



## Loren's Cheat Sheet

We always should ask ourselves when marketing two questions:

- How are they coming to us?
- How will they use what they discover?

**Let's** break it into the highest categories of who we are talking to:

- Those who don't know about us (Future)
- Those who know about us and are might be preparing to do business with us (Present)
- Those who have done business with us before (Past)

Things I have learned on Facebook

- 2,000 'fans' is base critical mass for an active self creating community
- Consistency beats brilliance any day
- Create a 'Voice' and stick with it
- Have as many trusted admins as you can solicit at your property for posts
- Its costs about \$1 per new follower when advertising for them
- Video / pictures / links / posts order of success
- Time your posts to the benefit of your guest not yours
- Take time with your images (correct size and content) remembering you can promote yourself with them now
- Don't have Fridays fish special on **Saturday's** board

What are the 9 types of postings you can do on FB?

- Photo
- Video
- Link
- Status
- Question (Poll)
- Photo album
- Offer
- Milestone Event



Enhanced tracking choices

Gender / Relationship Status / Education Status / Interested In / Age / Location / Language / Date of posting

What Tabs do you have?

- Photos
- Likes (if you're proud)
- Reservations
- Promotion
- below the fold
- Video
- Events
- Tours (3rd party included)
- Specialty links like Pinterest or instagram
- Map

Power Editor

- Ability to edit multiple ads at once
- Ability to save audiences from ads you've created in the past
- Ability to create ads using previous audiences
- Enhanced ability to target ads based on platform and type of ad (mobile / desktop wifi or not android or not etc)
- Ability to place conversion tracking for ROI reporting within Facebook
- Ability to create custom audiences (after created these will show up on the regular ads manager beneath targeting)
- Ability to create audiences and save as a target group (these do not currently show up in the ads manager after creation, but my guess is they will eventually)
- Ability to target based on offline activity through partner networks: Axiom, Datalogix and Epsilon

The 50/30/20 guide

50% News



30% Personality  
20% Business

How to avoid content burnout

What are the topics to discuss?

I've made a core 8 that can be rotated divided and shared:

- Family
- Soft Adventure
- Eco / Green
- Historical & Cultural
- Romance Dining & Nightlife
- Off the Beaten Path
- Property Amenities
- Cross Property / Destination Promotion (news feeds and local generated posts being shared)

---

## Additional Information & Links

18 facebook do's here

<http://blog.getpostrocket.com/2013/04/infographic-18-sweet-tips-for-facebook-page-posts/#>

Places that have interesting things to use

[postrocket.com](http://postrocket.com)

[hootsuite.com](http://hootsuite.com)

wordpress editorial calendar plugin

<http://www.barometer.agorapulse.com> -- makes you a benchmark of your page to pages categorized like yours.

<http://www.socialmediaexaminer.com/facebook-ads-and-beyond-what-marketers-need-to-know/#more-37583>



Targeting of posts to build better community

<https://www.facebook.com/help/459892990722543/>

Look alike **audience's** tool in facebook

<https://www.facebook.com/help/459892990722543/>

Facebook how to's on ad targeting link

<https://www.facebook.com/help/131834970288134/>

Facebook tiers of choice are;

- Specific Interests
- Topic of interest (with #)
- Category (broad category) - anyone related to the chosen category will be included, (it's not an AND it's an OR, meaning that each category is included additionally not as an additional filter)

Use conversion specs from an exported report from your insights -- you can determine the best time of day and which day to post by doing the math

Use and set up conversion tracking in power editor

The need to create page tabs and for what (detail the most important ones to have)

Keep a base of two FB ads -- domain sponsored story / page like sponsored story of friends of fans

Post late night and early afternoon

Link for image sizes for use on social media

[http://www.prdaily.com/Main/Articles/How\\_to\\_size\\_images\\_on\\_social\\_media\\_A\\_cheat\\_sheet\\_13807.aspx](http://www.prdaily.com/Main/Articles/How_to_size_images_on_social_media_A_cheat_sheet_13807.aspx)

Clip from custom audience page

<https://www.facebook.com/help/459892990722543/>

[How do I use custom audiences?](#)

**First, identify the groups of customers you'd like to talk to within your contact management system.** This might be subsets of current customers, prospects, and loyalty club members, current or lapsed users – anyone you want to reach with highly targeted messages.

Then use power editor to find these people on Facebook. Input an email or phone list representing your segments into the power editor. The list will be hashed



before being sent to Facebook. The system will match the encrypted data against Facebook's active users, and build a custom audience in your account with everyone that matches your list.

Finally, reach the exact people you want to talk to, with Facebook ads that are specific to your objectives for that audience. You can also overlay Facebook targeting to refine your audience and reach an even more precise group.

Linkedin you can join up to 50 groups

Company pages

Ads program -- grow a group grow followers for your company page

Linked in widget to have a follow your linkedin company page without leaving your website

Using Evernote "hello" to auto send a linked in request right after you meet someone

In mail function, higher opening rate than standard email -- allows you to send email to their actual email inbox without knowing them. "Ask for advice" or complement them on something they just did by googling them.

[Google+ pages for business](#)

[Google+ Communities](#)

Twitter Ads for the common user [ads.twitter.com](https://ads.twitter.com).

If your business can benefit with networking lunches or chamber meetings then twitter is something to consider.

Look at your competitors twitter followers and follow them yourself.

Mention someone is the fastest way for them to possibly follow you back

If you retweet someone and don't follow them they will show you recommended follower.

Explain hashtags

Best time to tweet can be found on manage [flitter.com](https://flitter.com) pro edition. 11am Tuesdays are good.

[Twit radar](#)

[banjo](#)

Using [fiver.com](https://fiver.com) for followers (perception is 80% of reality)



[Hoot suite](#)

[findlittlebird.com](#)

[managefitter.com](#)

You can follow whoever someone else follows or follow everyone who follows someone else

[trustyou.com](#)

[Klout.com](#)

[Waze](#) for proximity

[yelp](#)

[yelp ad's](#)

yelp deals

enhanced listing

[Foursquare](#)

offers

deals