

Facebook Domination - Facebook E-commerce

Webinar 6

Facebook and News Feed Changes

Kerry:

Hi. It's Kerry Fitzgibbon here and we have got the Facebook Domination - Facebook E-commerce Webinar on the latest changes in the Facebook News Feed that Facebook came out unannounced. So, there are some major changes in the Facebook News Feed and I'm going to be talking about it today, how they will impact your Facebook page.

So, what I'll be covering today is the announcement, the big announcement and what it actually means. So, what I want to do for you guys, is break it down to layman's terms so that you can really really understand. How it may impact some businesses and in fact, probably how it's going to impact most businesses. But here's the cool thing guys, of course you have been learning from me, from a day dot, and you've got me, doing most of the stuff for you. You know what, this is stuff that isn't new. It's stuff I've been tarding for quite some time now. So, you guys are in a really good position. It's not going to impact you quite as much or if at all. And I put the three key things, that I give you some bonuses. I think I've got around about seven key things. You can implement in your Facebook Marketing strategy so that you can continue to drive tons of traffic to your website, build a community and get more leads. And ultimately, what we all want is more sales. So, those are the key things that I will be covering on this Webinar, today.

03:56 - Past News Feed Changes

Kerry:

So, let's talk about first and foremost, some of the announcements that Facebook has made over the years. Now, I'm going to have full disclosure here. I have been researching all about these changes in the Facebook News Feed. I have looked at other people's pages, at the people that I totally respect, in the Facebook world. And that includes John Loomer. That includes Amy Porterfield. That includes the Digital Marketer podcast. That also includes Mary Smith and the list goes on. But I just want to give you full disclosure that some of the information that I have gleaned from here in terms of stats, in terms of about some of the research, is the stuff that I've researched, and I've got some of its information from other pages. But what I've done, is I got all that information and use kind of my own a little bit of brainpower about this sort of stuff. And I put it into one succinct, sort of easy to understand Webinar or training session for you guys. But I just want to let you know, that most of it, it's my opinion on it. But, I gleaned it from other people and what that seat as well.

So, first and foremost, let's talk about some of the past news feed changes that Facebook announced. Then, let's go into the announcement in case you guys, missed it. And some of you guys, might be sitting there right now and going on, "What announcement? What is she talking about?" So, we'll get into that. And I meant... So, in January 21, 2014, Facebook announced that they are going to be showing more from friends. April 10, 2014, they said they will going to clean up the spam on Facebook. Now, keep in mind, what market is they've been doing since the day Facebook first started and made discovered that they could use Facebook as a marketing tool if they have been too many of them have been trying to gain the system. Spending it. Do engagement-bait. Putting irrelevant posts and so on.

So, what Facebook has been doing and trying to counteract that is by adjusting the algorithm based on shovey dealing from marketers. And if they adjust these shovey marketers, being adjust

and try something new. This continues to roll, roll, roll. So, it's kind of a little bit a reactive response from Facebook, as supposed to a proactive response from Facebook. So, they're reacting to what consumers and marketers are doing out here to make a better, user experience. This is why you can see, that quite a few of bit news feed changes that they have announced, so we're going to 2014. They're all pretty much the same. So, showing more from friends. Cleaning up spam. More control over sharing from apps. Stop the click-bait. On November 14, enough of the overly promotional stuff. That's somewhat just as bad, isn't it? No more hoaxes. Then, they start to do hoaxes on there. Seriously, enough on the click-bait. Just to give you an idea, of what click-bait is, for someone that don't know, it's those posts that you see with someone will post or page your post, "This weirdest food that you can eat and that all are going to get rid all of your tummy fats. Click here to find out more" or "Look what Kim Kardashian did?"

It has people in shock. I mean, perhaps, a photo of it, some sort of this batch, okay? And it's you know half of the size that it is used to be. Basically, it baits to get someone to click on that ad and take through to the landing page. That is click-bait. So, they're saying, "we don't want to know the weirdest food you can eat to make your stomach fat and disappear overnight." Because it's not really reality or realistic. So, seriously enough of the click-bait. Dec 15, 2016, no we mean it about fake news and hoaxes. So, no more fake news, no more hoaxes which is similar to flick font bait. Your flat links suck on 2017. No more that of that. Last warning on click-bait. No more of that in 2017. No more cloaking. So, cloaking is meaning, someone would have a URL. And it might say, "Run a marathon training" and then, it comes on to a site that has nothing about it. All right? That you all see is something like a Facebook marketing. Okay? That's just a bad example but you get the idea. It's when you, practically have a URL and you cloak it with another one. So, that's saying, "Yes. No more of that please."

And look, funny that now, click-bait is ruining videos. And then, no engagement-bait either. So that's, "Hey. We're engagement-baits, so much that they except you're asking for someone to say something that you think." Respond, yes? You get tips. And I don't know. I left Karen for

some reasons. She's going to come up with something. By the way, she's in the league with me but, Stay high!

So, those are some of the parts news feed changes, or should I say, announcements. Do I look really really familiar or very much say, they just repeated over and over again?

So, let's talk about the announcement. And I should have this in inverted comments because it really seriously, has had the world or the Facebook world, many businesses, really starting to panic. There have been different views and opinions, right from the skies, falling down. This is the death of Facebook page post as we not. Write through to, "Hey, listen. You know what, the announcement is nothing that we didn't know already. It's not going to affect me or you who have been doing Facebook, for the right way. Now, guess what's stance I take on this? Mine is, the latter.

So, I personally think, the cool thing is that the latest change is going to scare off a lot of people who are not willing to put any effort. All those who have just solely been relying on what we call organic traffic. Some of the new ones on here, organic traffic is free traffic. Businesses see it or businesses that have been doing Facebook the right way, and continue to do so, will come out on top. So, scare up the bad guys that haven't been doing it properly. Here comes the new guys that doing it right. As far as I'm concerned, that's you guys. Especially if you have been taken on board what I say and implementing it.

11:11 - The Announcement

Kerry:

So, let's get into the announcement. It's a little boring so I'm going to paraphrase it a little for you and I have cut half some of it and has made another announcement to this. But this is the one that had... Seriously, I jumped on just to give you an idea. I jumped on a live just after the announcement. It was Michael Stelzner. So, he runs social media marketing world and social media examiner. So, social media examiner is one of the largest podcasts or most well-known social media pop podcasts, blogs. And he holds the largest social media conference in the world which is the one I attend every year. And I will be attending again, this time, next month. Actually, I'll be there in a month. I'm doing two conferences, back to back. And the cool thing is for you guys, is that I will be coming back and reporting it for you.

So, he camped John Don and seriously was like, "this man's a dick. No one's going to his posts. Effectively straight away, I'm going to tell my team, not to post any of our blog post on Facebook." And really took the stance of skies falling down. But then, what he went on to say in this live is, "Hey. But you know what, what we're going to be doing, we're going to investigate this more and you've got to come to social media, marketing world in February. We will let you know how you can know market so that this doesn't have an impact on you and the latest things and we're going to be experts on that. "

So, effectively, good guy! Good boy! He was using it as a bit of a marketing tool to make the panic and store panic and fear on people so that they'll be booking for his workshop. Okay? Got to love them. I actually do his podcasts and that but that was just... I listen to it and blood drained from my face because I'm not.... "Really, is that what it really means?" And that's what... I wasted to do the research anyway.

So, let's jump into what Max Zuckerberg said. He's not a silly man. He's in fact, really really clever. Everything he does, isn't from a technical point of view. It's actually from a person point of view. And making the experience from Facebook better for everyone. Keep in mind guys, he still needs to please the shareholders. Right? They still need to make money. And in order for it to make money, it needs to run ads. So, there was nowhere in this announcement that it has said, specifically, that is going to affect Facebook ads.

So, here's what he said. "One of the big focus areas for 2018 is making sure the time we all spend on Facebook is a time well spent." I have the rest here. I don't know why it's coming out like this. "We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. So, research shows that strengthening our relationships improves our wellness and well-being." Well, I don't know. Some things, he means to say, I disagree with. Luckily, I've got a pretty cool family, but some don't. So, do we really want to hear from our friends and family much? I know we've got all that friend that posts the crappiest stuff on Facebook page. "But, recently we've gotten feedback from our community that public content- posts from businesses, brands and media is crowding up the personal moments that lead us to connect more with each other."

Okay. "So, it's easy to understand how we got here. Video and other public content have exploded on Facebook in the past couple of years. Since there's more public content than posts from your friends and family, the balance of what's in the News Feed has shifted away from the most important thing Facebook can do- help us connect with each other."

So, they feel responsible and so they've been studying it, apparently. And here's what they have come up with. "We're making a major change to how we build Facebook. I'm changing the goal I give our production teams, from focusing on helping you find relevant content to helping you have more meaningful social interactions."

So, they start rolling these out last year. "But it will take a few months for this new focus to make its way through our product. So, the first change you'll see will be in Facebook News Feed where you can expect to see more from your friends, family and groups."

"As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you will see will be held to the same standard - it should encourage meaningful, interactions between people."

This basically, which is actually really cool for Facebook, given us some idea of what we need to post. Now, there's a little bit more on this announcement but I really don't want you guys falling sleep on me. But a lot of what's in this announcement does actually contradict each other to a certain extent. It's saying that, "We'll going to focus more what your friends, family, and groups posts, less on business public pages". But, if your business page, or your couple of page posts content that people would interact with, then, that's fine. It's not saying that it's going to cut completely. It's just saying, what I'm about to tell you next, right? So, let's read, "As we roll this out, you'll see less public content." Yes. Okay.

I just want to let you know, as well that this is not the first time Facebook has made pretty much exactly the same announcement. And after the 2016 announcement, I personally saw nothing different as a result in my business. And the reason why, I'm going to show you in a minute there.

"Our top priority is keeping you connected to the people, places and things you want to be connected to - starting with the people you are friends with on Facebook. That's why today, we're announcing an upcoming changes to the News Feed ranking to help make sure you don't miss stories from your friends." Hmm. Sounds strangely familiar, doesn't it? Now, after all that, there

wasn't a huge difference. So, what does it all mean? Well, here's my simplistic form. You guys know how I like to break things down simplistically for you. "If your posts and videos suck, Facebook won't show them to people who like your page. They won't give them any reach!" I know plenty of times, I've told what reach is in Facebook. But basically, reach is a number of people that see your posts.

Facebook rewards you for doing good. So, you please dig into the user, you please Facebook. You encourage interaction, you please Facebook. You will get more reach. It's pretty much it. But here are the main points.

"Person to person is prioritized. So, the news feed has sorted and customized based on a ranking system. Facebook wants you to see more stuff from people. As a result, you will see fewer posts from pages."

"Long and thoughtful replies get a boost. So, recorded videos will not get nearly the weight they once did." This is not new guys. I've been saying that you should be doing lives, anyway. "Passive scrolling and low-quality engagement are now bad." So, if you scroll, don't engage with your stuff. That's classed as bad. "So, posts that get long, thoughtful replies will get priority in y

19:24 - What Not to Do / Don'ts

So, here's what not to do. "Don't suck." "Don't post irrelevant stuff." If it's not relevant to your product and service, don't post it. Okay? There's many things that I've been doing. I'll go through that in a second for you.

"Don't post highly salesy or hyped up stuff, as well." Buy this and that, type of stuff won't get you anywhere. None of you guys have been doing that anyway.

Don't try and gamify the system. Don't use click-bait." I know many of you guys, do that anyway, or engagement-bait or any of those other baits. Don't go fishing out there to try and take people to take action by giving them irrelevant stuff. That's not going to work. Neither has worked. "Don't rely solely on organic traffic."

So, nothing new here, I believe from what you guys should already know in here. So, but those are the don'ts. But here are some of the things that you should look at doing. Like I said, there's going to be three, but I added in some extra. Okay?

20:31 - What Should You Do

Kerry:

My first one is actually, "don't suck." But that will do bad order. Don't suck, again, right? "You pay to play" Okay. We have to advertise on Facebook. This is not new. It's all about putting together the right strategy to get in front of people and advertising the right way. We've been doing that. We know that. So, pay to play. And there's a lot of people out there that who refuse to do this. I know people, that we could be a competition. Okay? Those are the people that had no idea what they're doing and I'm not okay with noodle with at times. There are people out

there that have thrown their hands up in the air and go, “You know what, Facebook, you’ve done it this time. I’m leaving.” Great! See you later. That makes more room in the news feed for us.

You should be doing live videos. These get more interaction. And in fact, they get 6 times more interaction than a recorded video. Now, keep in mind, the live video, after you’ve finished doing it live, then, turns into a video, a recorded video on your page. Facebook does this automatically. But it still gets the same traction as it had sort of from a live. So, Facebook knows you’ve gone out and done the live. All that live video, encourage people to interact with each other and with you on that live video. I have a Facebook live template. I will share you the link. It’s in the training section. And in fact, I got, I believe 2 Webinars that I held last year, that I’m going to give you the link for it in the training session on live videos. Go and watch them, please if you want to look on to doing that.

Always, it’s a good idea to have a group associated with your page, as well. Of course, in the group, as long as it’s some sort of a meaningful, that helps build the community and things like that, then you can have interaction inside of the Facebook page. I can see it. It’s going to starting a little bit preference to groups. Now, you shouldn’t just have a group on another page, you need both.

“You should be posting and always should be posting high quality content that gets people to interact with each other.” So, you want to try, and post something where they, the end user, looks at it and actually tags their friends. Don’t ask them to. They just want to or interact with their friends and whatever. So, if I was to give you an example of one of my ones, it might be, “Hey, listen. What training are you doing this week? What marathon training are you doing this weekend? Which one of your friends is doing it with you, right? So, that would probably mean that they go in there and go, “Hey, listen, you all. I’m doing a 15 minute, “We’ll repeat today with

Ask Kerry” for the Montague event or what's your favorite marathon and did you have training by the end of there with you?

Things that are going to be able to interact, with each other. So, not just with you, they need to be interacting with each other, on your post. So, there's lots of things I'm sure you guys can come up with. If you have issues with these, I'd love you to put some examples and brainstorm on some ideas that you might have and we might better help you with them. Playing a little thinking cats on.

But these are things that you should go and research. Go ahead and have a look at other pages, if they are getting lots of traction, popular pages in your niche. Have a look at what they're doing. Google stuff. Just do your own research and the stuff as well.

You want to be integrating Facebook Messenger strategy. Facebook is really rolling out some great functionality with Facebook Messenger. Now, I have people say, and in fact, I have a lady stand up, probably on the workshops you guys were at. The client said, “I don't want people coming into my Messenger. That's just sad. Why wouldn't that work kind of thing up?” Guys, go look at WeChat. Okay? WeChat is what the Chinese use. It's their Facebook. It's an interactive messenger. The whole damn thing is built on a messenger platform. Right? That has been taken up by billions of people. Like I said, it's the most popular social platform, in China. And all are doing it. So, have a look there... Mark my words and I have not been wrong with any of this stuff, I just like to say, I haven't been wrong. A few years ago, I made a prediction, that remarketing would help a lot of business. It's in fact, I made a prediction and jumped on the bandwagon of Facebook being a really great marketing tool. I wasn't there.

Then, I jumped on, let's take a step further because I think remarketing is going to be the next big thing. So, getting back and front of people that have seen your stuff, that might not take an action. You guys know this, and then, "Only now, people are starting to come out and go, "I want you to be remarketing. You're not remarketing. Yeah, being said that for the last few years. And then, I went on to say, "Yeah. You know what, you guys need to to be doing video." Video is getting preference, and sure enough that's what Facebook did. I've been saying live videos now since for the last years, since they come out, I have been going on about how live videos are getting preference. You should be doing them. Yep. And people are being encouraged to do them. My next thing is Facebook messenger and messenger box. They encourage interaction between you and the person. And you can really start a 1-1 conversation. So, I do have training that I did a Webinar last year in the training section on Messenger, using Facebook Messenger. So, if you want to either put the links of these in the notes of this, in the training section. But if you're wanting to jump on sooner rather than later. Let me just show you with a... not in the section but in the Facebook Fortune Program Webinar area that you guys have got access to, so we got 018, "How to Use Facebook Live to Dominate your Niche" and 019 is "Facebook Live Template." In here, those are two of the videos you need to watch, and up here, I've got Facebook Messenger Strategy which is 026. Okay? So, those are the ones that I want you to watch. Like I said, we all put those from a note that those are some of the things that you should be doing. So, that's 5 things.

All right. I know we've got through this. I hope it wasn't too quick for you. We're going to try and get the recording up as long as I can download it with my internet here sooner rather than later. I'm going to take try and get this up by tomorrow for you, so you can go through it again. But in the meantime, you can go and have a look at Facebook live and Facebook Messengers and don't panic about these latest changes, guys. I just wanted to take you through them because you're going to hear stuff out here. Nothing I wasn't aware of and seriously, it's not going to affect businesses that had been doing sucky content and have not being prepared to 2 posts by.

So, questions. We might finish off nice and early today. Crickets? Did I go through everything? Are you also there? Sometimes, it takes a while to come through. I don't know. I must have covered that really well, team. So, if you have no questions about this, I'd be asking them while I'm on here to be honest. If you have no questions about this, then, just let me know. "Hey, No Kerry" and we shall end the Webinar and I will get into the training section as soon as possible. So, ready or not. Still, here. That's good. Excellent. "Red here." {Oh good. Thanks Kerry." Excellent. "All, okay". Thanks Kris and Amanda. "Great content. No questions from me." "You just covered it well." That's always good to know that. And Jackie thanks. Excellent. Thanks, team! Great, that was nice and quick, short and dusted for you guys. Just wanted to let you know that.

Now, my next section, I don't believe I've covered this with you guys. I will go back through my stuff that I will be having lots of questions about Facebook contests. What is contests Kerry? I don't think I've done contests yet. What we might do, because I didn't set a Webinar last month, I mean at the end of the last is I'm going to, in the next week or two, run a Webinar. If you guys are running a Facebook content to build massive amounts of leads. Ultimately, it's actually to run a Facebook contests so that your sales that you make from a contest pay for it. So, you may have heard, in fact, I have told many of you before, but just in case, you didn't know. I ran a contest at the end of last year. And I got... oh gully. Leaving them now, I'm got off track here but 300,400,500 leads, maybe? And I made more money, than I spent on advertising. So, I'm going to show you guys that strategy because that's what we've been doing mainly with some of you anyway.

All right, team. Have a good day. If you got any questions and that, make sure you go into Base tab, and them out there. And I look forward to watching some of your Facebook lives. Look at some of your really really cool content and successful 2018 for us all.

See you later!