

How to Make Your Brand Pop on Facebook

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What are we going over?



Facebook's
Algorithm



Leveraging
Data



Optimizing
Content

A top-down view of a wooden desk with a laptop, tablet, smartphone, mouse, coffee cup, and pens. The text "Facebook's Algorithm" is overlaid in the center.

Facebook's Algorithm

facebook Edgerank

Σ
EdgeRank

=



Affinity

x



Weight

x



Time Decay



You sit on a throne of lies.

Algorithm | The Secret Recipe

Affinity

1. How often a user interacts with the author
2. How often a user interacts with that type of content

Weight

1. How many interactions a post is getting
2. What type of interactions a post is getting

Time Decay

1. The older it gets the less likely anyone is going to see it.

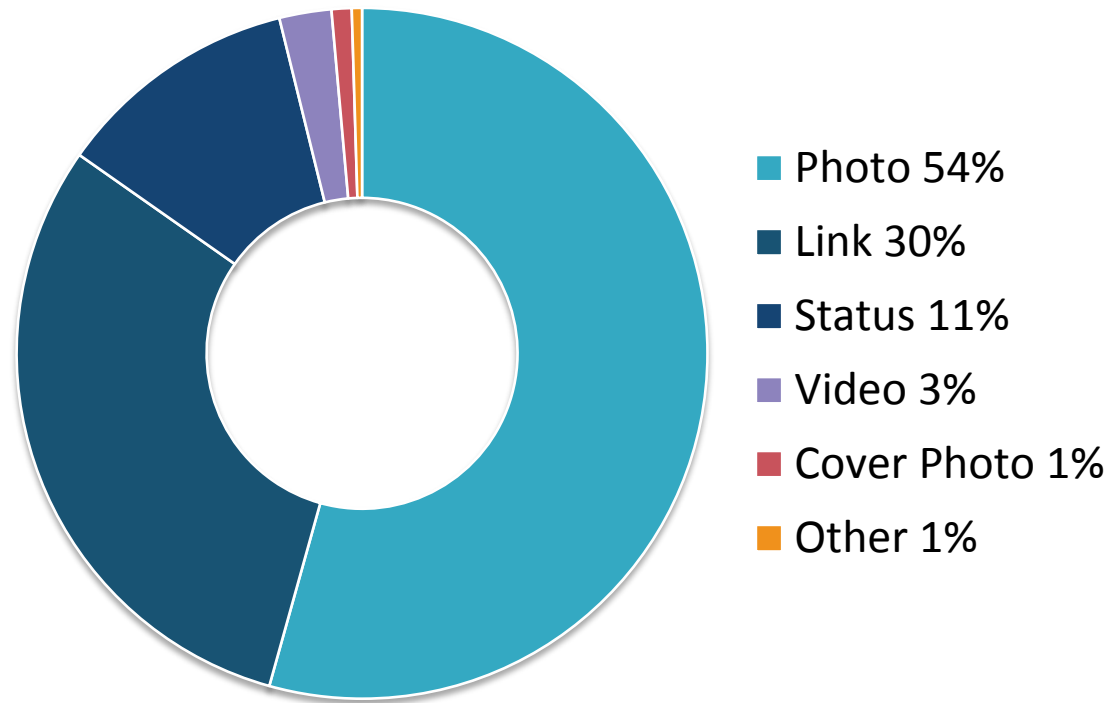


So What Do People Like and Are Brands Giving it to Them?



Algorithm | Share of Different Post Types

- Everyone got the memo about photos.
- Everyone wants people to read the content they create.

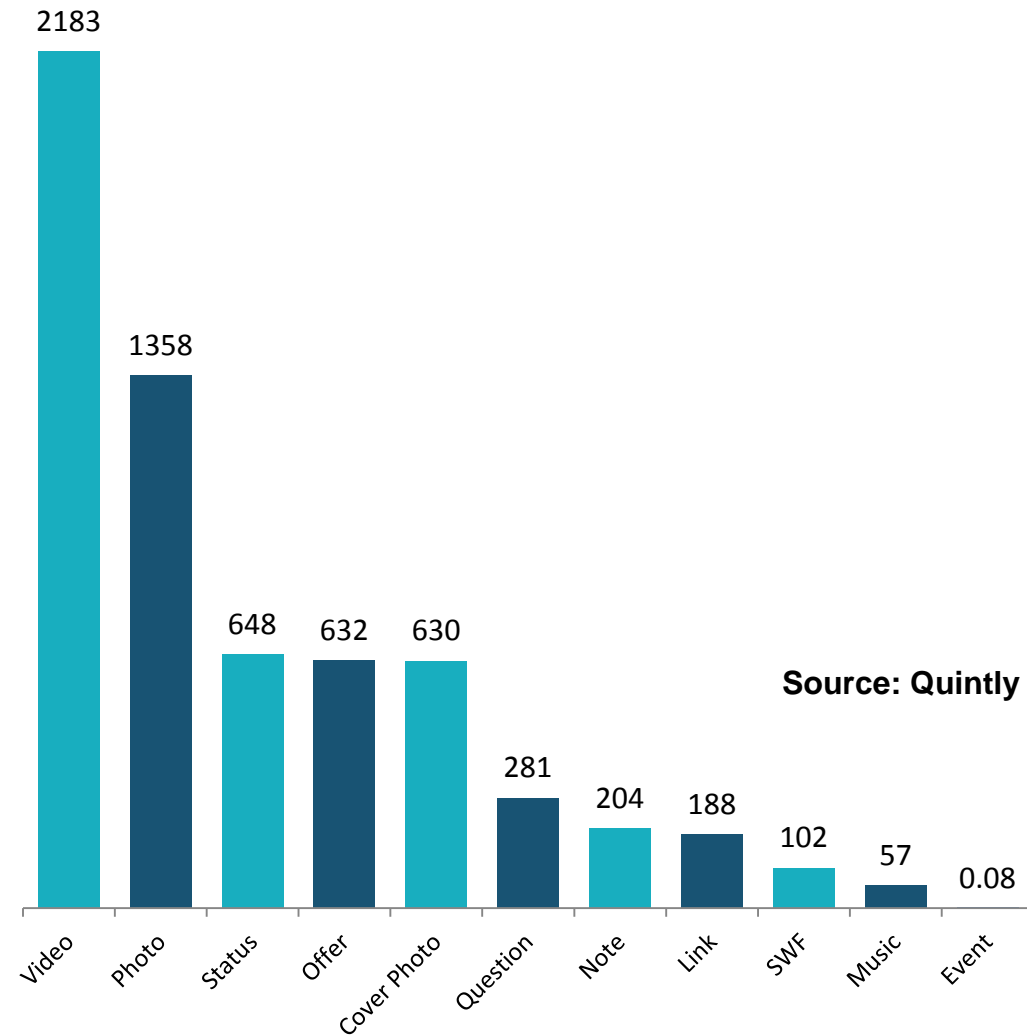


Source: Quintly



Algorithm | Average Interactions per Post per Type

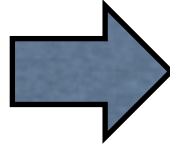
- Facebook is an extremely visual platform
- Videos and Photos outperform all other forms of content by a significant margin
- Links are one of the lowest performers





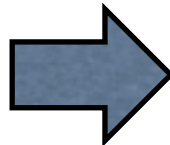
Algorithm | Why do links get such low engagement?

- Facebook doesn't count clicks on your link as a form of engagement.



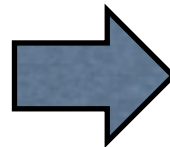
- Combine your web analytics and social sharing analytics with Facebook's.

- People don't want to leave the Facebook environment.



- Hopefully what you're writing is interesting enough to get them to do so.

- Facebook doesn't want people leaving Facebook.



- Mask your links as a picture post to have an expanded reach.

Algorithm | Making Photos Help Your Links

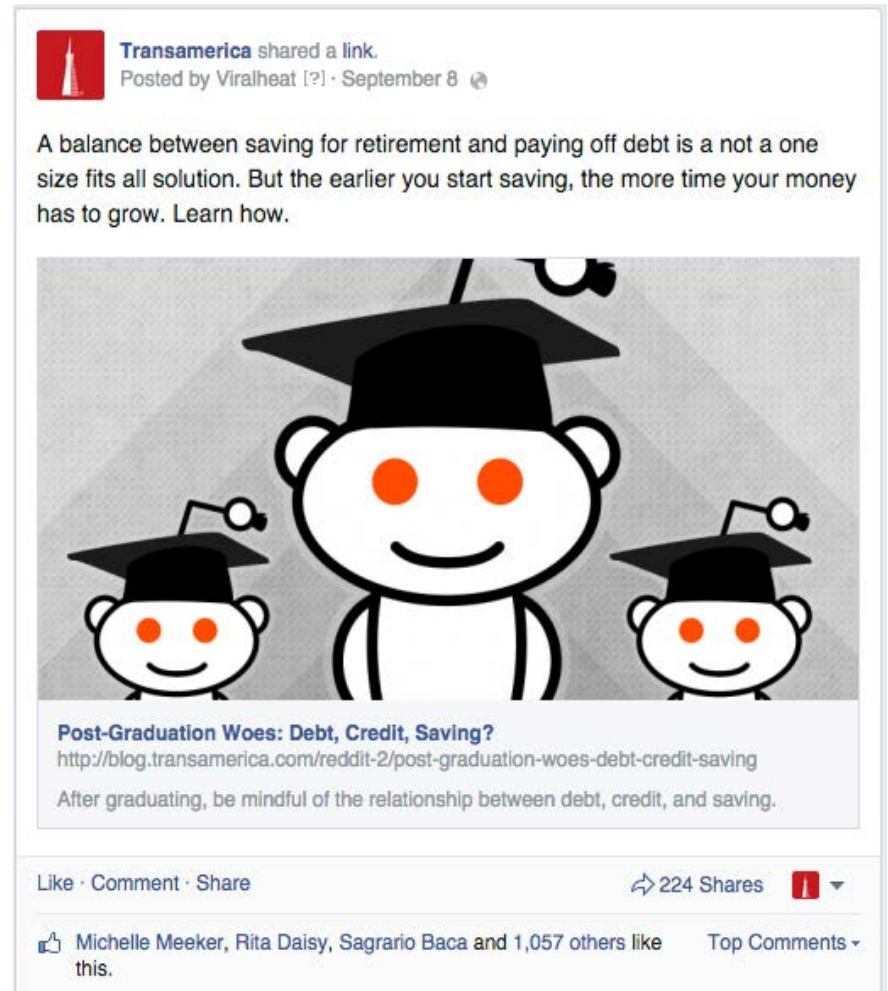
Step 1:
Upload a photo.

Step 2:
Write your
status update
and paste the
link.



Algorithm | You Could Always Pay

- Boosting a post is lazy. Take the time and target it right.
- Remove right side bar settings to save money.
- If your website isn't optimized for mobile, don't run ads on mobile.



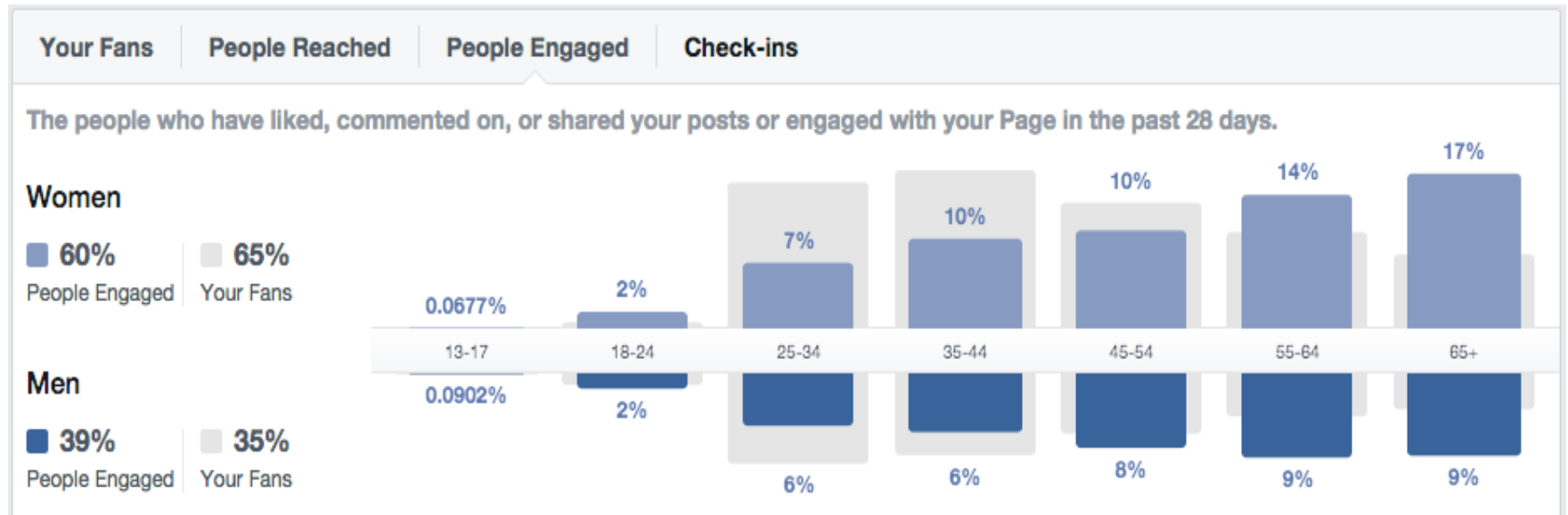
A top-down view of a wooden desk with a laptop, tablet, smartphone, mouse, coffee cup, and writing tools. The scene is dimly lit, with a soft glow from the devices. A hand is visible on the mouse, and another hand is holding a smartphone. A cup of coffee sits in the upper right. Various pens and pencils are scattered on the left. The text 'Leverage Data' is overlaid in the center in a large, white, sans-serif font.

Leverage Data

Facebook Analytics answers
the 3 W's of fans:

Who, What, When

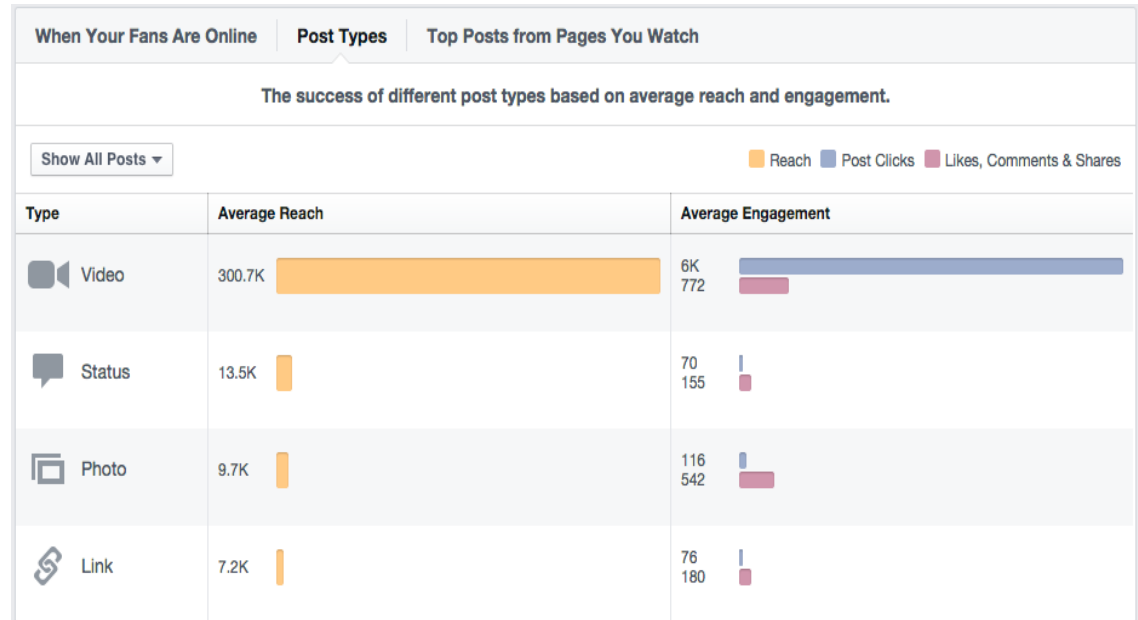
Facebook Analytics | Who is engaging with your content?



- Is the content that you're creating catering to the audience who's engaging?
- Is the audience who's engaging the audience you want?

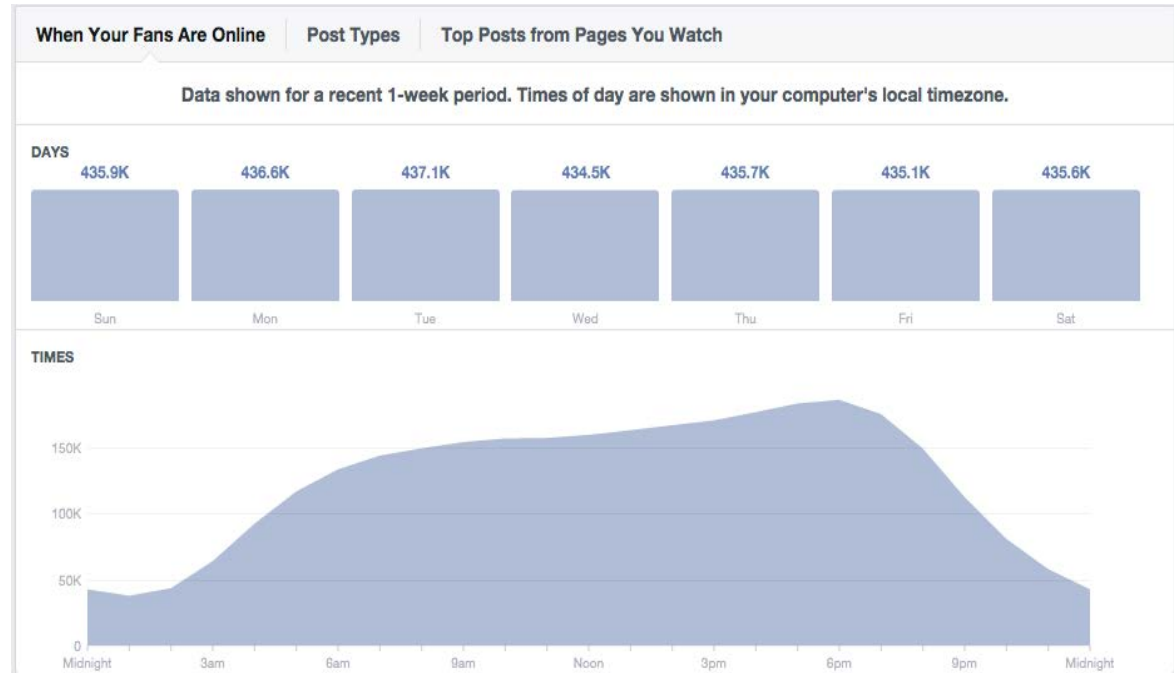
Facebook Analytics | What are the best post types for your page?

- Are we producing the posts that our audience wants?
- What type of post is reaching the most people for us?



Facebook Analytics | When Are Your Fans Online?

- Post content when your audience is actually on Facebook!
- Experiment with various post times leading up to peak traffic times.
- Can you be the first post they see in the morning?

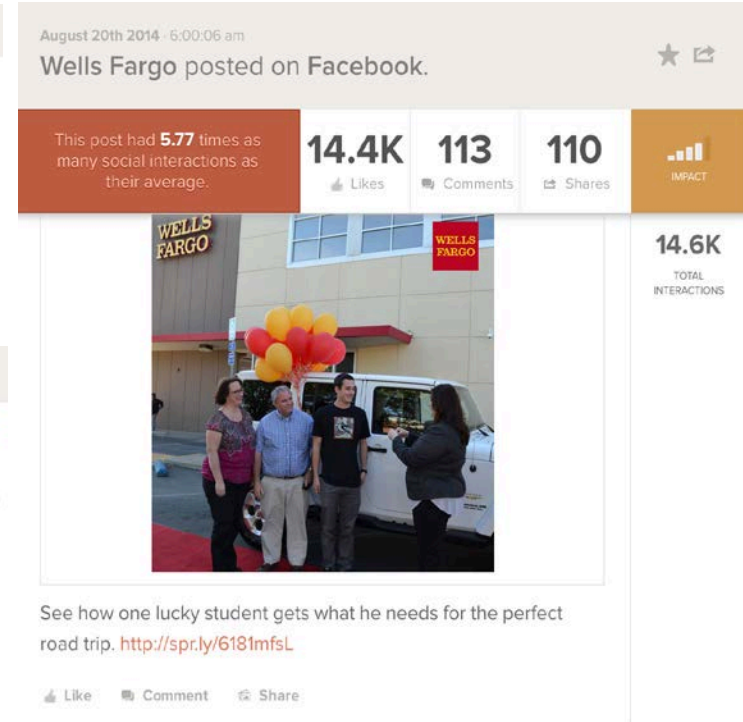
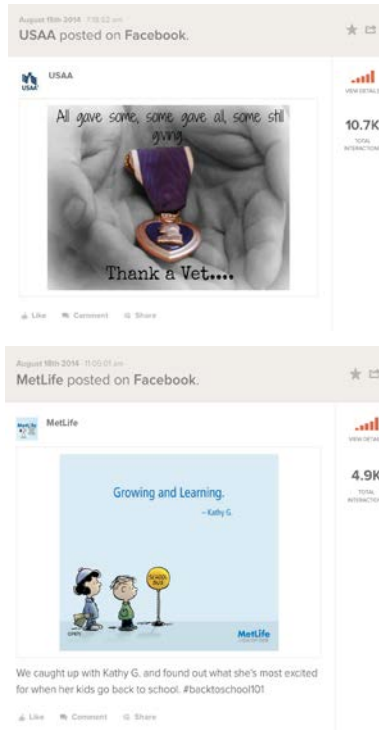


Competitive analysis:

Top competitor posts
Paid promotion insight
When are they talking?

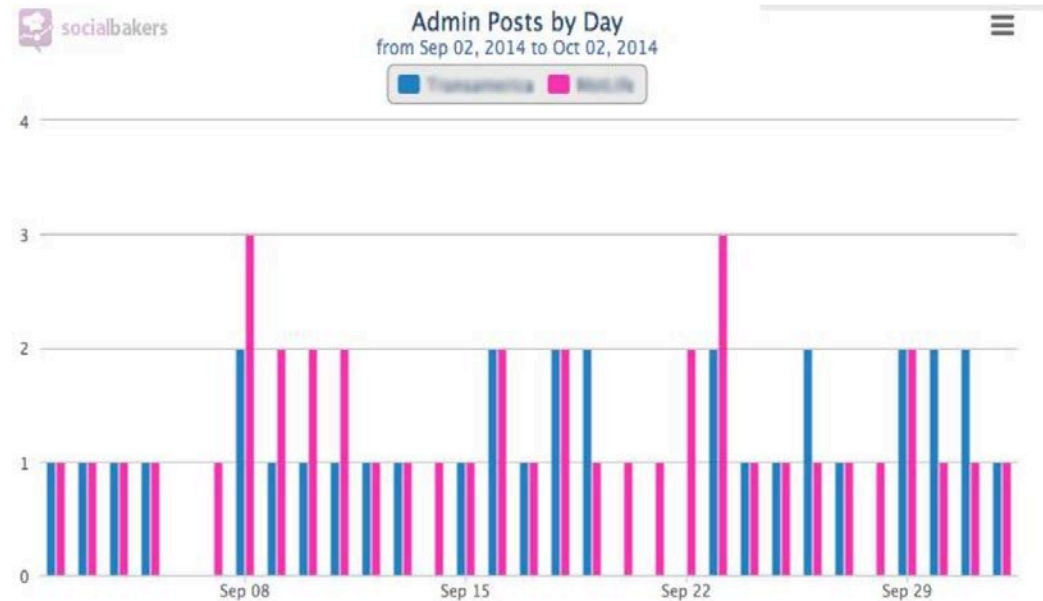
Competitive Analysis | What are They Saying and is it Working?

- Are your competitors winning the war with puppy pictures?
- Can your brand leverage similar posting strategies?
- What topics are getting the best engagement?



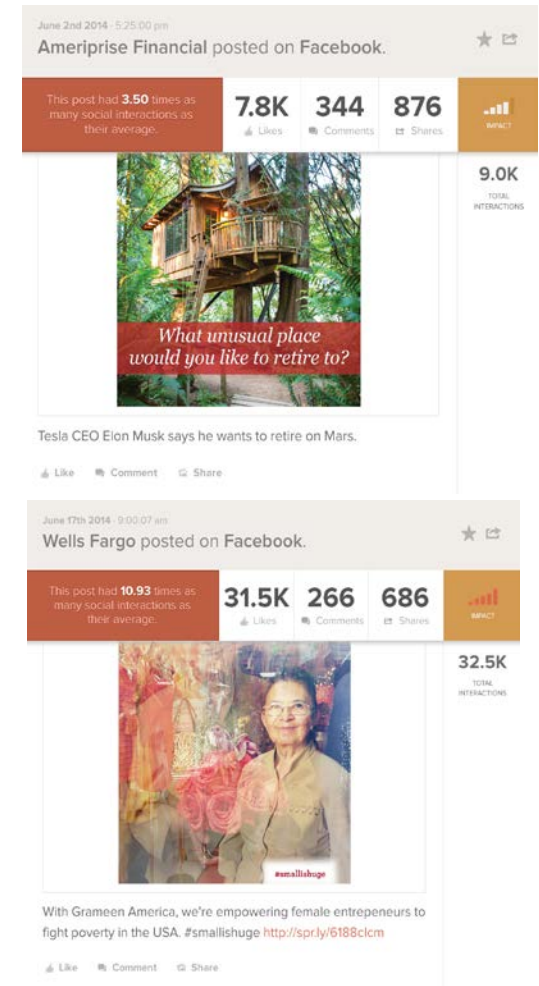
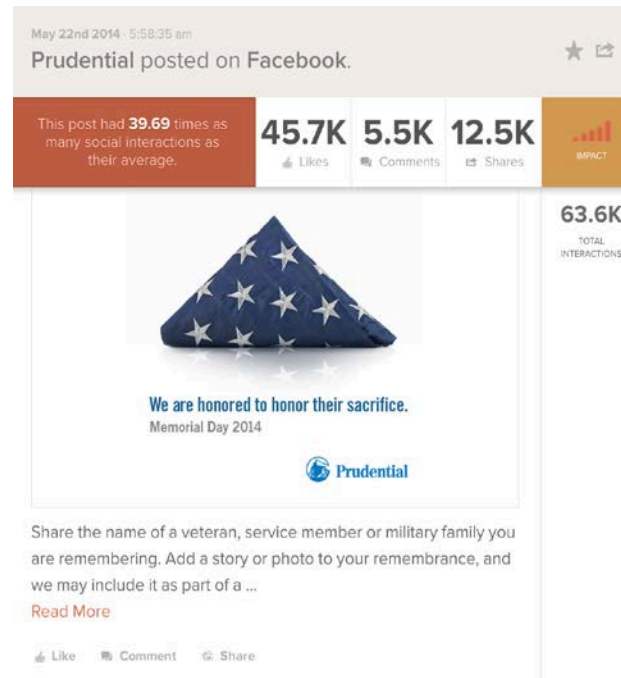
Competitive Analysis | When Are Your Competitors Posting?

- When your competitors are posting compared to you?
- Are the posts your competitors making working?
- Are there open days that you can own? Are there days that you are handing over?



Competitive Analysis | Paid Promotion Insight

- Understand your competitors paid promotion strategy by leveraging 3rd party tools.
- Trackmaven allows you to identify outliers in engagement which can help identify paid posts.
- Is it money well spent?



Measure your success by benchmarking
the following:

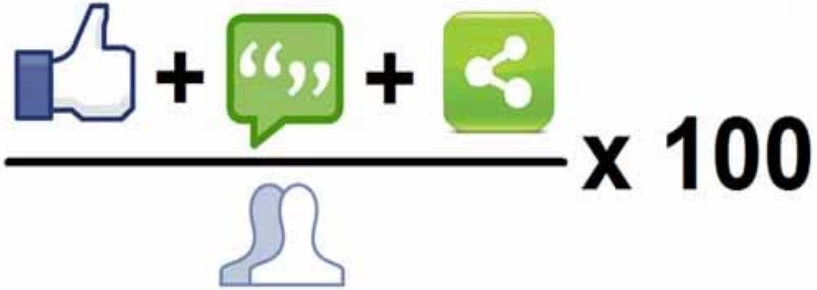
Engagement Rate
Share of voice

Benchmarking | Engagement Rate

The total number of likes + comments + shares divided by the total number of fans.

Things to consider:

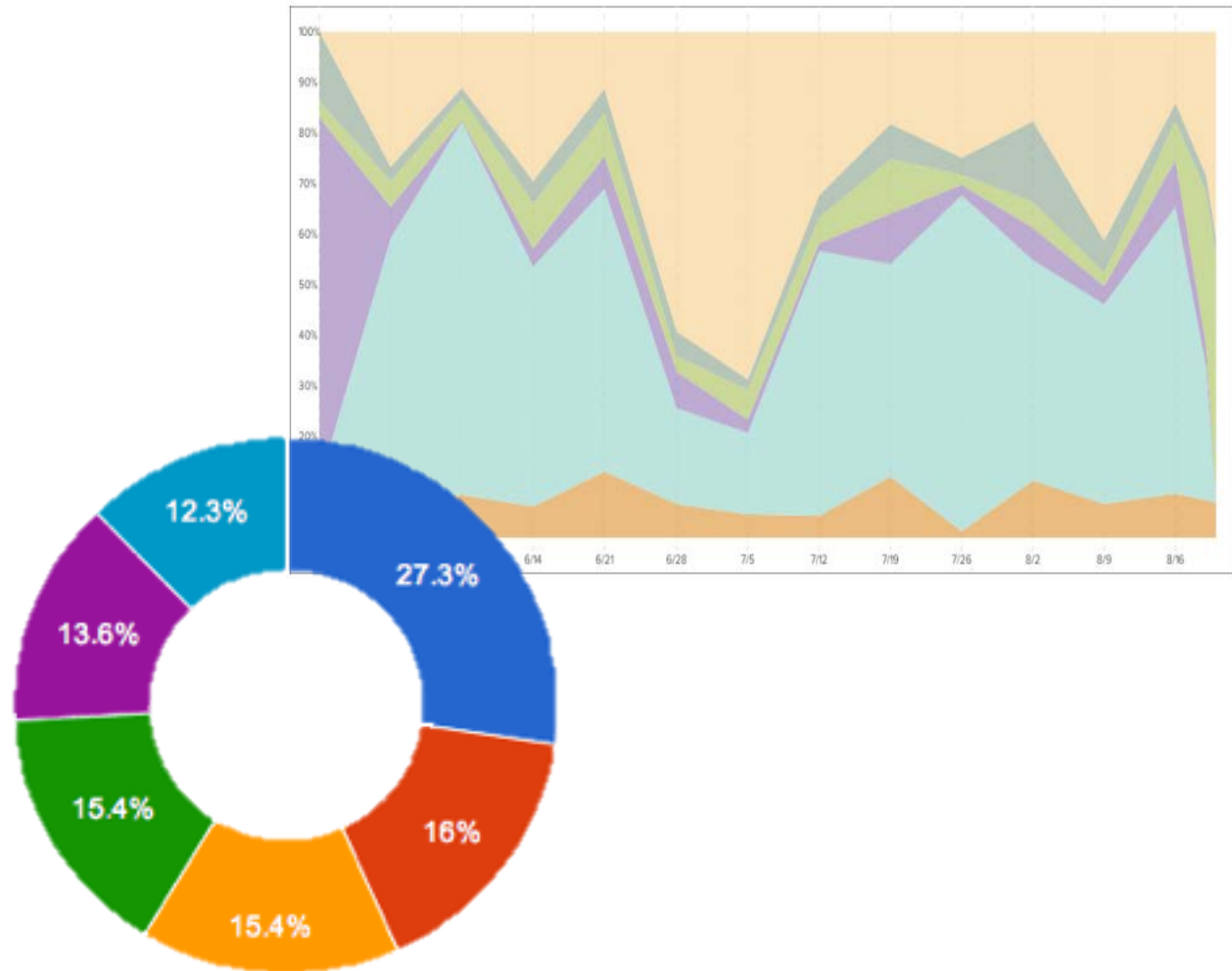
- Should you remove paid engagements?
- How do you account for competitive comparisons when they are paying for engagements and you're not?
- No 2 social tools measure this the same.


$$\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Fans}} \times 100$$

Likes + Comments + Shares = Total Engagement
(Total Engagement / Fans) x 100 = Engagement Rate

Benchmarking | Share of Voice

The total number of interactions across your social platform in comparison to total number of interactions produced by your competitors.



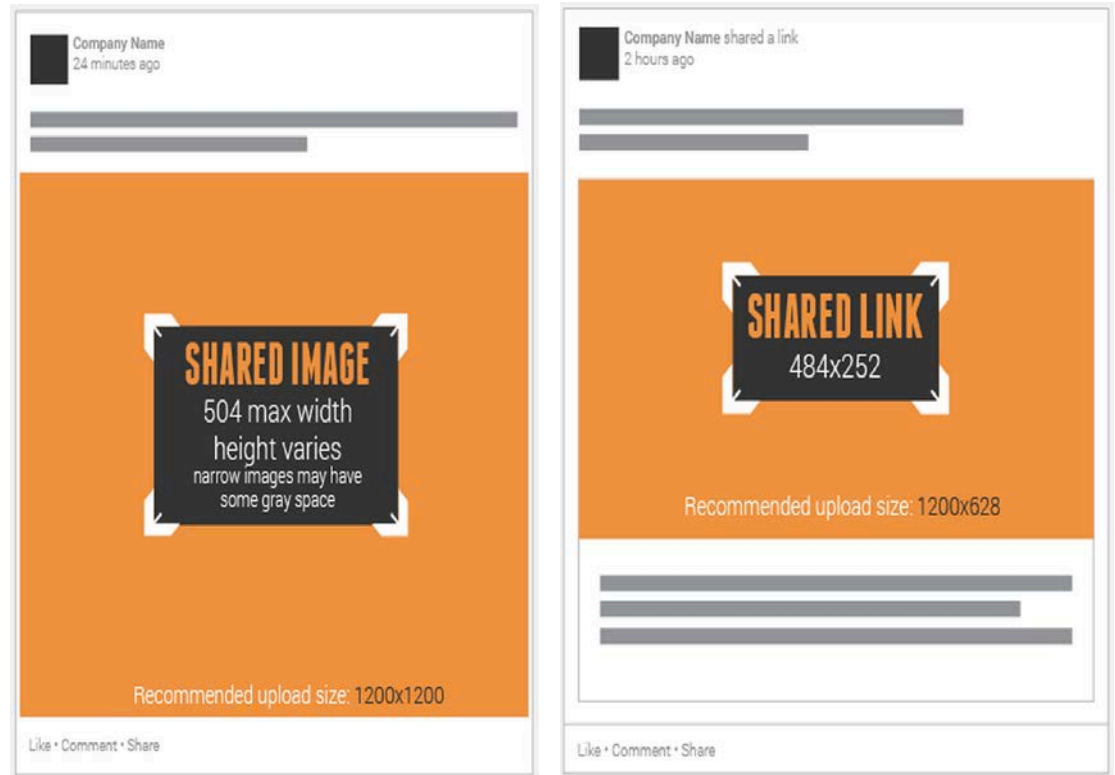


Optimize Creative

Optimize your creative for *all* images
that get posted on your Facebook page

Optimizing Creative | Facebook Image Sizes

Facebook images look better when they are the proper size. Once you set the guidelines for your creative team, it will be easy. Always keep up to date with Facebook image sizes.



Source: JonLoomer.com