

# Facebook Marketing In A Changing World

What You Need To Know

by **Mari Smith** – Premier Facebook Marketing Expert

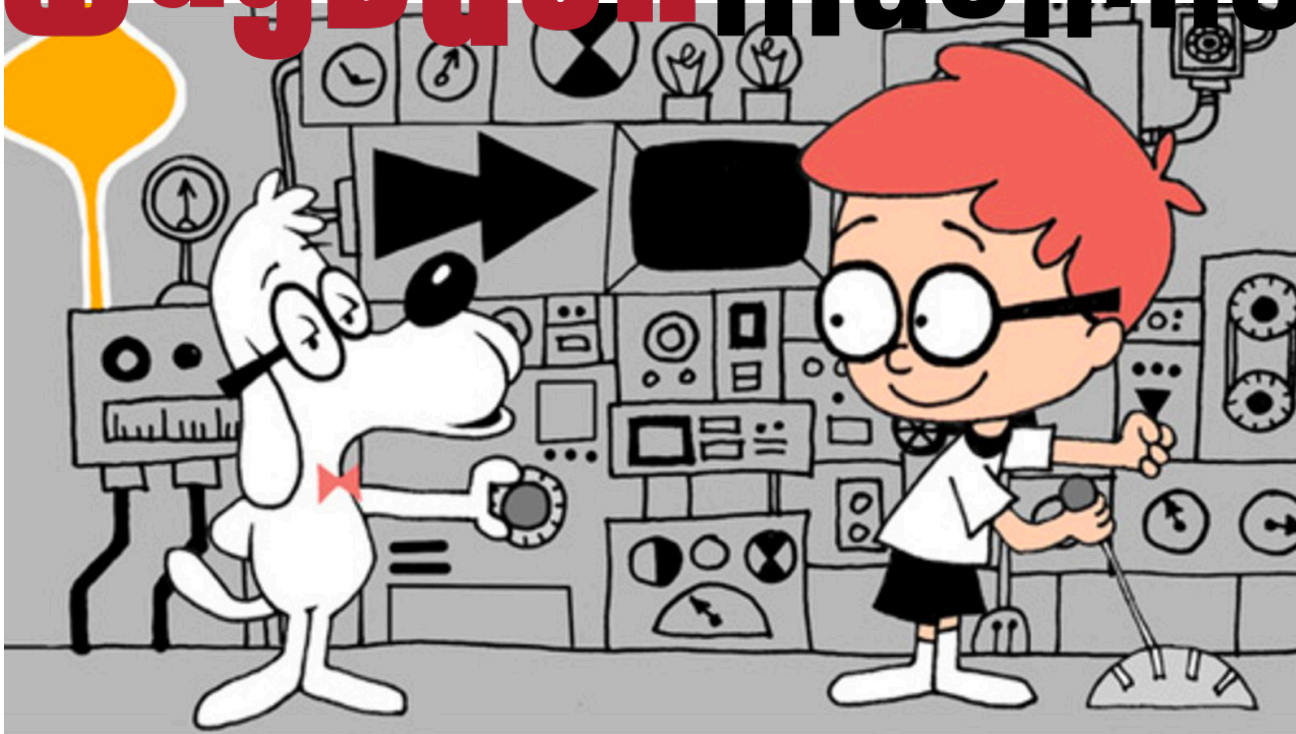




# The future is private.



# Way Back Machine



# 13 10 years ago Facebook had 'the most inglorious launch moment in history' but it changed everything

Jillian D'Onfro Sep. 6, 2016, 5:45 PM



When Facebook first launched its News Feed 10 years ago, users went bananas. They absolutely hated the change.

It was the most "inglorious launch moment in history," says Chris Cox, current chief product officer and one of the early Facebookers who

 Mark Zuckerberg with Matthew Cahill and 4 others at 156 University Ave, Palo Alto, CA, September 6, 2006 · 📷 · 📍

  
Launched News Feed  
September 6, 2006



**Mark Zuckerberg shared this image today** Mark Zuckerberg



Welcome Matt!

Q Search

My Profile edit

My Friends

My Photos

My Notes

My Groups

My Events

My Messages

My Account

My Privacy

## News Feed

Sponsored: iTunes

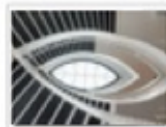


Athalie [redacted] and Meredith [redacted] commented on the note tab energy: an anomaly in my life. 3:59pm

Carrie [redacted] joined the group Marvel: Ultimate Alliance – The World's Largest Army of Super Heroes. 3:39pm

Payam Imani added new photos. 3:30pm

Share Save



Gotham City: Chicago – 58 photos

by Payam [redacted]

Location: Chicago, IL

In this album: Payam

Steve [redacted] created a group. 2:59pm

## Requests

1 group invitation

## My Status edit



Keep your friends updated on your current status.

## Shared with You see all

ShowBizSpy – Movies  
From Eddie LimMicrosoft launches the Zune! – Engadget  
From SoleioDrew [redacted]  
From Soleio

## Birthdays see all

Today's Birthdays

Kyle [redacted]

October 7th Birthdays

Joe [redacted]

Alisha [redacted]

Nick [redacted]

October 8th Birthdays





My Profile edit  
My Friends  
My Photos  
My Notes  
My Groups  
My Events  
My Messages  
My Account  
My Privacy



Study where  
you want.

Earn a  
degree at  
**University  
of Phoenix  
Online.**

## Mark Zuckerberg's Profile

Harvard

[View More Photos of Mark \(101\)](#)[View All Mark's Friends](#)[Send Mark a Message](#)[Poke Him!](#)[Add Mark as a Friend](#)[Report this Person](#)

## Status

Mark isn't receiving Facebook  
texts right now.

## Harvard Friends

146 friends at Harvard

[See All](#)Ebonie  
Haze

Ryan Boyko Dan Slichter



## Information

## Account Info

Name:

Mark Zuckerberg [\[add to friends\]](#)

Networks:

Harvard  
Facebook  
San Francisco, CA  
August 14, 2006

Last Update:

## Basic Info

Sex:

Male

Relationship Status:

In a Relationship

Residence:

Kirkland

Birthday:

May 14, 1984

Hometown:

Dobbs Ferry, NY

## Contact Info

Email:

mzuckerb@fas.harvard.edu

## Personal Info

Activities:

lots of facebook

Interests:

information flow, exponential growth, minimalism,  
meditation, driving, writing, making things, social  
dynamics, domination  
green day, franz ferdinand, weezer, fall out boy, my  
chemical romance  
mostly biographies and textbooks  
never run out of ammo.

Favorite Music:

Favorite Books:

Favorite Quotes:

About Me:

I make things that increase information flow between  
people.

## Education Info

College:

Harvard  
Psychology, Computer Science  
Phillips Exeter Academy '02

High School:

## Work Info

Company:

Facebook

Time Period:

2004 - Present

Description:

I like making things.





Search



Mark

Home

Create



# Facebook Gets a Facelift

September 5, 2006 at 1:03 AM



You can now see the latest happenings from your social circles on Facebook with News Feed on your homepage.

Each person's Mini-Feed shows what has changed recently in their profile and what content (notes, photos, etc.) they've added. Check out your own Mini-Feed; if there are any stories you don't like, you can remove them from your profile.

News Feed and Mini-Feed are a different way of looking at the news about your friends, but they do not give out any information that wasn't already visible. Your privacy settings remain the same – the people who couldn't see your info before still can't see it now.

You've probably noticed that Facebook looks different today. We've added two cool features: News Feed, which appears on your homepage, and Mini-Feed, which appears in each person's profile.

News Feed highlights what's happening in your social circles on Facebook. It updates a personalized list of news stories throughout the day, so you'll know when Mark adds Britney Spears to his Favorites or when your crush is single again. Now, whenever you log in, you'll get the latest headlines generated by the activity of your friends and social groups.

Mini-Feed is similar, except that it centers around one



Mini-Feed is a new part of the profile that shows all the latest stuff someone



Facebook closer together.

All Notes

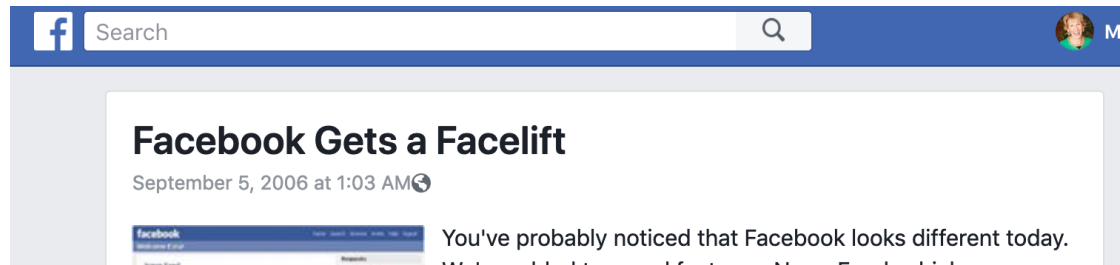
Embed Post  
Report

Friend Requests

[See All](#)

# Facebook Gets a Facelift (Sept. 2006)

- 🌍 *"You've probably noticed that Facebook looks different today."*
- 🌍 *"We've added two cool features: News Feed and Mini-Feed."*



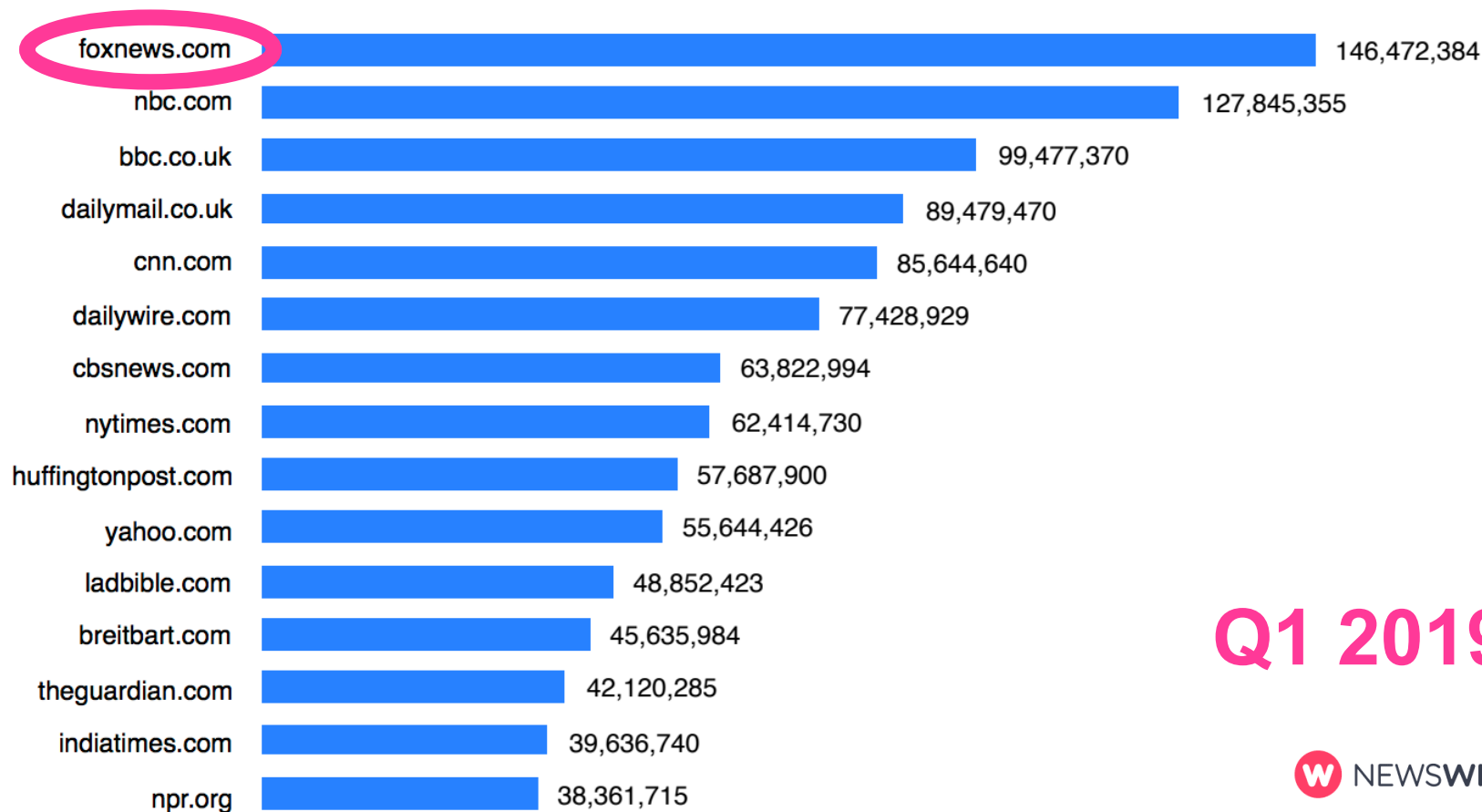


# News Feed...

- 🌍 ...was never meant to be *news*
- 🌍 ***“News Feed highlights what's happening in your social circles on Facebook.”***
- 🌍 *“It updates a personalized list of news stories throughout the day...”*
- 🌍 *...so you'll know when Mark adds Britney Spears to his Favorites or when your crush is single again.”*

*Facebook, Sept. 2006*

## Top Web Publishers by Facebook Engagement



Q1 2019



**"I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions."**

~Mark Zuckerberg, 1.11.18



# One year in, Facebook's big algorithm change has spurred an angry, Fox News-dominated — and very engaged! — News Feed

This is not “time well spent.”

By **LAURA HAZARD OWEN** @laurahazardowen March 15, 2019, 9:54 a.m.

**Facebook News  
Feed was the most  
*"inglorious launch  
moment in history."***

~Chris Cox, former Facebook CPO  
*September, 2006*







A line graph on a grid background showing three data series. The top series is a thick dark blue line that rises sharply and then plateaus. The middle series is a thin dark blue line that rises in a stepped fashion. The bottom series is a light blue line that rises steadily. A large, light blue arrow points from the bottom left towards the top right, indicating a positive trend. The text 'Facebook reach' is written in a bold, dark blue font, tilted upwards to the right. Below it, the percentage '+416%' is written in a large, bold, dark blue font.

**Facebook reach**

**+416%**

**#1 BESTSELLER**

An A-Mazing Way to Deal with Change  
in Your Work and in Your Life

# Who Moved My Cheese?

**Spencer Johnson, M.D.**

Foreword by Kenneth Blanchard, Ph.D.

coauthors of **The One Minute Manager**

The World's Most Popular Management Method

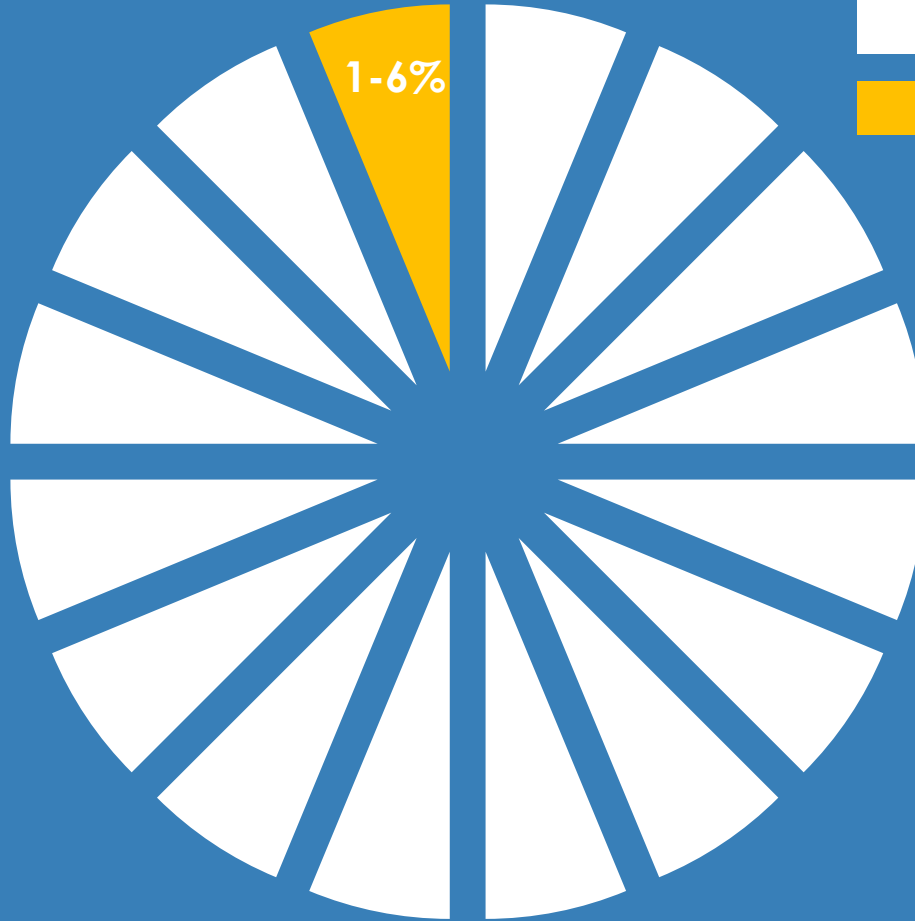








# Facebook Organic Reach



Not seeing your content

Seeing your content



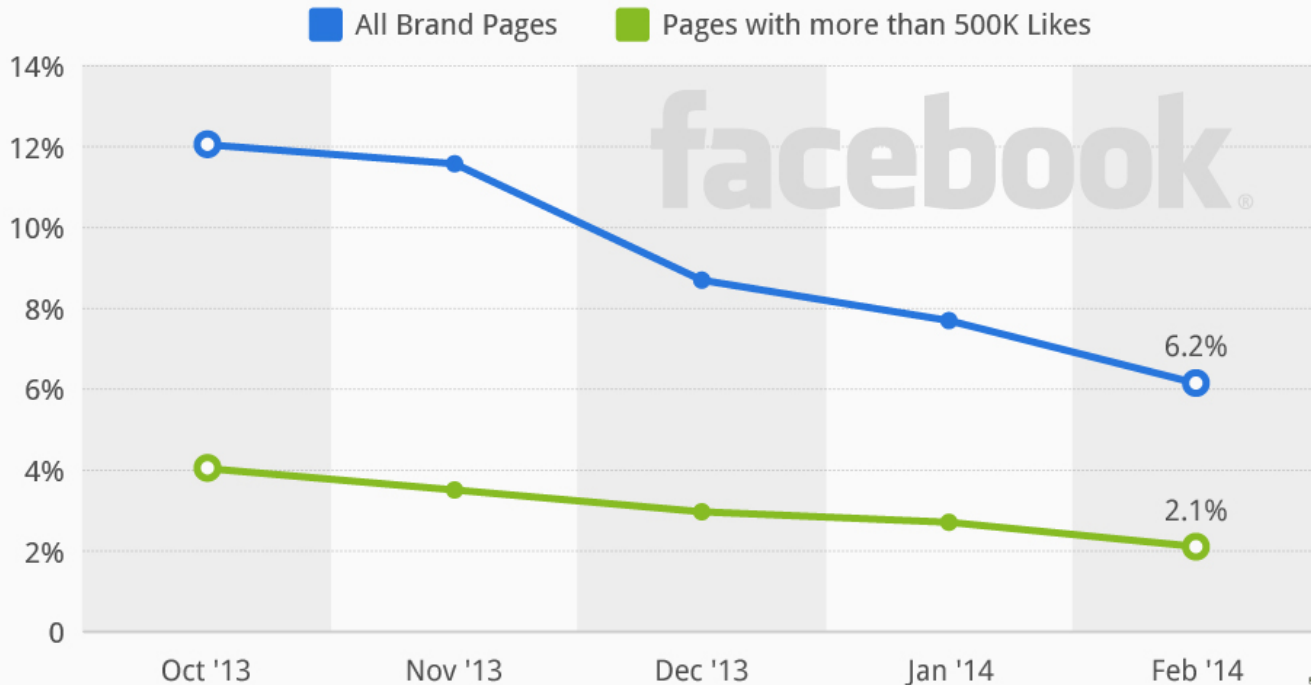






# Facebook Is Pushing Brands to Pay for Reach

Average organic reach of content published by brands on Facebook (% of fans reached)



Based on an analysis of 100+ Facebook brand pages around the world with more than 48 million fans in total. (February 2014)

Source: social@Ogilvy

# But wait!



66% ORGANIC reach



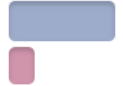
\*\*\*PSA!! FACEBOOK  
MESSENGER HOAX\*\*\*



139.7K



11.1K  
2.7K





# The Mari Method

# The Mari Method - 1 of 3

🌍 Start with a piece of great content



VIDEO

🌍 Get organic reach for 1-24 hours

🌍 Promote with ad budget



CTA button





**Mari Smith** was live — with IRI.



Published by Ecamm Live for Mac [?] · 🌐 · Paid Partnership · ⚙️

Facebook Ad Targeting: How To Leverage 3rd Party Data To Improve Your Ad Results... especially if you or your clients are in the CPG space! 🛒🛒  
Get a free audience sizing of your brand at [bit.ly/IRI\\_Audiences](https://bit.ly/IRI_Audiences)

Did you know? The most successful Facebook and Instagram ad campaigns utilize 3rd party data. ... [See More](#)



IRIWORLDWIDE.COM

**Facebook Ad Targeting: How To Leverage 3rd Party Data To Improve Your Ad Results**

[Learn More](#)

**169,858**  
People Reached

**7,073**  
Engagements

[Boost Post](#)

👍❤️😂 292

116 Comments 43 Shares 125K Views

# The Mari Method - 2 of 3

## Create Custom Audiences



Video views



Website visits



Lookalike

## Retarget



# The Mari Method - 3 of 3

- 🌍 Encourage Watch Parties
- 🌍 Build community in private Groups
- 🌍 Amplify your message & influence across other social platforms





“Content is King...  
but Engagement is  
Queen and she rules  
the house.”

~ Mari Smith



@marismith



@mari\_smith



# facebook Ads

“Senator,  
we run ads.”







FUTURE





Mark Zuckerberg published a note.

March 6 at 12:02 PM · 🌐



## A Privacy-Focused Vision for Social Networking

My focus for the last couple of years has been understanding and addressing the biggest challenges facing Facebook. This means taking positions on important issues concerning the future of the internet. In this note, I'll outline our vision and principles around building a privacy-focused messaging and social networking platform. There's a lot to do here, and we're committed to working openly and ...

[See More](#)



39K

10K Comments 3.6K Shares



Love



Comment



Share



“There’s no question  
that, inside of  
Facebook a new era  
of sorts starts today.”

**WIRED**



**"As Mark has outlined, we are turning a new page in our product direction, focused on an encrypted, interoperable, messaging network."**

~Chris Cox, (former) Facebook CPO



**Big change  
is coming!**



Photograph: Josh Edelson/AFP/Getty Images

# WHY Zuck's Privacy Manifesto?



- 🌐 And, why now?
- 🌐 To prevent antitrust lawsuits
- 🌐 To dissuade potential government regulation
- 🌐 To prepare for Facebook + blockchain



Cryptocurrency – the Facebook Coin



WhatsApp payments



🌐 Or, because of...







# WeChat



# HOW CHINA IS CHANGING YOUR INTERNET





**TikTok**



I've been getting into lately  
called TikTok.

# Despite TikTok ban, parent ByteDance plans \$1 billion investment in India

The Chinese IT major will reportedly increase its workforce in India to 1,000 people by the end of this year. One-fourth of this will be for strengthening content moderation

 BusinessToday.In    Last Updated: April 19, 2019 | 20:47 IST



**Business Today**

# Facebook family of apps & services





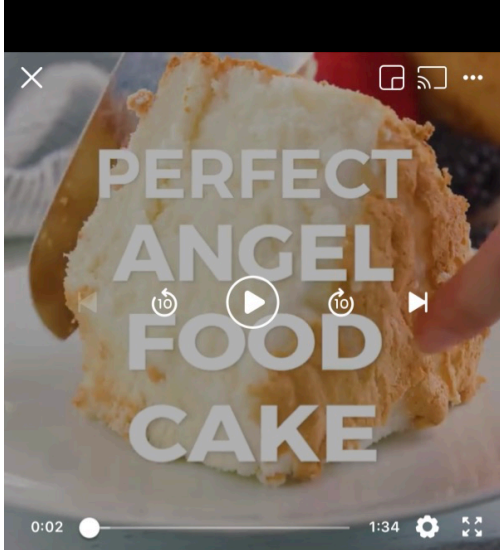


It's time to  
**RETHINK...**  
**everything**  
**...again!**





# #1. Video



Info Comments Up Next

## Perfect Angel Food Cake

US-TV-PG · Tuesday at 10:11 AM

👍👎👁️ 5.3K 107 Comments 1K Shares 1M Views



 Recipes

5.1M Followers

Follow

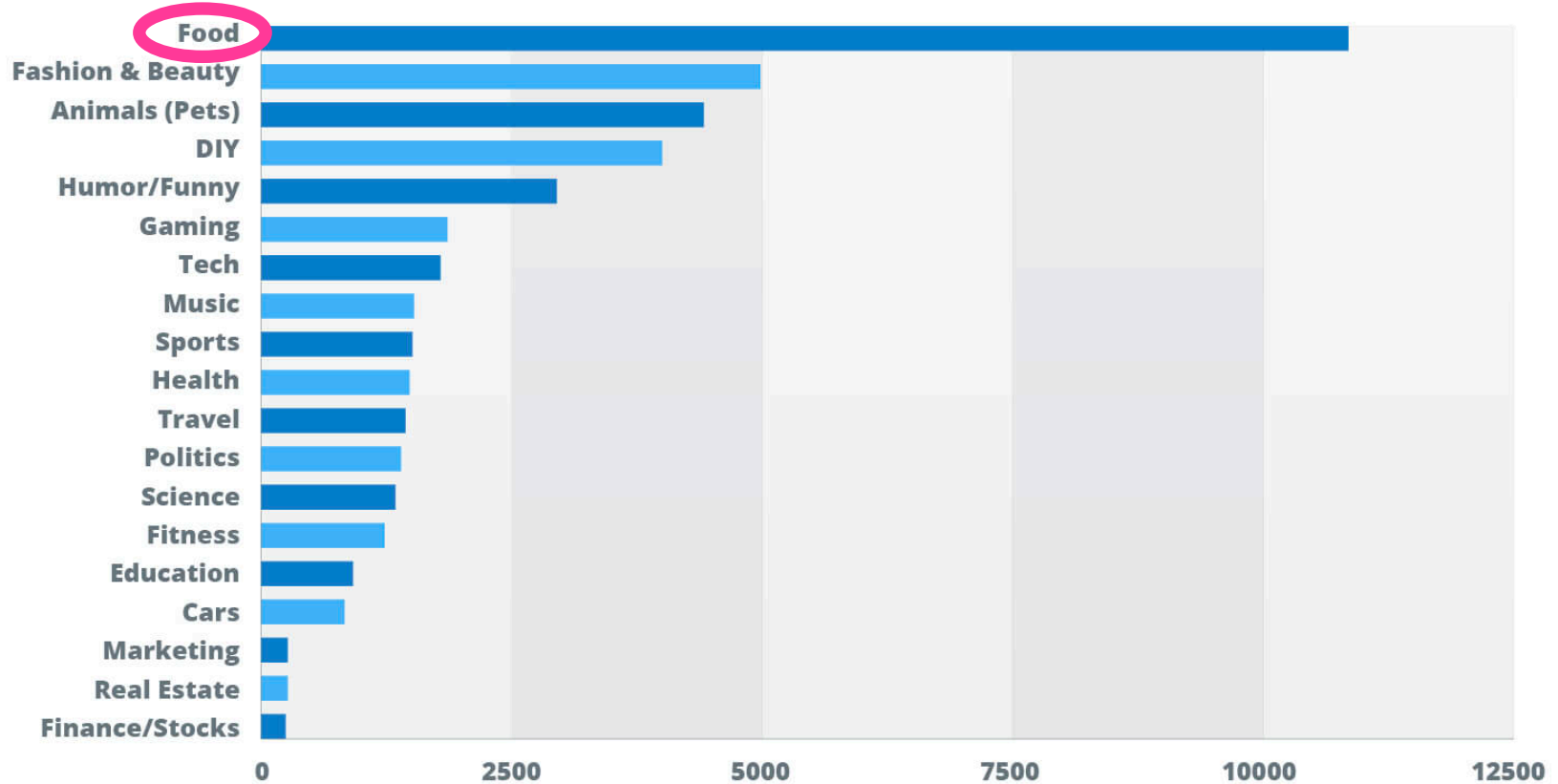
## About the Show

Rachel Farnsworth from The Stay At Home Chef shares restaurant quality

Share Write a comment...  



## Facebook Videos: Average Interactions By Topic





Our mission:  
**Bring the world closer together.**

Video mission:  
**“Create shared experiences  
and a sense of belonging  
through video.”**





Watch

Red Table Talk

Search Videos



Watchlist



Latest Videos



Saved Videos

Following



Jay Shetty



Lisa Nichols



Live Streaming Pros



Social Media Examiner



Roger McNamee



Will Smith's Bucket L...



Mari Smith



Red Table Talk



SuperSoul



Jason Silva

See more



LATEST EPISODE

## Jordyn Woods Shares The Truth

Jordyn Woods comes to The Red Table for an emotional first interview about the public scandal involving NBA Star Tristan...



339K · 428K Comments



Red Table Talk

Show by Jada Pinkett Smith · 5.6M followers



Following



Share



Season 1

[See All Episodes](#)

WATCHED

### Jordyn Woods Shares The Truth

Jordyn Woods comes to The Red Table for an emotional first interview about the...

19 days ago · 31.5M Views



23:02

### What Men Really Think About Love

Award-winning rapper Wale and Jane the Virgin star Justin Baldoni come to the Re...

23 days ago · 7M Views



24:27

### Unpacking White Privilege and Prejudice

Three women from diverse backgrounds join the Red Table to discuss the concep...



### Black Lemons

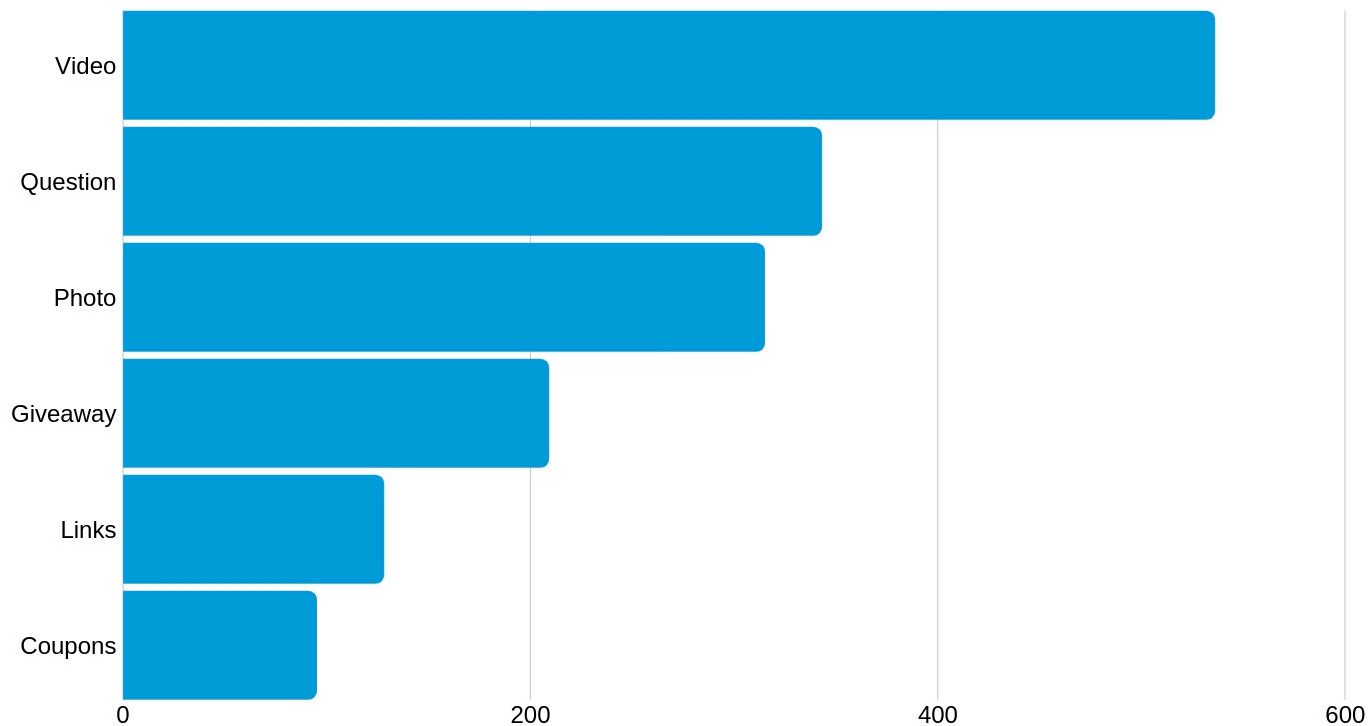
The R...

# Best Facebook Post Format

(Based on average number of engagements)



**2018 Ultimate Guide to  
Facebook Engagement**





Recipes

April 15 at 10:11 AM · 🌐



This is the kind of broccoli that turns broccoli haters into broccoli lovers!

🖨️ RECIPE: <https://thestayathomechef.com/the-best-roasted-broccoli-ev.../>



### Best Roasted Broccoli Ever!

FACEBOOK WATCH

📶 Follow

👍❤️😱 4.1K

103 Comments 1.1K Shares



**Lori Lange**  
@RecipeGirl



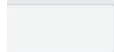
**RecipeGirl**  
22 hrs · 🌐

These easy BUTTERFINGER BROWNIES are the perfect treat for lovers of Butterfingers!

Recipe here: <https://www.recipegirl.com/butterfinger-brownies/>



our  
00 easy,  
pes for all  
New...



Face  
unde  
by th



Page

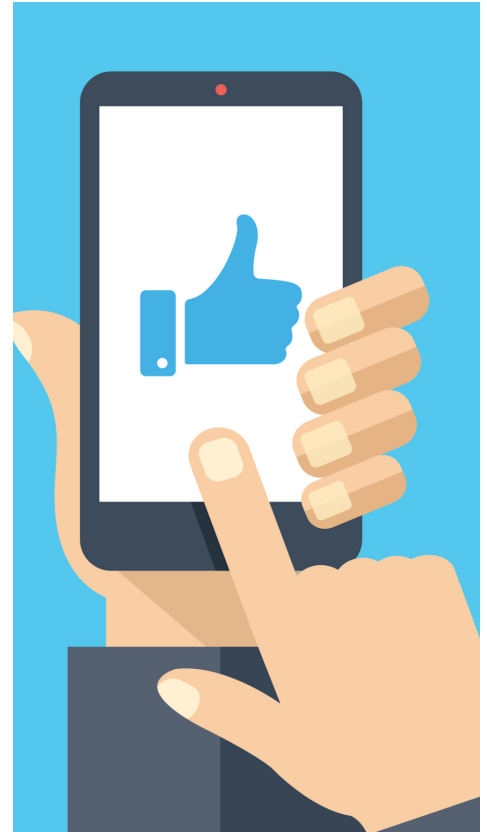


Eng  
· Fra



# Recommended Facebook Strategy

1. Focus on the ROI of each post
2. Create highly SHAREABLE content
3. Optimize for MOBILE consumption



# What is your biggest VIDEO challenge?

**#5 - Gear**

**#4 - Confidence**

**#3 - Differentiation**

**#2 - Content**

**#1 - TIME!**





# How my winners are WINNING!



**Right tools**



**Right templates**



**Right content**



**Right targeting**



**Right engagement**



**Right strategy**



SELECT FORMATS

ADD VIDEOS & PHOTOS

EDIT  
9.5 sec

GRAPHICS & STICKERS

WATERMARK

ADD MUSIC

PUBLISH

TrText

Video

Zoom

Speed

148%

1

Color Filter

Background

0%

Volume

Fade In

Fade Out

100%

Off

1 sec

Trim

Crop

Replace

9.5 sec

ADD VIDEO CLIP OR IMAGE



**Jackee**

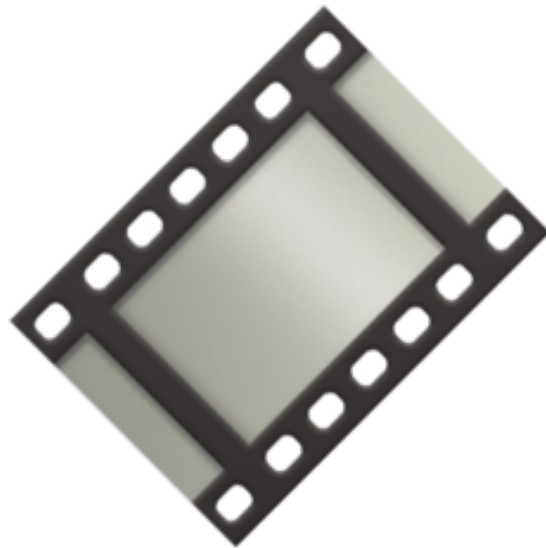
★ **Rising Star** · March 8 at 11:36 AM

**After 7 days of posting wave  
videos to my Facebook page,  
my video engagement  
increased by 2,400% ❤️**

# LESS LINKS



# MORE VIDEOS





# #2. Stories



SEE YOU IN...



06:12:42

days

hours

minutes



COUNTING DOWN TO  
#SMMW19!!!



60°

It's a glorious spring day!

Are you coming to #SMMW19  
in San Diego?

YASSS!!!



NO, BOOHOO!



#flowerstagram  
#springtime  
#sunny  
#blue  
#sunny  
#sunny

MAGNOLIA HOTEL & SPA, VICTORIA

Heading out for dinner with  
new friends & top clients!!





**INSTAGRAM**

is Facebook's next Facebook



20 ( F8 ) 18

# “Stories are the FUTURE”

~Mark Zuckerberg,  
CEO Facebook



Photo: quintanomedia

**Stories  
are  
growing  
15x  
faster  
than  
feed  
content**

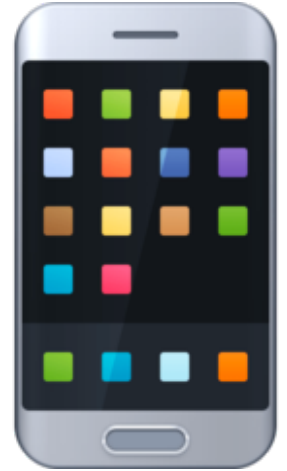




# LESS PERMANENCE

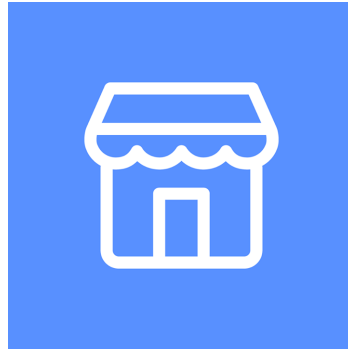


# MORE EPHEMERAL





# #3. Messaging





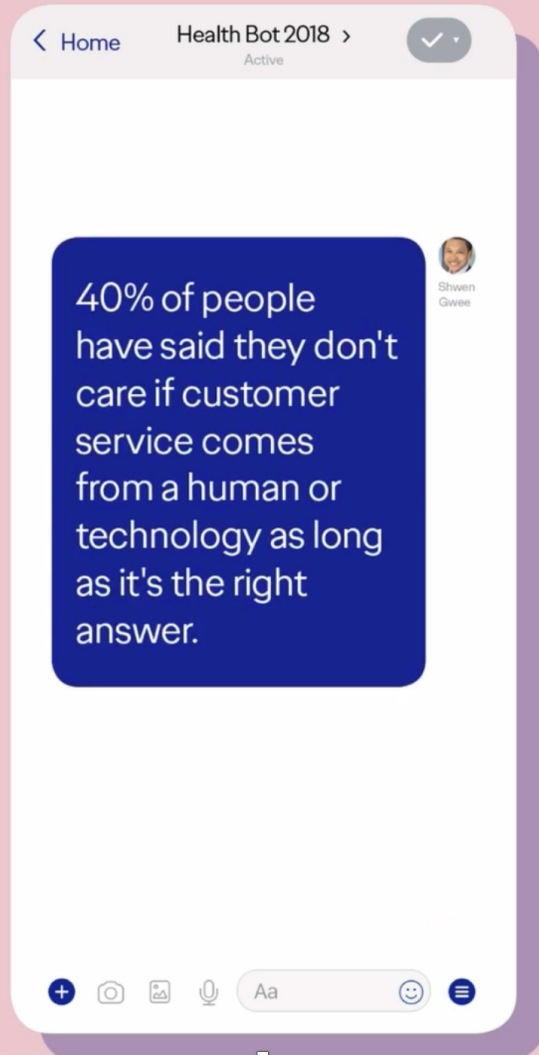
Welcome to  
Messenger



LOG IN WITH

**“Facebook Messenger  
chatbots are the #1  
growth marketing channel  
for the next +5–10 years.”**

@LarryKim, CEO @MobileMonkey



#HealthBot2018  
#HealthAndWellness

Ogilvy



# Messenger automation

🌐 What can a chatbot do for you?



Set appointments



Provide important updates



Generate leads



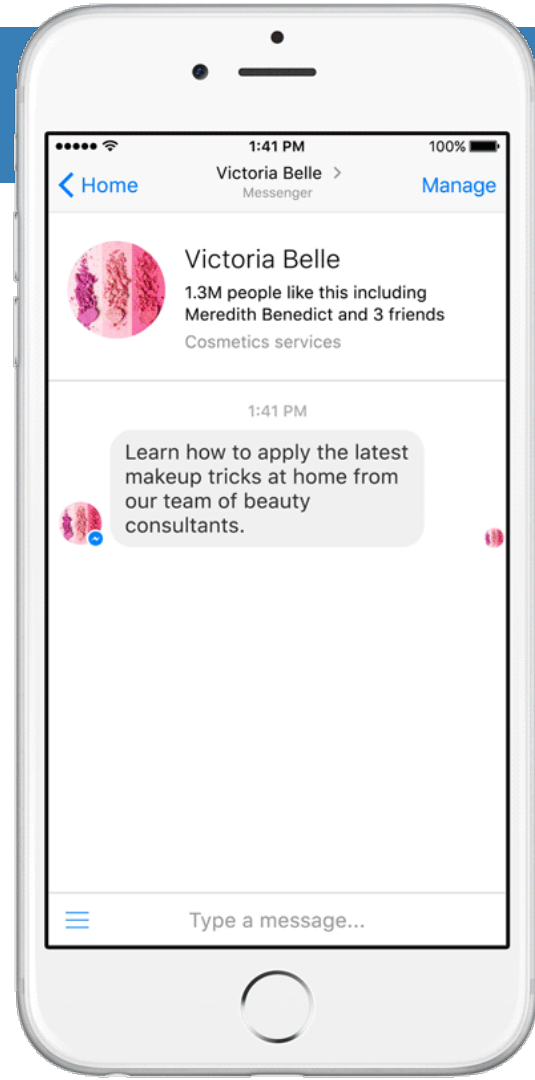
Nurture relationships



Build trust



Offer instant customer support



# MORE PRIVATE CONVERSATIONS




# #4. Groups

# Meaningful Social Interaction



# Meet Nicola!



Nic Trades  
@NicTrades

Home

STRATEGY GROUP

CRYPTO ANALYSIS

FREE COMPETITION

PODCAST

Posts

Reviews

Videos

Photos

About

Community

Notes

Events

Groups

Shop

Learn More

Crypto FX Commodities Stocks

# NICTRADES

strategy group

Multi-Daily Full Market Analysis  
Learn. Analyse. Trade. Win.


Like Follow Share

Sign Up Send Message

Login

## Live Strategy Group

Learn how to manage your investments in a live strategy group, using trend following systems with real time examples.



LEARN A TREND FOLLOWING TRADING SYSTEM  
APPLIED TO REAL TIME EXAMPLES

YouTube

0:12 / 0:59

2017 Feb Mar Apr May

I have started a strategy group to teach traders and investors technical analysis tools and trend following strategies that use which will help you to time entries





Nic Trades  
@NicTrades

- Home
- STRATEGY GROUP
- CRYPTO ANALYSIS
- FREE COMPETITION
- PODCAST
- Posts




 Like

 Follow

 Share



Learn More

 Send Message

Create Post




4.9


4.9 out of 5 · Based on the opinion of 228 people

# FACEBOOK PAGE

- Photos
- About
- Community

Posts

 Nic Trades







## NicTrades Strategy Group

Closed group

About

Discussion

Units

Chats

3

Announcements

Members

Events

Videos



# FACEBOOK GROUP

### Recommendations

Search this group



### Shortcuts

Facebook Business Bri...

Mari Smith's Facebook ...

Mari Smith & Wave V... 1



Write Post



Add Photo/Video



Live Video



More



Write something...



Photo/Video



Watch Party



Tag Friends



Get started on units

14 Units · 77 Posts [See units](#)

GROUP BY



Nic Trades

14,453 like this

[Learn More](#)

UNITS

[Go to Units](#)

0 of 5 required units completed



This is a new Group feature where we will place

NicTrades Strategy Group

 Closed group

About

Discussion

Units

Chats

3

Announcements

Members

Events

Videos

Photos


Files


Recommendations


Search this group



Shortcuts

 Facebook Business Bri...


 Mari Smith's Facebook ...

 Mari Smith & Wave V... 1



~£22k+/month

~\$30k+/month

 Photo/Video

 Watch Party

 Tag Friends



Get started on units  
14 Units · 77 Posts [See units](#)



Nic Trades

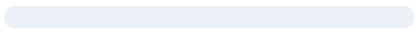
14,453 like this

[Learn More](#)

UNITS

[Go to Units](#)

0 of 5 required units completed



# MORE MEANINGFUL FACEBOOK GROUPS











Mark Zuckerberg ✓

In terms of use, the fastest growing services are private messaging, stories and small groups. I expect Facebook and Instagram to continue growing as well, but these privacy-focused platforms will grow even faster.



Like · Reply · 6d



# Community

# Groups

# Groups

Publish engaging  
**video** content

Embrace IG & FB  
**Stories**

Integrate **Messenger**  
marketing

Build Community in  
Niche **Groups**



# Got questions?



**Free Video Marketing Kit:**  
[marismith.com/videokit](http://marismith.com/videokit)