

# **FACEBOOK MARKETING BEGINNER'S GUIDE**



**How To Use Facebook For Your  
Video Marketing Campaigns**

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Whether you own a brick-and-mortar or Internet-based business, you need to be on Facebook Live. As of June 2017, there were 2 billion active users on Facebook, all of them potential customers for your products and services. Facebook Live is a live-streaming feature you can access from your smartphone, tablet, laptop, or desktop PC. All your friends and followers get a notification that you are broadcasting live. The success of Instagram, SnapChat, Periscope and other apps with livestreaming video capabilities proves FB is on the right track with Facebook Live.

Here is a little back story concerning the growing power of video online.

YouTube is the second largest Internet search engine. The largest video sharing site in the world handles more than 3 billion searches a month. That is more than Bing, Yahoo, AOL and Ask combined. Google is the largest search engine. When Google purchased YouTube for \$1.65 billion in 2006, they had a good idea where video was going as far as the Internet is concerned.

As video popularity has exploded along with YouTube, that hefty price tag seems like a bargain to say the least. Google's purchase of YouTube is partially why YouTube videos perform so well in Google search results. Google has a vested interest in YouTube's performance. To get an idea of how truly powerful video is, consider these stats.

- By 2019 it is estimated that at least 80% of all web traffic will be video. !
- 45% of all web surfers watch more than 1 hour of videos on Facebook each week. !
- Videos uploaded to Facebook deliver 1,000% more engagement than YouTube links. !
- In April of 2016, there were 4 billion video views each day on Facebook. It is estimated that by August of 2017, Facebook video views will number more than 64 billion every day.

Considering those statistics, you should be more than a little eager to get some video on FB to market your business. This stat will make you even more determined to use the Facebook Live video-streaming service.

**Facebook reports that only 00.9% of all content on their site is video.**

So, in other words, people on the Net are in love with video, FB is closing in on 2 billion active users, and virtually nobody is posting video on Facebook. This is a marketer's dream scenario.

In this short report, we will show you what Facebook Live is. You will also discover exactly how to use this live streaming feature on the world's largest social media site to market your brand properly. Let's start by looking at the step-by-step process for you to use Facebook Live.

### **How to Stream Live Video on Facebook**

The first thing you need to do is log into your Facebook account. You can use Facebook Live on a mobile device or desktop computer. At the top of your news feed, you will see a video camera icon with the word "Live." Click this button. You can also access this live streaming feature from your profile. Right beneath the section that says, "What's on your mind?" or "Write something" in your status bar you will see the Facebook Live video camera icon.

You will be asked if you will allow Facebook to access your camera. This permission is only required the first time you use Facebook live. Click OK to get started.

### **Choose the Appropriate Privacy Setting**

Next up, you will choose your privacy setting. As a marketer, you probably want to make your video public. After your broadcast, regardless how many people watch your video live, it will remain on Facebook and can continue to promote your business. If this is your first time broadcasting yourself on video, you can select the "Only Me" option. To choose that privacy setting, click on the "More..." button and scroll to the bottom.

You may also choose to broadcast to just your friends if you like. You can broadcast to all your friends except those that you exclude.

Broadcasting to just your friends is a feature that works great for Internet marketers that have created private Facebook groups. Being able to include or exclude specific people means you can use Facebook live to talk to just prospects, only those people who have purchased something from you in the past, everyone except your friends, and is a great way to deliver a video course.

### **Add a Description and a Compelling Headline**

Next, you want to write a compelling description of what your video is about. This is going to show up on news feeds as a status update above your video. Include an attention-grabbing, click-magnet headline that entices and interests your audience, and gives them an idea of the content of your video.

Don't click "Go Live" just yet. You want to make sure your camera is correctly aligned with what you want to shoot. During the setup screen, the background will show you exactly what your camera sees.

To change the camera view to a selfie or some other focus, click the icon in the upper right-hand corner of your screen that looks like two rotating arrows. If you are doing this from your phone or some other mobile device, it doesn't matter whether you are shooting vertically or horizontally. Your video is going to be broadcast in a square. If you want to film from a different view or adjust the brightness level, tap the magic wand icon in the upper right corner of your screen.

## **Going Live in 3, 2, 1 ...**

At this point, you are ready to go. When you click the blue "Go Live" button Facebook will give you a countdown of "3, 2, 1 ..." and then you are live. As soon as you start streaming your video, your live broadcast will appear in your news feed, and the news feeds of the audience you selected. You can currently record up to 90 minutes of video. However, keep in mind that there are some pros and cons to longer lengths.

On the upside, the longer you are recording, the more of an audience you can attract. You can also deliver a lot more information over a longer period. On the downside, there are plenty of studies that show people prefer shorter videos online. Today's web surfer has an extremely short attention span. Unless you deliver excellent content that is relative to your audience and you keep them engaged and interacting, people are going to start tuning out after just a couple of minutes. Consider a sweet spot of somewhere between 5 minutes and 20 minutes for your Facebook Live broadcasts, monitor your results, and tweak accordingly.

## **How to Interact with Your Audience**

One of the many great features of Facebook Live is the ability to have a conversation with individuals that are watching your live stream. Ask a lot of questions. Get people to type in their answers, their thoughts and anything else they have on their minds. You can also speak directly to users by name on your video, and you can even have someone else respond to comments from a desktop computer located elsewhere.

During your broadcast, you will see the time elapsed and the number of viewers at the top of your video. Underneath your video comments will appear. New comments appear at the top and push previous comments down.

This means you can scroll down through the comments to keep engaged with as many viewers as possible. At any time, you can block a viewer by tapping their profile picture and then selecting "Block." You can also unblock viewers the same way.

Click "Finish" to end your live broadcast.

### **What to Do after Your Broadcast**

When you are done, you will be asked if you want to "Post your video replay." When you do that, your recorded video is added to your news feed, and according to the privacy setting you selected, others will be able to view it long after your broadcast is over. As with any other post, you can go back and edit it later, change your privacy and settings, delete the video, or pin it to the top of your news feed on your business page or a Facebook group you created.

**Don't forget to tap the download button to save a copy of your video on your phone or computer for safe keeping, and for use elsewhere.**

Now the fun begins!

Share your video everywhere, accompanied by an alert about when you will be broadcasting live in the future. Email this to your list. Share it on your other social networks. Add it to your blog or website. Remember that the more videos you shoot, the better you will become. Don't worry if your video looks unprofessional. The beauty of live video is that people don't expect it to look like it was shot in a professional studio. People identify with you as a "regular" person through this kind of live video experience.

Experiment with using Facebook Live at different times of the day, and on various days. You will eventually discover there are better times to stream live video, those times when you draw the biggest audiences and get the most interaction. Since the video quality with this Facebook feature is not going to be the greatest, you may want to consider upgrading your phone to one that has a better camera. You can also purchase a high-resolution webcam to get better results. The same applies to the microphone on your smartphone or computer.

This is an excellent format for hosting question-and-answer sessions, showing short, how-to processes, and for contests and giveaways. The applications for the innovative marketer are virtually limitless. Don't forget to add your videos to YouTube and other video sharing sites as well. Video on the web is not just a wave of the future; it is important right now. So, begin experimenting with the wonderful and free Facebook Live video streaming feature to give your audience exactly what it is looking for.

### **Don't have a product or service to offer?**

Well, that's what you think right now but, you may have more than one product or service to offer. We all have skills and talents to offer and there is always someone looking to either learn those skills or use your skills.

This means you are a potential product or service and using the online world can provide you with thousands of potential customers.

Does that sound like a daunting task? That is what I thought as well when I decided I wanted to claim my share of the online business world or, the Digital Economy as it is known.

The most efficient way to fast track your online success is to find someone who is already doing what you want to do then, model them to improve your chance at success in the shortest possible time.

Again, this is what I did by finding the most amazing community of successful online entrepreneurs. They have provided me with the right education, tools, resources and more importantly, support to create and grow my own online business that I Love in the digital economy.

With so many 'Get Rich Quick' offers online you need to ensure you carry out your due diligence before committing to any resource or system. I recently posted an article on my blog called 'The Value Of The Right Mentor' and you can [read it here!](#)

I would also recommend you read 'Online Business Myths Smashed' which you can do so [here!](#)

Do your initial homework and get all those difficult questions answered before you invest your time and money on creating your own **Personal & Financial Freedom** in the **Digital Economy**.



*Yours in Personal & Online Success!*

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