

HOW TO:

ATTRACT NEW PATIENTS USING FACEBOOK

Publication of



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1 PRIORITIZE YOUR BUSINESS OBJECTIVES.

Every brand on Facebook is on Facebook for one reason – to (eventually) ***get more business.*** Getting more business from Facebook means different things to different types of businesses, though, which means different brands ...





... will have different objectives, such as:

- Driving in-store sales;
- Increasing online sales;
- Launching a new product;
- Building awareness; or
- Promoting a mobile app.

This guide will primarily be helpful for businesses that want to ***generate leads or online sales***. Even with these objectives in mind, there are a few stepping stones that precede turning fans into customers. If you want customers ...





Attract Visitors

Create an audience of engaged Facebook fans to drive to your website.

Convert Leads

Use forms on optimized landing pages to collect contact information from visitors.

Close Customers

Use email and marketing automation to nurture leads into (repeat) customers.

... you have to first:

1. Build an audience;
2. Drive inbound traffic to your website;
3. Turn that traffic into qualified leads; and then
4. Nurture those leads into customers.

This guide will give you a playbook for doing just that. First we'll talk about how to ***build an audience***, and then we'll dive into how you ***get that audience to head on over to your website*** where they can actually do business with you.



RECAP

Before you can get customers from Facebook, you need prioritized objectives and an engaged fan base that's ***compelled to visit your website.***

BONUS

Click the image to **watch a short overview** on establishing Facebook objectives!



Facebook Objectives
Overview

2 BUILD YOUR FACEBOOK AUDIENCE.

To grow your Facebook fan base, you need to make your Page and your posts ***as discoverable as possible*** both online and off. No one can connect with you on Facebook if they don't know you exist, so let's talk about ***5 ways to get noticed***.



1) MAKE SURE YOUR PAGE IS PROPERLY FILLED OUT WITH SEARCHABLE INFORMATION.

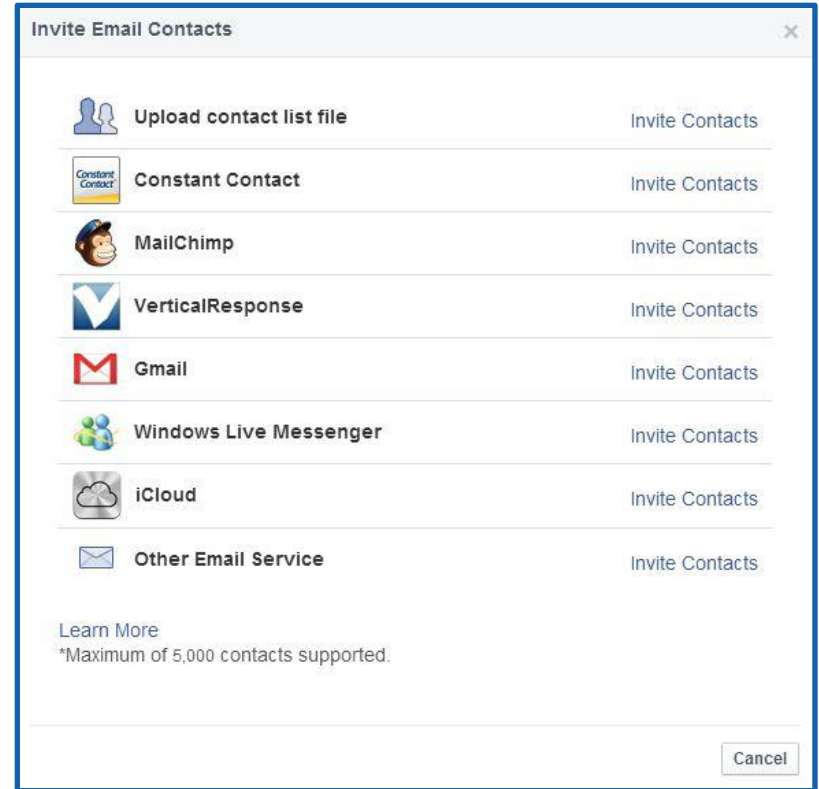
After you've created your Facebook page, make sure the About section of your Page includes:

- An **overview** of what your business has to offer;
- A link to your **website**; and
- Any other information that will help prospects **understand your business** better.

2) INVITE EXISTING CONTACTS TO LIKE YOUR PAGE.

Chances are you already have existing customers, friends, and family who would be more than willing to connect with your business on Facebook ***if you simply asked them to***. Whether in person, via email, or via Facebook, try asking for Likes (fans) and positive reviews. Within the Page Manager section of your page under the "Build Audience" menu, you have the option to invite your personal Facebook friends to like the page, share your page with your ...

... Facebook friends through the News Feed, or ***upload a list of email contacts*** to encourage existing contacts to connect. Use one or more of the three options as long as you're cautious about over-promoting to uninterested connections.



3) INCORPORATE FACEBOOK INTO YOUR ONLINE AND OFFLINE COMMUNICATION CHANNELS.

Making your Facebook Page as discoverable as possible includes promoting your Facebook presence using what online and offline marketing channels you already have, and ***removing any barriers*** for existing contacts to like your Page. If you have a physical storefront, place stickers in your front windows promoting your Page and include your Facebook URL on your receipts. If you have a ...

... website, blog, or email newsletter, utilize Facebook's various social plugins – especially the Like Button or Like Box – to get people to like your Page on the spot and without having to head over to Facebook.com.



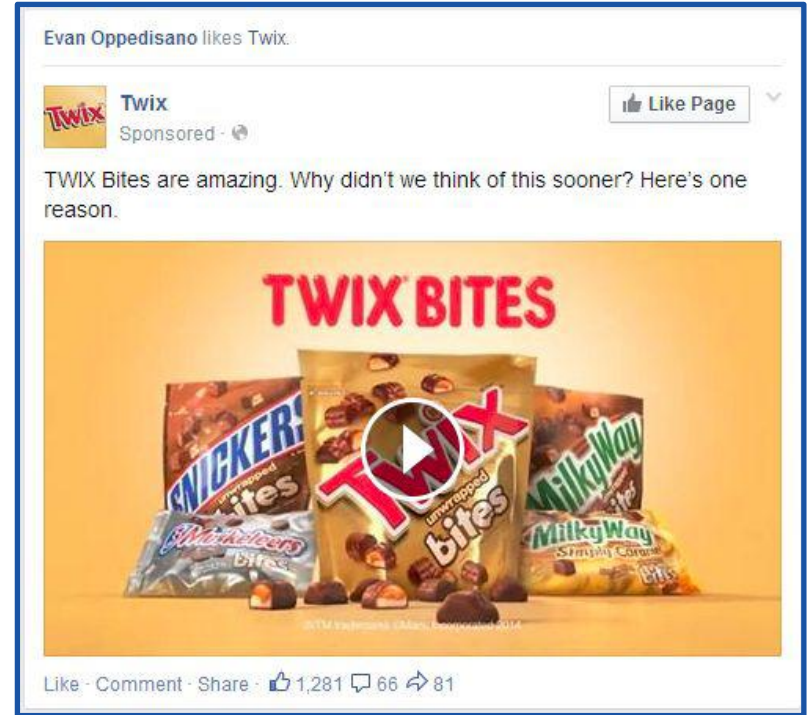
4) CREATE VALUE.

Creating value really comes into play with the ***content you create and share*** with your fans and how you interact with them (more on that later). If you're in tune with your ideal customers, you'll have a good idea what types of content to publish. If not, or if you just need some inspiration, consider spending a week taking note of anything in your own News Feed that compels you click, comment, or share. What inspired you? Use your observations to inform future posts.

5) PAY FOR NEW LIKES (FANS) USING FACEBOOK ADVERTISING.

One of the ad types that Facebook offers is a “Page Like Ad” that contains a call-to-action to “Like Page,” and can appear in the News Feed as a page post or as a display ad on the right hand column of the News Feed. If you've exhausted your existing contacts and want to reach people ***who don't know about your Page*** yet, you can use Facebook's granular targeting capabilities to reach your ideal customer(s) and spur audience growth.

To give you an idea of what a “Page Like Ad” looks like in the News Feed, here's an example from Twix. (We'll also talk more about how to bolster your organic Facebook efforts with ads later).



RECAP

Build your Facebook audience by making your Page as ***discoverable*** as possible, by encouraging your ***existing contacts*** to like your Page, and by ***advertising***.

BONUS

Click the image to **grab your free guide**: How to successfully use Facebook!



How Smart Local Businesses Use
Facebook Marketing Effectively

**3 DEVELOP & FOCUS ON
YOUR GENERAL CONTENT
& LEAD GENERATION
STRATEGIES.**

LEARN FROM OUR LASIK CLIENT: OUR APPROACH TO PATIENT ACQUISITION VIA FACEBOOK.

We're a team of leading LASIK surgeons in the state of Nevada that – without magic – has amassed nearly 2,500 Facebook fans and generated 285 new patients from Facebook. We thrive on creating content that answers any eye-related health concerns our patients may have, so when it comes to Facebook, we focus first on creating informational content (like blog posts, ebooks, and videos) that our audience of patients will find valuable.

THE TYPES OF LEAD GENERATION CONTENT TO CREATE:



Ebooks,
Whitepapers
& Guides



Templates



Checklists



Blog Posts



Webinars

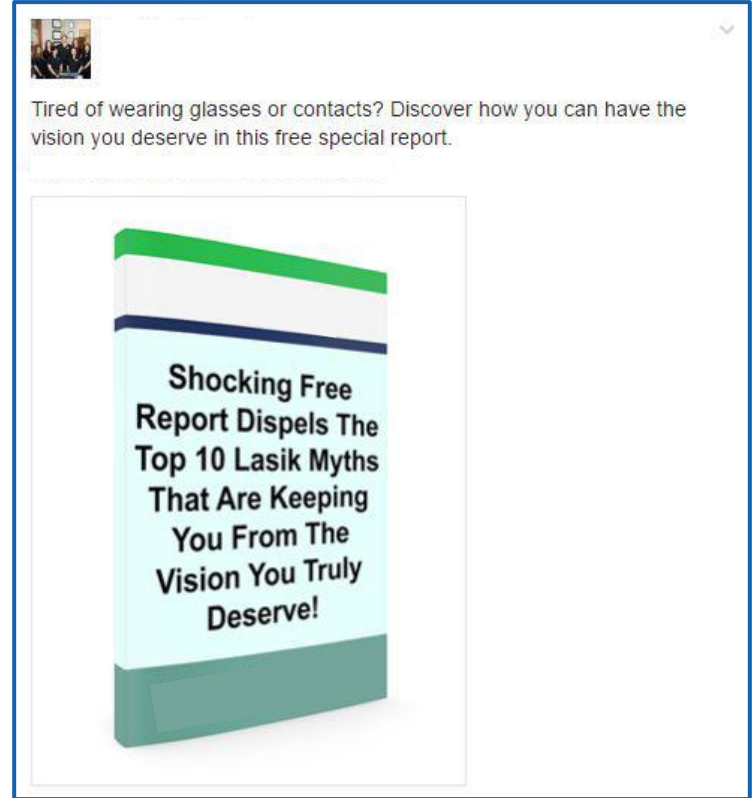


Content
Creation Assets

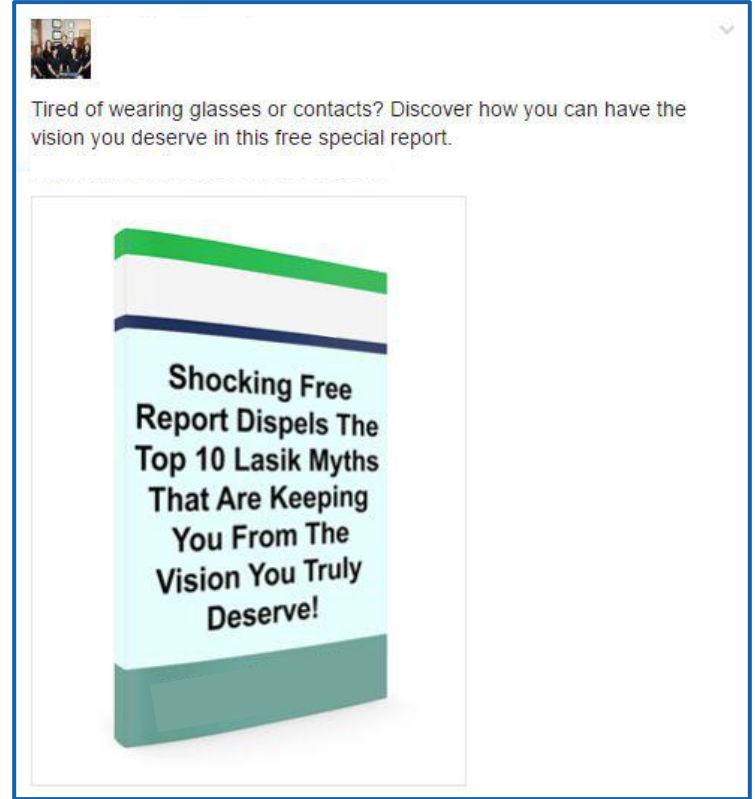


All this content creation arms our social media manager with a ***library of resources*** to promote in unique ways on Facebook.

For example, she creates Page posts that hone in on a ***specific point*** from a longer piece of content, or gives our audience an idea of ***what they'll learn*** from it.

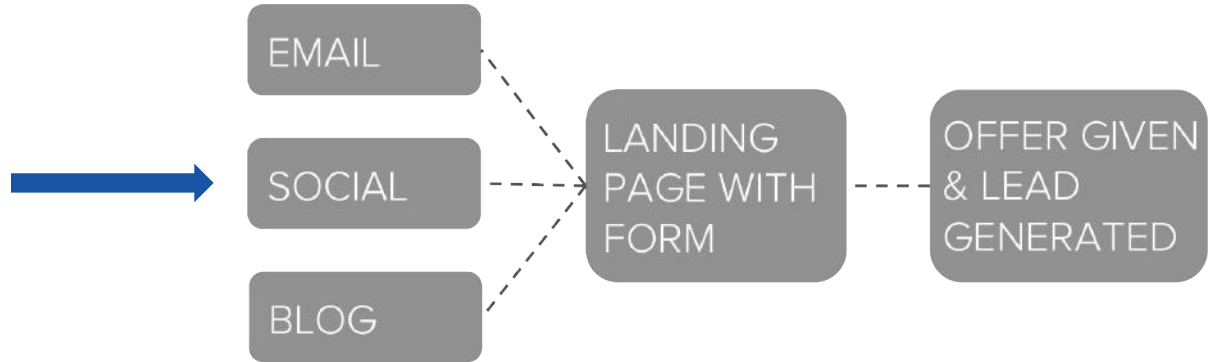


Most times this means ***creating custom images*** in PowerPoint or Photoshop so you can catch a prospect's eye when they're perusing their News Feed.

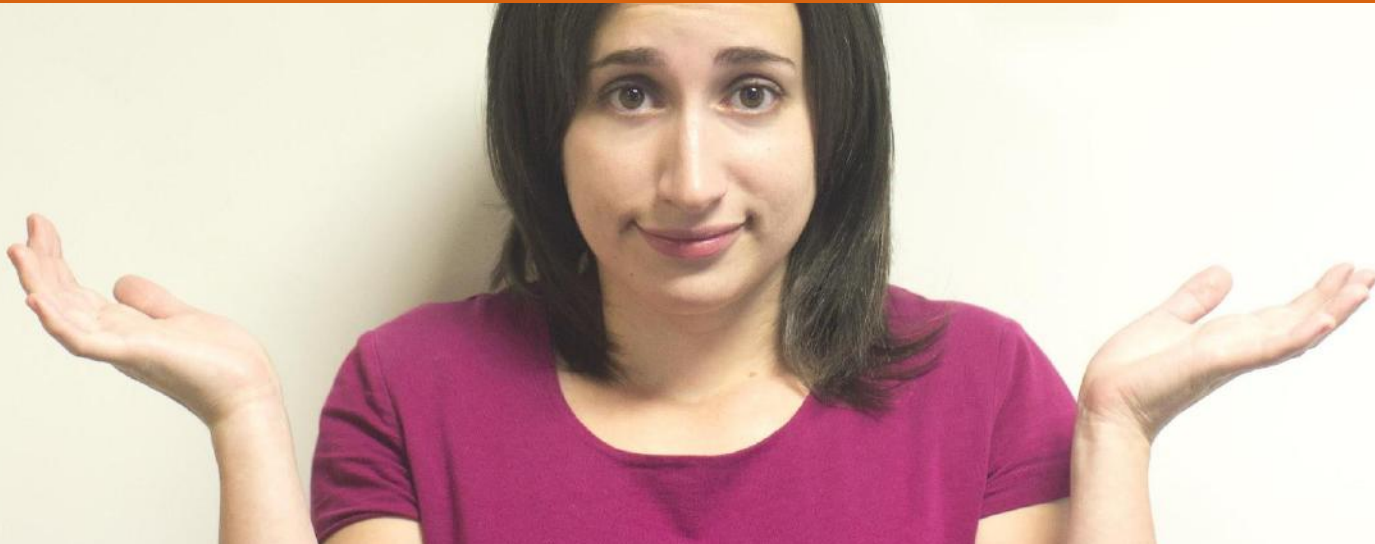


You see, our Facebook posts are the ***digital breadcrumbs*** that **draw** our audience down a trail toward a much more substantial piece of content they can download after filling out a form.

Use Facebook to drive traffic to landing pages where you can convert visitors into leads.



Without creating content aimed at solving problems for potential patients, you'd simply have nothing interesting to post or advertise on Facebook, and you sure as heck ***wouldn't generate any leads!***



RECAP

Focus **first on your overall *content* and *lead generation strategies***. Then, repackage what you've already created for Facebook.

BONUS

Click the image to **grab your free social media workbook!**



Social Media Lead Generation Workbook

4 CHAMPION VALUE CREATION: WHAT CONTENT TO CREATE & SHARE ON FACEBOOK.



To attract customers, you ***can't***
only post sales-driven content.

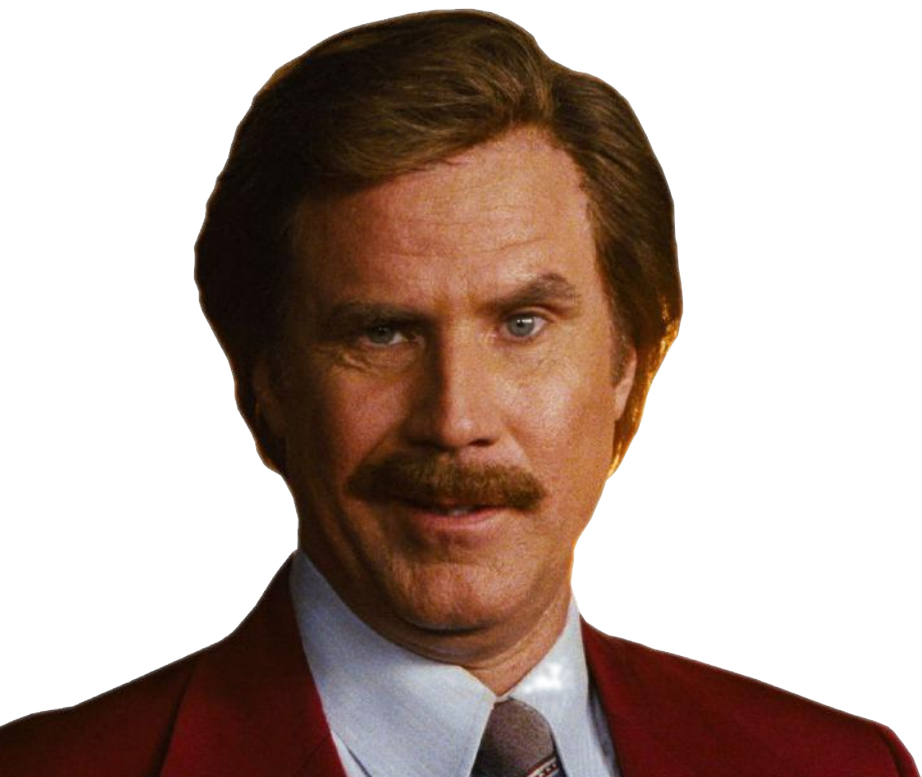
It's true. Here's why.

WHAT COMPANIES SOUND LIKE WHEN THEY ONLY
TALK ABOUT WHAT THEY SELL.



HEY EVERYONE!
COME AND SEE
HOW GOOD I
LOOK!

DON'T BE RON BURGUNDY.



INSTEAD, GENERATE LEADS IN TWO WAYS:



Directly

AND



Indirectly

Generate leads by sharing content that links directly back to a landing page with a contact form on your website.

Generate leads *eventually* after sharing friendly, easy-to-consume content not housed behind a form.

WHAT TO SHARE FOR DIRECT VS. INDIRECT LEAD GENERATION:



Direct

Share the landing page for a downloadable offer, such as:


- An ebook
- A whitepaper
- A template
- A checklist



Indirect

Share:

- Photos
- Photo albums
- Blog posts
- YouTube videos
- Third-party content
- Event invites



The key to generating leads on Facebook is to post a ***variety of content*** that aligns with goals other than generating leads or driving sales.

WHADDDAYA MEAN,
'GOALS OTHER
THAN SALES?!'



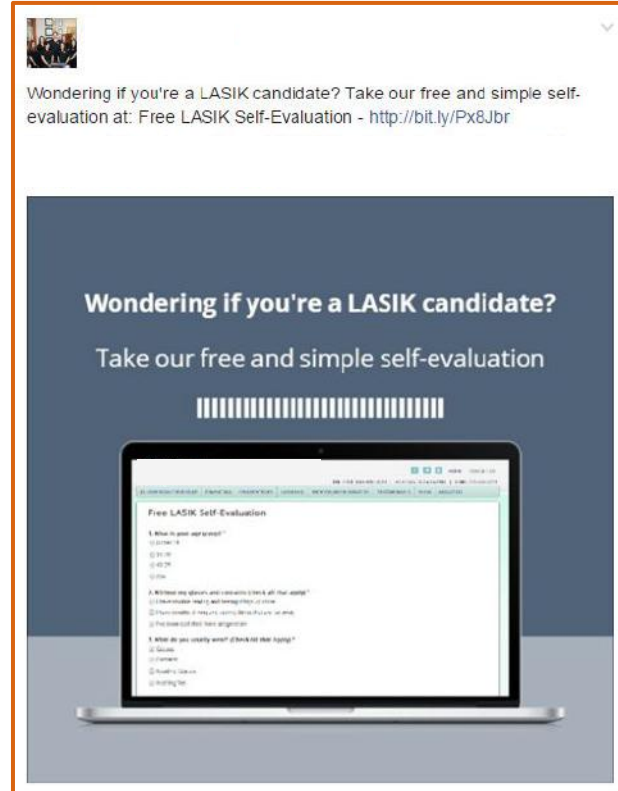
Aiming for "fluffier" goals like reach, awareness, buzz, customer satisfaction, and engagement (comments, likes, shares) are ***just as important*** as rigid lead generation or sales goals. They're the stepping stones to what you really want: more business.





In fact, it's vital to aim first to get your audience to interact with your posts. That's why a **balance** of direct and indirect lead generation content is so important. Without eyeballs, you can't get clicks, which means you can't get traffic, leads, or customers!

EXAMPLE 1: A *Direct* LEAD GENERATION POST.



- Provides members of our audience with a value proposition
- Has a clear call-to-action: "download"
- Contains a short URL linking to a landing page with a form



The post copy is brief, and the image is designed to give viewers a glimpse of what the evaluation consists of.

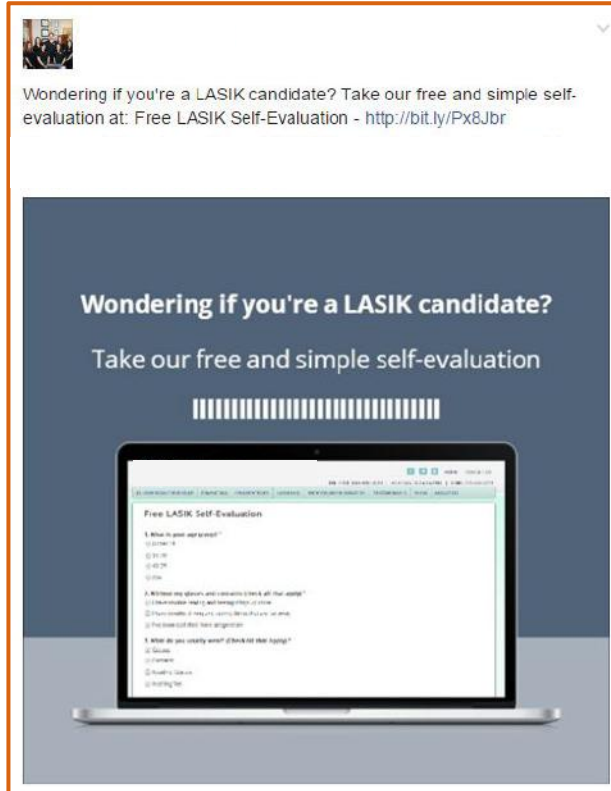
EXAMPLE 2: AN *Indirect* LEAD GENERATION POST.

- Does not have a clear call-to-action
- Does not contain a short URL linking to a landing page with a form

This post containing a video highlighting our LASIK procedure, does not directly drive leads, but it helps us promote our services and showcase who we really are as an elective procedure provider.



YOU NEED A LITTLE OF BOTH.



Wondering if you're a LASIK candidate? Take our free and simple self-evaluation at: Free LASIK Self-Evaluation - <http://bit.ly/Px8Jbr>

Wondering if you're a LASIK candidate?
Take our free and simple self-evaluation

Free LASIK Self-Evaluation

1. How is your eyesight?
a) 20/20-24
b) 20/25-30
c) 20/40-50
d) Other

2. Will you wear glasses and contacts to work all day?
a) I don't wear them and I don't need them at work
b) I wear them at work but not at home
c) I wear them at work and at home
d) I don't wear them at work but I do at home

3. What do you usually wear? (think of your typical day)
a) Casual
b) Business
c) Formal
d) Nothing



March 12, 2015 · 🌐

Is LASIK Right for You?

What Will I Feel During The LASIK Procedure?

2K Views

Like Comment Share Buffer

36 Top Comments ▾

12 shares



If you only published posts about registering for a consultation, signing up for a trial, or getting an inbound marketing assessment (our 3 most desired conversion actions), you'd totally ***bore yur fan base.***

“When you post product-focused content with sales-focused calls-to-action, you may generate qualified leads, but ***you only generate a handful***. When you post educational or entertaining content about elective procedures as a whole, ***you generate tons of leads***, because you reach more people, and give yourself the opportunity to ***warm them up to the idea of becoming your patient*** without shoving your procedures down their throats.”

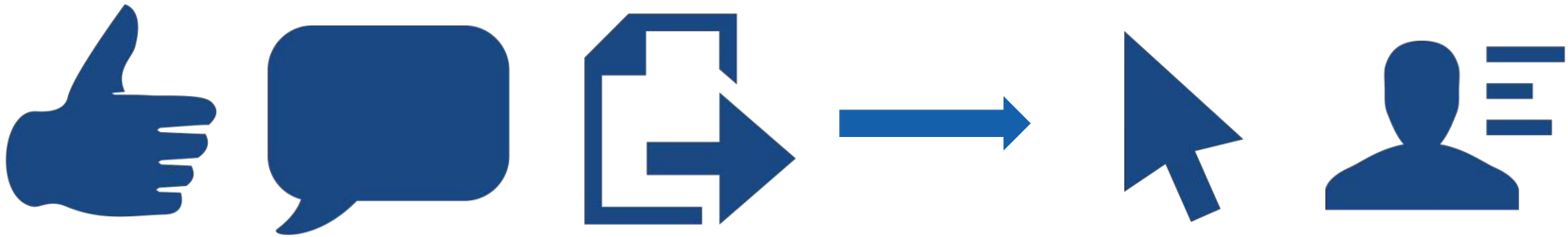
– **Brittany Leaning** (@bleaning)
Social Media Manager, HubSpot



LET'S TALK ABOUT THOSE “FLUFFY” GOALS AGAIN.

Although your ultimate goal on Facebook is to generate leads that become customers, you must have ***immediate engagement goals*** for each post you publish, and those goals vary. Sometimes you really want to encourage comments because you want feedback. Other times, you may strive for a high volume of shares because you want a particular message to spread as far and wide as possible.

The point is, by striving for comments, likes, and shares, you garner more visibility in the Facebook News Feed, which ultimately increases our chances for clickthroughs (traffic) and conversions (generated leads). ***You need leads to get customers.***



More likes, comments, and shares means ...

.... More chances for clicks and contacts (leads).

Believe it or not, some of your most successful posts in terms of interaction will not be direct lead generation posts.





Photo: Clover_11 | Flickr

Let's examine the approach
behind some of the top
performing Facebook Page
posts, shall we?

QUOTE AS AN IMAGE.

Purpose of Post
Draw more eyeballs to a blog post our co-founder, Darrell Evans, compiled to explain the consumer buyer's journey. The presentation itself aims to align existing employees and to attract new talent.

Goal of Post
Reach and shares.



Approach to Post
Capture one aspect in our the buyer's journey to serve as a standalone, shareable quote, and link back to the blog post to increase view count.



Caption contains a clear call-to-action to click the short URL to view the post on our blog.

QUESTION AS AN IMAGE.

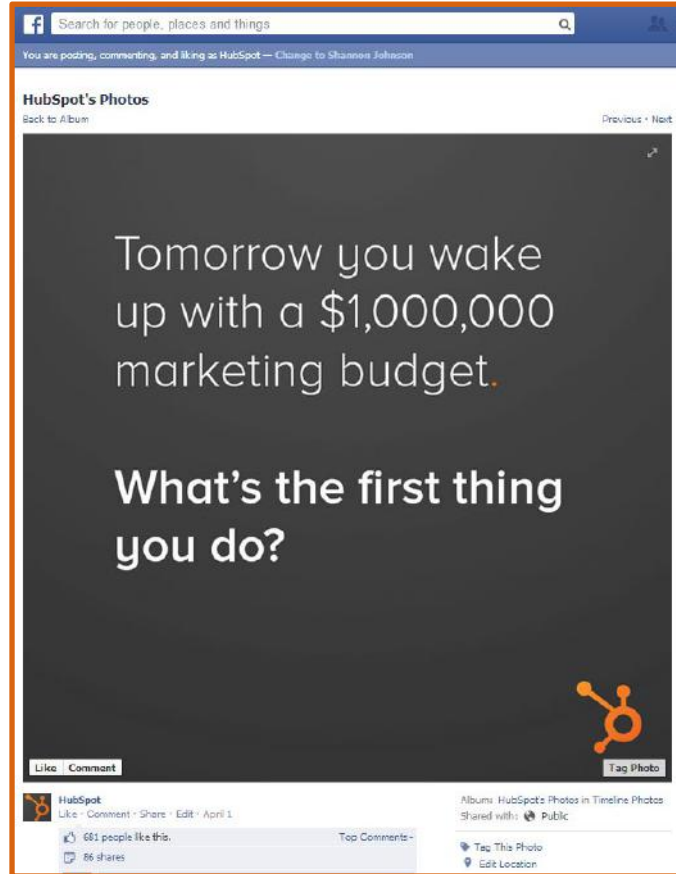
Purpose of Post

Pose a question to spur discussion in the comments with and among your audience of patients/clients, and mix up your publishing cadence of posts containing links back to landing pages.

Goal of Post

Generate comments.

No caption or short URL.



Approach to Post

Let the image do all the talking to focus your audience on answering a question.


PHOTO OF AN EMPLOYEE.

Purpose of Post

Appear relatable and personable by honoring one of your employees and others who achieved a major accomplishment.

Goal of Post

Likes.

Copy introduces Stormie, one of Yokel Local's co-founders, who accepted an award from the Las Vegas AMA. No short URL. 



Approach to Post

Grab the attention of your audience with an image seemingly irrelevant to your practice.

IMAGE PROMOTING AN OFFER.

Purpose of Post

Encourage downloads of one of the offers you created – a social media workbook – to help your target audience more easily create and share content on popular social media platforms.

Goal of Post

Leads.



Approach to Post

Use an image to give your Facebook fans a preview of what of they'll learn by using the workbook, and link back to the landing page using a short tracking URL.





75 Free Stock Photos ... No Royalties, No Fees, No Worries.



“Well, if you *don't have time* to do it right, what makes you think you'll have time to *do it over*?”



Conversion Centered Design
Essential Elements of High Converting Landing Pages



4
... days until
#INBOUND13



[Free demonstration]
HUBSPOT'S NEW
SOCIAL INBOX.



Here's another little secret: No matter what we're trying to communicate, you should try to do it **visually**. If your social media manager doesn't have a pre-made image to work with, she'll spend the time creating one.

You may not always be sure what we're posting will incite the interaction you desire, but one thing can be sure of is we're ***better off*** by posting a photo as opposed to a link, video, or plain ol' status update.



In a 30-day experiment, we found that the clickthrough rate of posts containing photos is 128% **higher** than the CTR of posts containing videos or links.

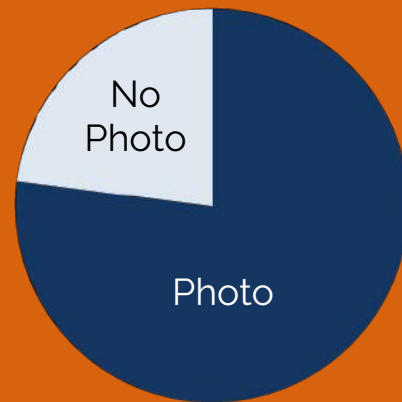
We also know photos on Facebook generate 53% **more** Likes than the average post.



Click here to read more on our blog!

THAT'S WHY, IN GENERAL, FACEBOOK POST FORMULA CONSISTS OF:

1. A custom-designed 960 x 960 pixel image
2. A brief text caption
3. A short URL to a landing page



Rarely should you ever publish a post ***without an image***. In any given 90 days, 77% of all posts you publish should contain a photo on average.

5 MAXIMIZE CUSTOMER ACQUISITION WITH ADVERTISING.

Unfortunately, there's
***no longer such a thing as a free
lunch*** on Facebook. Businesses
used to be able to reach the
majority of their fans for free
(without advertising), but that's
changing.





Facebook is evolving to become ***more of a paid marketing platform*** than an organic one. A brand's ability to reach their fan base organically has diminished as more brands and content compete to appear in users' News Feeds.

At any given moment, there are approximately 1,500 News Feed stories competing against one another. Facebook's algorithm prioritizes **only about 300** – one fifth – of them. The brands that want to get noticed have to pay to play.



WHY BUSINESSES AREN'T PLEASED.

Organic reach wasn't always so miniscule, but it's been heading this direction for awhile. In late 2012, the industry found out only about 16% of a Facebook page's fans would see a post from that page. In October 2013, that number dropped to about 12%. In February 2014, it was 6%, and as little as 2% for pages having over 500,000 fans. Of course, this has upset many businesses who ***already paid for ads to grow their fan base***, thinking they'd be able to broadcast to those fans for free.

YOU MIGHT NOT LIKE IT, BUT IT IS WHAT IT IS.

The reality is that ***Facebook is a business just like yours***, and the company encourages organizations to look at their fan bases as a way to make paid advertising more effective rather than using it as a free broadcast channel. Additionally, Facebook says you should assume organic reach will eventually arrive at zero. So, if you really want to reach your target audience on Facebook, you'll need to supplement your organic efforts with some paid advertising.

BESIDES, A FACEBOOK FAN DOES NOT MAKE A QUALIFIED LEAD, BUT THOSE LEADS EXIST.

The people who like your page already know about you, but that doesn't mean they're ideal future patients. Even though you may be approaching thousands of fans, only a fraction of those people actually have the ***need and authority to become*** one of your patients. That's why you may have pay to reach patients who fit your target and are not yet connected to your page using Facebook Page Post Link Ads.

HOW TO ADVERTISE: THE ANATOMY OF PAGE POST LINK ADS.

Image should have a 1.91:1 ratio (ideally 1200x627 px).

URL links to a landing page containing a form to download the ebook.



Copy is fewer than 90 characters so that it won't truncate anywhere you decide to place the ad on Facebook's platform.

Link title is no longer than 25 characters, and description is no longer than 3 lines.

WHAT TO ADVERTISE.

If you're trying to drive traffic, leads, and customers, you probably want to advertise posts that ***contain a link back to your website***, but you can also create different types of ads depending on what you're trying to accomplish.

With Facebook Ads, you can ...

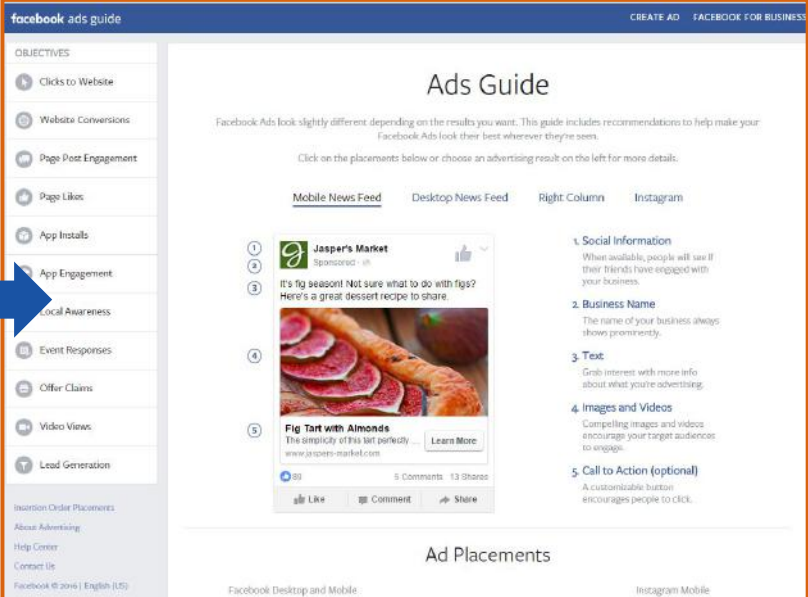
- Grow your audience through new 'Likes;'
- Drive traffic to your site;
- Drive people in-store with a redeemable offer;
- Drive event attendance;
- Create awareness with an image or video; and
- Drive installs of an app.



USE ADS TO TEST THE EFFECTIVENESS OF CONTENT, TOO.

Did you know Facebook actually lets you create unpublished posts to ***test your messaging***? These “dark posts” appear in the News Feed, but not on your Facebook Page. Since these “dark posts” don’t appear on your Page, you can create as many targeted ads as you like to determine which ad copy and creative resonates best *without* disturbing your entire fan base.

To learn more about all of Facebook's various ad types and the appropriate specs for each, check out the latest Facebook Ads Guide.



The screenshot shows the Facebook Ads Guide interface. On the left is a sidebar with a list of advertising objectives: Clicks to Website, Website Conversions, Page Post Engagement, Page Likes, App Installs, App Engagement, Local Awareness, Event Responses, Offer Claims, Video Views, and Lead Generation. A blue arrow points from the 'App Engagement' objective to the main content area. The main area is titled 'Ads Guide' and contains introductory text about Facebook Ads. Below this, there are tabs for 'Mobile News Feed', 'Desktop News Feed', 'Right Column', and 'Instagram'. The 'Mobile News Feed' tab is selected, showing a sample ad for 'Jasper's Market' with a list of five numbered tips for creating effective ads. To the right of the ad sample is a list of these tips. At the bottom, there are tabs for 'Facebook Desktop and Mobile' and 'Instagram Mobile'.

facebook ads guide

CREATE AD FACEBOOK FOR BUSINESS

Ads Guide

Facebook Ads look slightly different depending on the results you want. This guide includes recommendations to help make your Facebook Ads look their best wherever they're seen.

Click on the placements below or choose an advertising result on the left for more details.

Mobile News Feed Desktop News Feed Right Column Instagram

1. Social Information
When available, people will see if their friends have engaged with your business.
2. Business Name
The name of your business always shows prominently.
3. Text
Grab interest with more info about what you're advertising.
4. Images and Videos
Compelling images and videos encourage your target audiences to engage.
5. Call to Action (optional)
A customizable button encourages people to click.

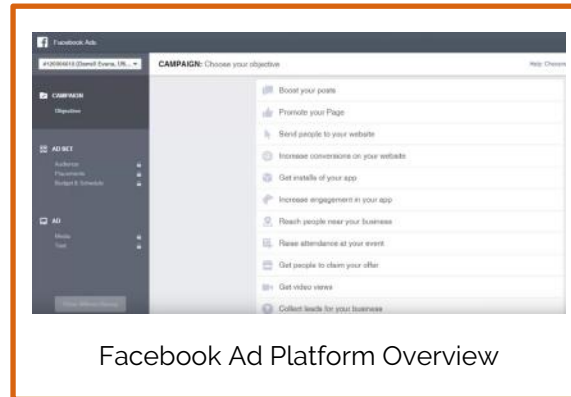
Facebook Desktop and Mobile Instagram Mobile

RECAP

The people connected to your company on Facebook may not be your most qualified leads. The ***best way to reach them is with targeted ads.***

BONUS







Click the image to **watch a short overview** of Facebook's Ad Platform!



Facebook Ad Platform Overview

6 WRAP UP & TAKEAWAYS.

REMEMBER TO:

-  Focus on helping people.
-  Create content that makes your target audience's job easier. Then, create interesting posts to promote that content on Facebook.
-  Post a balance of direct and indirect lead generation content.
-  Have an engagement goal for each post.
-  Tell your audience what to do by including a clear call-to-action in your posts.
-  Experiment. Some of our most engaging posts were unexpected.

About Yokel Local Internet Marketing

WE LOVE WHAT WE DO

We understand your goal as a business owner is to grow your business. While you work on your business, we strive to impact that growth, leveraging the power of the internet on your behalf. Yokel Local Internet Marketing, established in 2010, was created by a unique group of individuals that came together with one simple purpose: "To make it easier for you to generate high-quality leads online that turn into clients for your business fast using search engine and social media marketing."

A PUBLICATION OF

