



# Facebook Planning Document

## The 10 Essentials

### Introduction

In the recommendations as spelled out below, each content heading below should be carefully considered by Dynamix as part of the planning and implementation of a presence on Facebook to promote its brand and products. One can go much further with Facebook as a marketing tool, however, this document forms the absolute essentials.

### The 10 Essentials

- 1 Fan Pages
- 2 Landing Page Tabs
- 3 Administrator
- 4 Like Buttons
- 5 Videos and Photos
- 6 Links in Status Updates
- 7 Regular Status Updates
- 8 Tagging
- 9 Campaign: Incoming Links
- 10 Competition Campaign

### 1. Fan Pages

- 1.1. Create 2 Fan Pages only - one for Dynamix Learning Solutions and one for Dynamix Academy.  
(Note: Currently there are 2 for the Academy and one for Learning Solutions which is not being administered as it should).
- 1.2. Ensure that the Fan Pages have the correct look and feel.



# Facebook Planning Document

The screenshot shows the Adobe Photoshop Facebook page. The top navigation bar includes the Facebook logo and a search bar. The main header displays the Adobe Photoshop profile name and a 'Like' button. Below this is a row of five profile pictures. The page is divided into a left sidebar and a main content area. The sidebar contains links for Wall, Info, Friend Activity, Events, Photoshop.com, Photos, Photoshop Live, Feedback, and Videos, with a 'MORE' link at the bottom. The main content area shows a post from Adobe Photoshop with a 'Ps' logo, a description about LevelUp for Photoshop, and a video thumbnail. Below the post are interaction options like 'Like', 'Comment', and 'Share', along with statistics for likes and shares. A second post is visible below, also with a 'Ps' logo and a video thumbnail about image isolation. Red annotations highlight specific elements: '1' points to the Photoshop logo, '2' points to the post content area, and '3' through '7' point to various sidebar links.

## 1. Display the company logo

2. The Administrator should be displayed as the logo and nobody else should be allowed to post, but only comment-  
**Why?** - to prevent spamming.

3. - 7. Essential "must have" sidebar links to be displayed.  
Note: 5 is a typical Landing Page Tab. Dynamix should have a Tab for every programme offered.



## Facebook Planning Document

### 2. Landing Page Tabs

2. 1. Build multiple TABS for each promotion e.g. Voucher Promo, On-Site Promo, Technical Promo etc as well as TABS for the different programmes. This can be achieved with Free Apps like ShortStack or Wix.

**Why?** - This becomes well-targeted pages for Incoming links

2. 2. Below are samples of well planned/Designed Landing Pages (Facebook Tabs)



### 3. Administrator

3. 1. Select a suitable person in the company to administer and take responsibility for both Fan Pages

3.2 The Administrator would make sure that the previous ones are unpublished and new Fan Pages are created using the correct titles.

3. 3. The person should be briefed on the role and duties of the Administrator which must include:

- Regular Status Updates (at least once per week)
- Regular Posts of Photos / Videos
- Regular Posts with links to landing pages on both websites
- Regular Activity on targeted Affiliate Facebook Pages and Forums to create Backlinks
- Add / Updated Tab Landing Pages
- Monitor and communicate with Fans (Messages) and grow the Fan base
- Manage Competitions.



## Facebook Planning Document

### 4. Like Buttons

4. 1. Create a landing page on facebook that encourages visitors to click the Like Button (see the 3 samples below).

**Why?**- It is only when visitors Like the page that they will get automatic feeds when you do a Status update. Plus - they have shown interest and you can send them Messages (similar to email) about a promotion.



- 4.2. Facebook provides Like Button Extensions which should also be available on all your website pages.

**Why?** - Once clicked, it allows the page to go viral among that person's Facebook friends.

4. 3. The official websites should also have a **Become a Fan** Button on the sidebar pages to take them to the "Like Us" landing page on Facebook.

### 5. Videos and Photos

5. 1. Relevant Videos from YouTube and Photos must be posted on a regular basis (weekly).

**Why?** - there are many reasons, but the main reason is that the click-through rate is higher among Fans from their feeds.

5. 2. Plus - Pictures allow **tagging** which increases exposure among the friends of your Fans. Also, research shows that interesting video clips and photos also have a higher tendency to go viral than posts.



### 6. Links in Status Updates

6. 1. Status updates from the Administrator must include a link back to the official website or a relevant landing page on the site.  
**Why?** - Fundamentally selling (conversion rate) happens on the official website and not Social Media.  
Competitions, Teasers and Freebies should be used as a **Call to Action** where fans are encouraged to spend time on the official website.

### 7. Regular Status Updates

7. 1. Status updates must happen on a regular basis. This should be done daily by the Administrator. Once a week is the absolute minimum.  
**Why?** - Facebook is all about engaging with your Fans who are potential buyers and who recommend your products to their friends.

### 8. Tagging

8. 1. Make use of tagging in Photos as well as Status Updates  
**Why?** - This is essential so that the post will appear on the person's wall which is visible to their friends as well and you would get a higher click through to your Fan Page.

### 9. Campaign: Incoming Links

9. 1. The Administrator should run a campaign (once a week) to increase Incoming Links by being active on targeted Facebook Groups and Forums.  
**Why-** This will grow the number of Fans and promotional messages can be sent.



## 10. Competition Campaign

10. 1. Run monthly competitions on the Fan Page and include a *Call to Action* where the rules or requirements will be on the official website.

**Why?-** Competitions drive a much larger number of potential Fans to your Page than any other marketing tactic.

10. 2. This will grow the number of Fans which means you have a growing list of potential buyers (fresh leads) but you also want to tie it in with the website promotion / emailers for more effective results.

### Sample of a Facebook Competition

