



META (FACEBOOK) FOR BUSINESS

Unlocking the Power of Social
Media Marketing

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AGENDA

- **Understanding Social Media Basics & Your Audience**
- **Creating a Facebook Business (Meta) Page**
- **Building Your Audience**
- **Harnessing Facebook Messenger**
- **Crafting and Sourcing Compelling Content**
- **Boosting Posts**
- **Analyzing Performance**

Understanding Social Media Basics & Your Audience

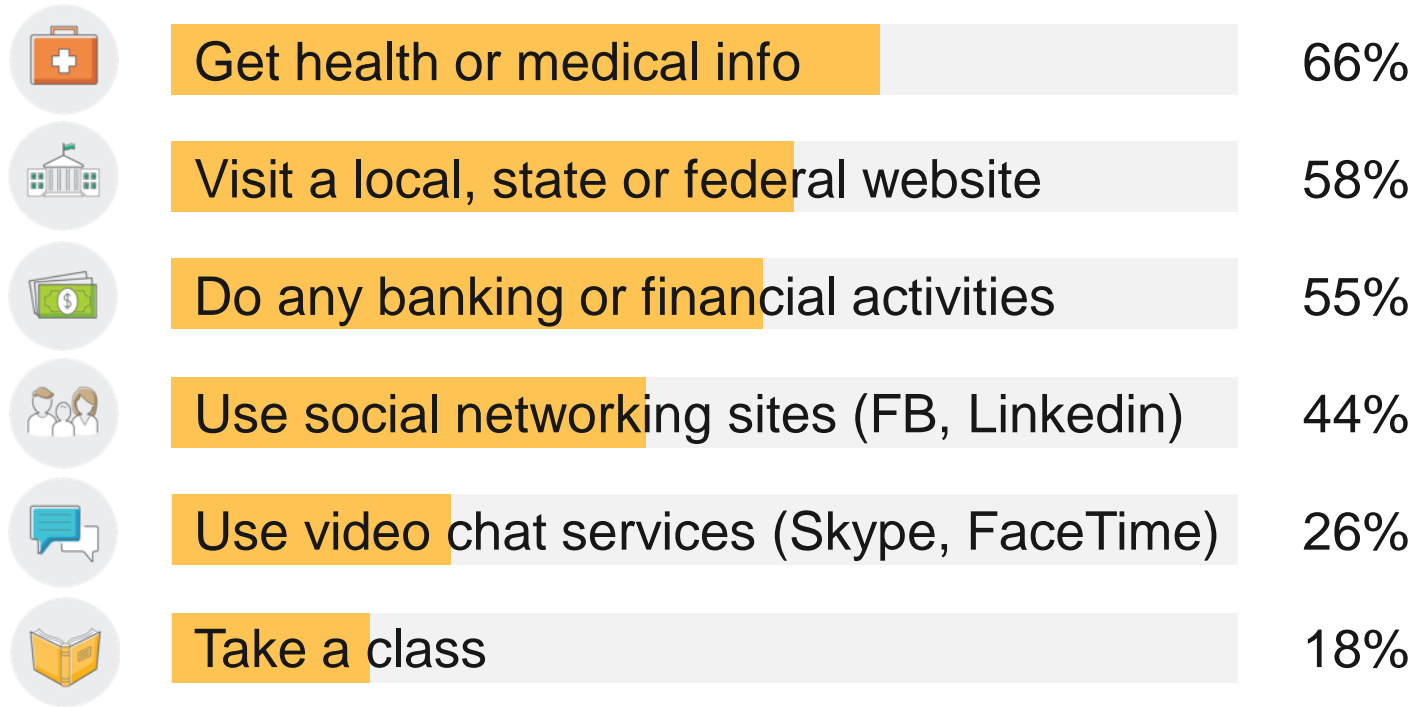
Understanding Social Media Basics

- 82% of 65- to 69-year-olds are internet users.
- 73% (ages 50-64) and 45% (65+) use social media.
- Mostly searching for health information.¹
- 91% of people believe in social media's power to connect people.²
- Consumers rank social media as the #1 way to connect with brands.
- Social media as a relationship-building tool, not a direct sales tool.

¹ Source: <https://thegerontechnologist.com/the-amazing-truth-about-internet-use-by-older-adults/#:~:text=Given%20that%2070%25%20of%20seniors,to%20search%20for%20health%20information.>

² Source: <https://media.sproutsocial.com/uploads/Sprout-Social-Creating-Connection-What-Consumers-Want-From-Brands-in-a-Divided-Society.pdf>

Internet Usage by Category

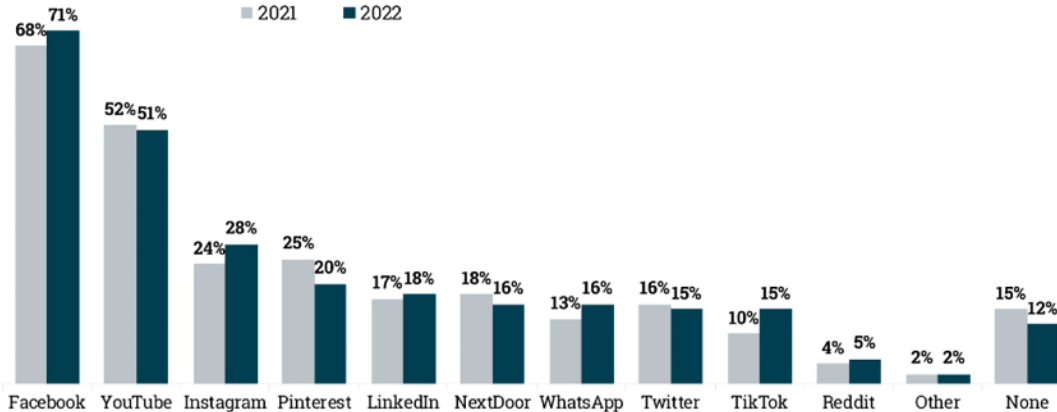


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Defining Your Audience

Seniors may be Facebook's smallest age group in the United States, compared to other social platforms but they use Facebook more than any other social platform. YouTube is a close second.

Social Media Use by US Adults Ages 50+



Published on MarketingCharts.com in January 2023 | Data Source: AARP

¹ Source:

<https://www.marketingcharts.com/demographics-and-audiences/boomers-and-older-228353#:~:text=New%20research%20%5Bpdf%5D%20from%20the.from%2068%25%20a%20year%20earlier>



Creating a Facebook Business (Meta) Page



Creating a Facebook for Business Page

- Professional page separate from your personal Facebook page
- A kind of modern, online “Yellow Pages”
- You can be publicly recommended/reviewed

Creating a Facebook for Business Page



- Must have a personal page to create a business page
 - Pages → New Page Button
- Page Name
 - Name, company name and NMLS ID#
- Select category
- Business description (up to 255 characters)
 - Likely on your company's website
- Customize Page
 - Call-to-Action, About, Location, Website

Creating a Facebook for Business Page

- Call-to-Action Button
 - Adding an “Action” button will drive activity!
CTAs include:
 - Follow – Promotes people to join your Facebook community
 - Call Now – Drive inbound phone calls
 - Contact Us – Drive traffic to your website
 - Send Email – make it easy for people to reach you

Action Button ✕

Choose an option
Tell people how to engage with you by customizing the action button at the top of your Page.

Get people to contact you

- Send message**
Starts chat on Facebook Messenger
- Send WhatsApp message**
Starts chat through WhatsApp
- Call now**
Starts a phone call
- Send email**
Send an email message
- Contact us**
Opens a website or a contact form

Link to your group or app

- Learn more**
Opens a website
- Watch now**
Opens a website with a video
- Visit group**
Choose a group for people to visit

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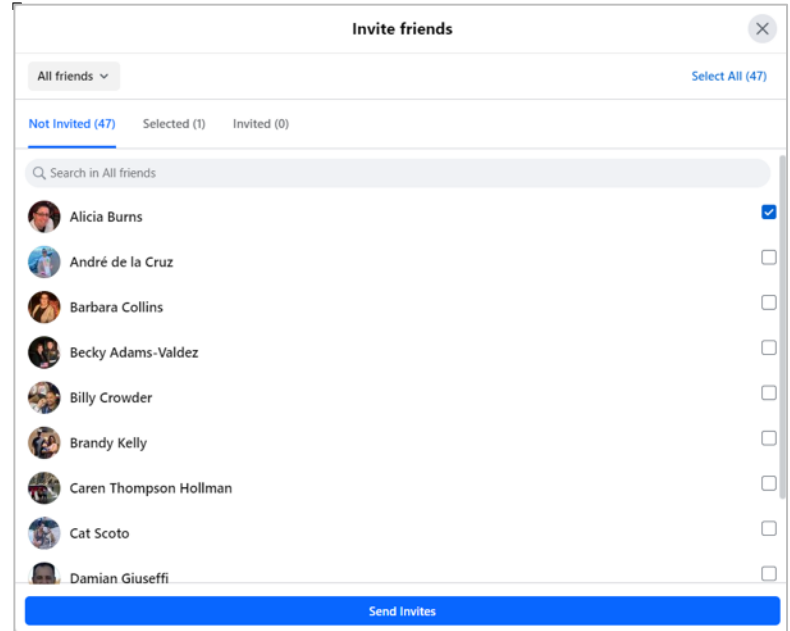
Creating a Facebook for Business Page

- Add profile photo
 - Increases profile views 21x, Builds credibility and trust
- Add Facebook header image
- About and Contact Information
- Include disclosures and licensing info
 - Please consult your legal/compliance department to ensure the profile contains the appropriate legal and compliance information.
- Share welcome post
- Promote your page to personal page friends

Building Your Audience

Building Your Audience

- Facebook will give you the option to invite your friends to “like” your page
- When talking to clients/business contacts talk about Facebook and the community you are building
- Engage with local communities and groups



Building Your Audience

- When someone interacts with one of your posts, you can see if they already “like” your page. If they have not liked your page, you can send them an invite to do so.
- There is a good chance they will “like” your page if they are engaged with your content.
- Schedule time weekly/monthly to scroll through your posts and invite the people who have not liked your page but are interacting.



Harnessing Facebook Messenger

Harnessing Facebook Messenger

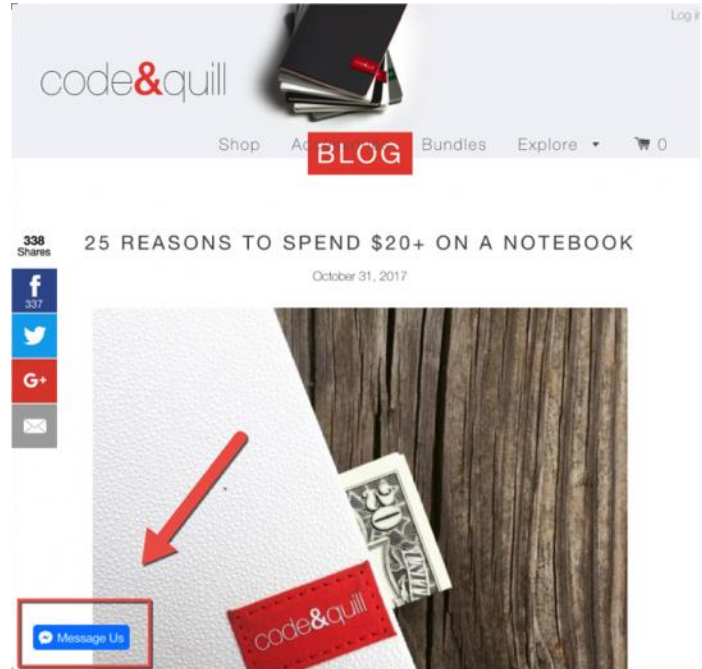
- Instant messenger service owned by Facebook
 - More than 1.3 billion monthly users
- Customize greetings and replies
- Fast and Personal
 - Improve customer service by connecting/responding faster
- Appeals to 73% of customers – more than email (61%) or phone (44%) support.



Harnessing Facebook Messenger

Earns 15 times more engagement than most ads

- Message your subscribers
 - Send a one-time broadcast
 - Set up an autoresponder series
 - Automate with Chatbots



Crafting and Sourcing Compelling Content



Crafting and Sourcing Compelling Content



Sourcing Content:

- The Mutual of Omaha Mortgage social media pages
- Your company's social media pages
- Industry news, media and blogs
- Competitor analysis
- Track hashtags to see what's trending
- Google alerts
- Content curation tools, like [Feedly](#) and [Pocket](#)
- User generated content

Crafting and Sourcing Compelling Content

- What will your clients/business contacts find valuable/interesting?
- Know what you're linking to
- Poll your audience – ask questions and get to know them, engage
- Ask for reviews
- Run contests
- Go live
- Stay clear of hot-button issues, such as politics
- Post Facebook stories

Crafting and Sourcing Compelling Content

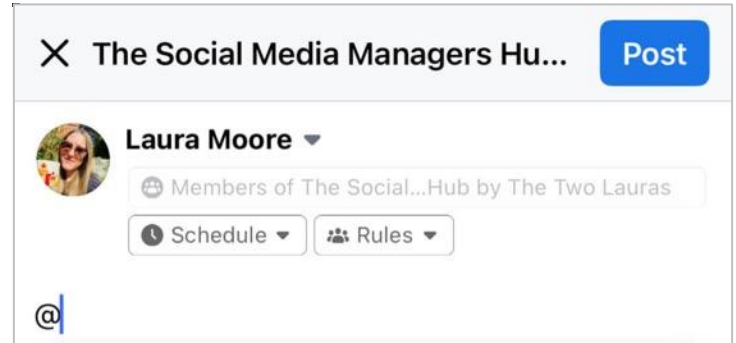
Post a photo of a borrower at closing

Tag a business contact

- Tag a real estate agent or financial advisor you are working with

Comment and tag a local business

- Tag people you are with
- Confirm with your legal/compliance department your company policy involving borrower photos





Crafting and Sourcing Compelling Content

Best times:

- Mondays from 9 a.m. to noon
- Tuesdays from 9 a.m. to 2 p.m. and 5 p.m.
- Wednesdays from 9 a.m. to 3 p.m. and 5 p.m.
- Thursdays from 8 a.m. to 2 p.m. and 5 p.m.

Best days:

- Mondays through Thursdays

Worst day:

- Sundays

Source: <https://sproutsocial.com/insights/best-times-to-post-on-facebook/>

Boosting Posts

Boosting Posts

Boosting is advertising!

A “boosted” (or “promoted”) post is advertising, does cost money, and has restrictions.



Boosting Posts

- Select a post
- Click on the "Boost Post" button
- Define audience (Location and Interests)
 - Housing category age restrictions
- Set your objective
- Set your budget and duration
- Monitor performance



The screenshot displays the Facebook Boost Post configuration interface. It includes the following elements:

- Maximum Budget:** A text input field containing "\$46.00".
- Duration:** A dropdown menu currently set to "1 day", with a list of options including "2 days", "3 days", "4 days", "5 days", "6 days", and "7 days".
- Est. People Reached:** A section showing a range of "13,000 - 36,000" with a progress bar below it. To the right, a partially visible range of "11,000,000" is shown.
- Duration Label:** A label "Boost this post for" is positioned to the left of the duration dropdown.



Boosting Posts

Best Practices

- **Quality Content:** Ensure the post is visually appealing and provides value to your audience.
- **Call-to-Action (CTA):** Include a clear CTA to encourage user interaction (e.g., “Learn More”).
- **Test Different Posts:** Experiment with different types of posts and targeting to see what works best.
- **Timing:** Boost posts at times when your audience is most active.

Analyzing Performance

Analyzing Performance



Access Facebook Insights

- Key metrics to analyze
 - Likes and Follows: Track growth in followers.
 - Post Reach: Understand how many people have seen your posts.
 - Engagement: Measure interactions (likes, comments, shares).
- Audience Insights - demographics and active times
- Traffic sources - see where your page visitors are coming from, which helps identify effective promotional channels.
- Ad conversion rate

Q & A

Borrower must occupy home as primary residence and remain current on property taxes, homeowner's insurance, the costs of home maintenance, and any HOA fees.

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