

B2B LEAD GEN:

Wow, Facebook Actually Matters!

By Mike Kuharske

WHITE PAPER

A guide written independently to help you understand issues,
solve problems, and make decisions.



INTRODUCTION

Yes, you read that correctly. Facebook can be a powerful option for companies that sell business-to-business products and services, but not in the context of all the social media hype. We're not talking likes, shares, and dreams of viral content. We're recommending straightforward advertising.

Once the dust settled from the Facebook IPO, the stock has been steadily on the rise. We can't help but think this is related to the robust and effective advertising engine that lets even B2B marketers see ROI like never before. Unlike advertising of the past, Facebook allows you to put your message in front of exactly who you want, makes it easy for your prospect to take action, and provides unbelievable analytics.

This simple guide will help you determine if Facebook advertising is right for your B2B company and how to take the first steps to experiment with a very cost-effective test.

BY THE NUMBERS*

Over **1.65 billion** monthly active users – that's over 20% of the entire world population (over 50% of all U.S. residents)

20 minutes daily – the amount of time the average user spends on Facebook

50% of users are **between 30 and 60** years old – but every age group uses it

Highest use occurs during the week **between 1 and 3pm.**

*Sources: Brandwatch, Zephoria Digital Marketing, Search Engine Journal

THE WHY

A.)

The majority of prospects for any type of product or service are using Facebook (a lot).

B.)

Many individuals are using Facebook while they're in a work mindset (during the day).

C.)

You have absolute control to reach only who you want.

D.)

The digital nature allows for instant action and increases response.

E.)

Virtually no minimum budget, easy to experiment with as little as \$100.

F.)

Complete flexibility – schedule ads to run for hours or months.

IS IT RIGHT FOR YOUR B2B COMPANY?

The main consideration is whether your product or service is sold to a professional — someone we classify as one who doesn't turn off at night. Think of an entrepreneur: she lives, eats, and breathes her business. If you're selling payroll services, she might be likelier to consider solving that problem while she's drinking her coffee and scanning Facebook on a Saturday morning. Other prospects could be architects, doctors, lawyers, scientists or engineers, but that is just the start. Anyone who is likely to define their work as more of a passion than a job makes a great target.

HOW TO GET STARTED

There are a lot of step-by-step tutorials that are just a Google search away, here is a quick primer:

1.)

Create an ad account from your company page

2.)

Select a campaign type (the most popular being to cause a click to your website)

3.)

Define your audience (get specific)

4.)

Upload or choose from stock photography

5.)

Create a headline and call to action

6.)

Set your budget and duration

A WORD OF CAUTION

Yes it really is as simple as the steps above, but easy doesn't replace the need for savvy marketing practices. Spend considerable time up front:

- Defining what a lead is and how you'll leverage Facebook ad leads into your sales team
- Profiling your audience (demographics, geography, interests, etc.)
- Understanding who your audience is and how they perceive the problems you can solve
- Get in your audience's head to make your visuals and messaging compelling
- Determine the steps you want leads to take and make it easy

Once you get started, you'll appreciate the power to easily create new audiences, test, and measure the effectiveness of different types of ads, and track exactly how much it costs to generate a lead.

ABOUT THE AUTHOR

In 2009, Mike Kuharske founded a marketing firm with a revolutionary model for helping B2B companies create a marketing system that produces strategic and predictable results. Gravity Marketing represents dozens of companies as their Virtual Marketing Officer, helping them grow revenue by optimizing marketing, advertising and business development efforts.

Digital advertising plays a large part in creating 'gravity' around organizations, brands, products and services. Mike and his team regularly design, develop and launch digital ad campaigns for clients which deliver value to target audiences, moving the sales process forward.

Prior to starting his own firm, Mike led the marketing efforts of a Milwaukee-based publishing and media company resulting in a tripling of revenue and unprecedented profitability. Additionally, his experience includes audience development, event production (attendance from 25 to 5,000), product development, strategic partnership development, marketing and B2B sales. He can be reached at 414.376.6500 or mkuharske@gravitym.com.