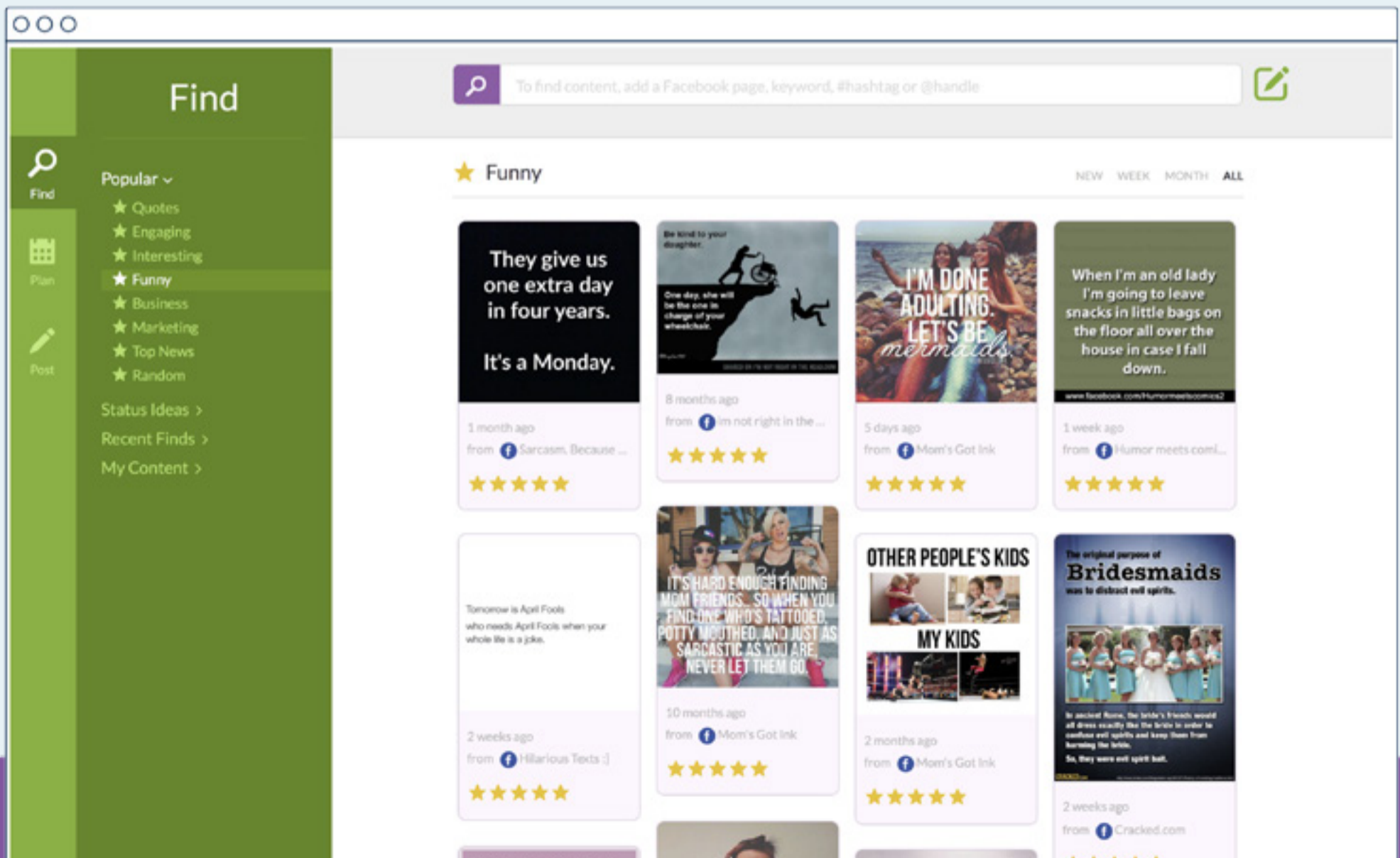
One reason we're able to get outstanding engagement on the funny photos we post is because we use the viral photos within Post Planner. It's one of the most powerful features of the app. They can help you get the same results on your page too!

Each photo in Post Planner is audience-tested and ranked based on how well it's performed on Facebook already. It's proven content.

If you choose a photo that has done very well on another page -- chances are, that same photo will do well on your page. You can read more about how using data driven content will help you get better results at [Why Data Driven Social Media is Smart Marketing](#).

Here at Post Planner we eat the dog food -- and we are very proud to say that the funny and entertaining pictures we post come directly from within our own app! There are thousands of photos to choose from in Post Planner.

Warning - Once you start looking at them, you won't be able to stop!



My only hope for April Fool's Day is that Trump announces this has all been a monumental prank.

somecards

2 weeks ago
from [somecards](#)

★★★★★

SEEING MY KID HAPPY IS ONE OF THE BEST FEELINGS IN THE WORLD.

9 months ago
from [Mom's Got Ink](#)

★★★★★

She has a smart ass mouth, but she's as honest as they come. She's sarcastic, but she's got a heart of gold. She's stubborn, but she's loyal as fuck. She's a little bi-polar, so sometimes you just gotta laugh and let her have her way.

4 months ago
from [Sarcasm, Because ...](#)

★★★★★

I HATE THAT I CRY WHEN I'M FRUSTRATED BECAUSE PEOPLE THINK I'M HURT WHEN I'M REALLY JUST TRYING NOT TO KILL YOU.

8 months ago
from [Mom's Got Ink](#)

★★★★★

Today, my girlfriend found out you can use food coloring in anything. Everything she cooks is now in bright neon colors. I feel like I'm in a Dr Seuss book. FML.

2 months ago
from [FML](#)

★★★★★

I WAS SUPPOSED TO HAVE A NICE BODY FOR PEOPLE TO LOOK AT THIS SUMMER, BUT THERE IS ONE SMALL PROBLEM. I LOVE FOOD MORE THAN I LOVE PEOPLE.

11 months ago
from [Mom's Got Ink](#)

★★★★★

I FOUND YOUR BROWNIES.

3 years ago
from [im not right in the ...](#)

★★★★★

I'M HAVING SERIOUS INK WITHDRAWALS.

1 year ago
from [Mom's Got Ink](#)

★★★★★

DEAR 2016 STOP TAKING OUR LEGENDS. WE OFFER YOU THE KARDASHIANS!

2 months ago
from [Sarcasm, Because ...](#)

★★★★★

I know you have been lying awake at night wondering why baby slippers have brand names such as "Lauri", "Luggies," and "Pumpkin", while undergarments for old people are called "Depends". Well here is the low down on the whole thing. When ladies slip in their pants, people are still gonna laugh. Mugler and Pampers too. When old people slip in their pants, it "Depends" on who's in the car. Don't get that straightened out or you can't rest your mind.

9 months ago
from [Just for Jokes and ...](#)

★★★★★

IDENTIFYING A MOMBIE

- DARK CIRCLES UNDER EYES
- HUNTS CAFFEINE
- RESPONDS IN GRUNTS
- WANDERS ADLESSLY
- FORGETS WHAT SHE WAS DOING

1 year ago
from [Mom's Got Ink](#)

★★★★★

Always Wear Underwear...

3 years ago
from [im not right in the ...](#)

MOST GIRLS ARE LIKE, "HURT MY BEST FRIEND AND I'LL KILL YOU." BUT NOT ME. I'M LIKE "HURT MY BEST FRIEND, SHE'LL KILL YOU. THAT BITCH IS 100% CRAZY."

1 year ago
from [Mom's Got Ink](#)

★★★★★

REDNECK SELFIE STICK

7 months ago
from [im not right in the ...](#)

★★★★★

WARNING

There is an email going around offering processed pork, gelatin and salt in a can. If you get this email, do not open it. It's spam.

4 months ago
from [im not right in the ...](#)

★★★★★

WHOEVER WHO DOESN'T NEED A LADDER HANGS OUT EVERY NOW AND THEN!

1 year ago
from [Purple Clover](#)

I'M NOT A WINO, I'VE BEEN DRIVING LIKE NO ONE'S DRIVING... WHO LMS MY BIRTHDAY, AND WHY IT'S NOT MY BIRTHDAY

10 months ago
from [100.9 The Cat](#)

★★★★★

WHAT EATING OUT WITH KIDS LOOKS LIKE.

3 weeks ago
from [Mom's Got Ink](#)

★★★★★

I'm looking for a moisturizer to hide the fact that I've been tired since 2008.

3 weeks ago
from [somecards](#)

★★★★★

Life is so much funnier when you have a dirty mind.

3 weeks ago
from [Minions Fans](#)

Have you ever been in one of those moods where you don't really know what's wrong, but you feel really irritated with everyone and everything?

1 year ago
from [100.9 The Cat](#)

★★★★★

A good man can make you feel sexy, strong and able to take on the world... oh sorry, that's wine... wine does that.

8 months ago
from [Now That's Funny](#)

★★★★★

HAVE YOU EVER LOOKED AT AND JUST IN HOLDING THEIR UNDER WATER? OH, ME NEITHER.

3 months ago
from [Sarcasm, Because ...](#)

★★★★★

I JUST READ THAT LAST YEAR 4,213,257 PEOPLE GOT MARRIED. I DON'T WANT TO START ANY TROUBLE, BUT SHOULDN'T THAT BE AN EVEN NUMBER?

6 months ago
from [im not right in the ...](#)

★★★★★

CHAPTER #7



BE AN
AWESOME
COMMUNITY MANAGER

If you want to grow your organic Facebook reach -- you need an awesome community manager!

We think we have the best community manager in the world here at Post Planner, and although it's a team effort -- her contributions have played a major role in our explosive organic growth.

.....> *The best community managers make people feel special. That personal interaction keeps those fans coming back for more.*

They respond to all comments and go out of their way to make sure fans know they're paying attention. Your fans will be more likely to engage with your posts if they know someone is on the other side listening.

Your community manager is the liaison between you and your fans. Don't underestimate the importance of this position. An awesome community manager can play a huge role in your organic growth just like ours has!

If that person is you -- approach every day with a goal of being an AWESOME Facebook community manager!

If that person is someone else -- choose someone with the traits we've listed above.

13 TRAITS YOU NEED TO BE A SUCCESSFUL FACEBOOK COMMUNITY MANAGER

TOP QUALITIES PROFESSIONAL FACEBOOK MARKETERS ALL SHARE



1. THOUGHTFUL

Proactively recognizes fans and community members



2. ORIGINAL

Establishes the brand's unique voice



3. LEVEL-HEADED

Is an empathetic social listener



5. RESPECTFUL

Knows how to moderate conversations between fans



4. IMAGINATIVE

Is a master at creating engaging visuals



6. ENTHUSIASTIC

Knows how to build an online community and cultivate relationship



7. OPTIMISTIC

Maintains a positive demeanor and remains engaging (even on busy days)



8. INFORMED

Has a deep understanding of Facebook rules, guidelines and constant changes



10. RESOURCEFUL

Is a natural problem solver



9. CAPABLE

Familiar with your niche and the influencers in it



11. LIKABLE

Has a relaxed posting style that invites interaction



12. PERSUASIVE

Always uses a tried and tested call to action in posts (asking for shares, coming up with creative ways to get people to comment, etc)



13. EFFICIENT

Responds calmly and professionally to negative posts

CHAPTER #8



CHOOSE YOUR
BEST ORGANIC
TIMES TO POST

There's been a lot of controversy about the best times to post on Facebook.

You can follow the times that many popular studies have said are best -- but often there is a discrepancy about time zones in those reports. Plus, they may be based on pages around the world that may or may not be relevant to where your fans are.

Then there is the theory that it's better to post at off peak times because there is less competition in the news feed during those hours.

We recommend starting with the data in your Insights. Go to the "When Your Fans Are Online" tab.



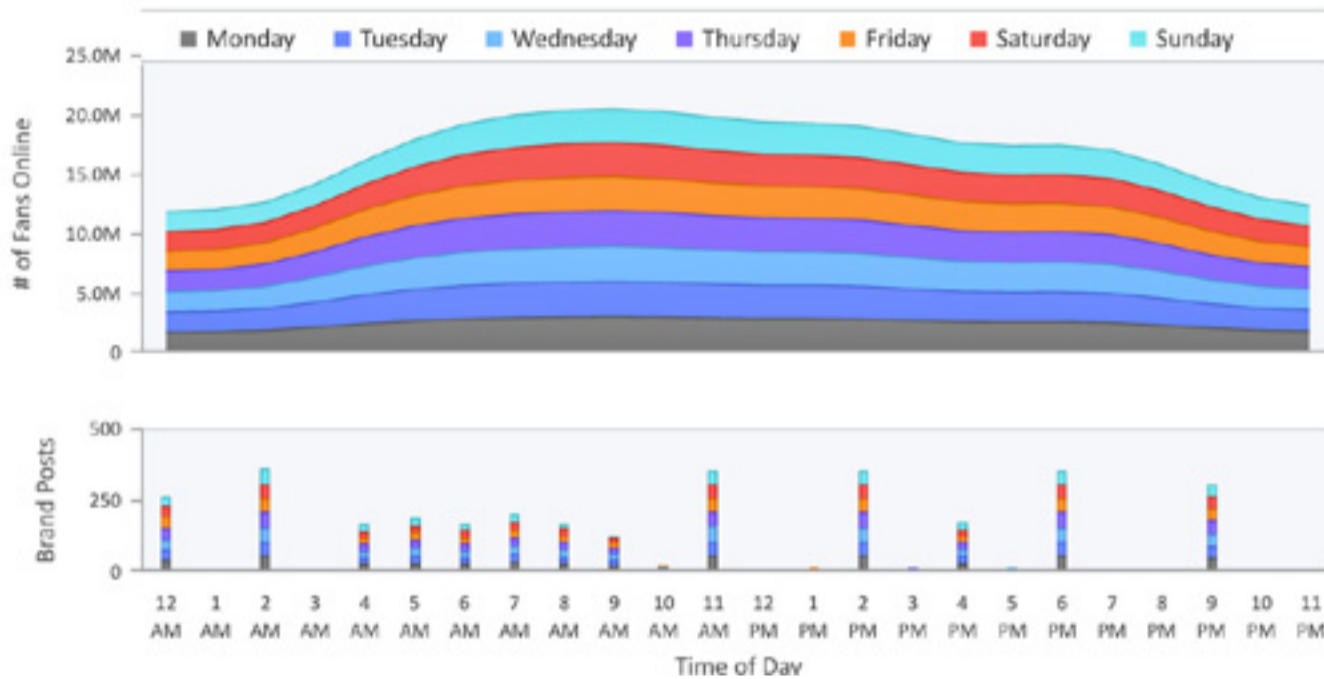
For even more insight into when your audience is online and where they live -- check out the Simply Measured [Free Facebook Insights Report](#).

Here at Post Planner, since we have a global audience, we post around the clock.

“ According to Jade Furubayashi, Brand Marketing Manager at Simply Measured, “One of the most important parts of successfully managing a brand’s social media presence is understanding the brand’s audience and their habits. For Post Planner, only 50% of their audience is located in the US. 10% are in India, 6% are in the

Philippines and UK, 4% in Canada and 24% in other countries. As you can see below, Post Planner caters to multiple timezones, posting all throughout the day and night. This bodes extremely well for catching people in different parts of the world and has certainly led to their explosive engagement and growth.

When Are Your Fans Online?

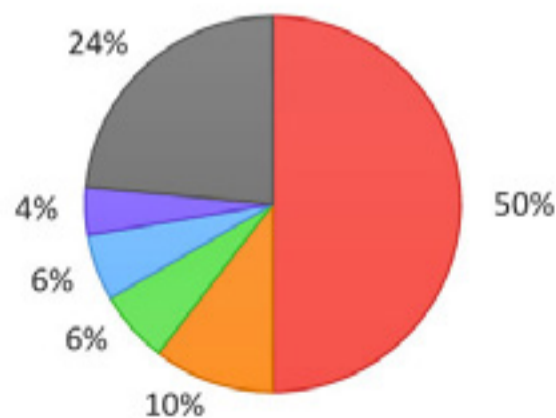


Only 50% of Post Planner's audience is located in the US, they post to Facebook throughout the day and night to hit multiple time zones

(Facebook Page Insights Report)



Page Fans by Country



(Facebook Page Insights Report)

The Simply Measured Facebook Page Insights Report (linked above) will give you a place to start -- but it's still important to do your own testing with different posting times.

.....> *You might even try posting at times right before the peaks. That way, when those people grab their phones to check their news feed -- your post will be waiting for them.*

We've found that posting at :45 passed the hour works well for us. People often go into meetings and appointments at the top of the hour. We like to post right before then so when they check into Facebook on their phones right before those appointments begin, our posts are right there fresh in their news feed.

Keep tweaking your times until you find the most optimal organic times to post for your page!

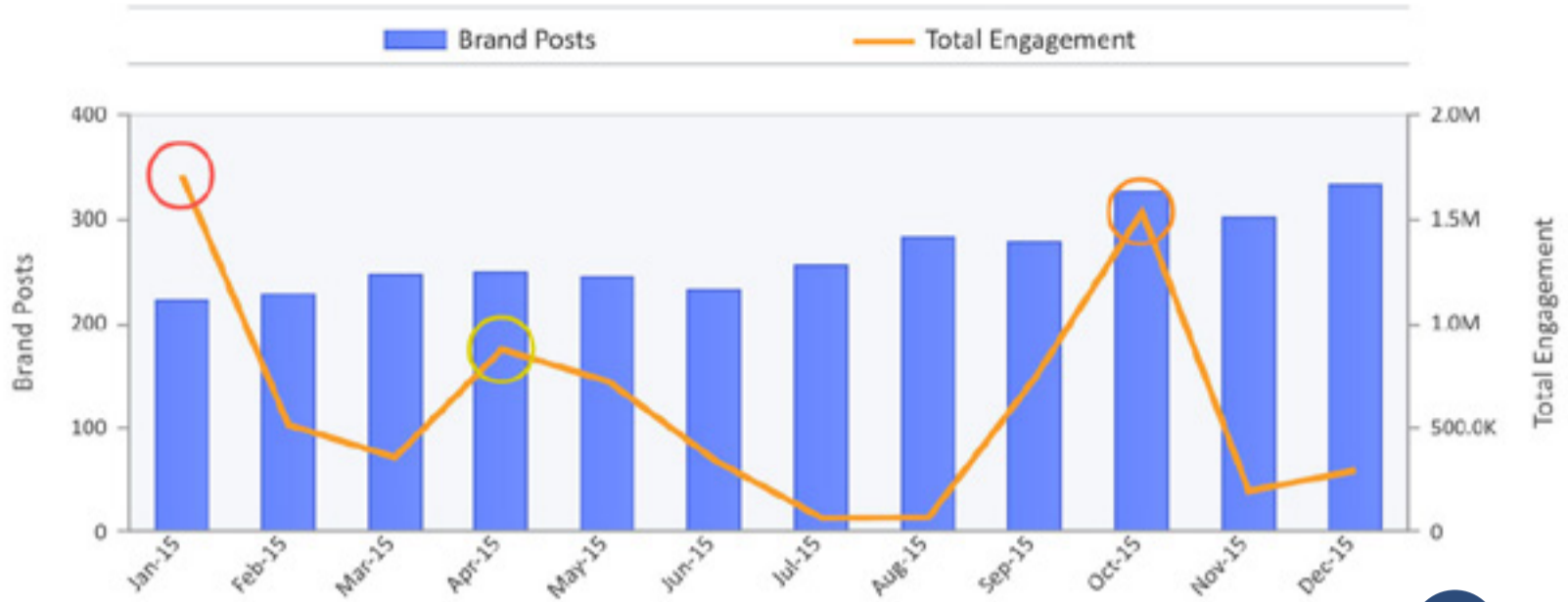
Now that we've talked about the best organic times to post -- let's touch on post frequency.

How often are you posting? Can you increase your posting schedule without sacrificing the quality and value of the info in each post? If so, you might consider posting more.

We increased our post frequency during the last 3 months of 2015 -- which contributed to our massive organic growth.

“ According to Jade Furubayashi, Brand Marketing Manager at Simply Measured, “During the first 9 months of 2015, Post Planner averaged 247 posts /month. During their explosive growth period (October - December), PostPlanner averaged 319 posts / month, a 29% increase.

Brand Posts and Total Engagement



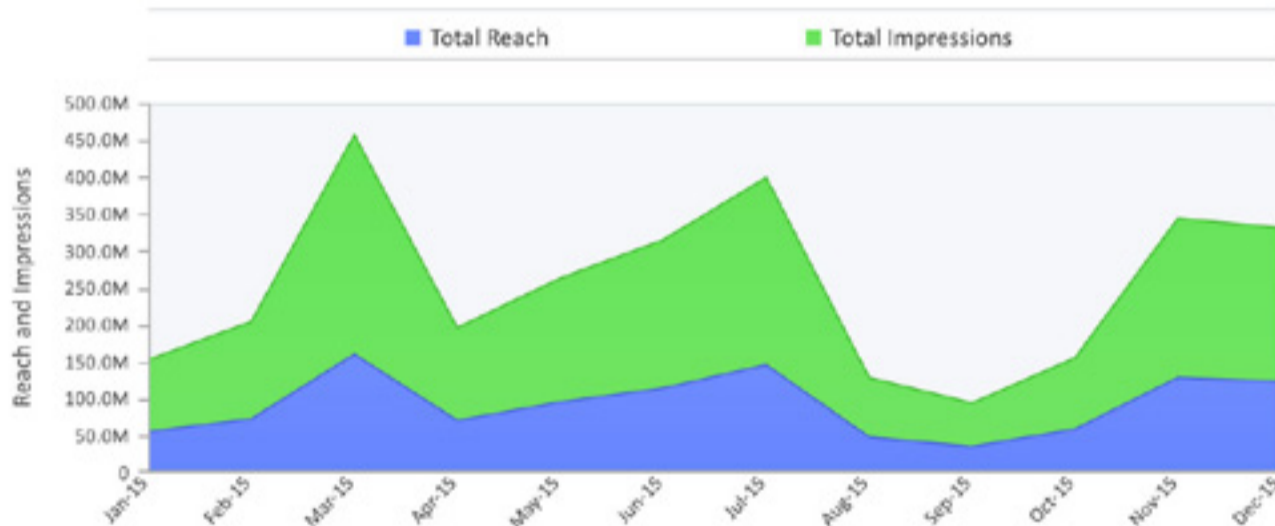
Post Planner increased their brand posting frequency by 29%

(Facebook Fan Page Report)



“In previous periods of high growth (March and July), Post Planner would see an increased number of total impressions. However, they were often followed by huge declines (-57% and -68%). However, in November, Post Planner was able to maintain their number of total impressions MoM, only decreasing by 3%. This is a function of maintaining posting cadence and content resonance.”

Page Reach and Impressions



Post Planner sustained monster impressions numbers MoM for the first time in November and December

(Facebook Page Insights Report)



If you have a global audience like we do here at Post Planner, look at your current posting schedule.

Are there large blocks of time that you're leaving open with no posts? Are you hitting all the right time zones for your audience?

Again, dig into your demographics and get to know your audience. Adjust your posting times and frequency accordingly. Then test, test and test! Soon you'll find the right times and frequency that work best for you and your audience.



CHAPTER #9



MAXIMIZE YOUR
GROWTH WITH VISUAL
MARKETING

Visual marketing is the practice of using visual aids (branded images, infographic, charts, photos, video, etc.) to tell your brand's story.

.....> *Since visuals are consumed by the reader in only a few seconds -- it's an easy way to quickly grab the attention of busy people scanning their news feed.*

There's no denying the power of visual content on Facebook. It has been a dominating force on Facebook over the past several years.

We scratched the surface about the importance of using funny and entertaining photos in Chapter 6 -- but now it's time to dive deeper into how visual marketing can put your content on the map. (and explode the organic growth of your Facebook page)


HERE'S A FEW VISUAL MARKETING STATISTICS FROM HUBSPOT.

You can read more at [37 Visual Content Marketing Statistics You Should Know in 2016.](#)



Researchers found that colored visuals increase people's willingness to read a piece of content by

80%



Facebook posts with images see

2.3X

more engagement than those without images



Articles with an image once every

75-100

words get double the number of social shares than articles with fewer images



Content with relevant images gets

94%

more views than content without relevant images

One of the fastest ways to boost low Facebook engagement is to implement a visual marketing plan.

.....> *Use images that are a banquet for the eyes – bold, beautiful, eye-catching and simple to scan*

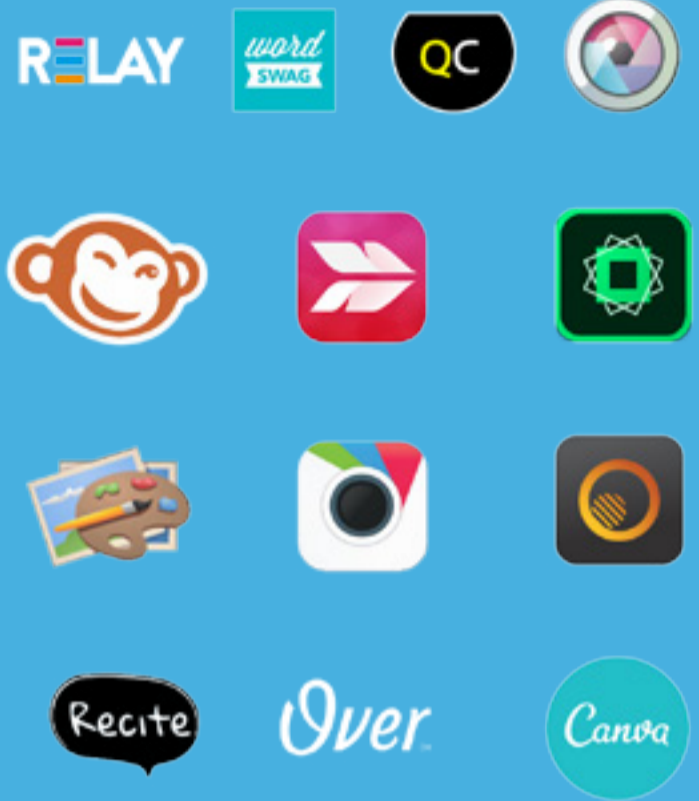
WHAT ARE THE COMPONENTS OF AN ENGAGING VISUAL IMAGE?

1. **Use color!** Images with bold colors are eye-catching and shareable. They catch people's attention in the news feed.
2. **Choose words and fonts that match your brand's messaging.** Is your brand playful? Serious? Fun? Educational? The words and font you choose for your images will play a role in how your brand is perceived by your fans.
3. **Pay attention to the size!** Make sure the image you create for Facebook displays well. A stunning image with a strong message can still fall flat if it doesn't look nice in the news feed.

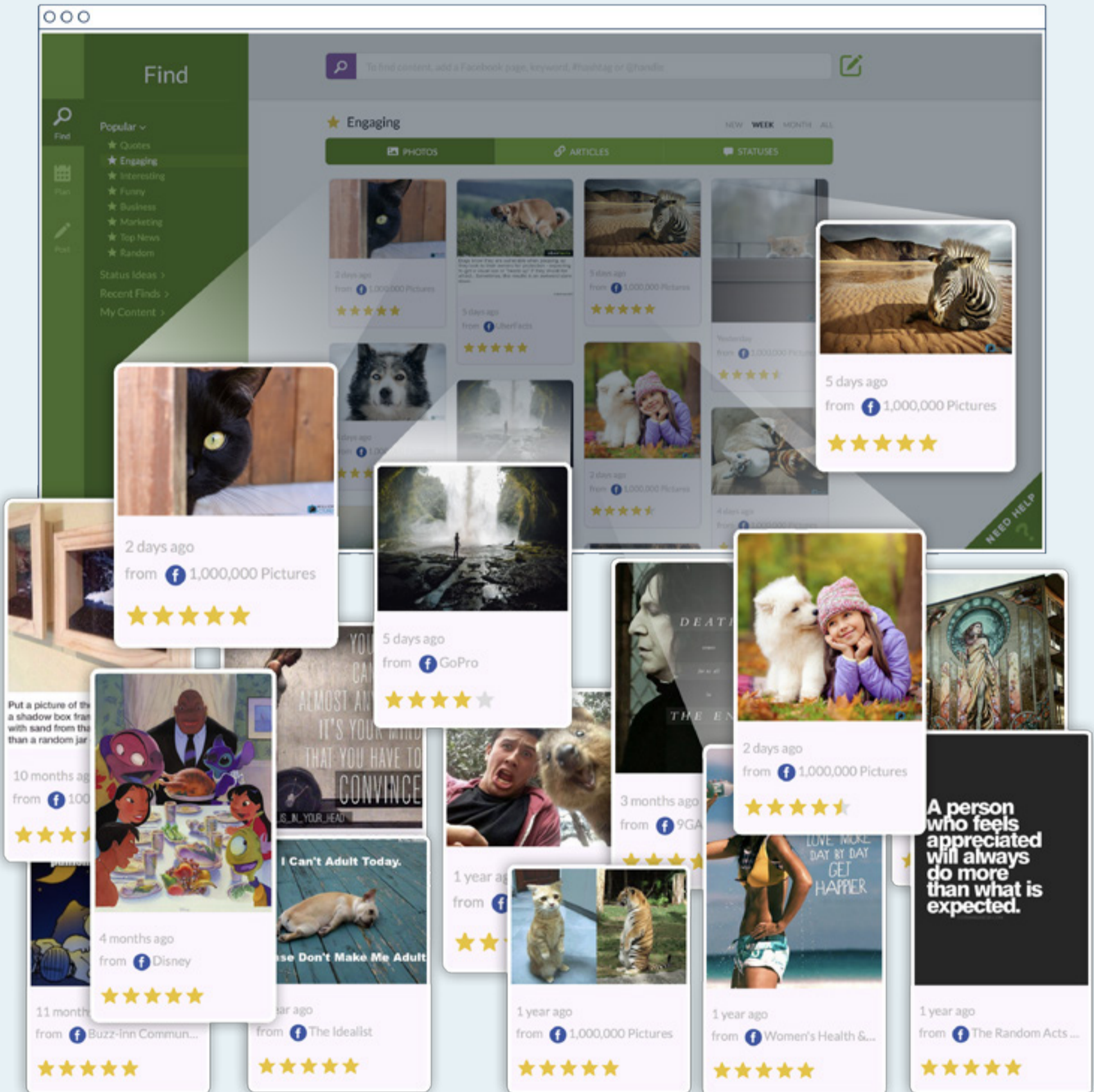
With all the low cost (and free) tools available to you -- creating relevant, high quality images for Facebook is a no brainer.

You can see our favorite tools by clicking over to [13 Must-Have Marketing Tools for Engaging Facebook Images \[Infographic\]](#).

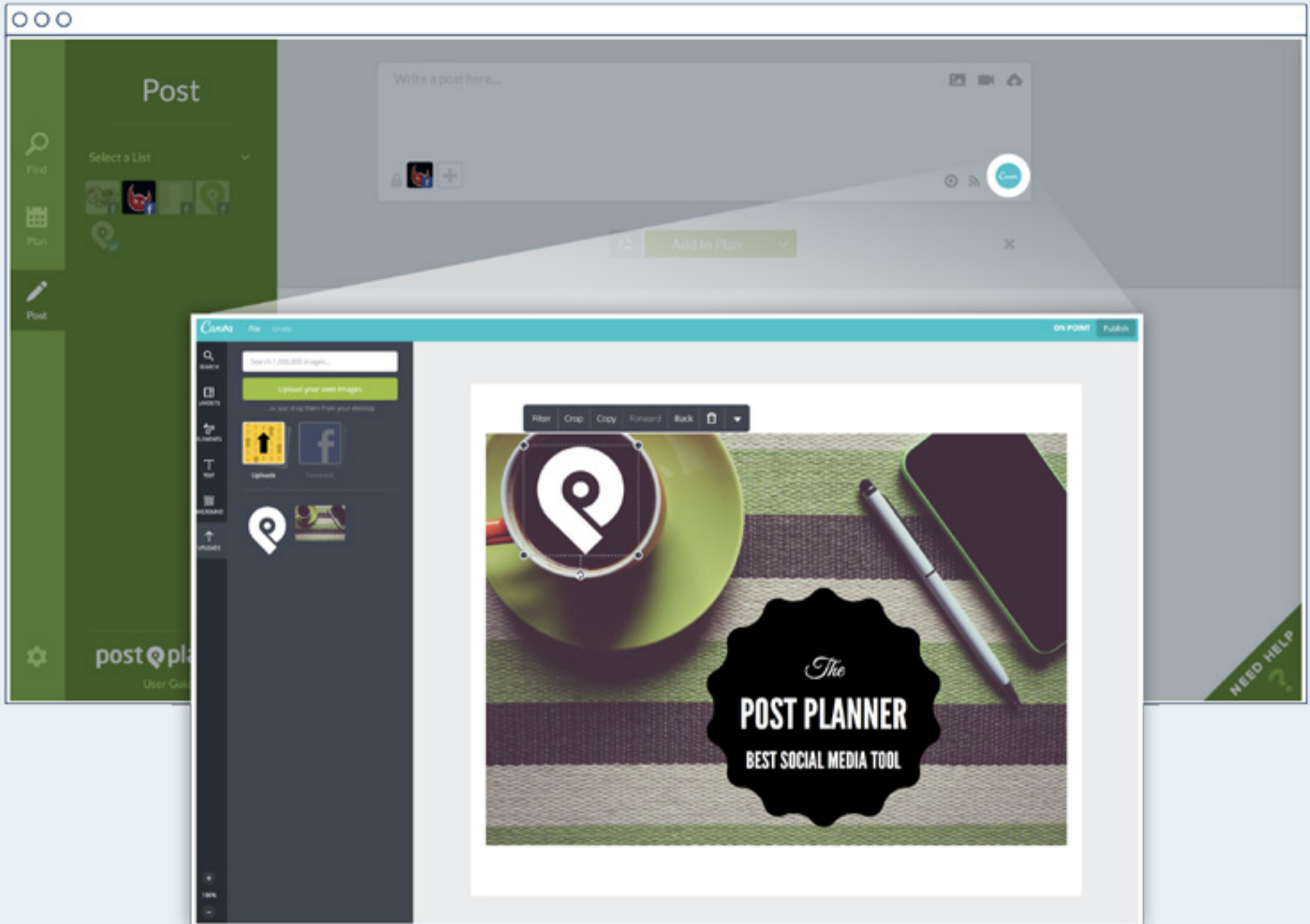
➤ Visual marketing is an important component of our Facebook marketing strategy at Post Planner.



Like we mentioned before, there are thousands of images in Post Planner that have already been audience-tested and ranked. We choose images that have a 4 or 5 star rating and post them on our Facebook page. It's that easy!



Since Canva is integrated into Post Planner, it's also simple to brand your images by dropping a logo on them or adding a message. You can do all this without leaving Post Planner!



If you would like to learn more about visual marketing -- you're welcome to download a free copy of our [How to Create Visual Content for Maximum Social Impact](#) ebook. It's jammed packed with valuable tips for creating your most stunning visual content ever!

CHAPTER #10



DIG INTO INSIGHTS TO
FIND CONTENT THAT
CONNECTS

The foundation of any popular Facebook page is high quality, relevant content that connects with the audience.

One of the most important things you can do to skyrocket your organic Facebook growth is delve into your Insights to see what content is working and what content isn't.

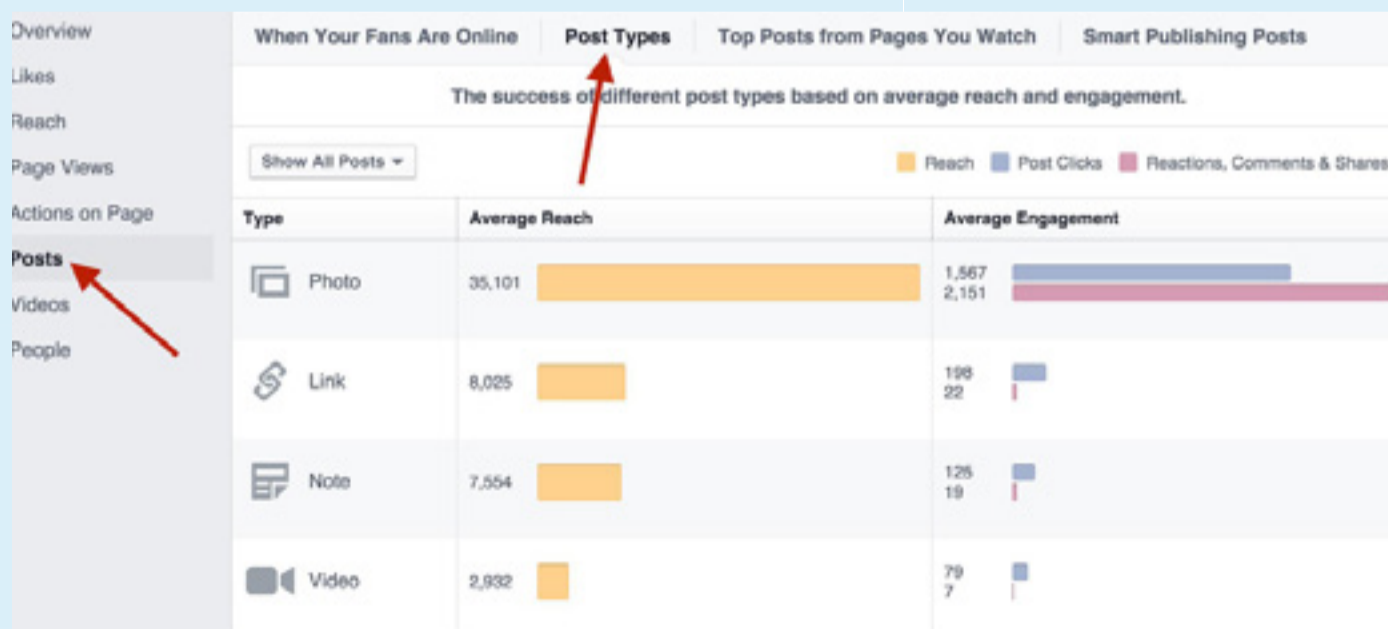
Then repeat what's working and stop doing what's not!

.....> *It's not about what kind of content you like or what kind of content you think your audience likes. It's about finding content that resonates with your audience.*

The only way to pinpoint this is to test and try different things. Then check your Insights or use Simply Measured's [Free Social Media Analytics Tools](#) to determine how you can improve your Facebook marketing. Check your Facebook Insights or use Simply Measured's Free Social Media Analytics Tools. [You can also sign up for a free trial here!](#)

In your Insights, you can easily see which type of post your audience engages with the most by clicking "Posts" on the left -- and then clicking "Post Types" at the top.

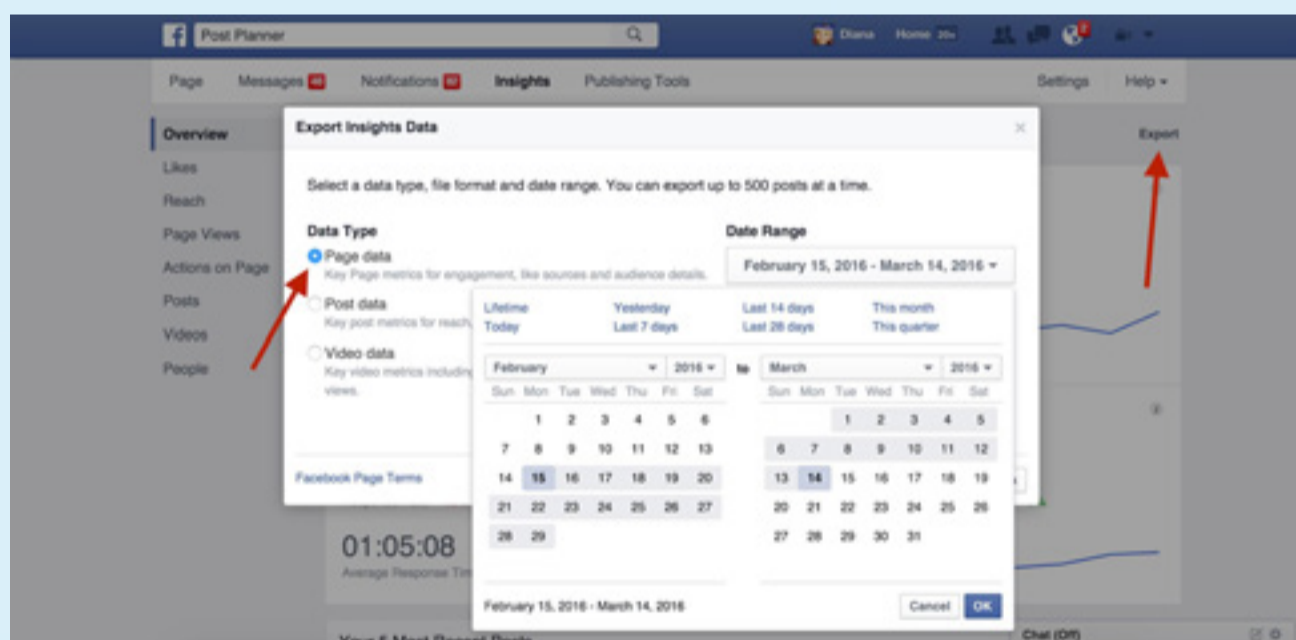
For us here at Post Planner, it's clearly photo posts.



You can also look at each individual post to get more data about the time of day a particular post published, the message typed in the update, length of update, etc.

02/27/2016 11:45 am		Blood makes you related. Loyalt y makes you family.			174.8K		5K 9.2K		Boost Post
02/27/2016 9:45 am		Wondering how the NEW Faceb ook News Feed Preferences will			18.4K		444 57		Boost Post
02/27/2016 7:45 am		The worst battle you have to fig hts is between what you know a			55.5K		2K 3.6K		Boost Post
02/27/2016 5:31 am		Working hard on your Facebook marketing, but still not showing			15.8K		227 38		Boost Post
02/27/2016 3:01 am		Weird how that happens!			38.6K		1.7K 2.3K		Boost Post
02/26/2016 9:45 pm		Saying yes to happiness mean I earning to say no to things and			90.4K		2.8K 4.6K		Boost Post
02/26/2016 7:30 pm		Wondering how to sell on Faceb ook? Look no further! These 7 vi			11.8K		192 28		Boost Post
02/26/2016 5:01 pm		Yeah, put those kids to work! Ch ores and responsibility build cha			32.5K		1.4K 1.7K		Boost Post
02/26/2016 4:50 pm		It's Day 10 of our 30 Day Faceb ook Challenge and variety is the			1.9K		296 16		Boost Post

If you would like more in-depth data, you can get that too! Just export your Insights into a spreadsheet that you can sort and analyze further.



If you've ever exported your Insights from Facebook before -- you know it can be an overwhelming amount of information!

Don't be afraid to delete the columns of data you won't use from your spreadsheet.

There are 4 columns for you to pay close attention to:

Lifetime Total Likes - If this number is continuously growing, you know your content is resonating with your new fans. This number only tells part of the story though. As we mentioned earlier, it's important that your content also continues to resonate with existing fans.

Friends of Fans - This number represents the total number of fans that your Lifetime Total Likes (above) have. It's the number of people that your posts could potentially reach. Usually this number is much higher than people expect. If that's the case for you -- it should inspire you to keep posting valuable content!

Lifetime Post Organic Reach - This number represents the total number of unique users who saw your post in their news feed or on your page's timeline.

Lifetime Engaged Users - This number represents the total number of unique people who clicked anywhere in your posts.

If you would like to know how to take your Facebook Insights and create useful graphs and charts to track your progress in a more visual way -- click over to [How to Analyze Facebook Insights to Improve Your Content Strategy](#) on HubSpot.

Another key indicator in your Insights is your negative feedback. This will give you confirmation that your content is or isn't resonating with your audience.

THERE ARE 4 FORMS OF NEGATIVE FEEDBACK THAT FACEBOOK TRACKS:

- *Someone hides a specific post*
- *Someone hides all your posts*
- *Someone "unfans" your page*
- *Someone reports you as spam*

Regardless of how hard you try, you won't be able to make everyone happy all the time. In other words, some negative feedback is natural. What you want

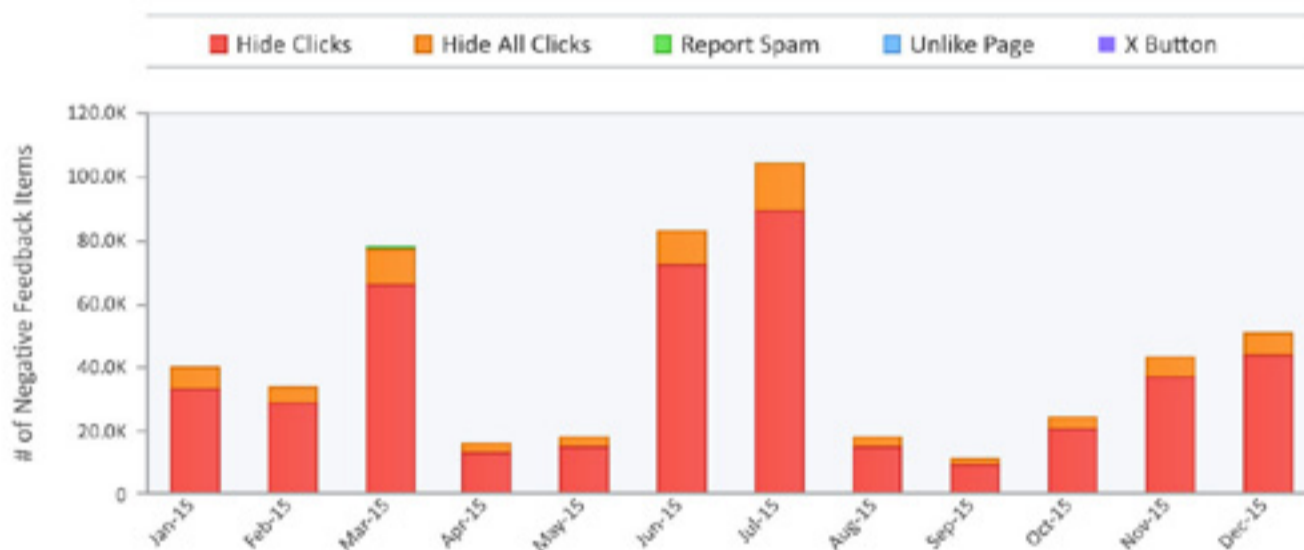


to do is pay attention to any changes in negative feedback.

Simply Measured analyzed Post Planner's negative feedback during our high growth phase of 2015.

Here's what Jade Furubayashi at Simply Measured found, "As you grow in size, often times you can expect to see more negative feedback. During Post Planner's high growth months (March, June, July, October, November, December), you can see an increase in negative feedback. However, from October-December, the amount of negative feedback was much lower than during previous periods of high-growth. Because of the relevancy of Post Planner's content, users felt significantly less compelled to hide, report, or unlike as they did in other times of high growth."

Negative Feedback



Post Planner managed to amass less negative feedback during its explosive growth stage as it had in previous growth periods

(Facebook Page Insights Report)



The takeaway here is not to ignore your Insights!

Facebook provides a wealth of data to anyone interested in analyzing it. You may start noticing trends in posting times or content types. Make notes and adjust your posting strategy accordingly. But don't stop there! Don't be afraid to try new things and test often.

NEGATIVE FEEDBACK BY TYPE	
441k	Hide Clicks
76k	Hide All Clicks
386	Report Spam
756	Unlike Page Clicks
0	X Button Clicks

CONCLUSION

We hope that after reading this ebook, you're confident you'll be able to increase your own page's organic Facebook reach. Take the 10 data-driven tips we've given you and execute each one on your page. And don't forget to take advantage of Simply Measured's [Free Social Media Analytics Tools](#).

Once you start making positive changes to your Facebook marketing, you'll see the results quickly. When you see the current downward trend start to shift in the right direction, keep the momentum going by remaining consistent with your posting strategy.

Remember to look in your Insights often. We suggest at least once a week. Dig into the numbers. Make tweaks to your plan immediately as they're needed. Don't wait until there's a problem to research the numbers. Instead, collect data frequently and use it to become a more savvy and agile Facebook marketer.

Thank you again to [Simply Measured](#) for all your research, data and beautiful reports. Simply Measured provides the world's best social analytics! They can help you take all your social insights to a whole new level. Check them out!



So what did you think of our ebook? Like what you saw?

Awesome!... It's time to dive deeper.

Are you ready to build a thriving Facebook business page with the data-driven tips we shared in this ebook?

If so, we invite you to take our [Facebook 30-Day Challenge!](#)

Read on...

HOW TO INCREASE FACEBOOK ORGANIC REACH BY 193%

<http://bit.ly/1TnrnPH>



TRYING TO GROW YOUR FACEBOOK PAGE?

Grab our Proven Strategy!

Join the Facebook 30-Day Challenge:

- ♥ Accept the challenge and sign up for this free training to receive 30 strategic Facebook tips for 30 consecutive days.
- ♥ We'll take you on a journey to implement all the data-driven tips we shared in this ebook. You'll grow your own thriving page in 30 days!
- ♥ Build a new Facebook business page from scratch or revitalize your existing page.
- ♥ Benchmark your beginning and track your success throughout the whole challenge.
- ♥ Learn how to find, plan and post predictive content that organically boosts engagement.
- ♥ Finally get the Facebook results you want!

ARE YOU READY TO GROW YOUR OWN ORGANIC FACEBOOK REACH BY LEAPS AND BOUNDS?

CITATIONS AND REFERENCES

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