

Basic Principles Of Facebook & Instagram Advertising – With Kim Barrett

This article centers around an in-depth interview with Kim Barrett, an expert in Facebook marketing strategies, who discusses the intricacies of generating leads via Facebook ads.

The knowledge gained here is crucial in today's digital marketing landscape where Facebook has transitioned into a paid platform, and mastery of this could lead to enhanced business visibility and growth.

Engaging with these activities will help users put these strategies into practice, leading to improved lead generation and overcoming anxiety regarding paid advertising.

Quote to remember from the Interview

"Facebook is a paid platform now. You get like 5% reach if you're lucky. Most people probably two or 3% reach of whoever likes your page."

What You'll Learn From the Activity

This activity guide will help you understand how to target the right audience on Facebook, maximize your page's reach, and effectively utilize ad campaigns for lead generation. It will also help overcome fears around paid advertising.

Activity

Reflect: Why it's important to understand that Facebook has become a paid platform?

How does the lowered organic reach on Facebook affect businesses?

Define the term “social proof” as used by Kim Barrett.

Why does Kim Barrett advise against buying likes from platforms like Fiverr?

Create a hypothetical Facebook ad campaign targeting your specific market set.

Reflect on the sales process of your (or a chosen) business. Is it effective at converting leads into sales?

Rewrite Kim Barrett's quote on targeting the right people in your own words.

True or False: Paid advertising should always be avoided due to its complexity.

How would you overcome anxiety around paid advertising?

Why would you consider hiring help for managing paid advertising?

Reflect: Where can anxiety around paid advertising stem from and how does understanding the platform help reduce it?

List three things you learned from this article that surprised you.

What would be your first step in establishing an effective Facebook ad campaign?

Fill in the blank: " Once I know who my audience is, I should _____."

Design a simple sales process for a hypothetical product, bearing in mind Kim's advice on lead conversion.

Come up with your own relevant question for Kim Barrett.

Study the Facebook marketing guide mentioned in the resources. Write 2-3 takeaways.

Suggest three ways through which businesses can improve the reach of their Facebook page.

1.

2.

3.

Quote one line from Kim Barrett's book (link provided in resources) that you found insightful and explain why.

How important is strategic targeting in lead conversion? Explain based on tips from Kim Barrett.

Think of a real-world scenario when paid advertising outperformed organic reach in terms of lead generation.

True or False: Knowing who your target audience is enough for effective marketing on Facebook.

Analyze this statement: “An ineffective sales process can stunt the growth potential of smart targeting”

How does converting “likes” into effective lead generation via a mobile Facebook Ad campaign improve business opportunities?

In your own words, summarize Kim’s advice for tackling the anxiety around paid advertising.

Reflection: How has your perspective on the usage of Facebook as a paid platform changed after the interview.

List the steps you would take to implement Kim Barrett's strategies in your own Facebook marketing plan.

Fill in the blank: "Facebook is a paid platform now. You get like ____% reach, if you're lucky."

Write a brief paragraph on why you think Kim Barrett emphasizes on understanding the Facebook platform as a part of lead generation strategy. Identify and write about a successful campaign strategy that you read from the 'Successful campaign strategies' link provided in the resources.