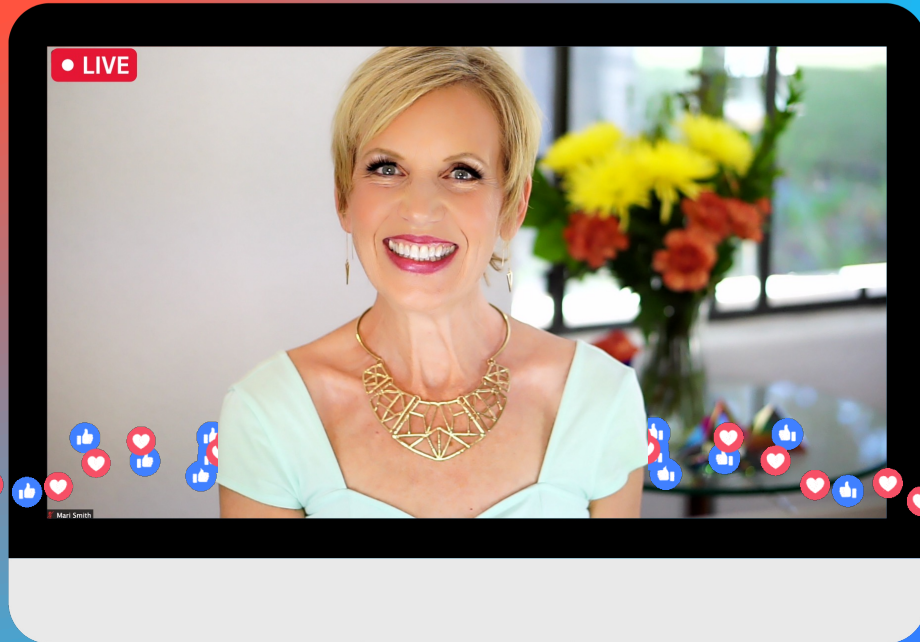


PROVEN FACEBOOK MARKETING STRATEGIES

How To Build Your Business & THRIVE
On The World's #1 Social Network!



Mari Smith

Premier Facebook Marketing Expert
Social Media Thought Leader
CEO, Mari Smith International, Inc.

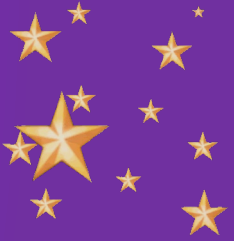


Meet Mari

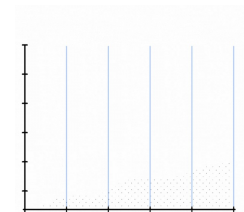


- Premier Facebook Marketing Expert 🏆
- 'Queen of Facebook' 👑
- Social Media Thought Leader 🙋
- Seasoned Live Webcast Host 🎬
- Brand Ambassador 📢
- 'Scandifornian' 🇸🇪 🇨🇦 🇺🇸
- Clients include:
 - AAA, AT&T, Adobe, Allstate, Bank of America, Cisco, Facebook, HubSpot, Kevin Murphy Hair, NAMM, Nations Lending, Pinterest, PNC Bank, Verizon

Today you'll learn:



- ✓ The Current **State** of Facebook
- ✓ Mari's 3-part Evergreen **Success** Formula
 - ✓ Example Thrivers
- ✓ What's **Working** Today on Facebook
 - ✓ Personal Profiles, Groups, Business Pages
- ✓ 7 Key Takeaways & **Action** Steps



**Facebook is for
'Old People'**



#FacebookFatigue

#FacebookFrustration



**Make it
stop!!**





**Pay
To
Play**



10 Facebook Fails

1. Constant changes
2. Confusing new features
3. Low organic reach
4. Rubbish customer support
5. #Facebugs galore
6. Ad accounts disabled
7. Censorship
8. Fake news
9. Low trust
10. Low sentiment



**FACEBOOK
IS DEAD**



The King is Dead!



**WAIT!!
Not so
fast!**



WE ARE STILL ALIVE.

The King is Dead! Long Live the King!





MILESTONE



2 BILLION

DAILY



Mari Smith ✓

Published by Mari Smith · February 1 at 2:42 PM · ⚙️



Facebook just reached the milestone of 2 billion daily active users. The number of people daily using Facebook, Instagram & WhatsApp is the HIGHEST it's ever been. [Don't let anyone tell you Facebook is 'dead.' 😁] Meta reaches more than 3.7Bn people monthly across its family of apps, including almost 3Bn on Facebook.

71,751

People reached

3,743

Engagements

↑ +2.9x higher

Distribution score

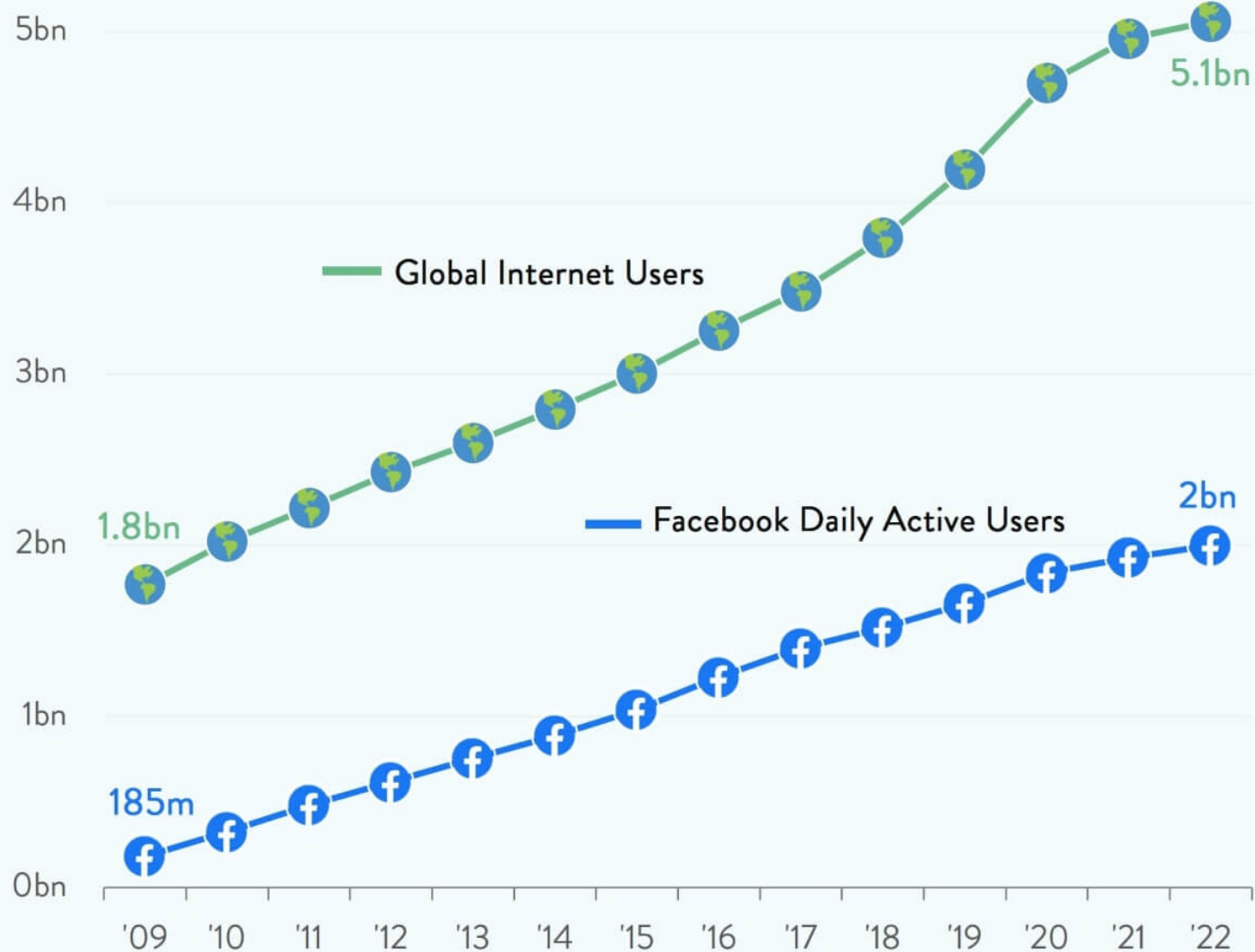
[Boost a post](#)



122 comments 121 shares



Almost 40% Of Internet Users Are Logging Into Facebook Every Day



Source: Company Reports, ITU via
Our World In Data, DataReportal

charttr

Facebook vs. The Internet

Helping Creators Find Success on Facebook

JUNE 14, 2023

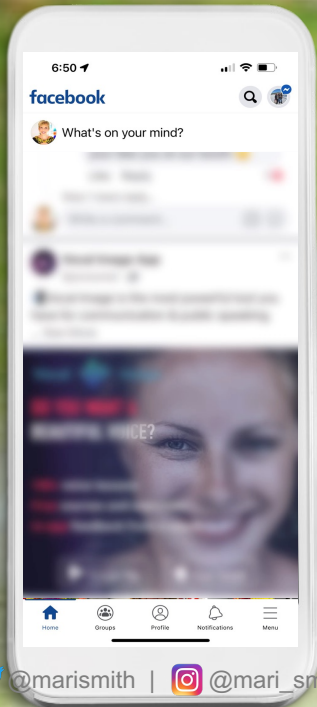


At Creator Week 2021, we shared our vision of a future where people can make a living by expressing their creativity and having the necessary tools and the economy to support them. Just two years later, Facebook is a thriving platform where a growing number of creators – like Karim Jovian, Mister Emerson, Ian Gunther, Oleg Astakhov and Molly McLeod – are sharing engaging videos and posts, building communities, and earning money doing what they love.

BUT...



MORE CONTENT is not the answer



"If your work isn't more useful or insightful or urgent than GPT can create in 12 seconds, don't interrupt people with it."

– Seth Godin





Take back control!

Mari Smith's 3-Part Evergreen Success Formula

$$\underline{CEC = R}$$

CONTENT +
COMMUNITY +

CONVERSION = Results.

Rinse. Repeat.

*The Mari
Method*[™]

1. CONTENT

BEST PERFORMING CONTENT

- Reels
- Image / photo posts
- Video
 - Test short & long (>3 mins)
- Livestreaming
- Text on background color
- Status (plain text)
- Link posts

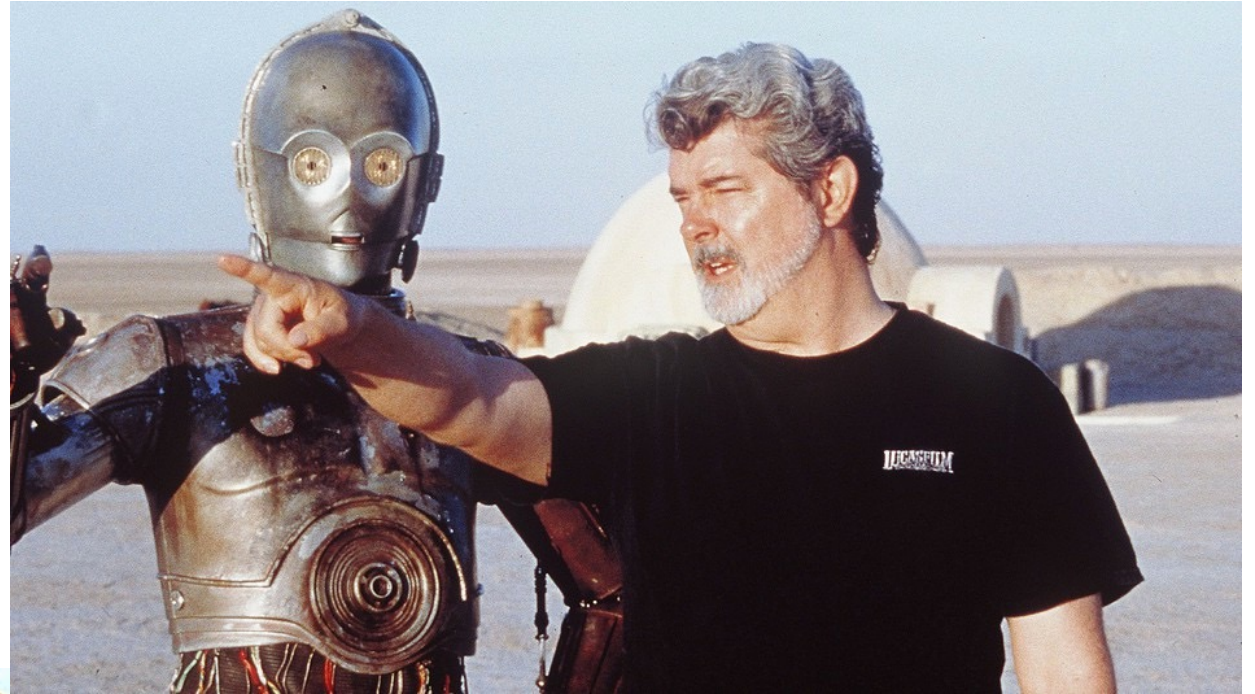


TYPES OF CONTENT

- Authentic personal stories
- Before & after
- Educational tips
- How-to's, tutorials, demos
- BTS
- Examples, use cases
- Industry news



Think more like a SCREENWRITER



... not a 'buy my
stuff' salesman! 🤪

FACEBOOK CONTENT RATIO

- Mari's suggestion:

- 50% video*
 - Including reels format + livestreaming
- 20% images / photos*
- 20% status
 - including background color
- 10% straight link posts

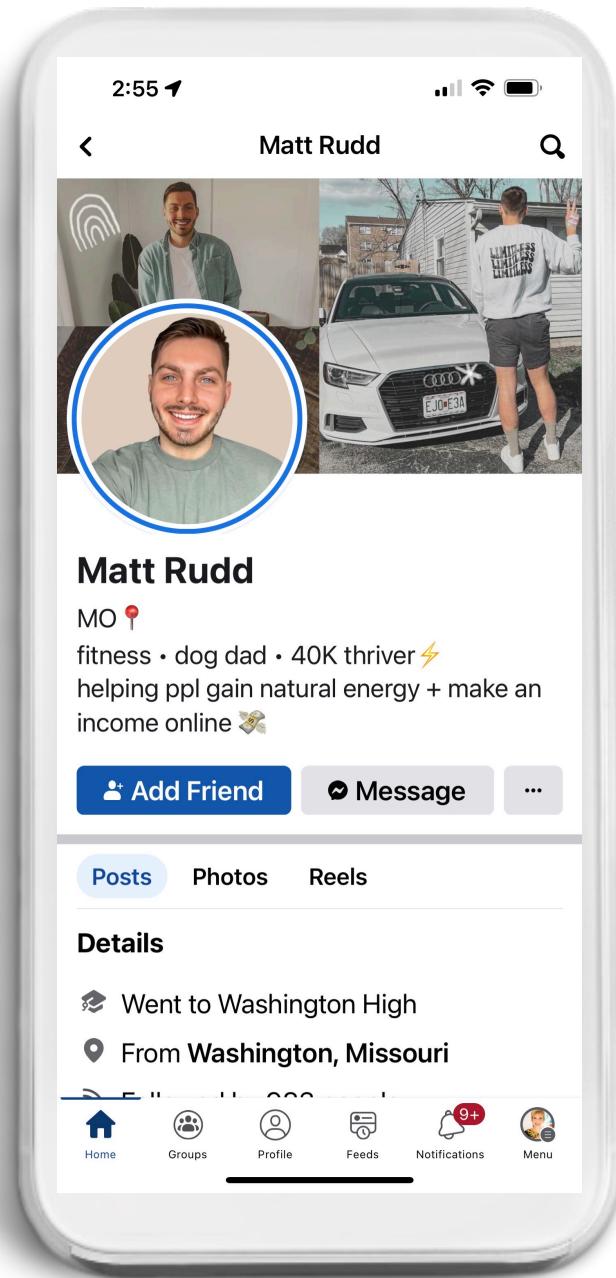
* Add a clear CTA



POST QUALITY OVER QUANTITY

- Go deep, maximize your ROI per post
 - Think through strategically
 - But don't strive for perfection
 - Go for 100% authentic!
- Stop wasting time on methods that don't work, such as:
 - 100% link posts
 - Posting too often
 - Posting too sporadically / infrequently
 - Being too salesy / pitchy all the time







Matt Rudd

2d · 🌐



you see the external glow up, but what's most important to me is the internal glow up && the way i FEEELLL 🔥

in the left pic, i was needing caffeine all day every day

i was exhausted all the time... [See more](#)



👍❤️ 40

7 comments



Matt Rudd

1d · 🌐



when i started my business i used to always say my goal was to be a stay at home dog dad 🤪 which sounded crazyyyy to some ppl

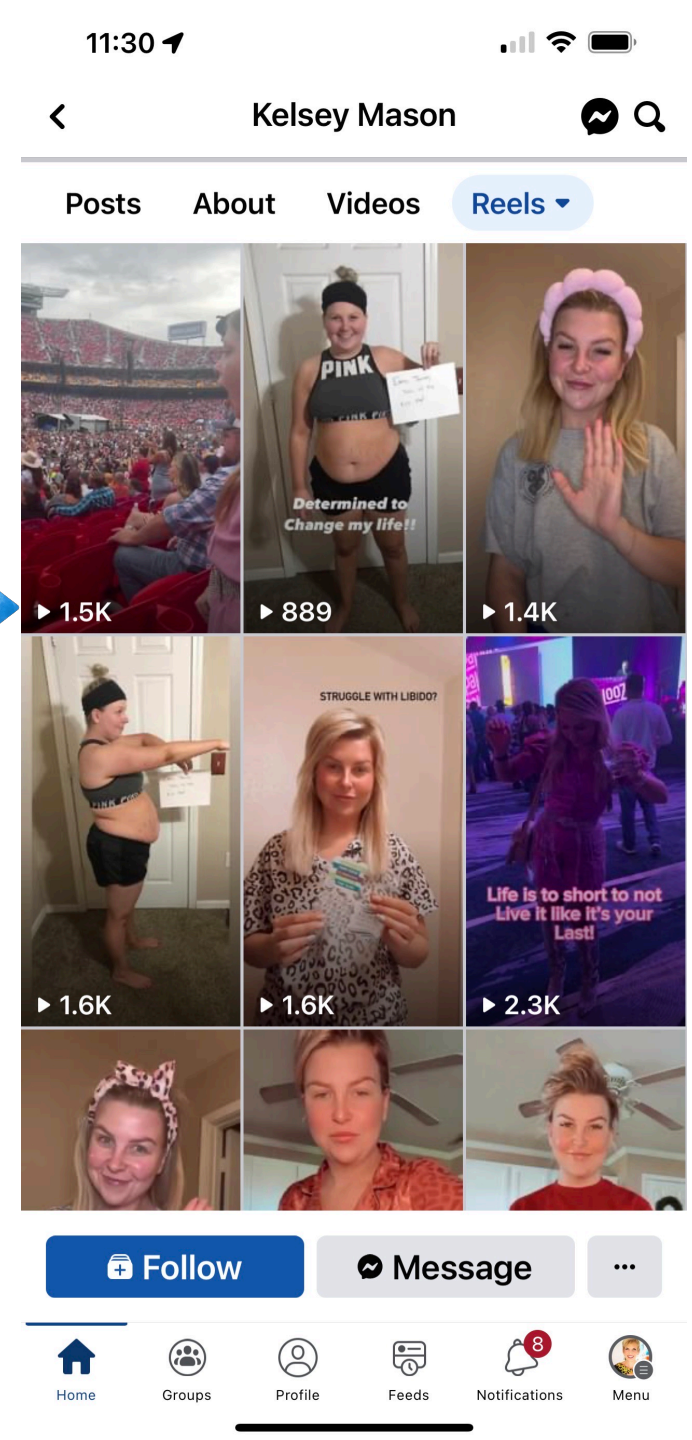
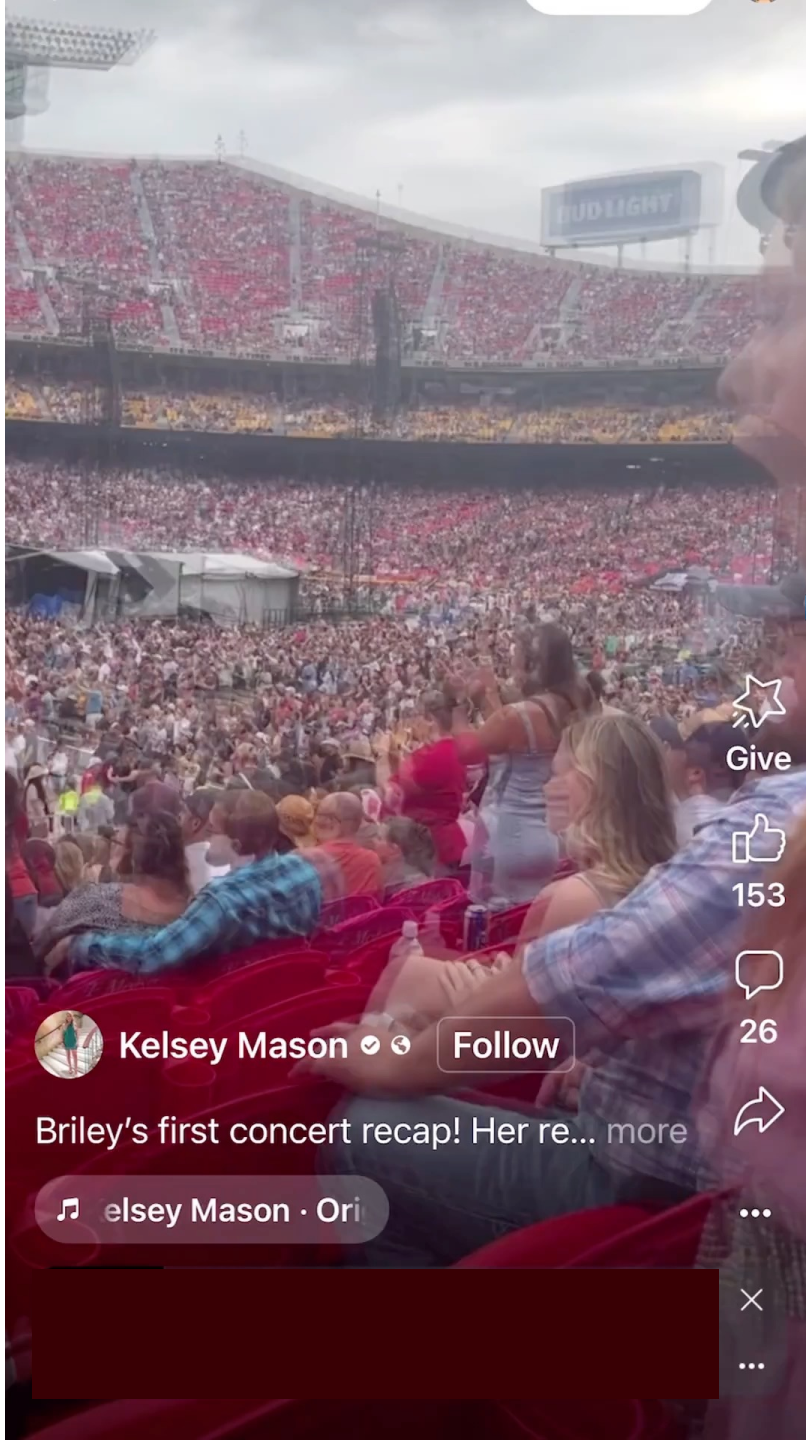
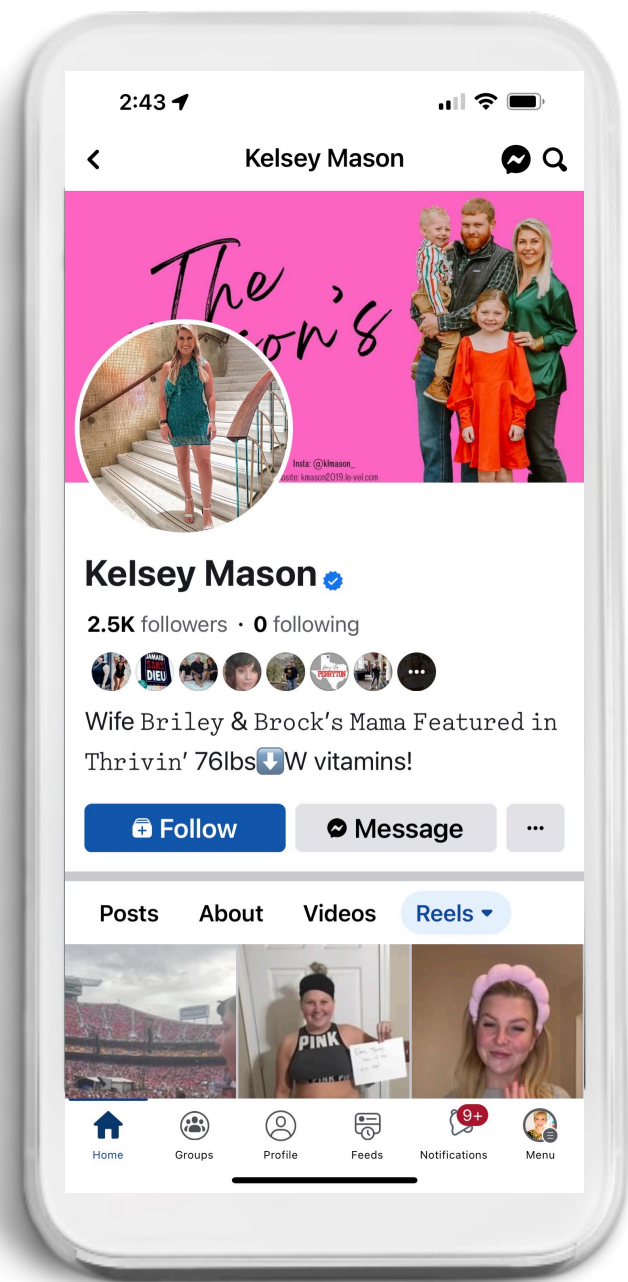
"you're gonna sell vitamins fulltime, from social media?"

yes Ginaaaa, i am & have been for years now 🤪... [See more](#)



👍❤️ 103

12 comments





Kelsey Mason is in Missouri.

2d · 🌐



This memory popped up on my Snapchat today. WOW. It's always the transformations like this that make you appreciate where you started and how far you've come! 🍷🍷

Incredible change happens in your life when you decide to take control of what you do have power over instead of craving control over what you don't.

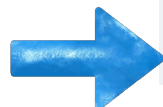
Just a friendly reminder today, you're always one decision away from a totally different life.

Su... See more



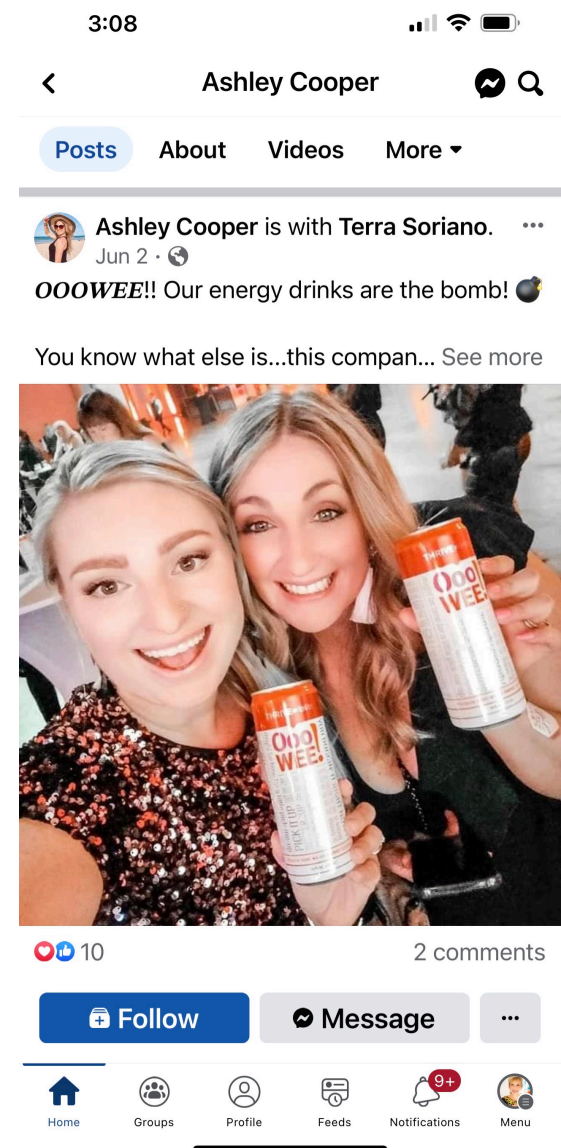
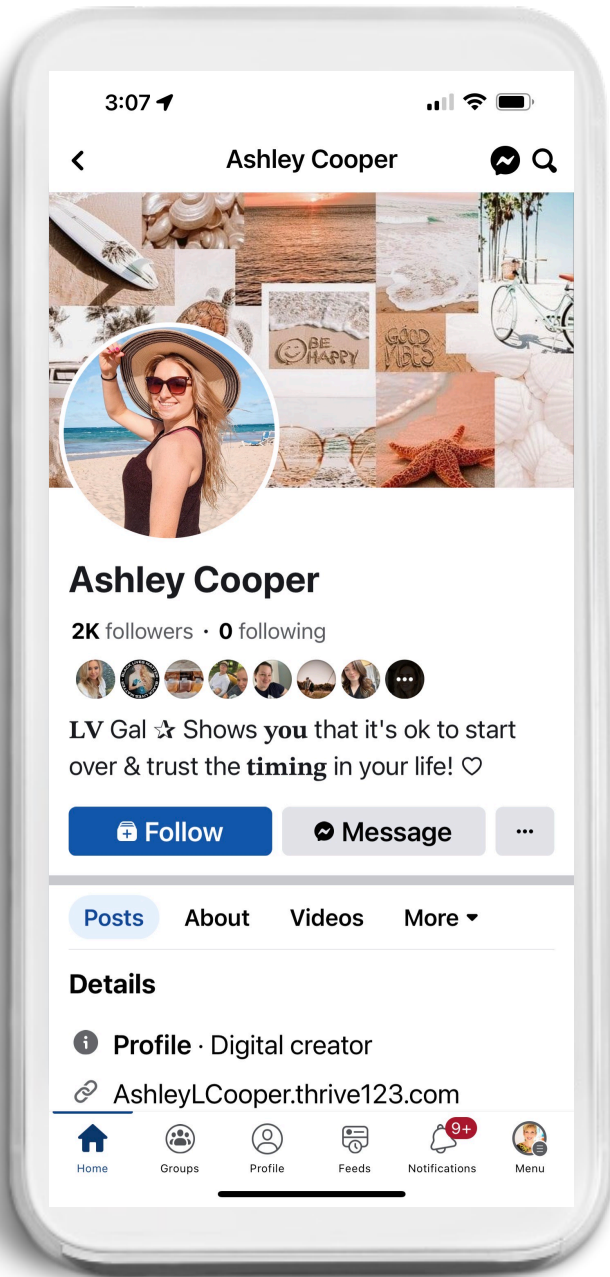
👍❤️ 37

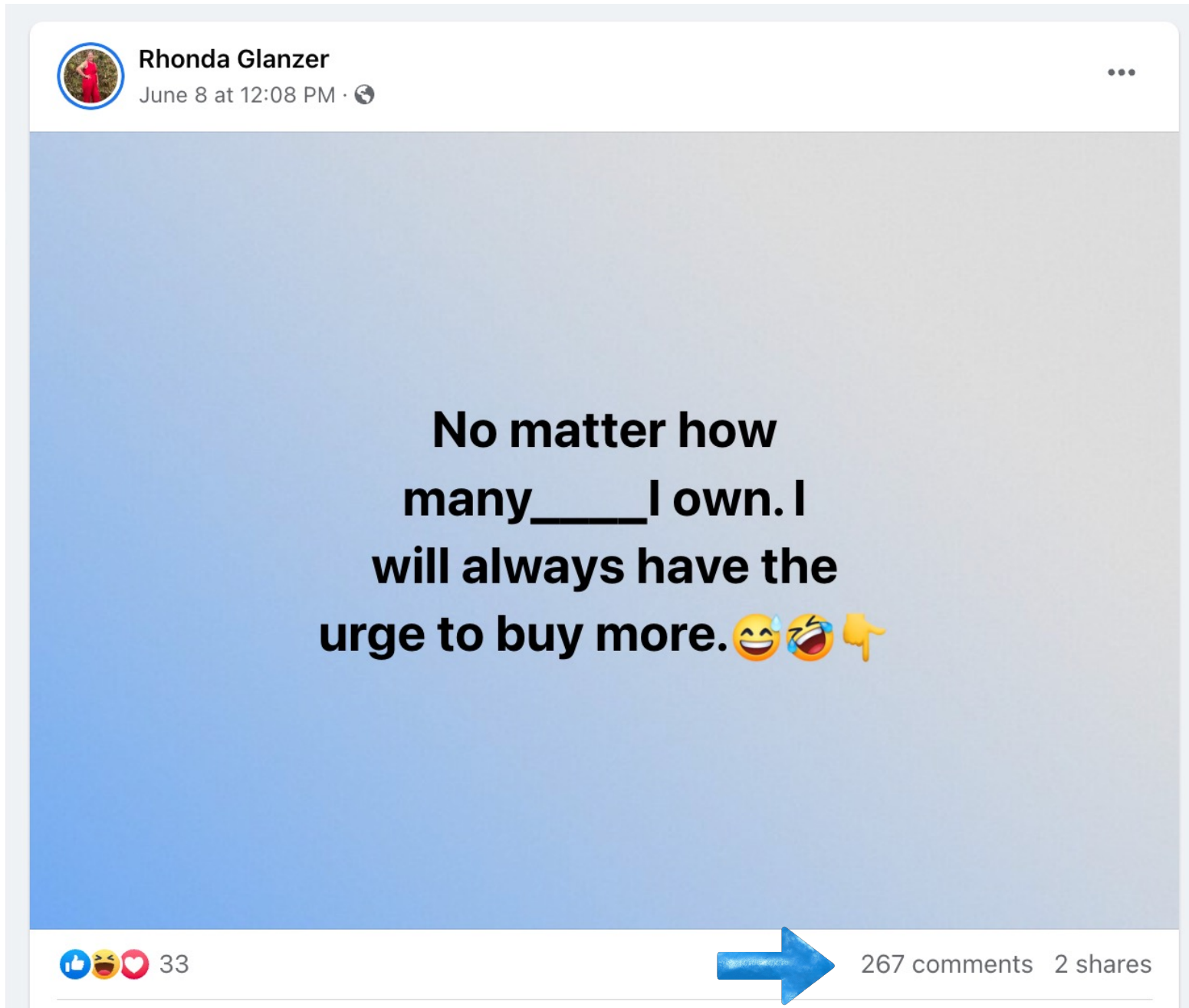
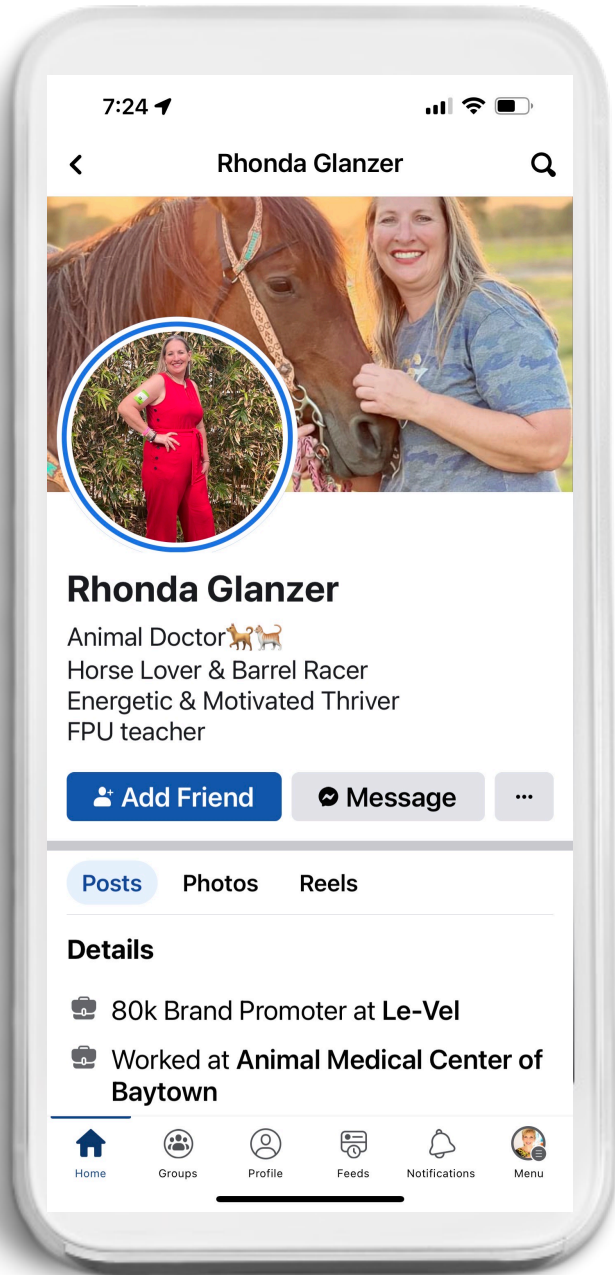
2 comments



Question posts?!



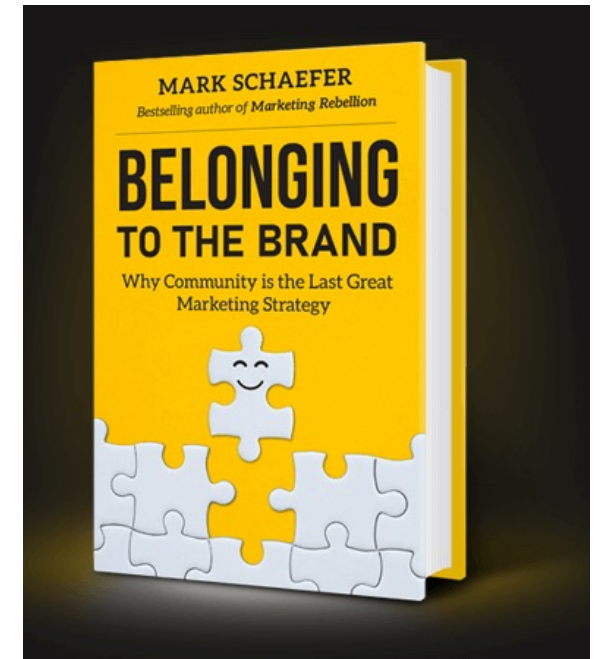




2. COMMUNITY

COMMUNITY

- We're going back to our social media roots!
- We need to understand the need for human connection & community again
 - People crave this
- People want to know they are important, that they matter, that you value them



**“We have actually
become too virtual.
Leaders, you’ve got to go
get with your people.”**

~ Jason Camper
(Thrivepalooza, 2021)



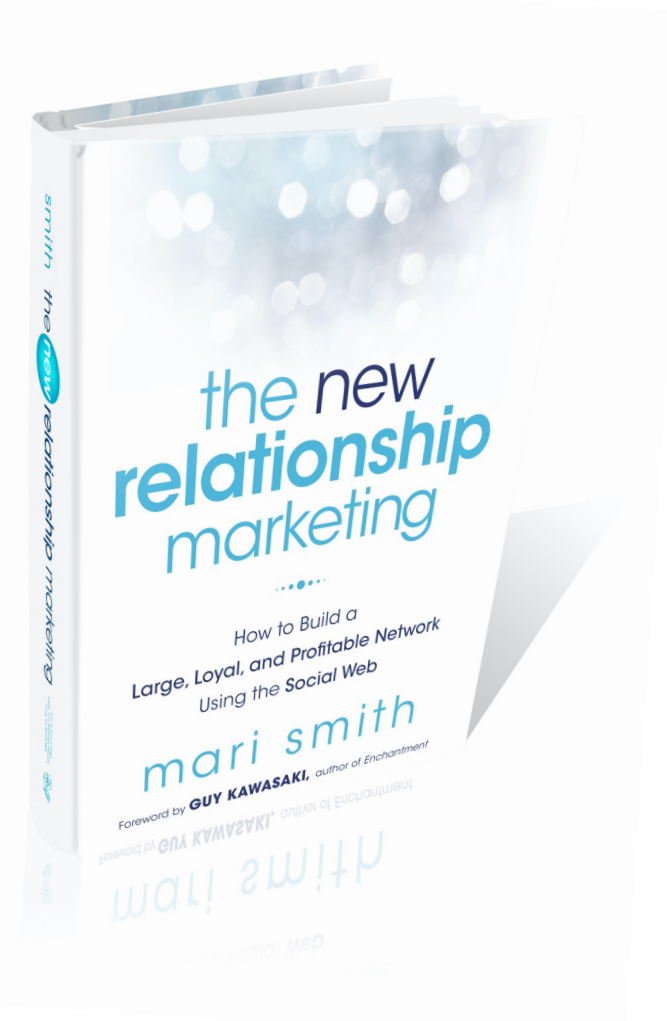
ENGAGEMENT TIPS

- Responsive:
 - Comments, posts & tags by others, DMs
- Proactive:
 - Post / comment on other profiles & pages, tag, DM
- Warm, personal, human
- Use first names, @ tag
- Ask thought-provoking questions to get people talking
- Try polls (groups)



HONE YOUR SOFT SKILLS

- Critical soft skills include:
 - Empathy / compassion
 - Deep listening
 - Ability to express genuine care
 - Giving to others without having an agenda
 - Having an 'inclusive attitude'
- Free gift:
 - The New Business Skills Everyone Needs
 - marismith.com/thrive



“Content is King...
but **Community** is
Queen, and she rules
the house.”



~ Mari Smith



**“When the marketers
move in...
the members move out!”**



Mari's version:

When the marketers move in,
the members move out.

“The secret, therefore, is
to be a **MEMBER** first...
and a marketer second!”



@marismith

3. CONVERSION

CONVERSION

- ABS: Always Be Strategic!!!
 - Think like a relationship marketer
- Add CTAs naturally to 80% of posts
 - Examples:
 - Message Me*, Click Here, Shop Now, Get Yours Here, Claim Offer, Sign Up Today, Join Our Group, Place Your Order...
 - It's totally fine to include links in some posts
 - www.ThriveSample.com

** Remember to check Message Requests / Spam*



are you ready
to try the world's most successful
nutritional system of all time?



OVER
10 MILLION
CUSTOMERS

APPROACHING
\$3 BILLION IN
LIFETIME SALES

30 PATENTS
AND
COUNTING

OVER \$1 BILLION IN
TOTAL PROMOTER
COMMISSIONS PAID

www.ThriveSample.com

WHAT ARE YOU WAITING FOR? TAKE
THE 3-DAY SAMPLE CHALLENGE!

Request your sample pack today and we'll make sure it's on the way to your doorstep! You'll get enough product to try the THRIVE Experience for 3 days. We think you're going to love it.

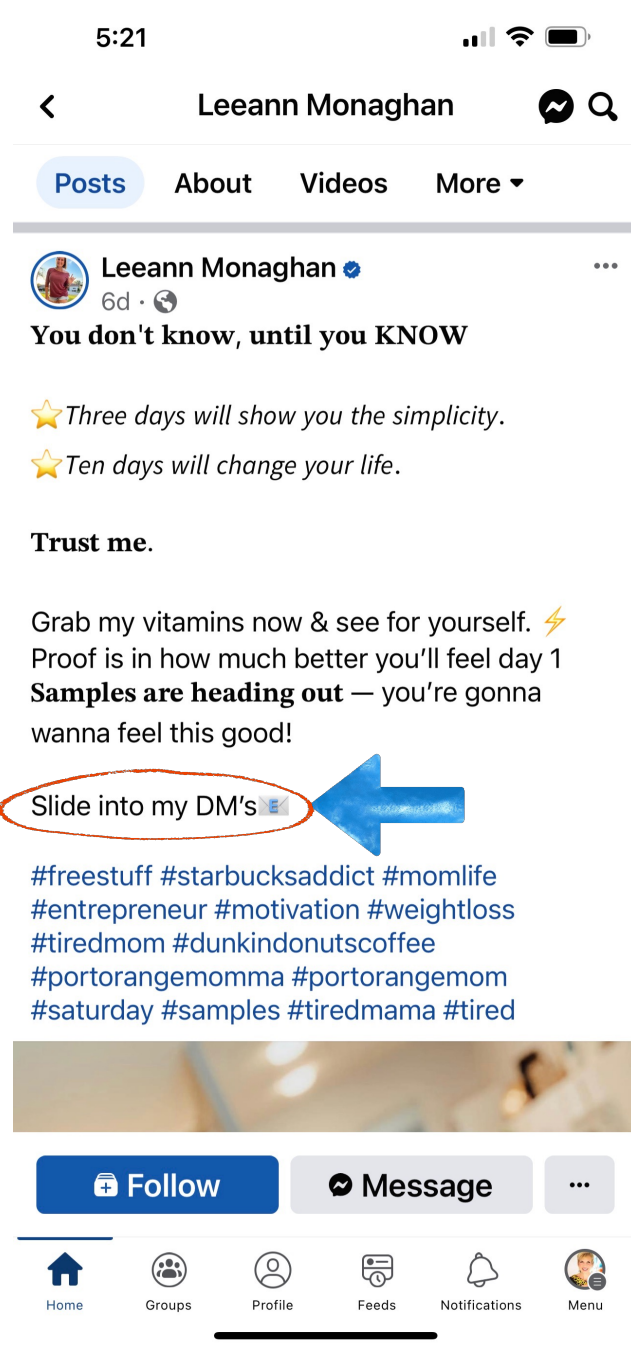
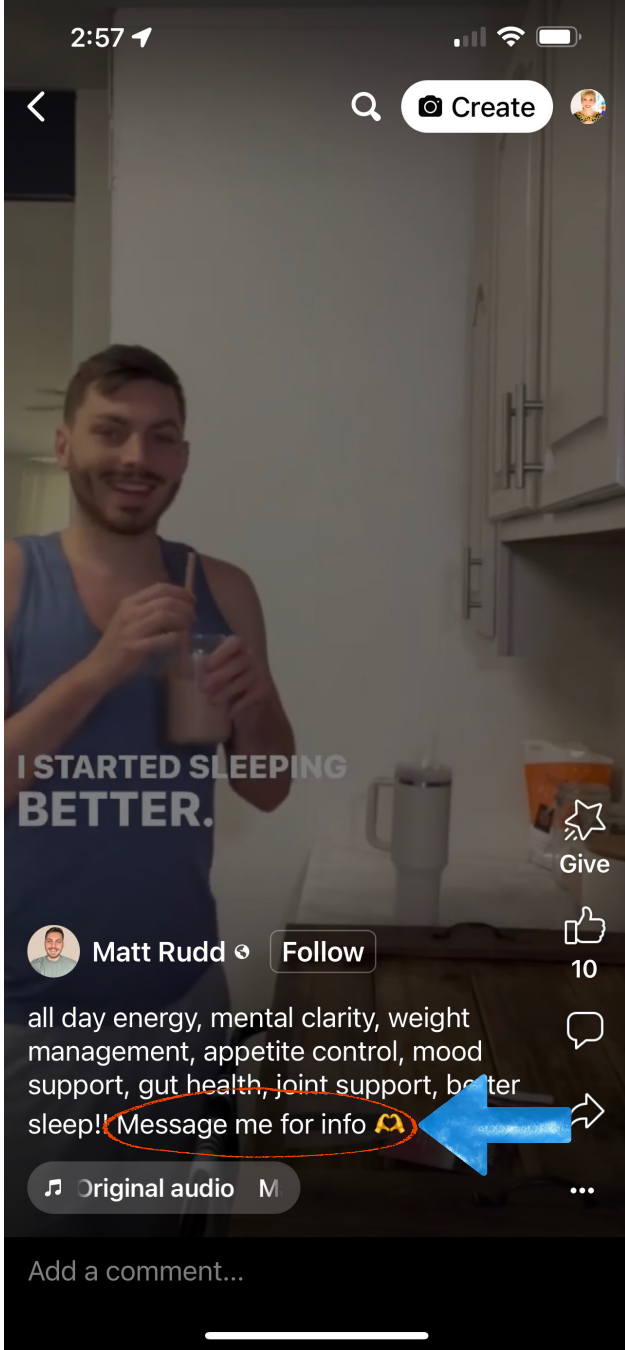
REQUEST A SAMPLE PACK

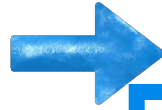
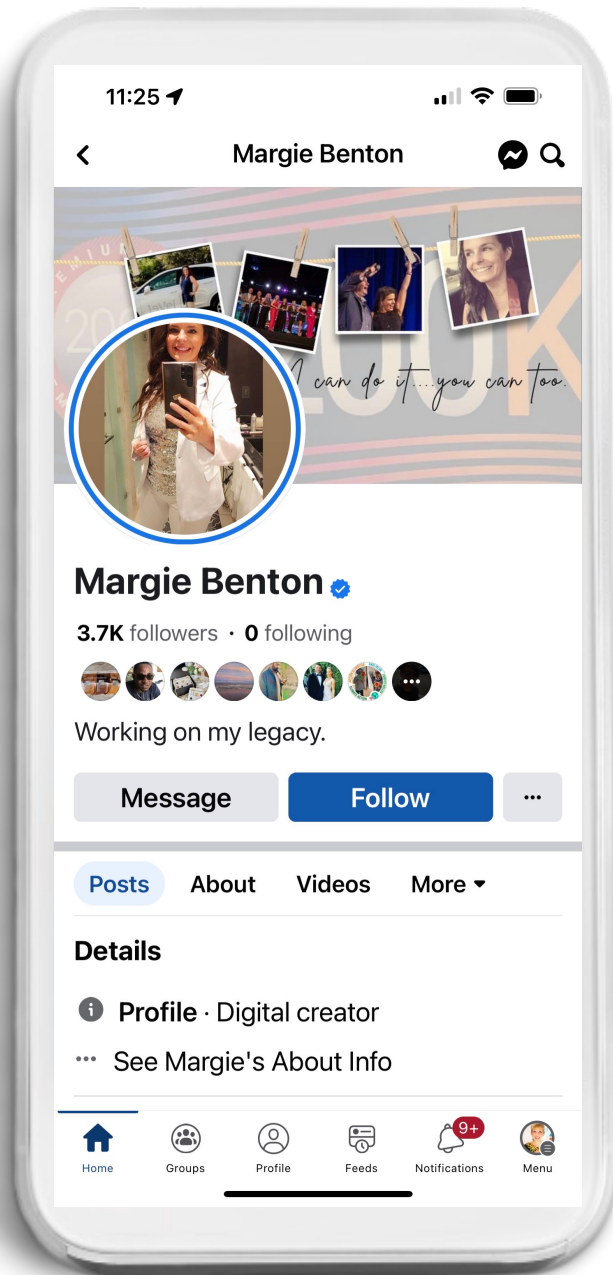
GET PAID TO SAMPLE

VIDEO: WHY THRIVE?

REVIEWS

WHY THRIVE?





Margie Benton is with Chelsea Cooper Tesoriero.
3d · 🌐

3 simple steps can help you go from surviving to THRIVING >>>

Join a Live Zoom tonight hosted by my incredible friend Coop and listen in on how premium nutrition can change EVERYTHING for you!

Everyone is welcome! 🌸 It's a panel so you wont be on camera 🙄 ...just go to the link in comments and type in the webinar ID 88631086038 or dial in from your phone and listen 646-558-8656

👍❤️ 6

2 comments

👍 Like

💬 Comment

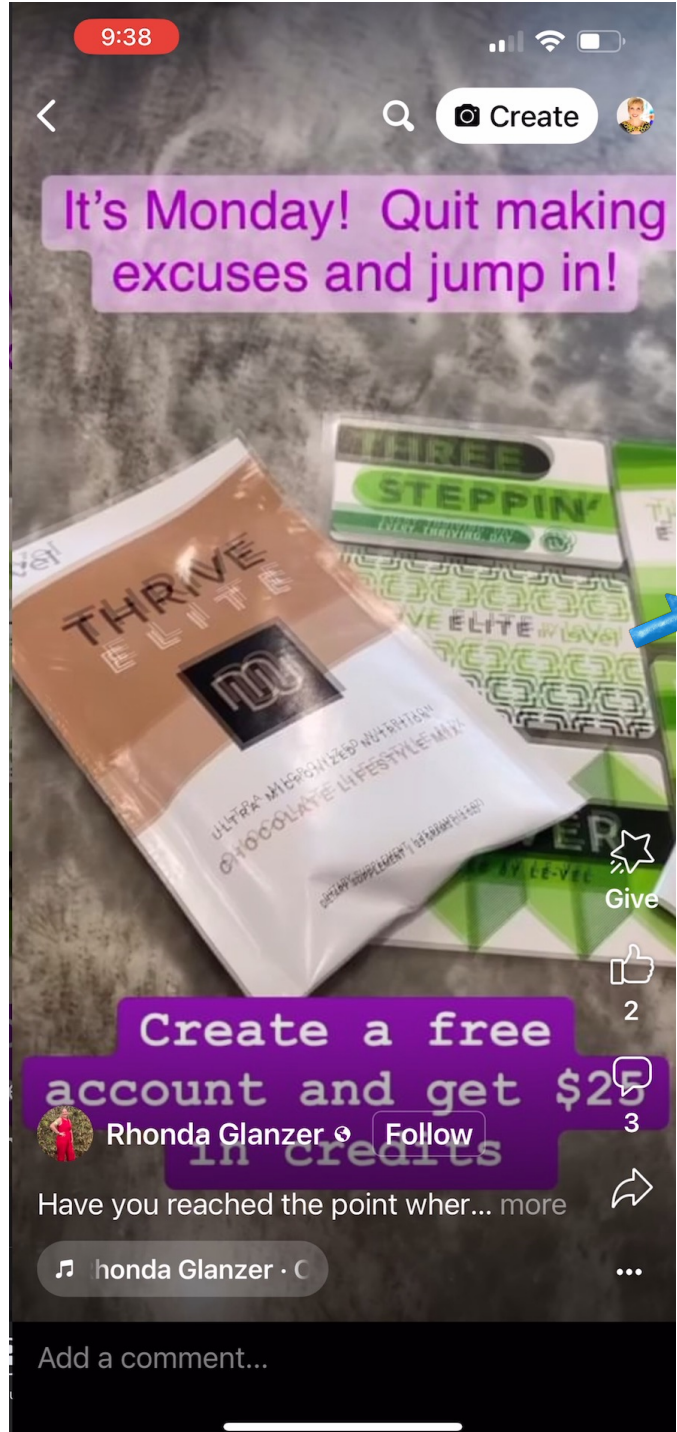
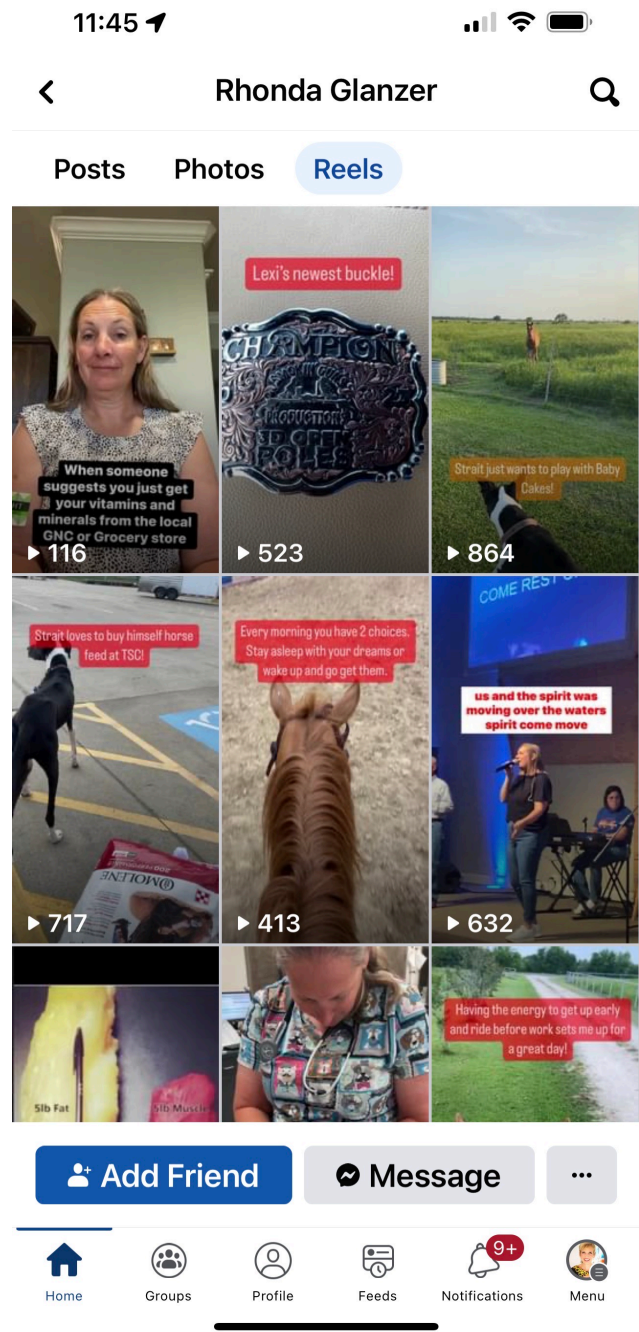
🔗 Share

View more comments



Chelsea Cooper Tesoriero · Follow
See ya tonight !

Like Reply 3d

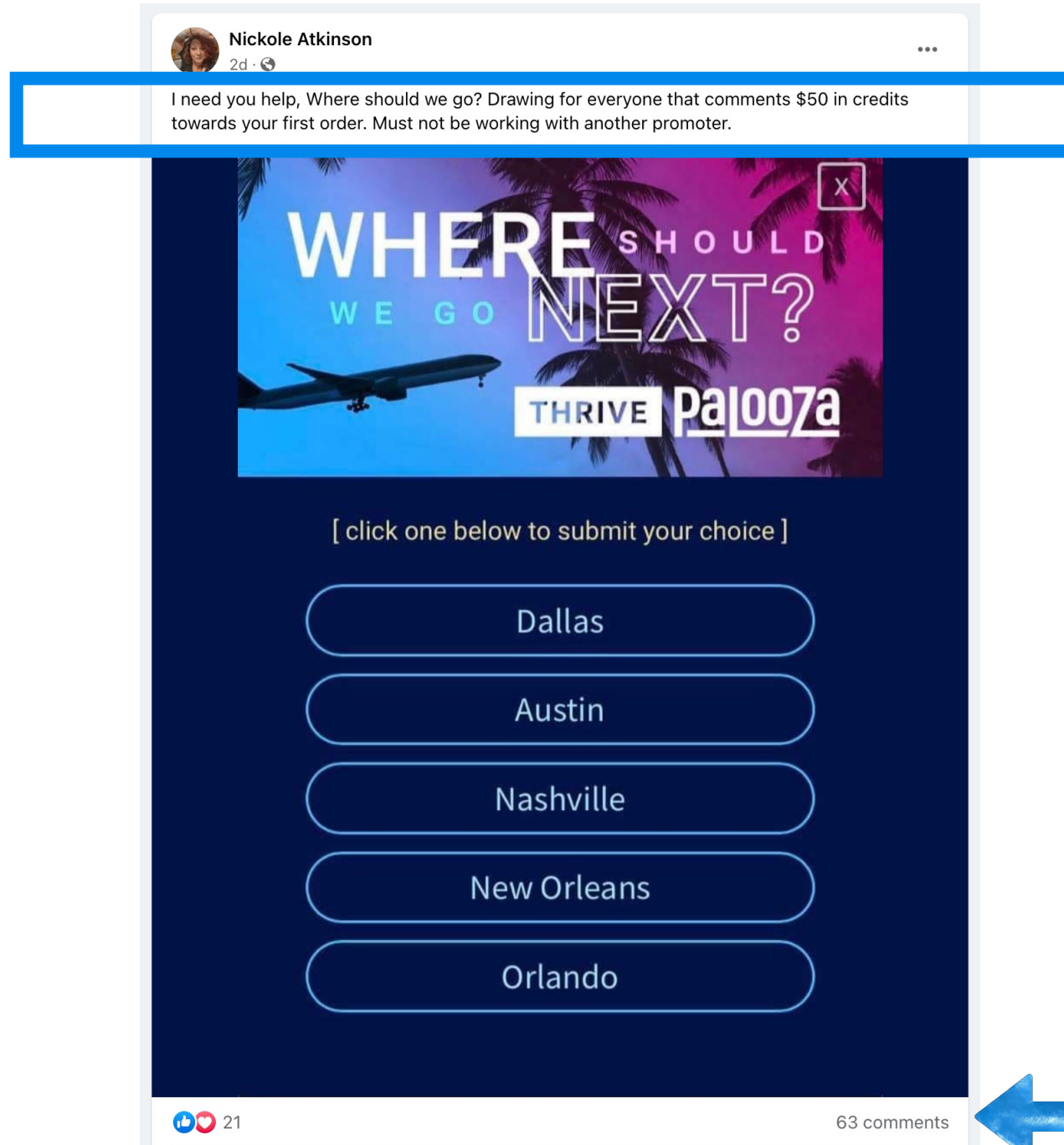
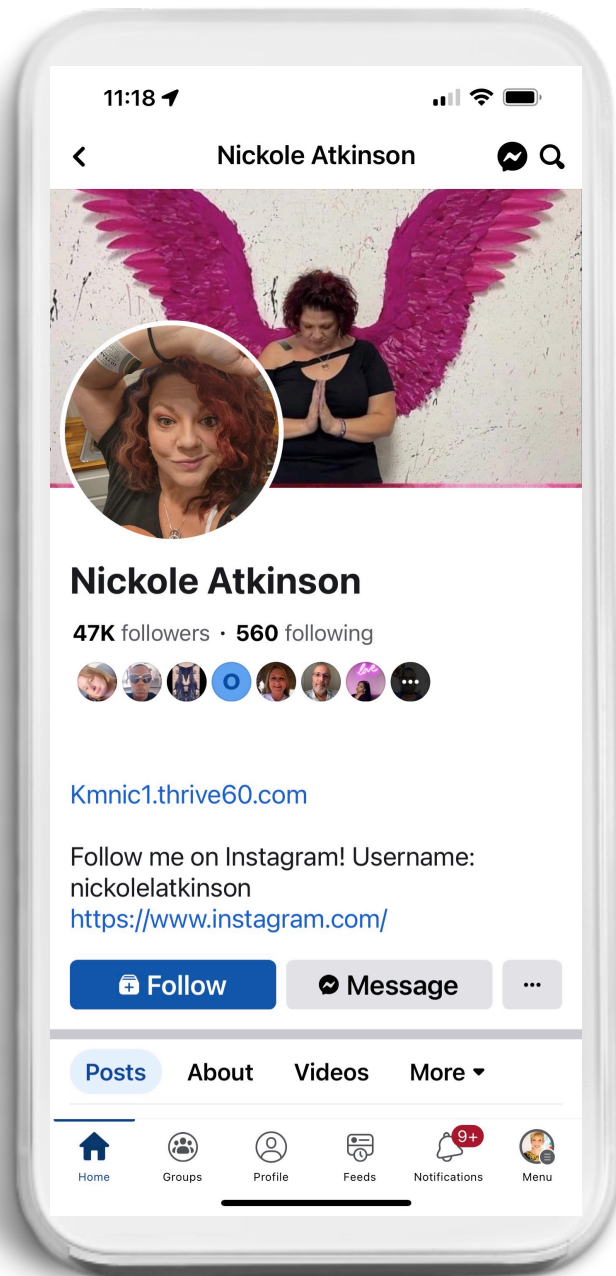


Rhonda Glanzer · Follow
Public

Have you reached the point where you are sick and tired of being sick and tired? Then quit making excuses and invest in your health. Bonus - today through 5/26 get \$25 free credits just for making your account at rglanzer.thrive123.com #energy #energy #premiumnutrition #guthealth #digestivehealth #mentalfocus #mentalclarity #jointssupport #restfulsleep #threesteps #glutenfree #nongmo #getyourhappyback #feelamazing #weighmanagement See less

Most relevant ▾

Author
Rhonda Glanzer
Today (5/26) is the last day to create a free customer access and get \$25 in credits
Like Reply 3w



AMPLIFY METHOD

- Get *some* organic reach
- Then BOOST your best performing content
 - Test nominal budgets
 - Always include a CTA



ANTICIPATION MARKETING

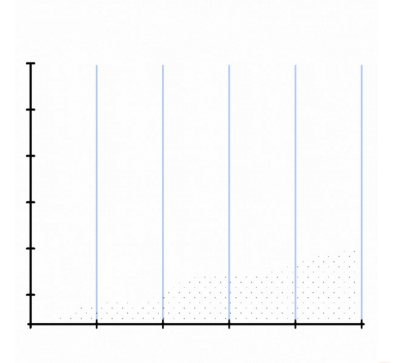
- Tease what's coming
- 'Sneak peak'
- Include a limiter &/or deadline
 - "Free samples for the first 5 rockstars ..."
 - "Only for the first 10 people ..."
 - "By 8pm ET tonight ..."
 - "I have room to mentor 3 new superstar leaders who want to join my team – could that be you?"



2 sets of metrics



- Proxy metrics
 - Followers, reach, impressions
 - Engagement: video views, reels plays, reactions, comments, shares, clicks, saves
- Business metrics
 - These metrics move the needle to grow your business:
 - Traffic, leads*, and sales
 - *Leads = DMs, emails, calls, in person



Mari's 3-Part Formula

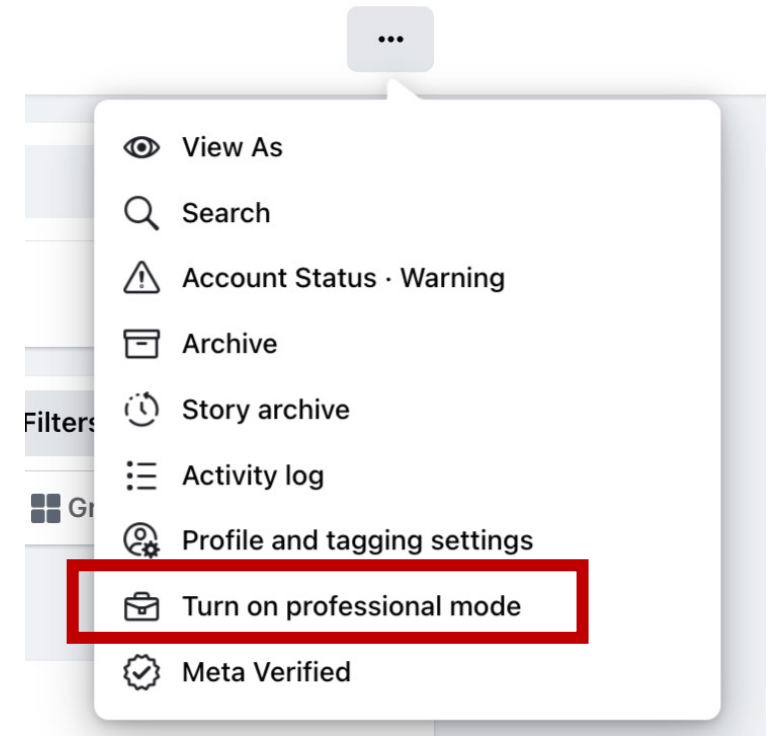
- You're only ever doing these three things:
- **#1 Creating your CONTENT**
 - Ideating, planning, creating, publishing
- **#2 Building & nurturing your COMMUNITY**
 - Engaging, talking with your tribe, in a group, on the phone, emailing
- **#3 Working on improving your CONVERSIONS**
 - Follow up DMs / emails, sales calls, analyzing your metrics / insights, seeing what can be improved, working on budgets for ad campaigns, reviewing your sales goals



WHAT'S WORKING ON FACEBOOK TODAY

PERSONAL PROFILE

- Test SWITCHING to Professional Mode!
 - Get post and audience insights
 - Get access to the Boost button
- Post more REELS
- Try Meta Verified?



GROUP

- ASK admittance questions!
 - Collect emails
- Private, visible
- Or try a SECRET Group!
 - Private, hidden

Membership questions

Question 1

On a scale of 0-10, how much do you struggle with marketing on Facebook? [0 = not at all, 10 = constant struggle]

Write your answer...

Question 2

If you could win a 30-minute consult with Mari, what would you ask?

Write your answer...

Question 3

Would you like to receive my *free* Facebook marketing guides to help boost your business? Please write your email below. You'll be added to my weekly Social Scoop e-zine as well.

Write your answer...

BUSINESS PAGE

- Everything is public
- SEO on Google
- Access to Ads Manager
 - Place more sophisticated ad campaigns
- Keep your personal profile private, if you wish



7 Top Takeaways & Action Steps

1. Get better organic reach & results with VIDEO
 - Reels, Stories, Livestreaming + some long-form (>3mins)
2. Deploy Mari's 3-Part Evergreen SUCCESS Formula
 - Content + Community + Conversion
3. Publish highly RELATABLE content
 - Post *quality* over quantity
4. Think like a STRATEGIST
 - Don't be afraid to add those CTAs!
5. Focus on building COMMUNITY
 - Run a Facebook Group?
6. Include some modest PAID CAMPAIGNS
 - Test the Boost button if using Professional Mode
7. Measure the right METRICS
 - Proxy *and* business





www.facebook.com/marismithleaders

www.facebook.com/thrive



THANK YOU

www.marismith.com

Email: mari@marismith.com

DMs open: FB, IG, LI

Q&A

