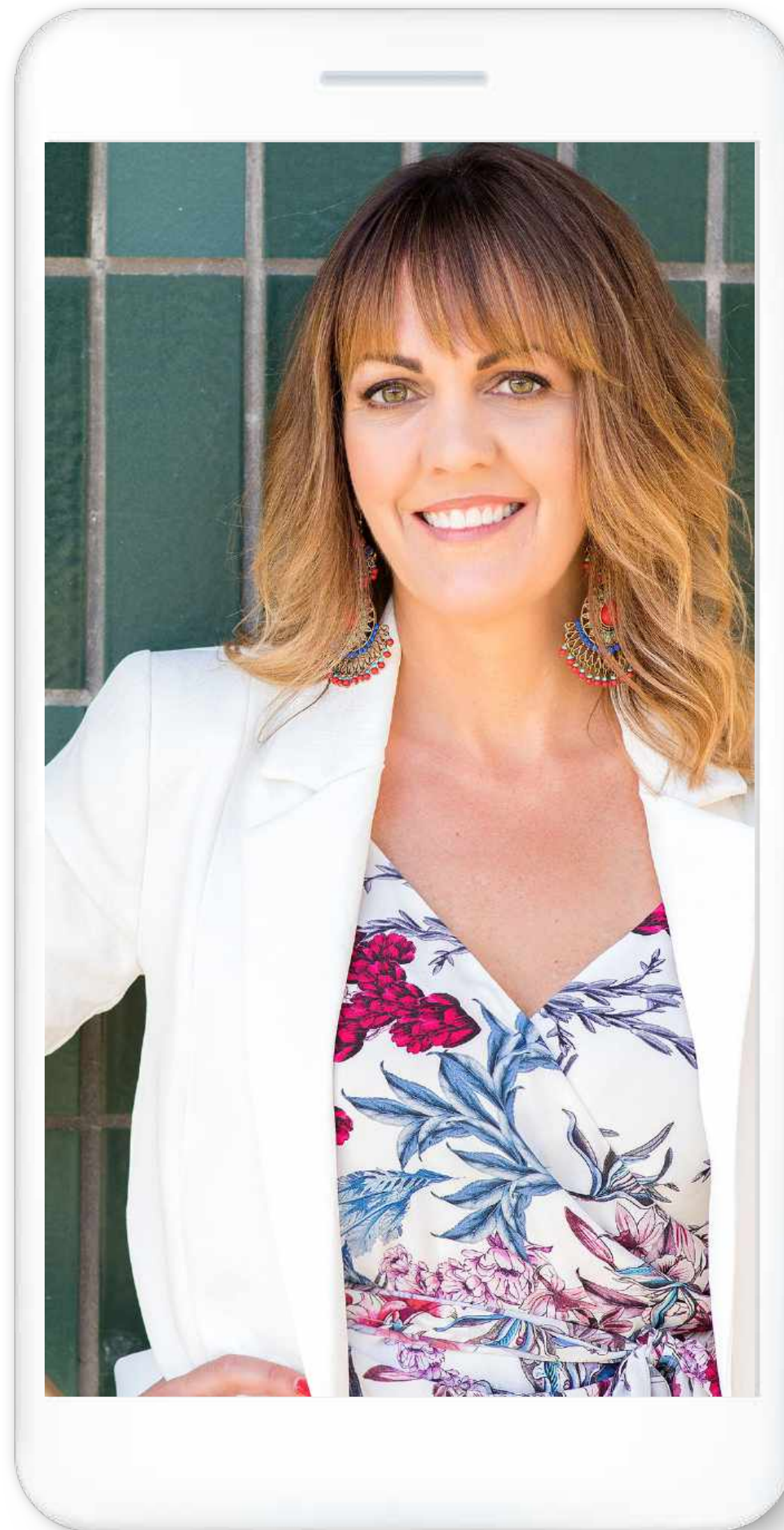


A top-down view of a silver laptop on a teal surface. Several small, square sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), Instagram (purple and pink camera), Twitter (blue bird), and a blue 'S' on a white background. The laptop screen is dark, and the keyboard is visible. The overall lighting is dim, creating a professional and focused atmosphere.

FACEBOOK AND INSTAGRAM MARKETING FUNDAMENTALS

Presenter: Heather Porter



Heather Porter

- Managed events globally for some of the world's top speakers such as Tony Robbins.
- Founder of website development and social media marketing company, Website Love
- #1 Amazon kindle bestseller, co-author of 4 business books and host of That Social Media Show on the Bizversity App used in over 100 countries
- 1 of 8 Facebook Community Trainer's in Australia

you.



TODAY'S AGENDA

- Tips for making your accounts stand out
- The different areas you can create content for and how to do it: newsfeed, live and stories
- What to post and when to get the best results
- How to plan and schedule your posts
- Resources and apps to help you create amazing content, even if you are not creative
- How to start advertising with boosted posts



A top-down view of a silver laptop on a teal surface. The laptop is open, and its keyboard is visible. Several small, white, square sticky notes with rounded corners are scattered around the laptop. Each sticky note features a different social media icon: Facebook (blue circle with white 'f'), Instagram (colorful camera icon), Twitter (blue bird icon), and Snapchat (blue circle with white 'S'). There are also some green circular icons that look like WhatsApp or Telegram. The text 'Why use Facebook and Instagram?' is overlaid in the center of the image in a large, white, sans-serif font.

Why use Facebook and Instagram?

Facebook

Heather Porter

News Feed

Messenger

SHORTCUTS Edit

Heather Porter 9

Take Off Live Summit 16

Frank Kern Inner Circ... 20+

Autopilot Your Busine... 8

Spark Sydney 10

The Coaches Club 20+

ONTRAPORT User C... 20+

Business Chicks 20+

See More...

EXPLORE

Events 4

Pages

Groups 20+

On This Day 6

Friend Lists

Moments

Pokes 20+

Insights

See More...

CREATE

Ad · Page · Group · Event



Gary Vaynerchuk

8 hrs · 🌐

INVESTING IN THE LONG GAME | DailyVee 179



👍❤️😱 741

69 Comments · 116 Shares · 32K Views

👍 Like 💬 Comment ➦ Share 📄 Buffer 📧 Hootlet

See All

Keri Kaplan Norley, Laurel Grey and 24 others like WeWork.



WeWork

Sponsored · 🌐

👍 Like Page

Innovative private and shared workspaces - whenever you need them, wherever you need them.

Schedule a tour of our new Sydney location - WeWork Pyrmont - located just minutes away from Darling Harbour.



Sponsored

Create Ad



Q: Do you THRIVE... or just survive?

Are you doing EVERYTHING that you desire in this world? Click here if the answer is NO.



Russell Brunson

Tomorrow is my 37th birthday!! Here is the gift I'm going to give to you!!! Register Her...

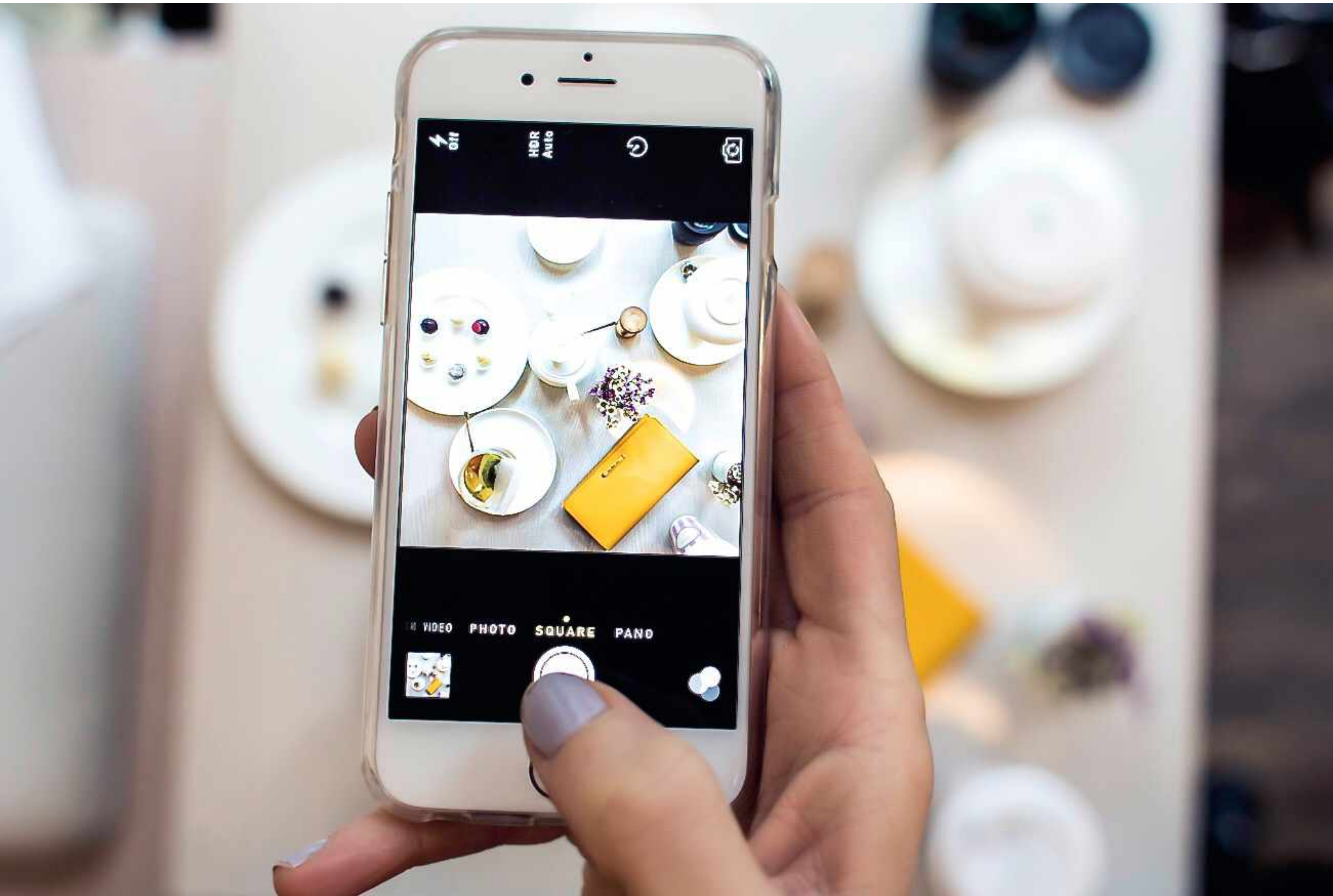
English (US) · 中文(简体) · 한국어 · Español · Português (Brasil)

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017

Facebook

- 2.23 billion people log in to the platform every month
- An average Facebook user clicks on 8 ads per month
- 35% of Facebook's ad audience is under 25
- E-commerce click-through rates have tripled in the last two years
- The number of Facebook users aged 65+ has doubled to 41%
- Facebook is the top platform for both B2B and B2C businesses



Instagram

Instagram

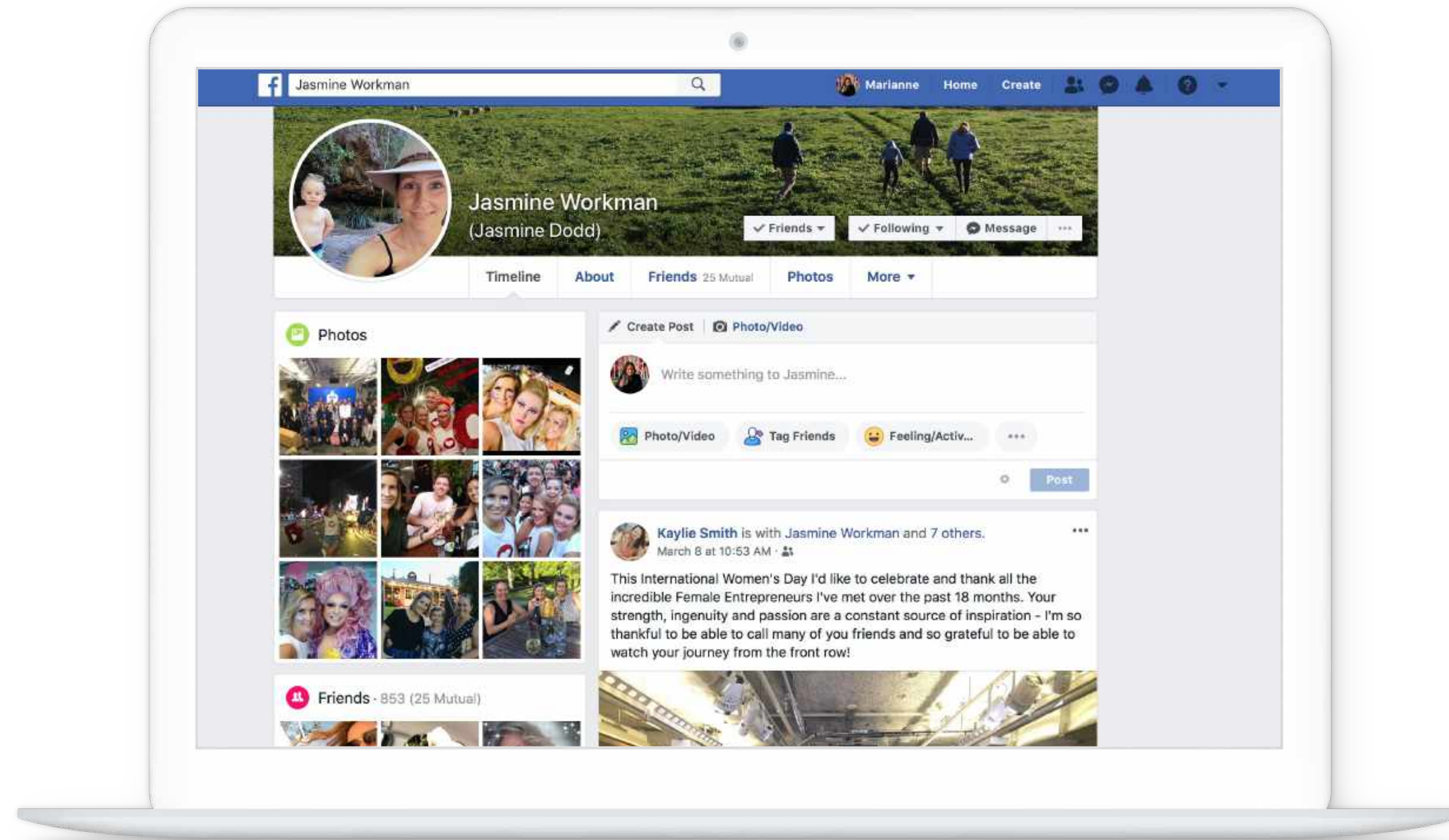
- 1 billion people use Instagram
- 66% of monthly Facebook users use it daily
- 67% of people aged 13-35 discover new products and services on Instagram
- 72% of users have bought a product they saw on Instagram

A top-down view of a silver laptop on a teal surface. The laptop is open, and its keyboard is visible. Several white sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), Twitter (blue bird), Instagram (rainbow camera), and a blue 'S' in a circle. The text "#1 Tips for making your accounts stand out" is overlaid in white, bold font across the center of the image.

#1 Tips for making your accounts stand out

Facebook Profiles

- Friends and family you have connected with
- For sharing personal updates
- No tools to manage posts or messages
- No insights or data



Business Pages

- People can like your business
- Focus on business information
- Tools for managing messages
- Tools for managing posts
- Page Insights to learn about your customers and your page performance



Areas of your Facebook Page to update

#1 – Your profile photo

#2 – Your cover photo

#3 – Your about area

The image shows a screenshot of a Facebook profile page for Heather Porter (@findfameonline). The page layout includes a top navigation bar with the user's name, search bar, and navigation links (Home, Create, etc.). Below this is a secondary navigation bar with options like Page, Ad Center, and Inbox. The main content area features a profile picture on the left, a large cover photo on the right, and a central post area with a 'Write a post...' prompt. A left-hand menu lists various page sections like Home, Services, and About. Three large, light-brown arrows point to specific areas: one points to the profile picture, another points to the cover photo, and a third points to the 'About' section in the left-hand menu.

👍 Liked ▾

📡 Following ▾

➦ Share



Learn More ✎

About

✎ Edit Page Info

GENERAL

Category Entrepreneur [Edit](#)

Name Heather Porter [Edit](#)

Username @findfameonline [Edit](#)

PAGE INFO

[i + Edit business details](#)

[🚩 Edit Start Date](#)

[i My business sells goods or services online](#)

INTERESTS

[i Edit Personal Interests](#)

CONTACT INFO

STORY



Our Story

Business Consultant, Content Creation, Content Marketing, Social Media Marketing, Internet Marketing, Business Automation, Online Brand Strategist, Website Optimization, Author, Speaker, Podcaster

[+ Finish your story to tell people more about your business.](#)

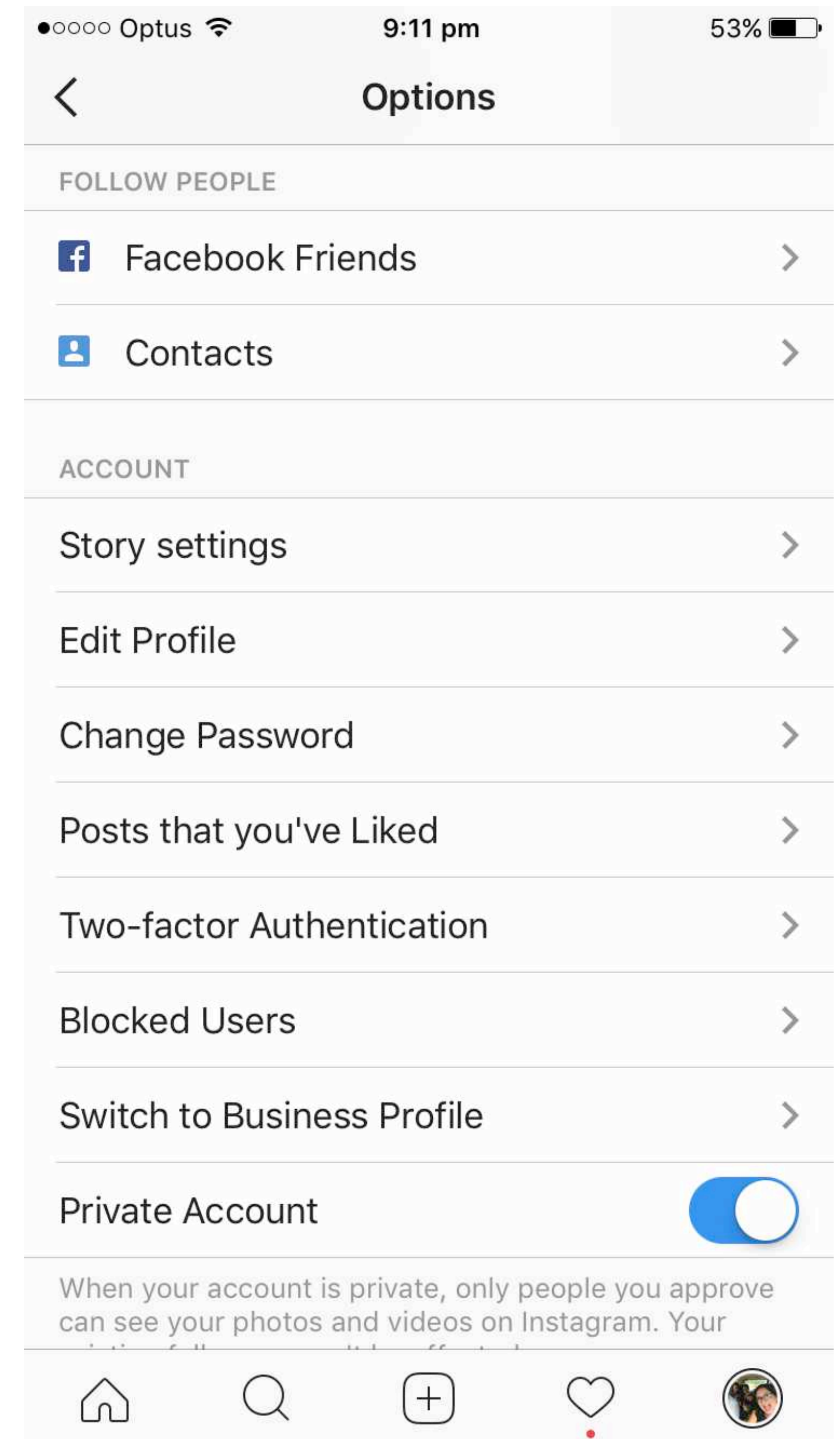
Instagram Personal Profiles vs Business Profiles

Business Profile

- Access to Insights
- Advertising
- Contact button
- Links in stories (with 10k+ following)

Personal Profile

- Account can be private
- Perfect for more candid unplanned shots



Areas of your Instagram Profile to update

#1 – Your profile photo



heatherrporter

Edit Profile



#3 – Your bio

174 posts

1,145 followers

676 follow

Heather Porter

★ I help grow businesses online. ★

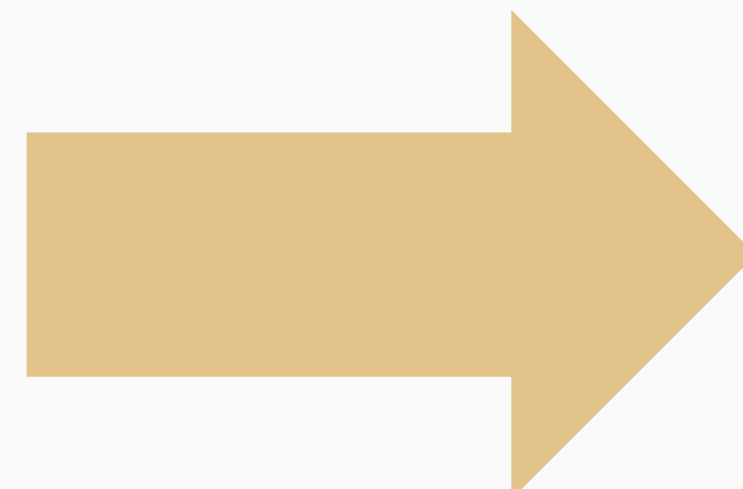
1 of 8 Facebook Community Trainers in AU.

Founder of @website_love & @the_bliss_bride

📌 FREE social media course.

bit.ly/tsms-offer

#3 – Your bio link



YOUR 150 CHARACTER BIO

- Use an eye catching profile photo
- Create a description with keywords and personality, including emojis
- Tell people what you do or are known for
- Use a strong CTA and link in your bio

BIO SAMPLES



simplegreensmoothies

Following



3,571 posts

419k followers

132 following

Simple Green Smoothies 🙌❤️🌿 We're here to help you fall in love with plant-powered recipes and fuel your awesome life. 💚 Check out our FREE 7-day green smoothie experience! simplegreensmoothies.com/simple7

**Every day is a
fresh start.**

♥️ SIMPLERGREENSMOOTHIES



- Use of emoticons
- Call to action 'check out free 7-day experience'
- Use of current promotion (not home page)



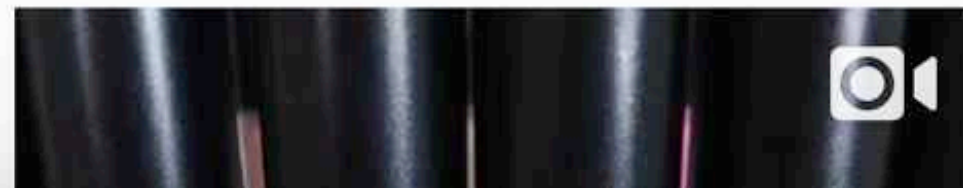
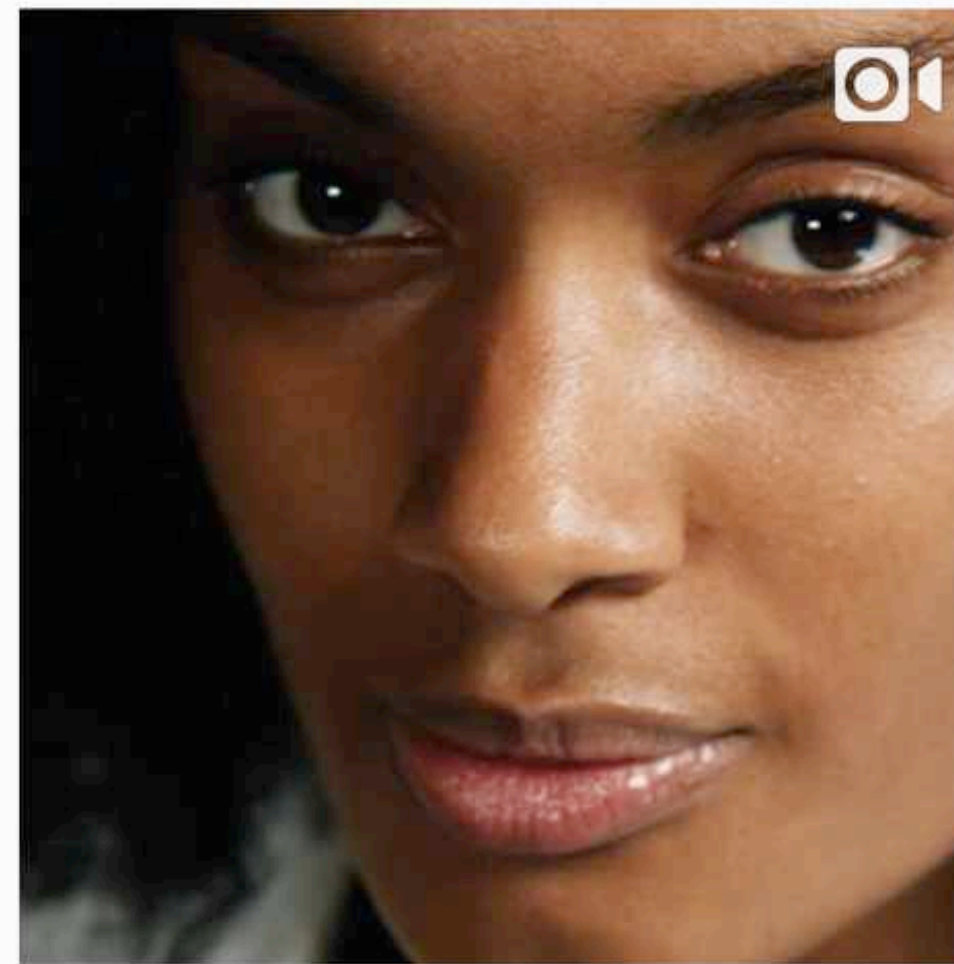
BIO SAMPLES



maccosmetics  [Follow](#)  ...

4,015 posts 14.9m followers 730 following

M·A·C Cosmetics The Official M·A·C Cosmetics Instagram. 📌 #LoveLiptensity
Gallery and Rules: bit.ly/LoveLiptensityGallery ✨ bit.ly/LoveLiptensityRules 🎁:
Like2b.uy/MACCosmetics



- Use of emoticons
- Use of hashtag they are trying to build
- Use of link shorteners (bit.ly) which can track usage or try linktr.ee

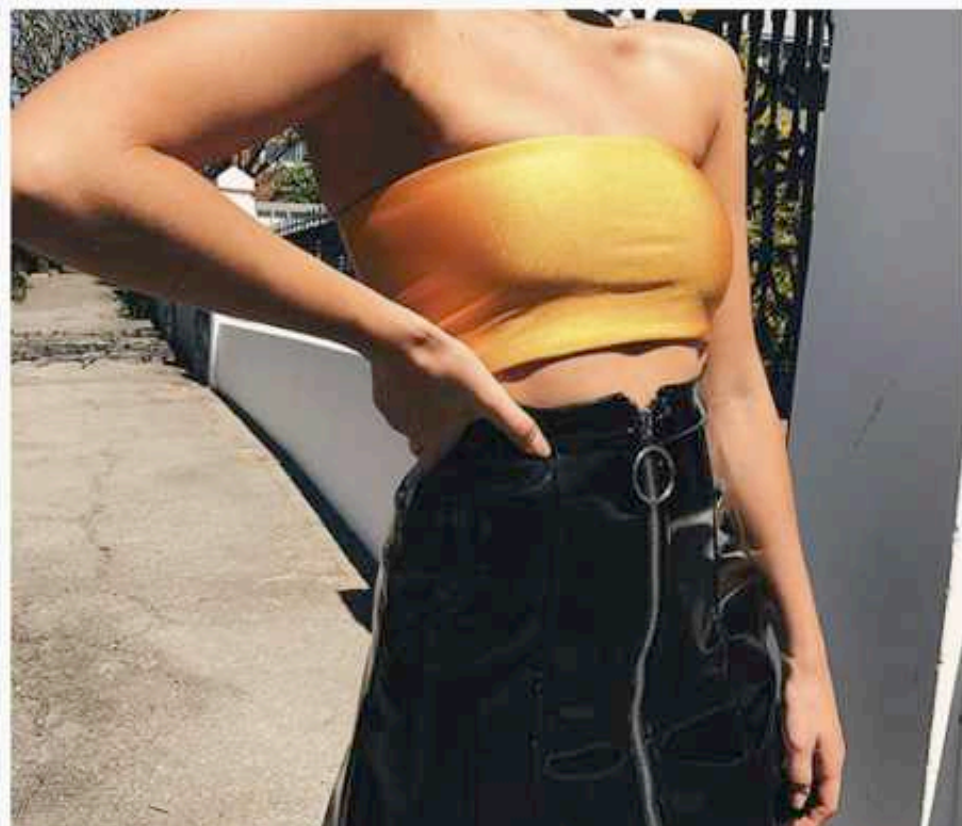
BIO SAMPLES



beginningboutique  [Follow](#)  

15,375 posts 595k followers 356 following

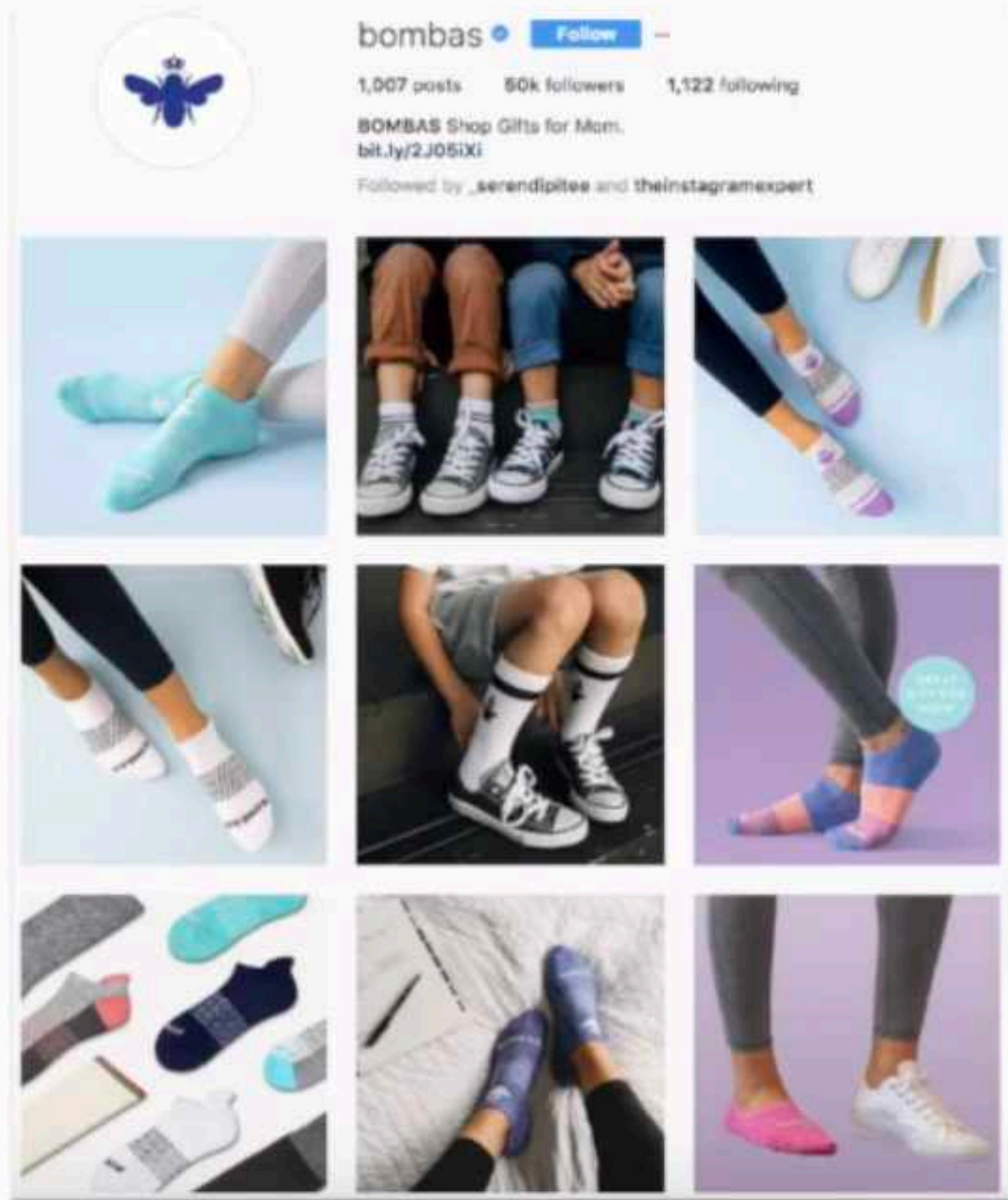
Beginning Boutique [BeginningBoutique.com.au](https://beginningboutique.com.au) ⚡ Australia's Raddest Store 📸
Tag us: [#BeginningBoutique](#) 📷 Snapchat:TeamBB 🛍️ Shop 🛍️
beginningboutique.com.au/insta



- Cross reference to their snapchat account
- Their call to action (shop + emoticons)
- URL link to track insta traffic

A top-down view of a silver laptop on a teal surface. Several small, white, square sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), Twitter (blue bird), Instagram (purple and pink camera), and Snapchat (blue 'S'). The text is overlaid in the center of the image.

#2 The different areas you can create content for and how to do it: newsfeed, live and stories



Static feed



Stories



Live

FACEBOOK

Where to create the content

The image shows a Facebook profile page for Heather Powell (@findfameonline). Three large gold arrows point to specific features: one to the 'Live' button, one to the 'Write a post...' text area, and one to the profile picture area. The page includes a navigation menu on the left, a top bar with 'Like', 'Following', 'Share', and 'Learn More' buttons, and a main content area with 'Create' options (Live, Event, Post, Job) and a 'Write a post...' section. The right sidebar contains a 'No Rating Yet' section and an 'Our Story' section with a quote: 'The simple part is, every thought we think and every word we speak is creating our future. If you change your thinking, you can change your life.'

A live video

A normal post

A story

Like Following Share ... Learn More

Create Live Event Post Job

Write a post...

Photo/Video Get Messages Feeling/Activ...

Home Services Reviews Offers Posts

Our Story

Business Consultant, Content Creation, Content Marketing, Social Media Marketing, Internet Marketing...

+ Finish your story to tell people more about your business

Where your posts show up on your feed

The image shows a Facebook profile page for Heather Porter. The page is divided into several sections:

- Header:** Search bar, user profile (Heather), Home, Create, and notification icons (1 message, 4 notifications).
- Left Sidebar:** Navigation menu including News Feed, Messenger, Watch, Marketplace, Shortcuts (Heather Porter, ASSET Realty, Aussie Bronze), and Explore (Groups, Pages, Oculus, Events, Fundraisers).
- Main Content Area:**
 - Creation Prompt:** "What's on your mind, Heather?" with options to "Tag Friends" and "Feeling/Activ...". A large yellow arrow points to this area with the text "Where you see stories".
 - Stories:** A row of four story thumbnails. The first is a woman's face with a "+" icon and "Add to Story". The second is a car with a sign for "Beaute" and "Save your marriage call these guys". The third is a restaurant dish. The fourth is a yoga mat for "Elka Yoga & Wellness Center". A yellow arrow points to this section with the text "Normal posts".
 - Post:** A post from "Uplift Connect" (14 mins ago) with the text "A scientific perspective on why we are stronger together!".
- Right Sidebar:**
 - Event Invites:** "6 event invites" by Tamara Norwood and 4 others.
 - Your Pages (10):** JDL Strategies (Messages, Notifications).
 - Engagement:** "Likes", "Views", "Posts" tabs. "12,484" views, "4 new likes this week".
 - Recent Posts:** A post titled "Speak with one of JD Strategies Client Mana" from October 24 at 6:36 PM.

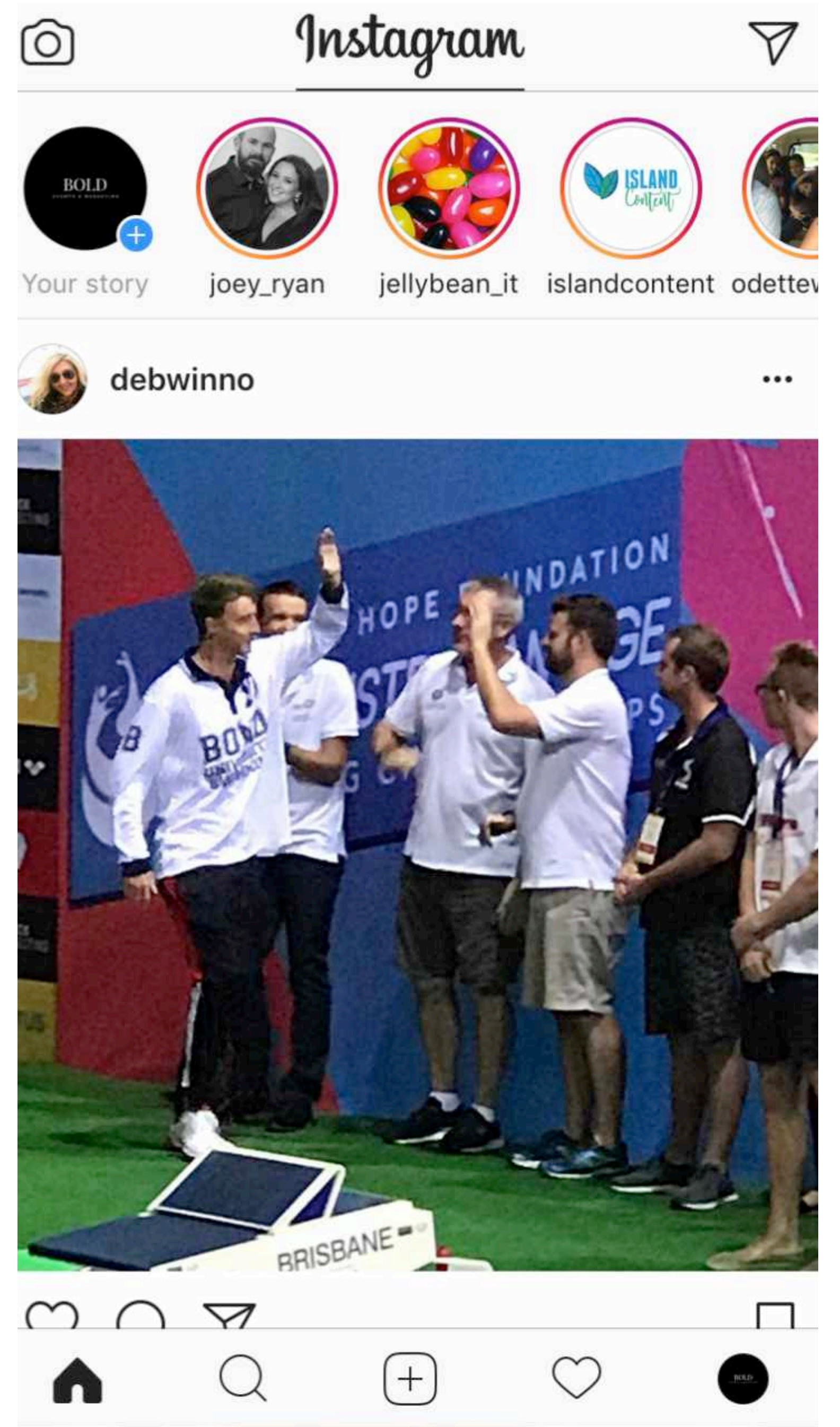
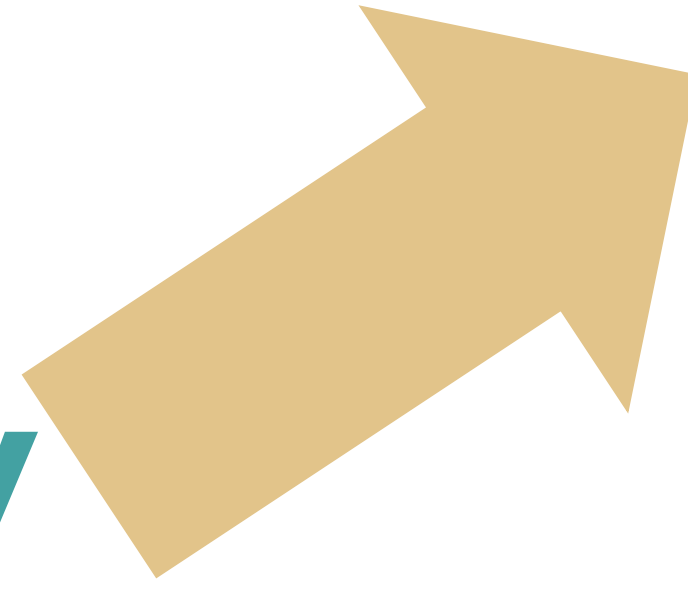
INSTAGRAM



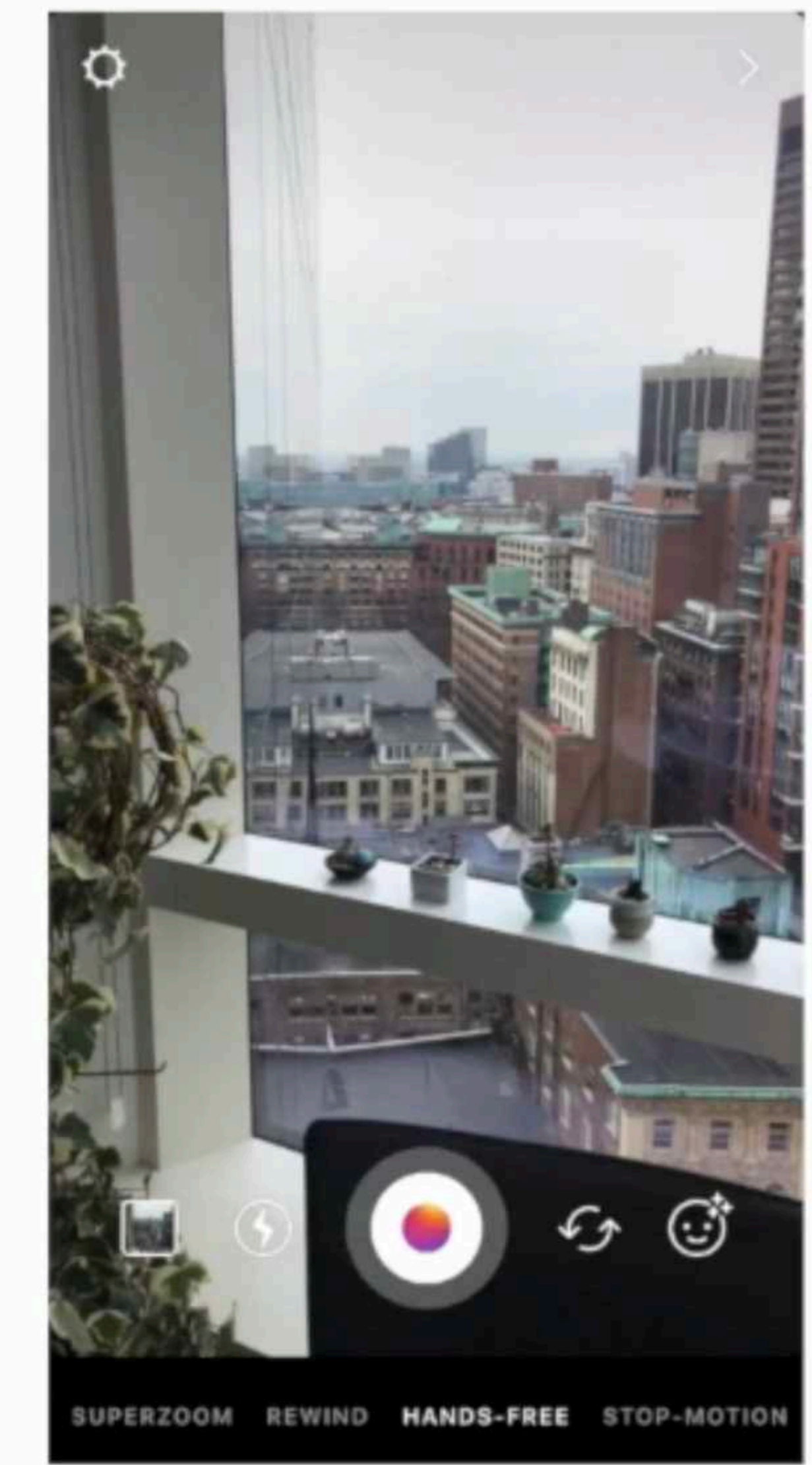
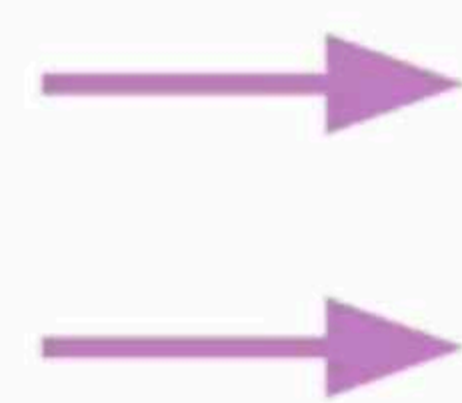
Liked by ambermccue and 18 others
marieforleo Some #fridayflowers for your feed

Updating your feed on the Instagram App

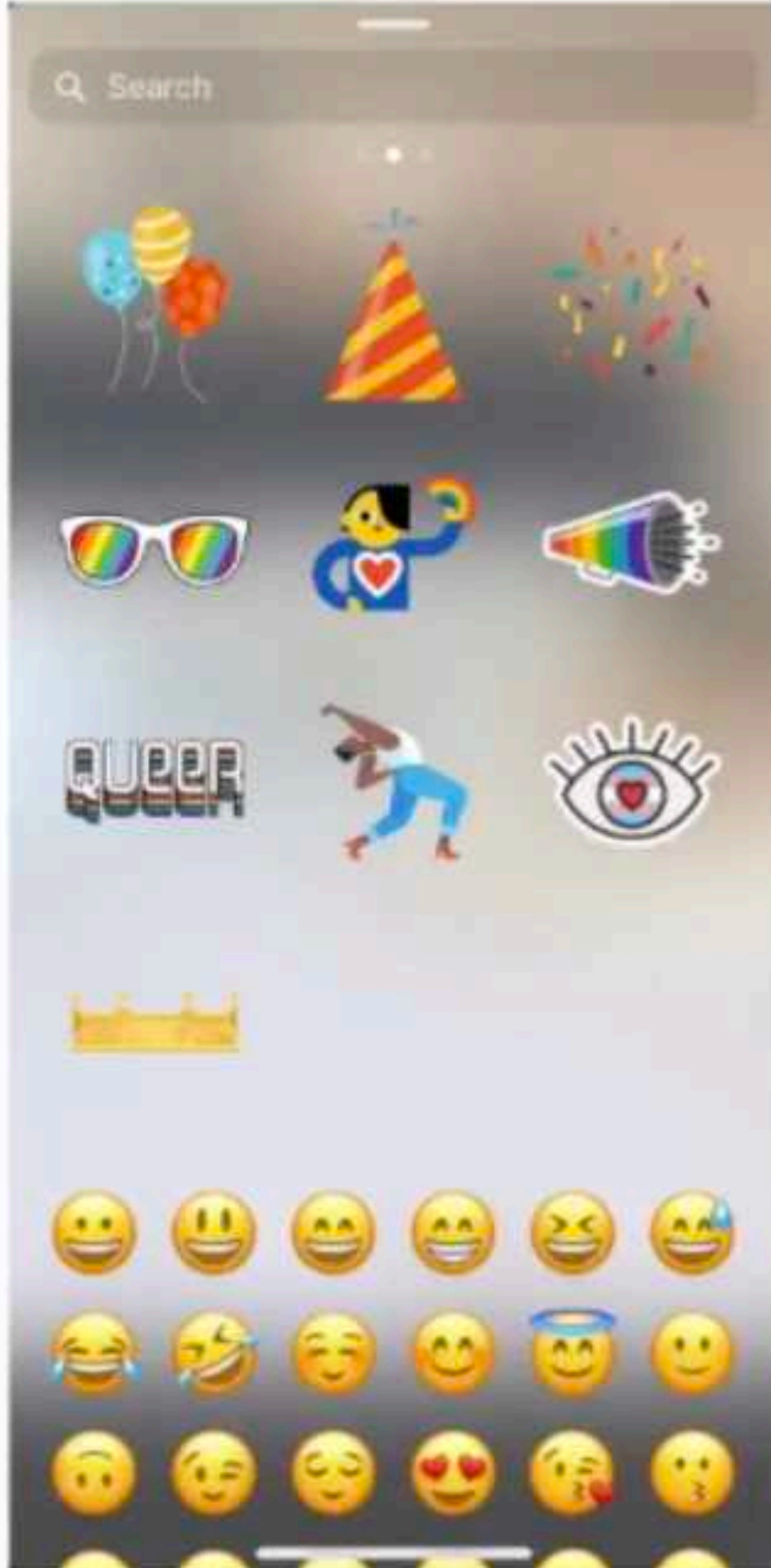
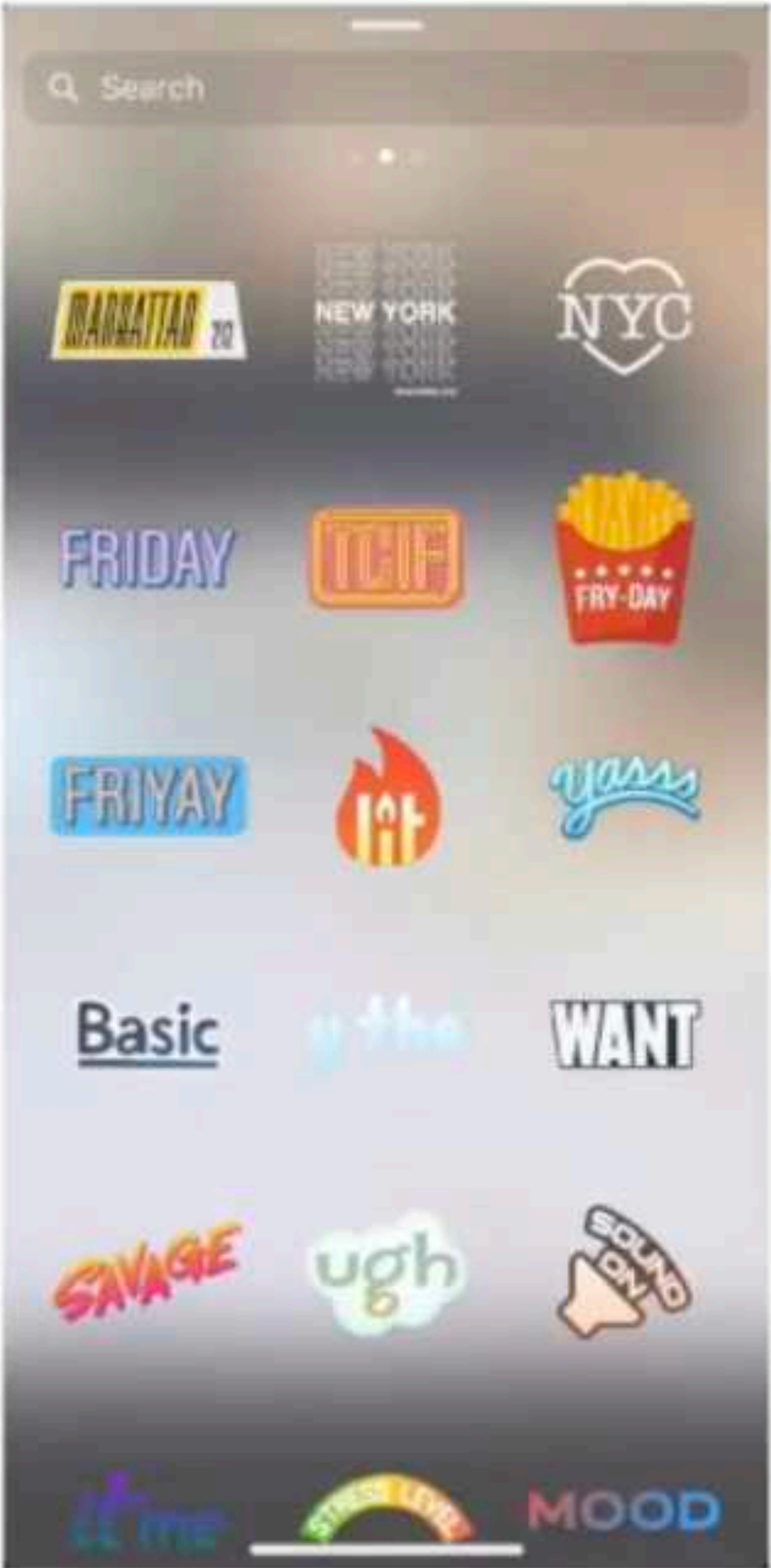
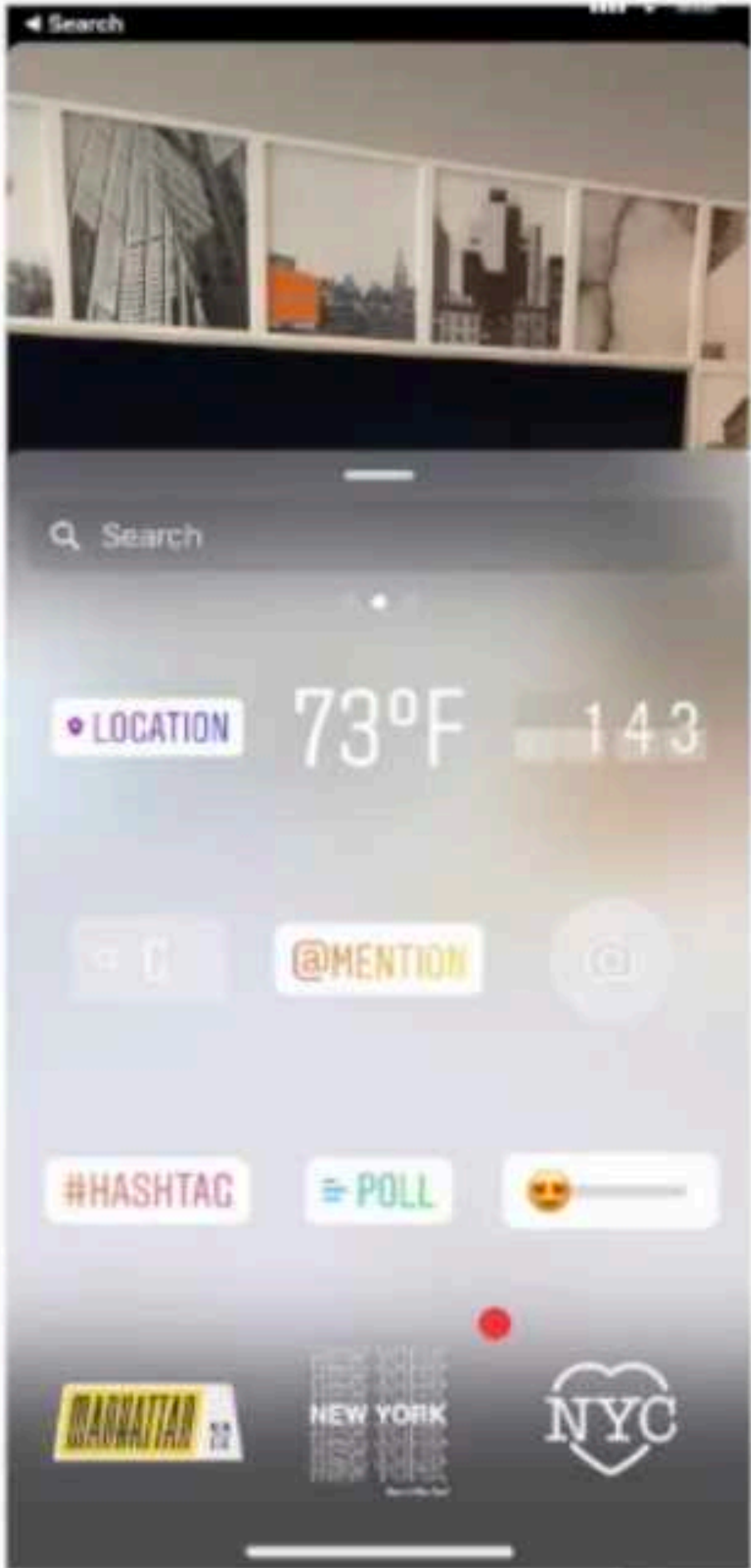
Where to create a story in the app

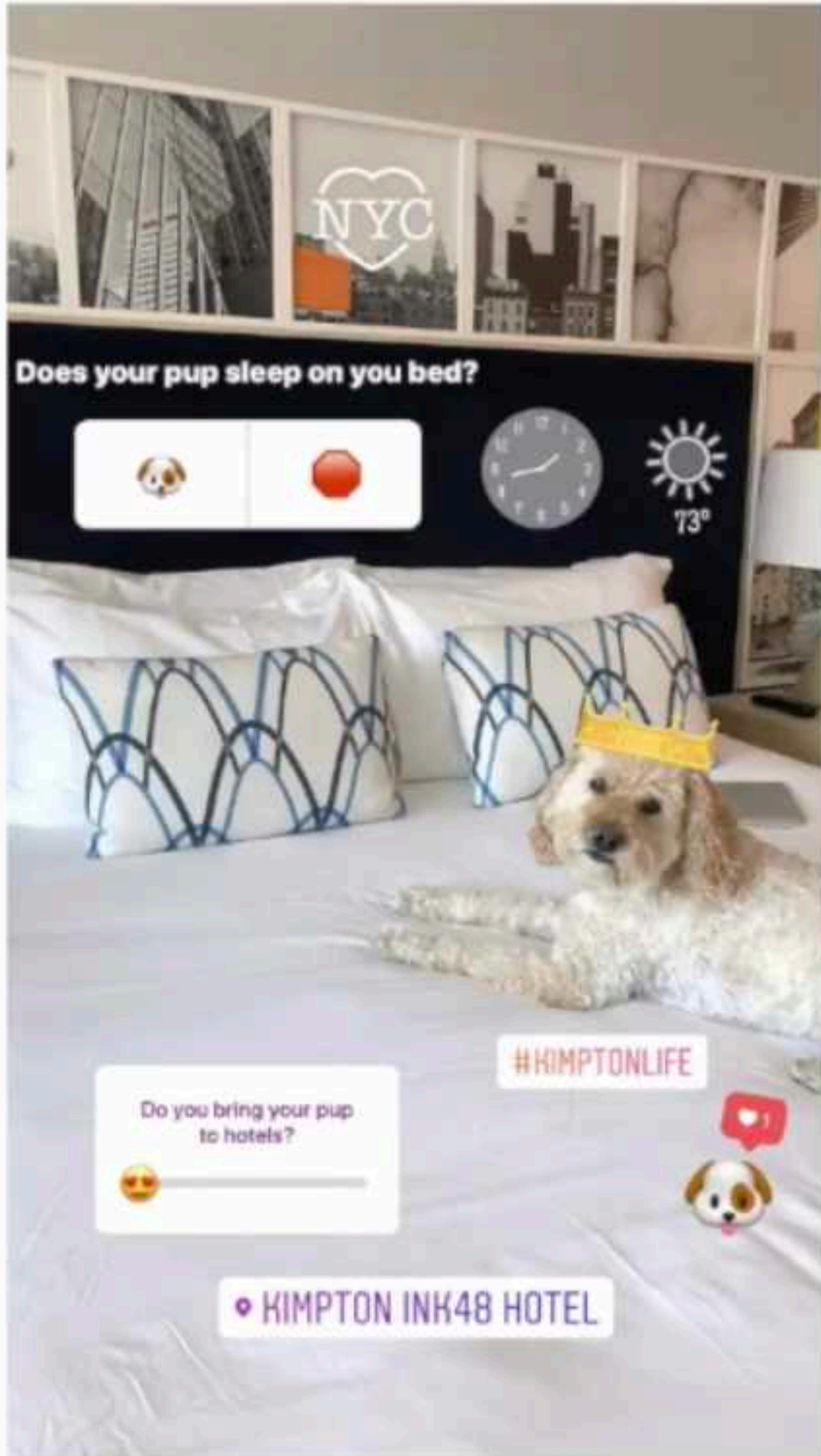


You can click the white button to create a video or take a photo or click on the square image on the left of the white button to load in media from your phone

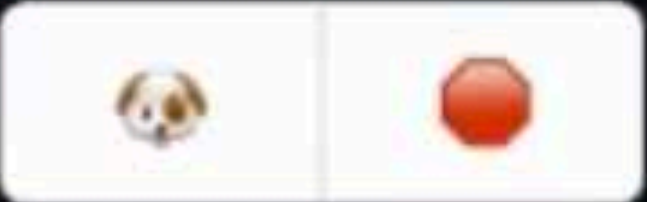


Use Stickers





Does your pup sleep on you bed?



73°

Do you bring your pup to hotels?



#KIMPTONLIFE



KIMPTON INK48 HOTEL

Instagram Stories Apps

Clips

Easily add annotations to your videos with this well designed app from Apple.

Continual App

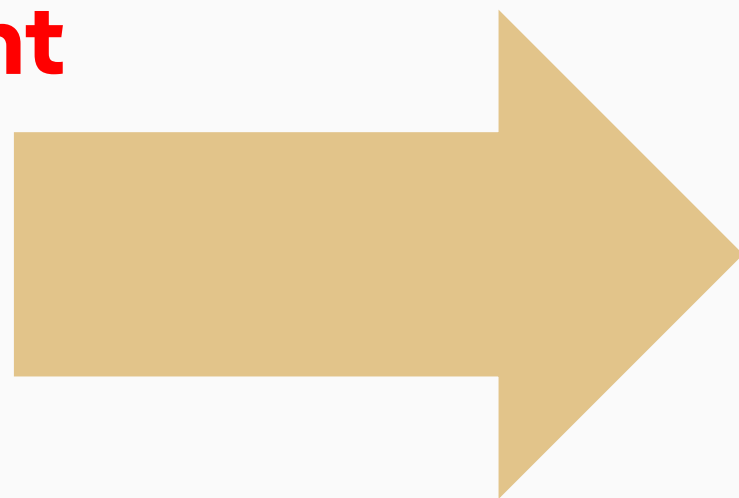
Split a video longer than 15 seconds into shorter clips than can be uploaded to your Story for a more seamless recording.

CutStory

Split a video longer than 15 seconds into shorter clips.

✦ Instagram Story Highlights

Once you have created a story you can click on it and you will have a setting to create or add to a highlight



The screenshot shows the Instagram profile for 'thehappynewspaper'. At the top, there is a back arrow, the username 'thehappynewspaper', and a three-dot menu icon. Below this is the profile picture, a circular logo with 'THE HAPPY NEWS' and 'BY EMILY COXHEAD'. To the right of the profile picture are statistics: '235 posts', '28.7K followers', and '53 following'. Below the statistics is a 'Message' button, a verified account icon (a person with a checkmark), and a dropdown menu icon. The bio section reads: 'The Happy News', 'Media/News Company', 'An actual real newspaper to share positive news and wonderful people. Created by @emilycoxhead 🇬🇧 please contact via website not DM', and the website 'www.thehappynewspaper.com/'. At the bottom, there are three story highlights: 'FAQ' with an envelope icon, 'Fans' with a circular logo, and 'Stockists' with another circular logo.

★ Benefits of Instagram Story Highlights

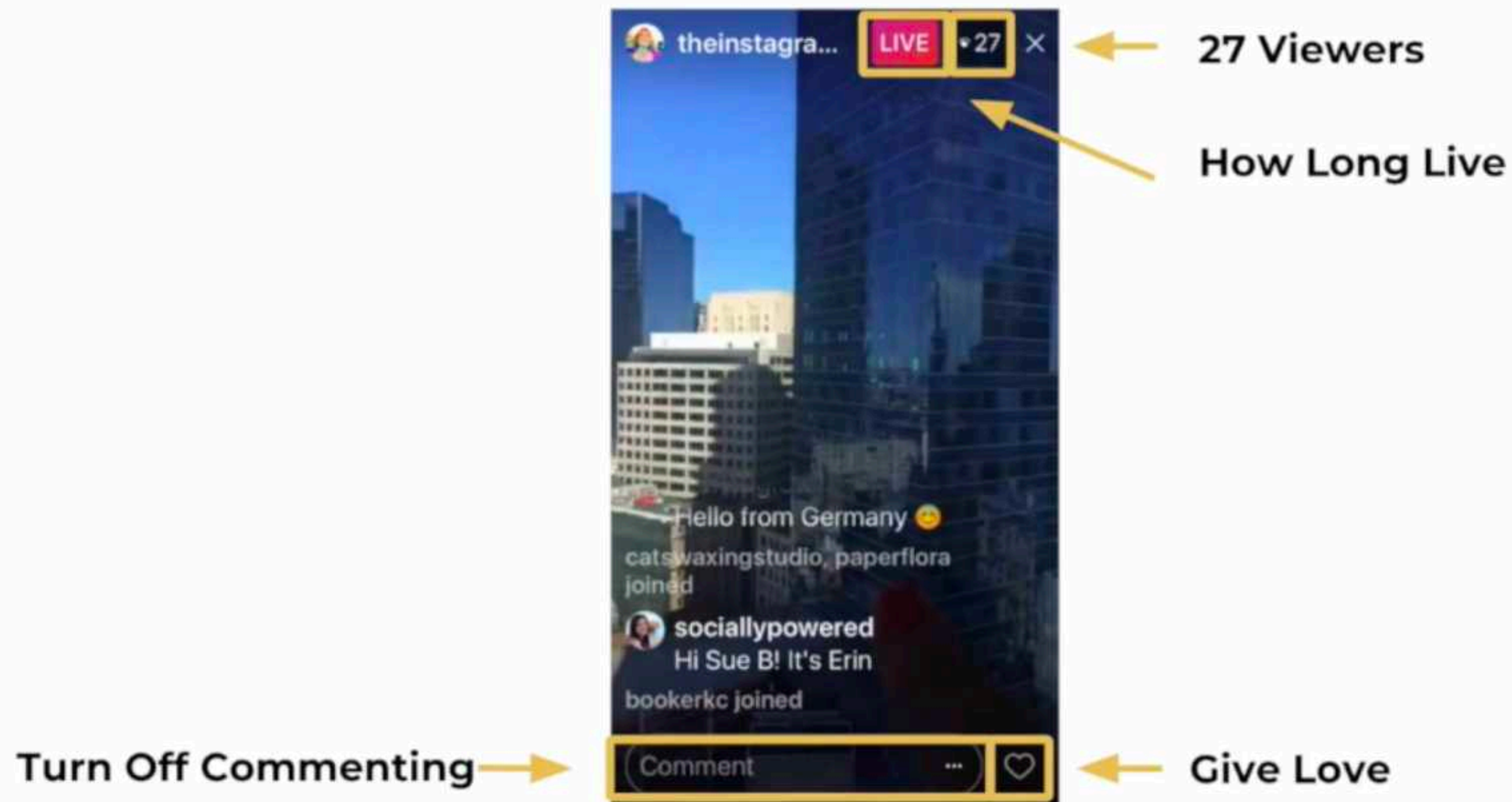
- ⬡ Extends the life of your Story
- ⬡ Added branding on your profile
- ⬡ Provides potential new followers with more content
- ⬡ Allows you to categorize important content

Instagram Live

- Can be up to an hour.
- Start where you do your stories. It says “live” to the left of “normal”

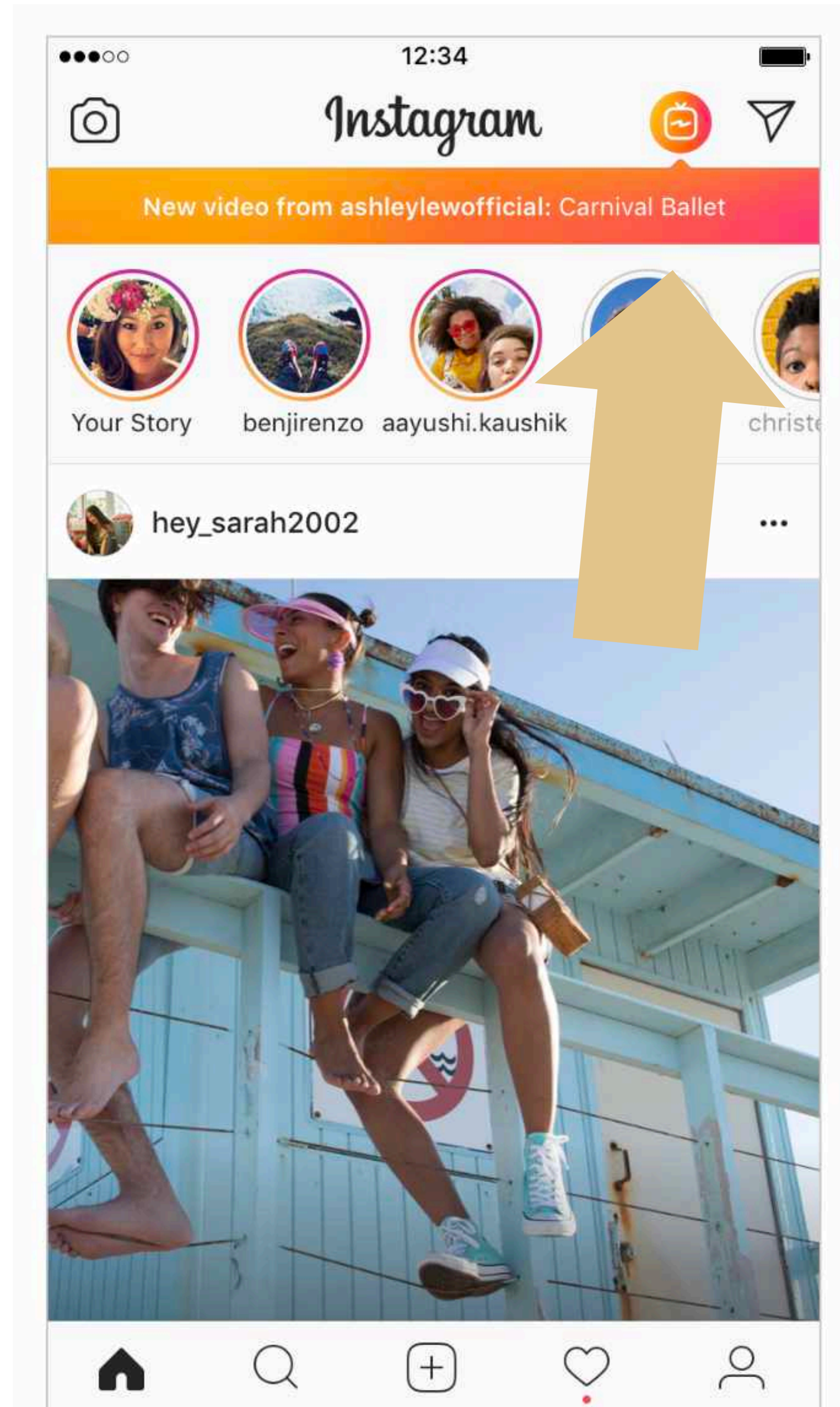
★ Instagram LIVE basics

Other important features.



IGTV for longer videos

- Use IGTV link in top right of your app
- Upload video from your phone



A top-down view of a silver laptop on a teal surface. The laptop is open, and its keyboard is visible. Several small, white, square sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), Twitter (blue bird), Instagram (purple and pink camera), and a blue 'S' logo. The text "#3 What to post and when to get the best results" is overlaid in white, bold font across the center of the image.

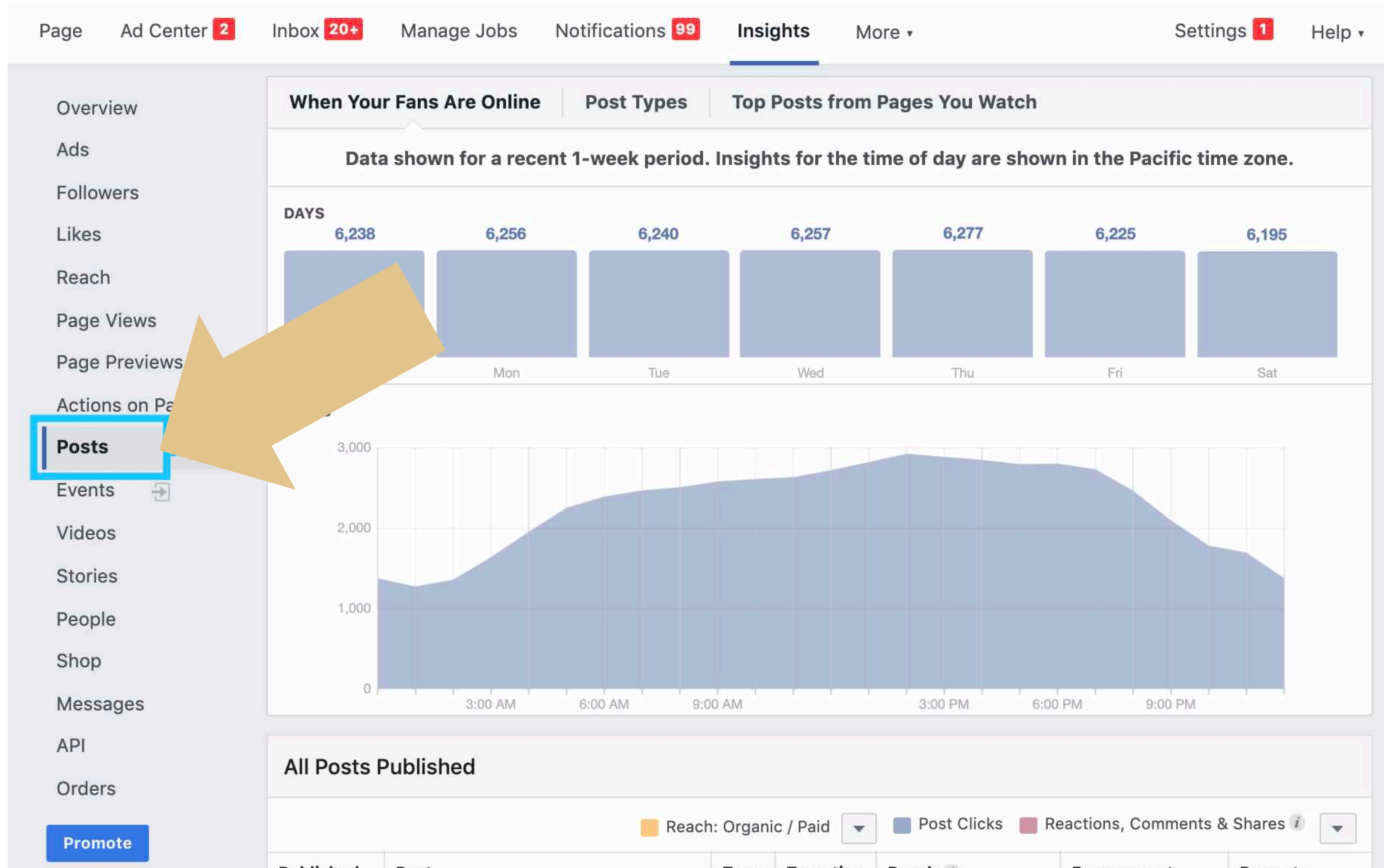
#3 What to post and when to get the best results

**Do more of what is
currently working**

Facebook Insights

The image shows a Facebook profile page for Heather Porter (@findfameonline). The top navigation bar includes 'Page', 'Ad Center 2', 'Inbox 36', 'Manage Jobs', 'Notifications 99', 'Insights' (highlighted with a blue box and a yellow arrow), 'More', 'Settings 1', and 'Help'. The profile picture is a circular image of Heather Porter with a blue plus sign. Below the profile picture is the name 'Heather Porter' and the handle '@findfameonline'. The main content area features a large cover photo of Heather Porter smiling, with a blue 'Learn More' button below it. The interaction bar shows 'Liked', 'Following', 'Share', and a three-dot menu. Below the cover photo are buttons for 'Create', 'Live', 'Event', 'Offer', and 'Job'. The bottom section includes a 'Write a post...' area with a photo/video icon, 'Get Messages', and 'Feeling/Acti...' buttons. On the right side, there is a 'No Rating Yet' section and a quote: 'The simple part is, every thought we think and every word we speak is creating our future. If you change your thinking, you can change your life.' Below the quote is the text 'Our Story'.

Look at your posts



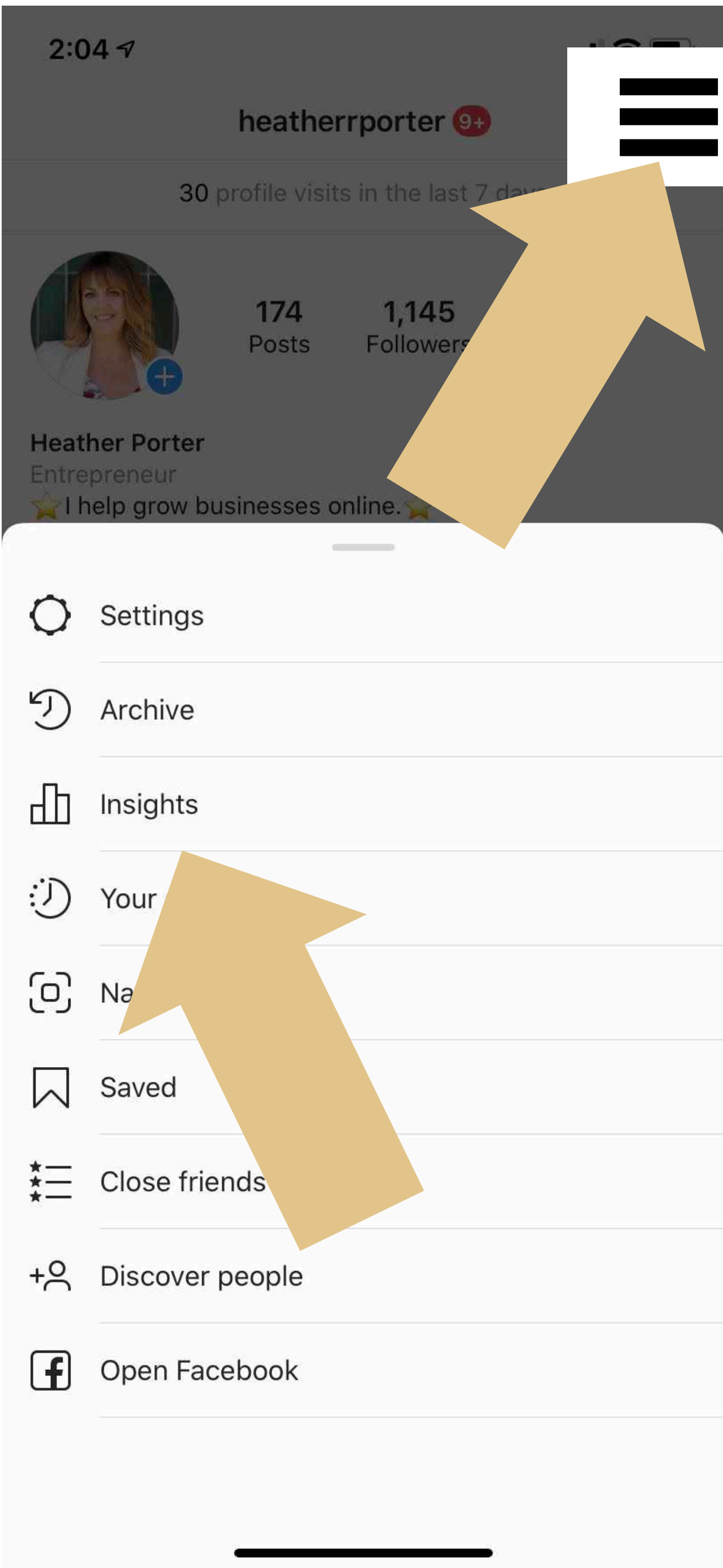
Reach: Organic / Paid

Post Clicks

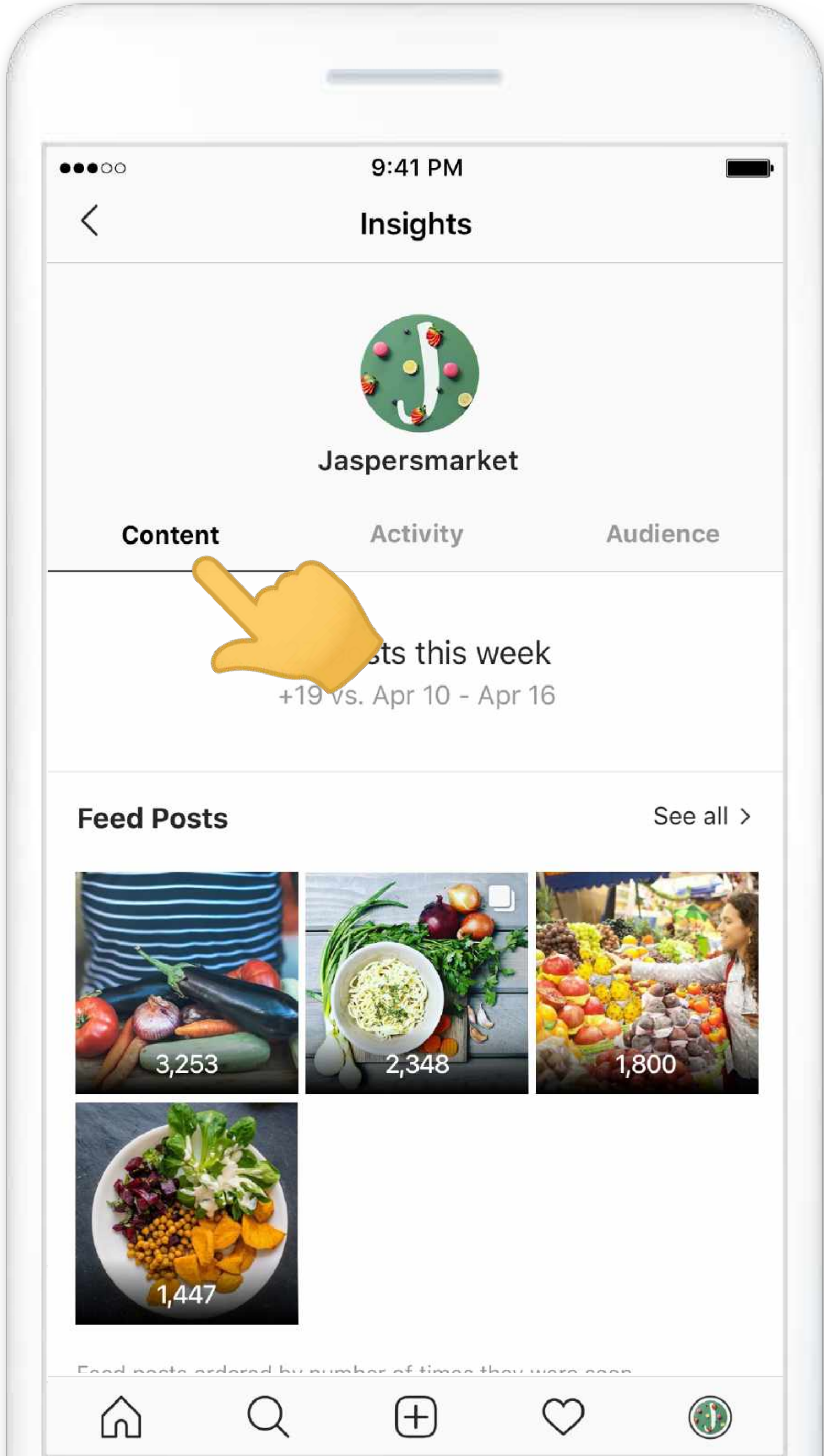
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/20/2018 12:29 pm	 Have you been looking for another way to promote you			94 	1 0 	View Promotion
04/19/2018 10:47 am	 When so many are chasing "likes" instead of thinking "d			1K 	37 7 	Boost Post
03/27/2018 4:00 pm	 Anyone else choose experi ences over "things"?			492 	20 8 	Boost Post
03/20/2018 1:02 pm				213 	5 2 	Boost Post
03/16/2018 2:12 pm	 What is automation? And h ow you can make it work to			766 	29 8 	View Promotion
03/10/2018 11:51 am	 Struggling to make sense of the recent changes in Face			368 	4 0 	View Promotion
03/09/2018 12:31 pm	 Are you creating buying frict ion? (and what to do about i			323 	10 5 	Boost Post
02/28/2018 3:32 pm	 Oh yes. My thoughts exactl y. This is why I am doing m			117 	1 2 	Boost Post

Instagram Insights in your app



Review your content



What to post

Mobile basics

- 1 Showcase your brand
- 2 Craft a single-minded message
- 3 Inspire action
- 4 Add motion...



Create Video for mobile

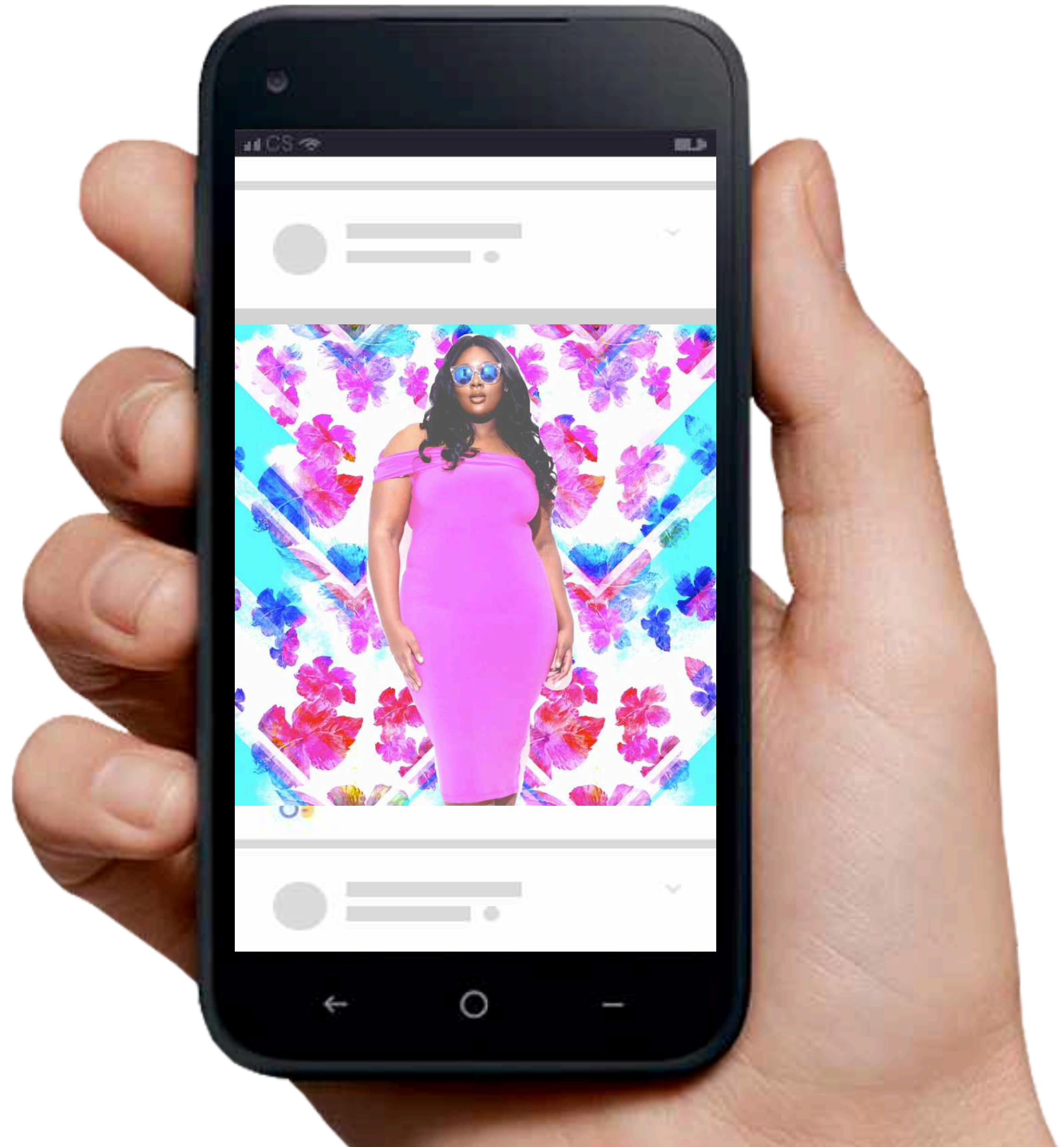
1 Capture attention quickly

2 Frame your story

3 Build for sound off

1

**Capture
attention
quickly**



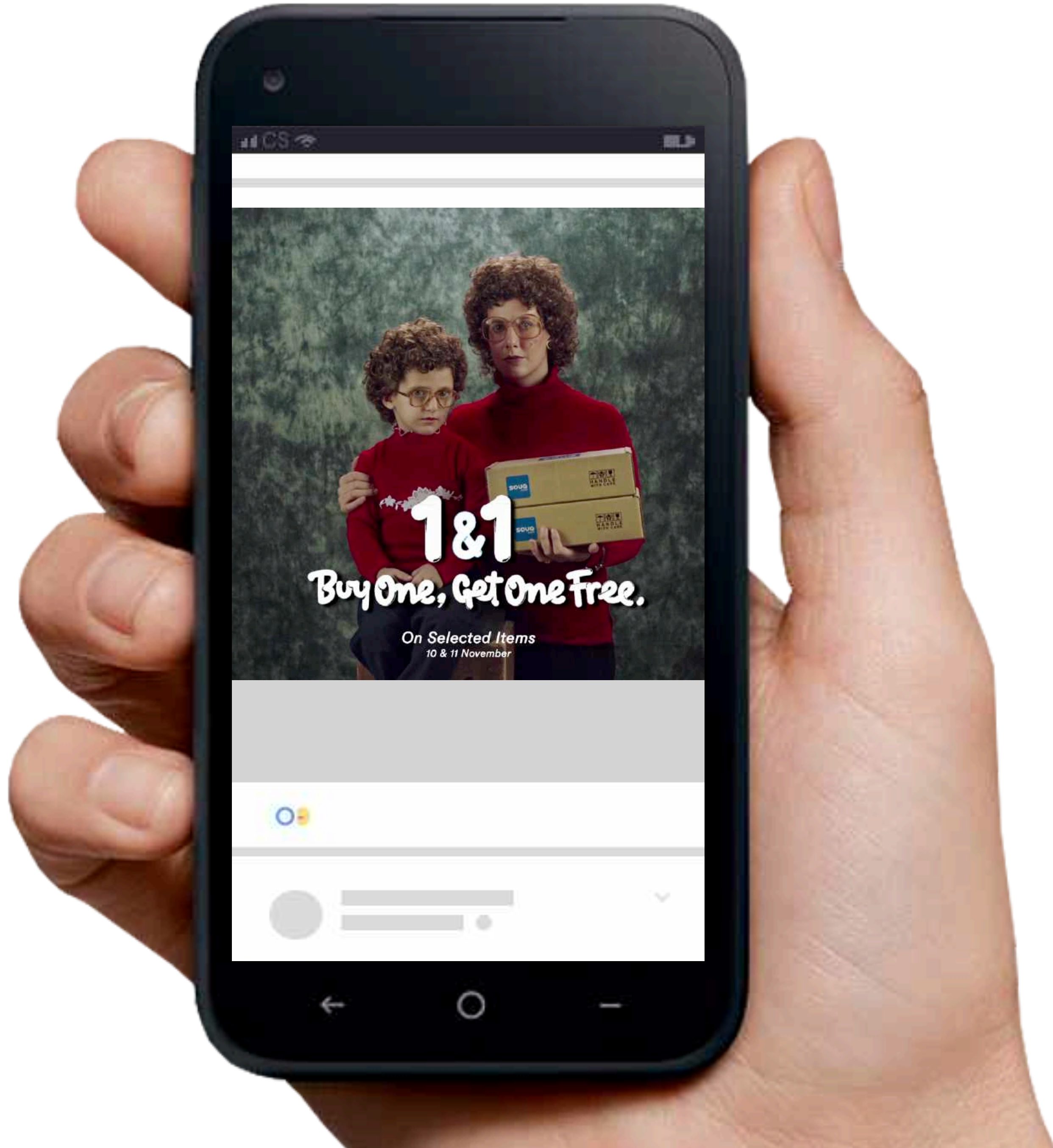
2

Frame your story



3

Build for
sound off



Create Valuable Content

★ What does “value” mean?

- ⬡ Entertain
- ⬡ Inform
- ⬡ Inspire
- ⬡ Educate
- ⬡ Provide resources

★ What content should you share?

- How-To's
- Interesting Thoughts
- Survey or Question
- What You're Working On
- Blog Snippets
- Interview Clips
- Event Highlights
- Takeovers

★ What content should you share?

- ⬡ Resources
- ⬡ Exclusive Deals
- ⬡ Behind-the-Scene
- ⬡ Company Culture
- ⬡ Funny Moments
- ⬡ Testimonials

Use

UGC

‘User Generated Content’

Images that get noticed

- ⬡ Split your photo into thirds either vertically or horizontally. One-third of the photo should have nothing extra in it.
- ⬡ Don't over-clutter your images.



★ Get creative with your CTAs

- "Who else feels this way?"
- "What are your thoughts about X?"
- "Vote for your favorite."
- "Tag your bestie who X."
- Take a peek by clicking the link in my bio."
- Ask a specific question.

✦ Avoid engagement killing mistakes

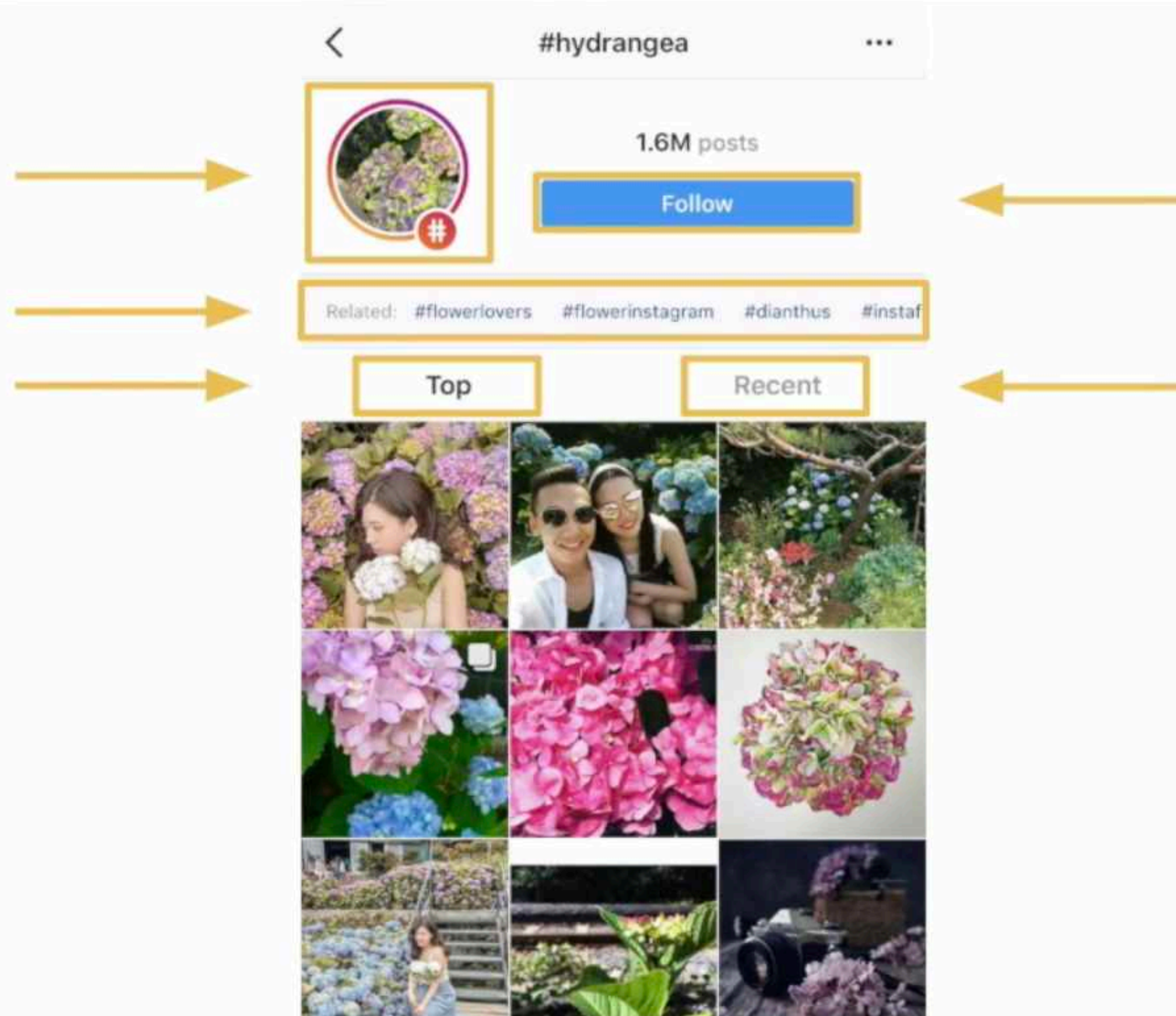
- ⬡ Blurry photos
- ⬡ Irrelevant stuff
- ⬡ Too many posts in one day
- ⬡ Too few posts over time
- ⬡ Repetitive images back-to-back
- ⬡ Website product shots

Some Instagram Tips

#hashtags

✦ Anatomy of a hashtag hub

In your Instagram App use the search bar at the top and search for a hashtag to find this page



In your captions

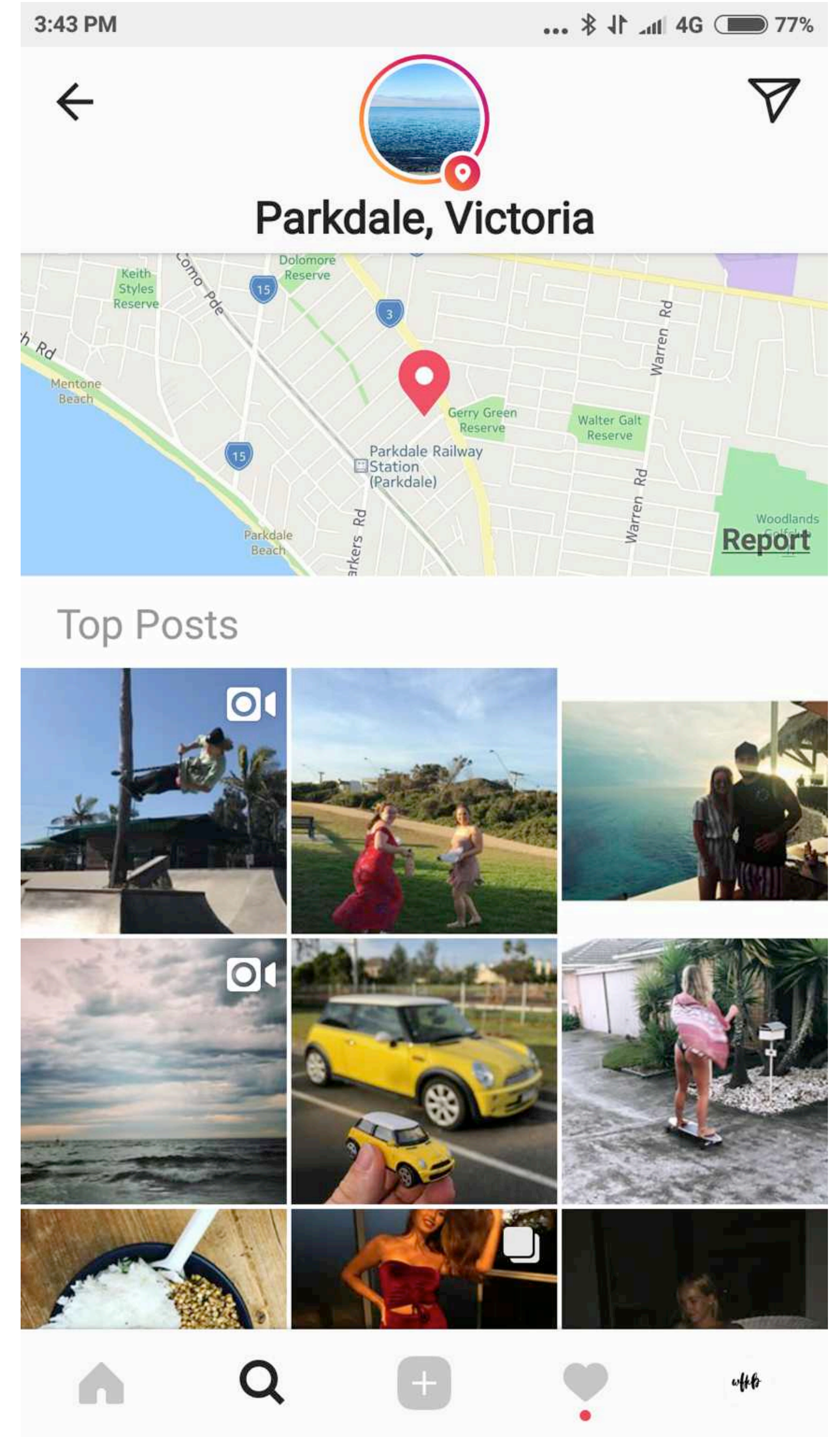
- Include emojis 🧔 😄 😐 🍷 🙏 🐼 🙏 🍷 🍷 💜 😡 🙊
- Up to 30 hashtags – but recommend 3-5
 - Put in the caption; Separate caption from tags using a line of or ** or
 - Or put them in the first comment

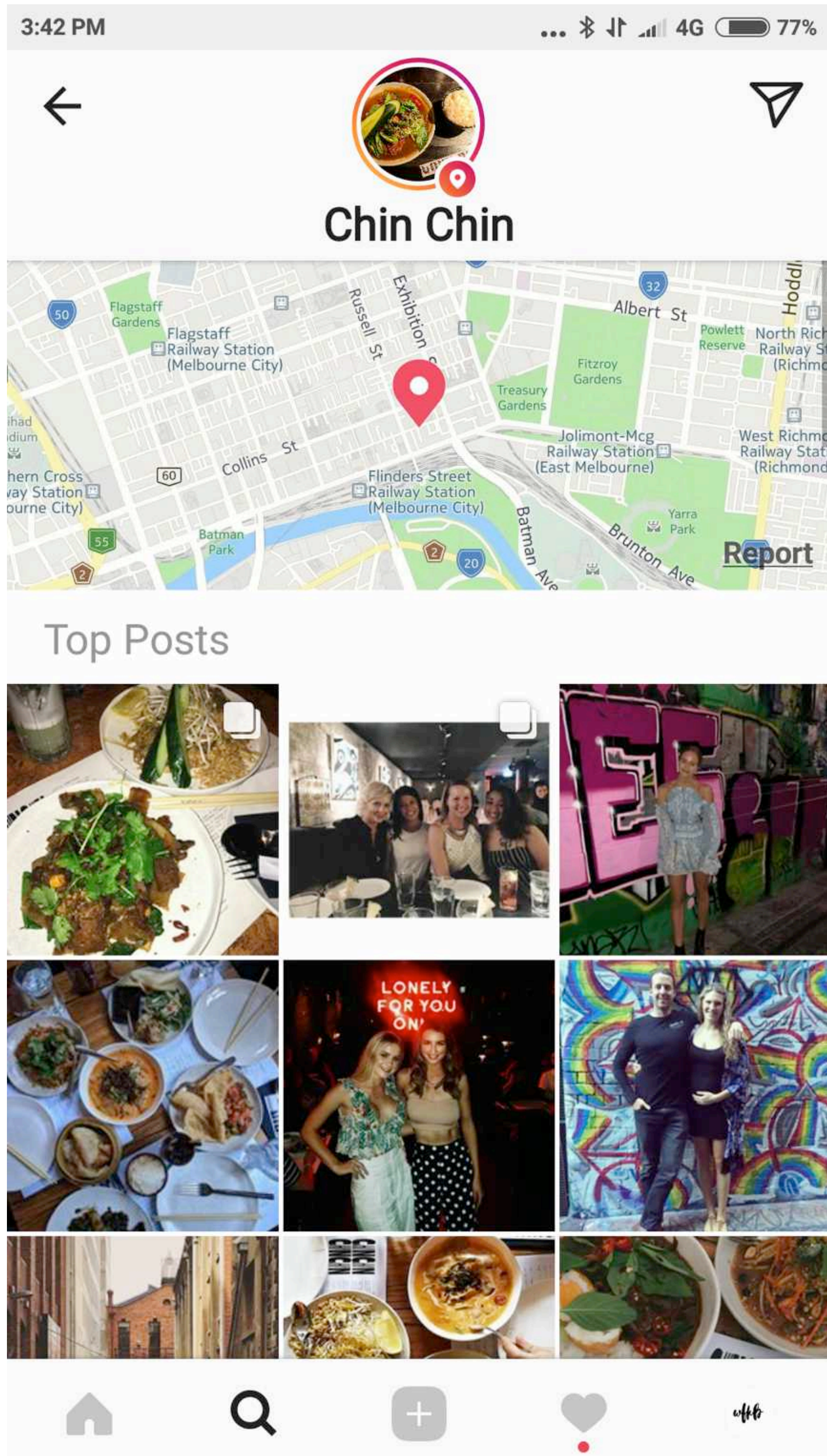
Do you have your location set up?

Want people to check in at your location?

Search under places to see if yours comes up. If not, you can create a new one on Facebook.

Once you've created the location on Facebook, you'll be able to add it to your Instagram posts.





Location Pages on Instagram

What's the benefit of location tagging?

- Pages with locations added receive more engagement
- If someone clicks on your location, they'll see not only your posts, but those of people who have checked in.
- Makes it easy to engage with your audience. Someone tags your business, you can then chat with them.

Examples of what to post

Freebies

 **The Speaking Formula**
Sponsored · 🌐 Like Page

NERVOUS ABOUT PRESENTING??

- 1) Concerned Your Audience Will Be Bored?
- 2) Want To Make Sure You Don't Forget To Say Something Important?...


[See More](#)



Nervous to Speak -- No More

Even if the fear of speaking feels completely paralyzing at the moment, I know that anyone (including you) can learn to deliver a presentation with absolute conviction and stunning impact.

[THESPEAKINGFORMULA.COM.AU](http://thespeakingformula.com.au) Learn More


 **Cole's Classroom**
Sponsored · 🌐

Do you already have these? Hey there, Cole here 😊 I'm sure you are familiar with Lightroom presets, but these are what you really need and you can get them FREE right here.

Now you can create stunning photo collages all inside of Lightroom, as simple as "drag & drop"!

These templates work are already sized to perfection for Instagram, Facebook, your Blog or Website or anywhere else online - just simply drag, drop and export and you're all done.

Click the link below to get your FREE set today!
<http://www.colesclassroom.com/free-templates-fb>



FREE Lightroom Drag & Drop Photo Collage Templates!

Create gorgeous photo collages in seconds, all inside of Lightroom!

FREE PHOTO COLLAGE TEMPLATES → Download

12k Views
253 Likes 26 Comments 89 Shares

Like Comment Share Buffer Hootlet

Workshops


Beautiful Minds Australia
Written by Heather Porter [?] · November 23 at 6:51pm ·

Do you feel like your teen daughter is going through a tough time or is worrying too much about what other people think of her?

Beautiful Minds is a safe place for your daughter to really share what is going on in her life with experts that are focused on giving her tips and advice on how to best deal with the issues she is going through.

We have a one day event coming up in Sydney where we will teach your daughter about confidence and self-esteem, fashion, skin care and makeup, healthy eating and how to release anxiety and stress.

Help her to find her inner beauty and grab her a ticket now!



Grab A Ticket To Our Next Sydney Course
Your daughter is in safe hands with Australia's leading provider of self-esteem and confidence education for girls aged 11-17.

BEAUTIFULMINDS.COM.AU [Learn More](#)

Frank Kern
Sponsored ·

BRAND NEW FREE WORKSHOP BY FRANK KERN:
Exclusively for Consultants, Coaches, and Professional Service Providers:
==><http://frankkern.com/fb>

This workshop tells you exactly what to do and exactly what to say so you can attract (and convert) ideal clients.


But that's really just the tip of the iceberg.

In this brand new workshop, I'll debut the Freedom Multiplier Exercise which will tell you precisely who your best clients are, exactly what you should do for them in exchange for the money, and exactly how to begin attracting them.

==><http://frankkern.com/fb>

In the second half of the workshop, I'll walk you through a three-step lead generation and closing method that I've personally used to sell high end services with the "cheapest" sale being \$17,500 and the highest sale being just over \$700,000.00.

There's no charge and you can register here:
<http://frankkern.com/fb>



Click Here To Get The Details & Register:
"Exclusive Workshop Reveals Precisely What To Do To Attract High Paying Prospects, And Exactly What To Say To Convert Them Into Happy Clients Who Pay You What You Want."

FRANKKERN.COM [Sign Up](#)

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Get A Diploma Of Naturopathy. Don't Pay 1 Cent Until You're Making \$\$\$.
Spots are Limited So Secure Yours Today...



Become A Successful Naturopath?
Earn A Diploma Of Naturopathy From The Comfort Of Your Home. Don't Pay A Single Cent For The Education Until You're Earning...

[CLICK HERE FOR DETAILS...](#) [Learn More](#)

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Blog Posts

E Entrepreneur
3 hrs · 🌐

Make tomorrow your best morning ever.



5 Morning Rituals to Keep You Productive All Day Long
Adopt these five easy habits every morning to channel productive energy and mindful focus throughout the day.
ENTM.AG

Like · Comment · Share · Buffer · 👍 2,092 💬 36 ➦ 1,334

 **Autopilot Your Business**
August 14 at 1:21pm · 🌐

Is your website keeping people from taking the next steps with you? You can't scale and automate something that is not working to begin with... Let's get your foundation right: <http://bit.ly/ayb-5steps>



2.9K Views

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Coupons

 **Raw Hair Lounge**
June 12

Do you know that our colour is 97-99% natural? Book your first colour with us and get \$15 OFF! Just mention this ad when you call to book.




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17 people like this.

AT&T 07:57 100%

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 **Jester Village Dental and Orthodontics**
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Overdue to see the dentist? Sign up for our \$99 Super Dental Special, You'll <3 it!

Here's what you get:

- ✓ Professional Dental Cleaning
- ✓ X-rays
- ✓ Full Dental Exam

Sign up takes less than 1 min.




\$99 Austin Dentist Coupon
Sign up takes less than 1 min.
<http://www.jestervillagedental.co>

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 **Beauty On Rose**
Published by Later [?] · September 4 at 10:00 AM · 🌐

See whats inside this months Rose Journal! 📖 🌹

You can browse & book all of our amazing new promotions via
<https://beautyonrose.com.au/promotions/>



 **The Old Civic**
August 15 at 7:48pm · 📍 · Food

This Week's Special: and it's only available at our specials price for a couple days. Beautifully crisp FISH TACOS! Every serve comes with the salsa of Pico De Gallo, Slaw, a little Fennel and a housemade Jalapeño Tartare. Get some. And...
HURRY!

#theOLDCIVIC #SydneyFoodShare #SydneyCafe #SydneyRestaurant #SydneyLife #CafeLife #RestaurantLife #BaristaLife #SydneyFoodLovers #ChefLife #FishTacos #CamposCoffee #SydneyCoffee #Diner #SydneyFoodBlogger #MexicanFood #AmericanFood #DinerFood #DinerLife #CityOfSydney #SeeSydney #InstaLove #RestaurantGuide #BroadsheetSydney #Manly to #PalmBeach #NorthernBeaches #NorthernBeachesLocal



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Products



JUST FOR YOU, our loyal and enthusiastic customers!
We are continuing our sale through tomorrow night midnight EST!!! (5/14)
Use coupon code BOOM15 at checkout for 15% OFF all BOOM products!
==> <http://goo.gl/iKN9jW>
Use coupon code BOOM15 at checkout for 15% OFF all BOOM products!

Thank you for your continued support, and for making the Pro-Age Revolution possible!

Sincerely,

Cindy Joseph
CEO

It's about women
It's about beauty
It's about time

==> <http://goo.gl/iKN9jW>
Use coupon code BOOM15 at checkout for 15% OFF all BOOM products!



Best Organic Cosmetics & Pro-Age Make Up! USDA All Natural Skin Care

Boom products are tailor-made for environmentally conscious women. No extra packaging, no animal testing, no parabens or phthalates.

BOOMBYCINDYJOSEPH.COM



For this week's tipsy tricks we asked you guys to send snaps (benefitbeauty) telling us what you want to see. You snapped, we listened, so we're talking summer beauty, highlighting & contouring!



27K Views

👍 Like 💬 Comment ➦ Share 📺 Hootlet

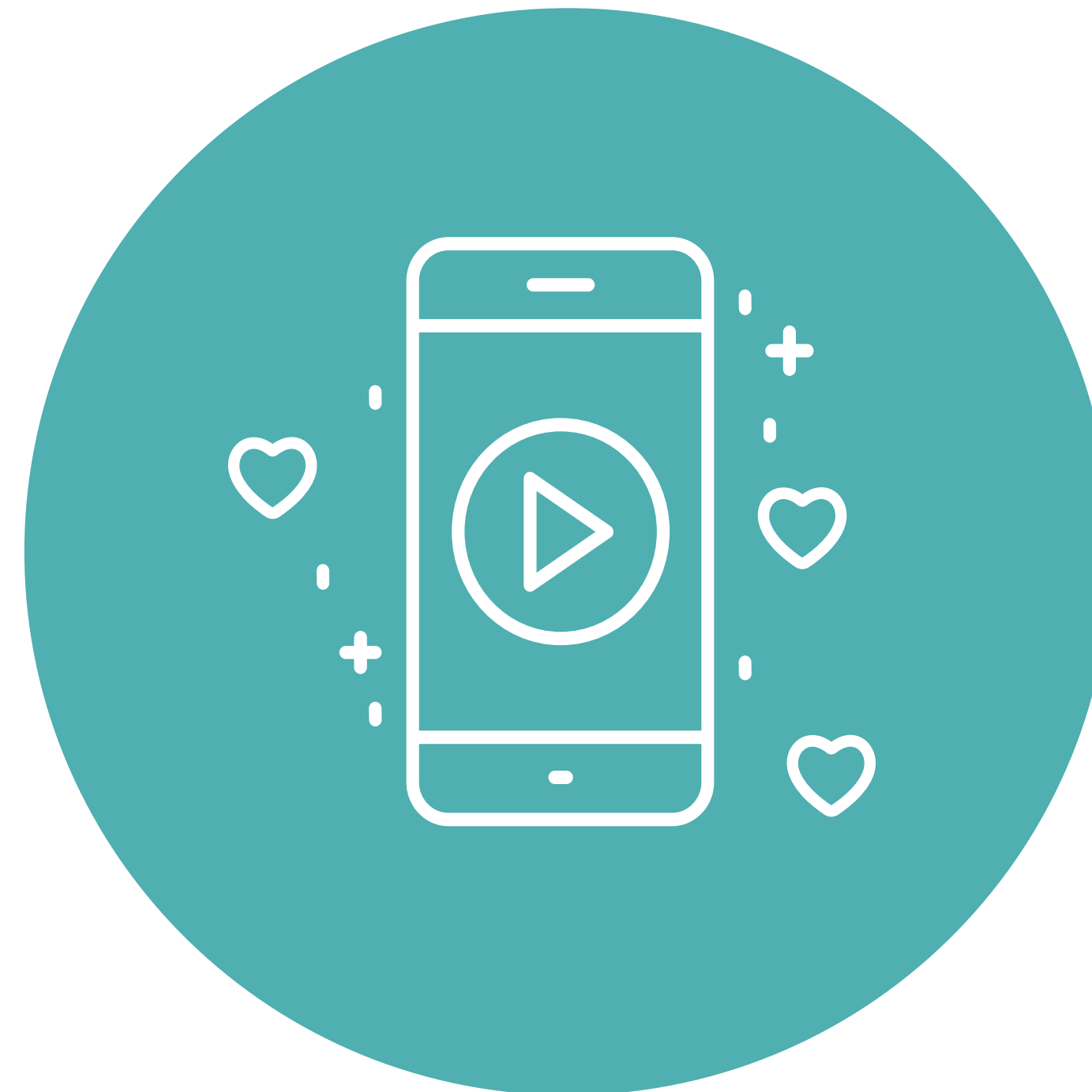
A top-down view of a laptop on a teal surface. The laptop is open, and its keyboard is visible. Several small, white, cube-shaped sticky notes are scattered around the laptop. Each sticky note has a different social media icon on it: Facebook (f), Twitter (bird), Instagram (camera), and a blue 'S' icon. The text "#4 How to plan and schedule your posts" is overlaid in white, bold font across the center of the image.

#4 How to plan and schedule your posts

Write yourself a brief

How would you describe your business to a friend?

What makes your business stand out?



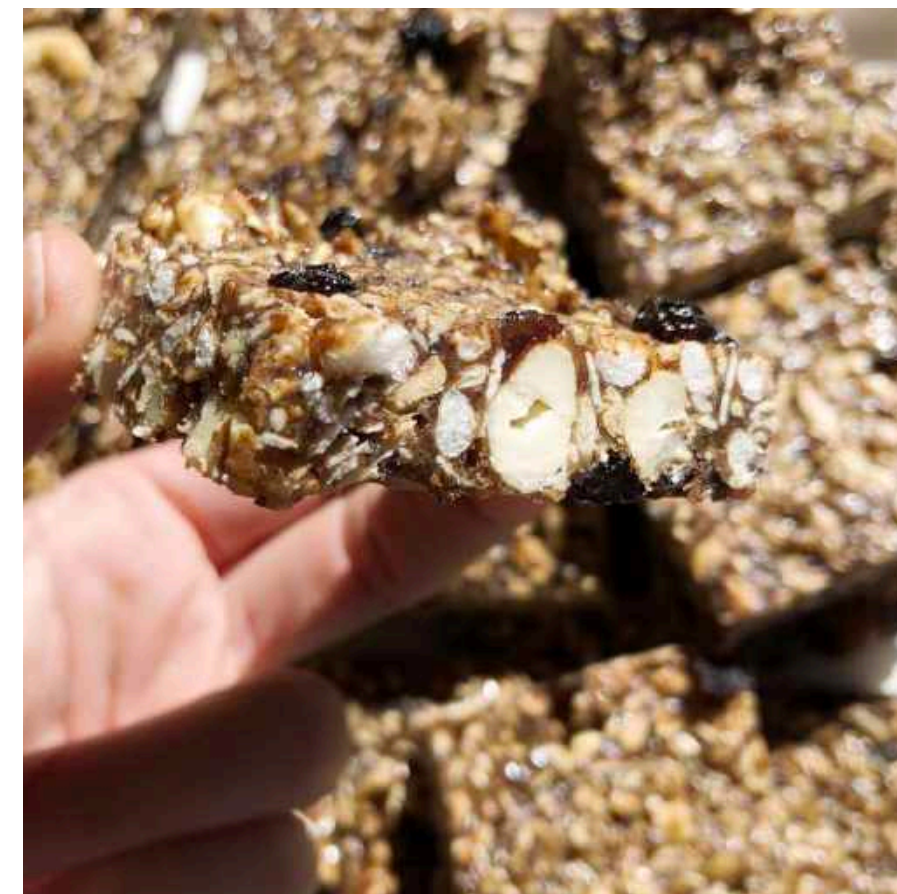
What is the goal of the content?

What do you want to tell them about your business, product/service?

Who are your customers?

Have a Content Plan

Come up with your own 5 'buckets' of content to continually post about





**Be consistent
with your
look and feel**

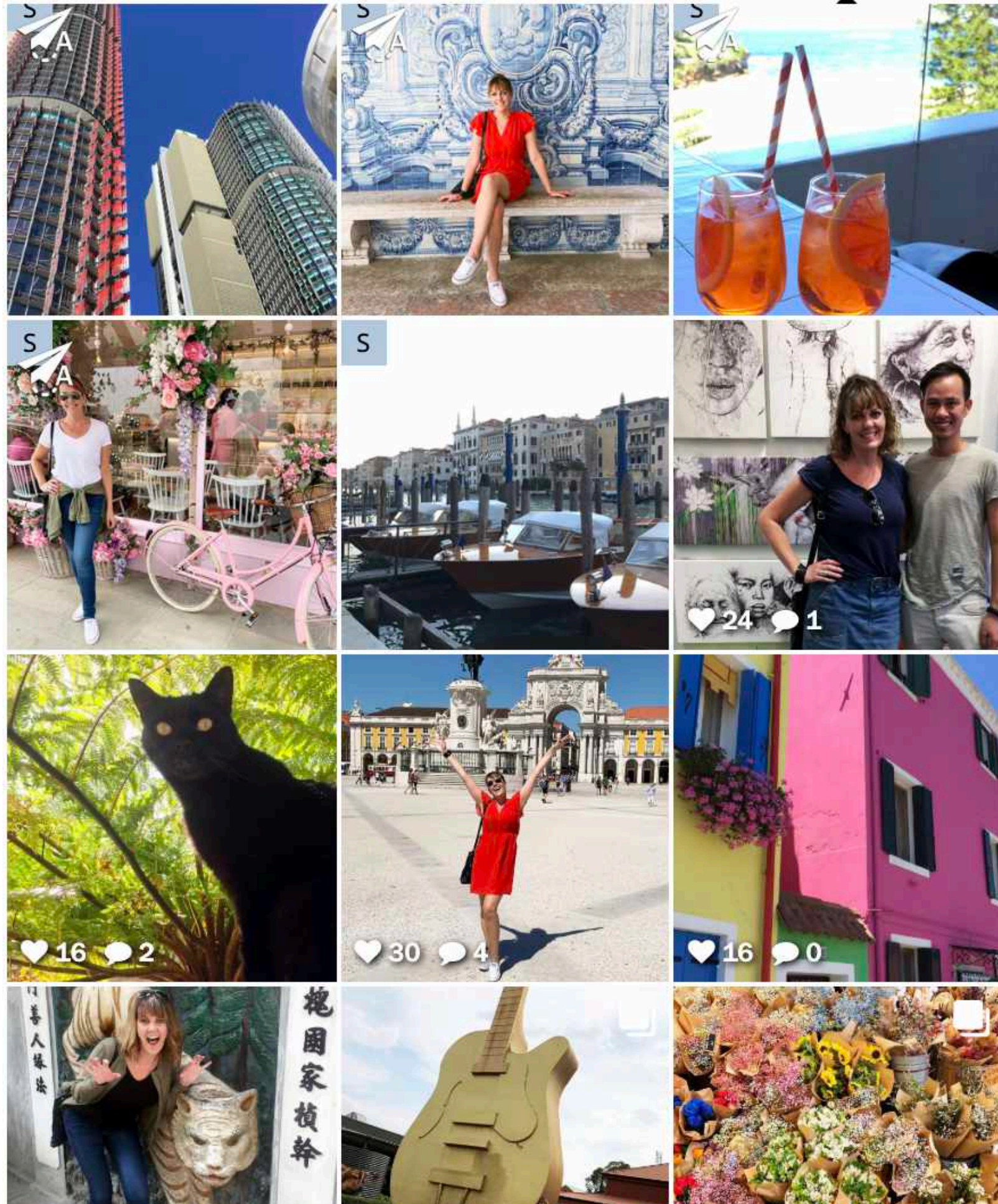
Plan ahead – Planoly.com

PLANOLY |  @heatherrporter >

PLAN DRAFTS DISCOVER ANALYZE COMMENTS SHOPLINK

-  STORIES
-  MULTI
-  ADD TO GRID
-  FILTER
-  HASHTAG

UNSCHEDULED SCHEDULED ALL

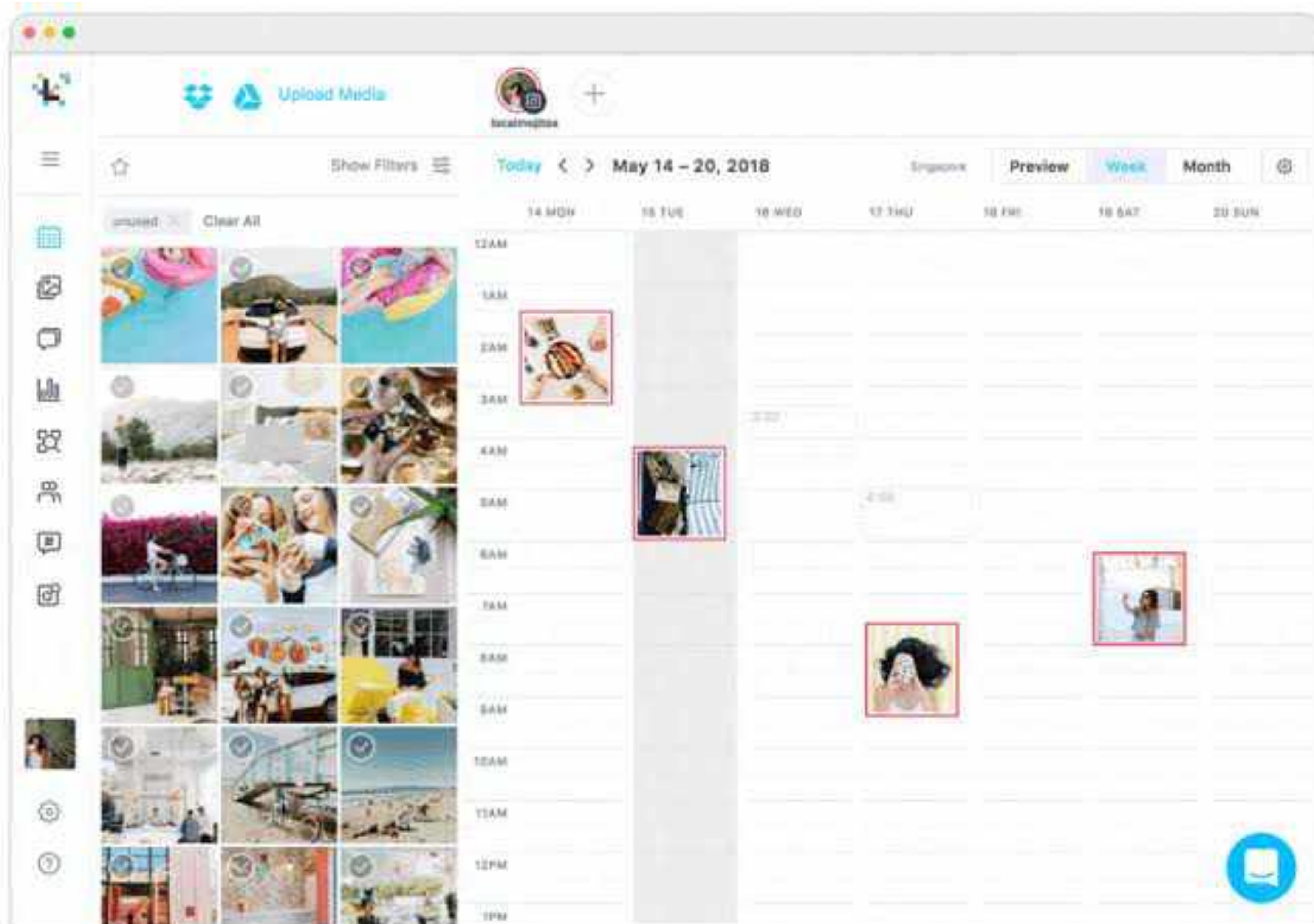


GRID < > NOVEMBER 2019

MONTH WEEK   

SUN	MON	TUE	WED	THU	FRI
27 0	28 12:00 pm 0	29 0	30 7:01 am 2	31 12:01 pm	1 0
3	4 9:15 am	5	6 9:00 am	7 9:51 pm	8
10 9:55 pm	11	12 7:15 pm	13	14 10:51 pm	15 1
17	18 10:51 pm	19	20 10:52 pm	21 10:52 pm	22
24 10:12 pm	25	26	27	28	29
1	2	3	4	5	6

Plan ahead – Later.com



Schedule in Facebook using Publishing Tools

The image shows a screenshot of the Facebook Creator Studio interface. The top navigation bar includes the user's name 'Heather Porter', a search bar, and navigation links for 'Home', 'Create', and 'Settings'. The main navigation menu on the left lists various content categories: Stories, Posts, Videos, Tools, and Jobs. The 'Publishing Tools' section is active, displaying a 'Create Post' dialog box. This dialog box includes options for 'Event', 'Offer', and 'Job', a text input field with the placeholder 'How good is this post?', a media upload area, and a 'Boost this post' option. Below these are buttons for 'Photo/Video', 'Get Messa...', and 'Feeling/Ac...'. The 'News Feed' section shows a dropdown menu for 'Share Now' with options: 'Now', 'Schedule', 'Backdate', and 'Save Draft'. The 'Schedule' option is highlighted with a checkmark. A large yellow arrow points from the top right towards the 'Publishing Tools' section, and another yellow arrow points from the bottom left towards the 'Schedule' option. A red text overlay reads: 'You can access this area from your Facebook Page'.

Heather Porter

Home Create

Page Ad Center Inbox 20+ Manage Jobs Notifications 3 Publishing To... Settings 1 Help

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Tools

Creator Studio

Sound Collection

Jobs

Job Applications

Branded Content

Posts to Review

Your Posts

Manage All Your Posts in Creator Studio

Create Post Event Offer Job

How good is this post?

ENTREPRENEURSHIP IS LIVING A FEW YEARS OF YOUR LIFE LIKE MOST PEOPLE WON'T SO THAT YOU CAN SPEND THE REST OF YOUR LIFE LIKE MOST PEOPLE CAN'T.

Boost this post to show it to more people.

Photo/Video Get Messa... Feeling/Ac...

News Feed

Posts are public and show up on your Page and in search results.

Share Now Public Boost Post

Now Schedule Backdate Save Draft

Share Now

Try it Now

+ Create

Nov 4, 2019

Nov 2, 2019

Oct 31, 2019 at 12:01...

Oct 30, 2019 at 7:01 AM

Oct 28, 2019 at 12:00...

Oct 26, 2019 at 10:00...

Oct 24, 2019 at 12:01...

Ahh yes... the big golden guitar in Tamworth, in regional NSW in...

Just Google
'Facebook Creator
Studio' to find it

Try Creator Studio

Creator Studio

Heather Porter

Home

Post something...

Upload Video

Go Live

Instagram and IGTV publishing now available

Publish and schedule posts to Instagram and IGTV from Creator Studio.

Try It Now Dismiss

Recent Posts Last 7 Days

What does success mean
Today 9:26 AM
Heather Porter
0 VIEWS 12 ENGAGEMENT

Whenever I travel to a n

Insights Last 7 Days

Minutes Viewed
32 ▲ 1028%

1-Minute Video Views
12 ▲ 1100%

Net Followers
-7 ▼ 133%

Engagement
1 ▲ 100%

Posts Last 28 Days

0 scheduled posts

A top-down view of a silver laptop on a teal surface. Several small, square sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), Twitter (blue bird), Instagram (purple and pink camera), and a blue 'S' on a white background. The text is overlaid in the center of the image.

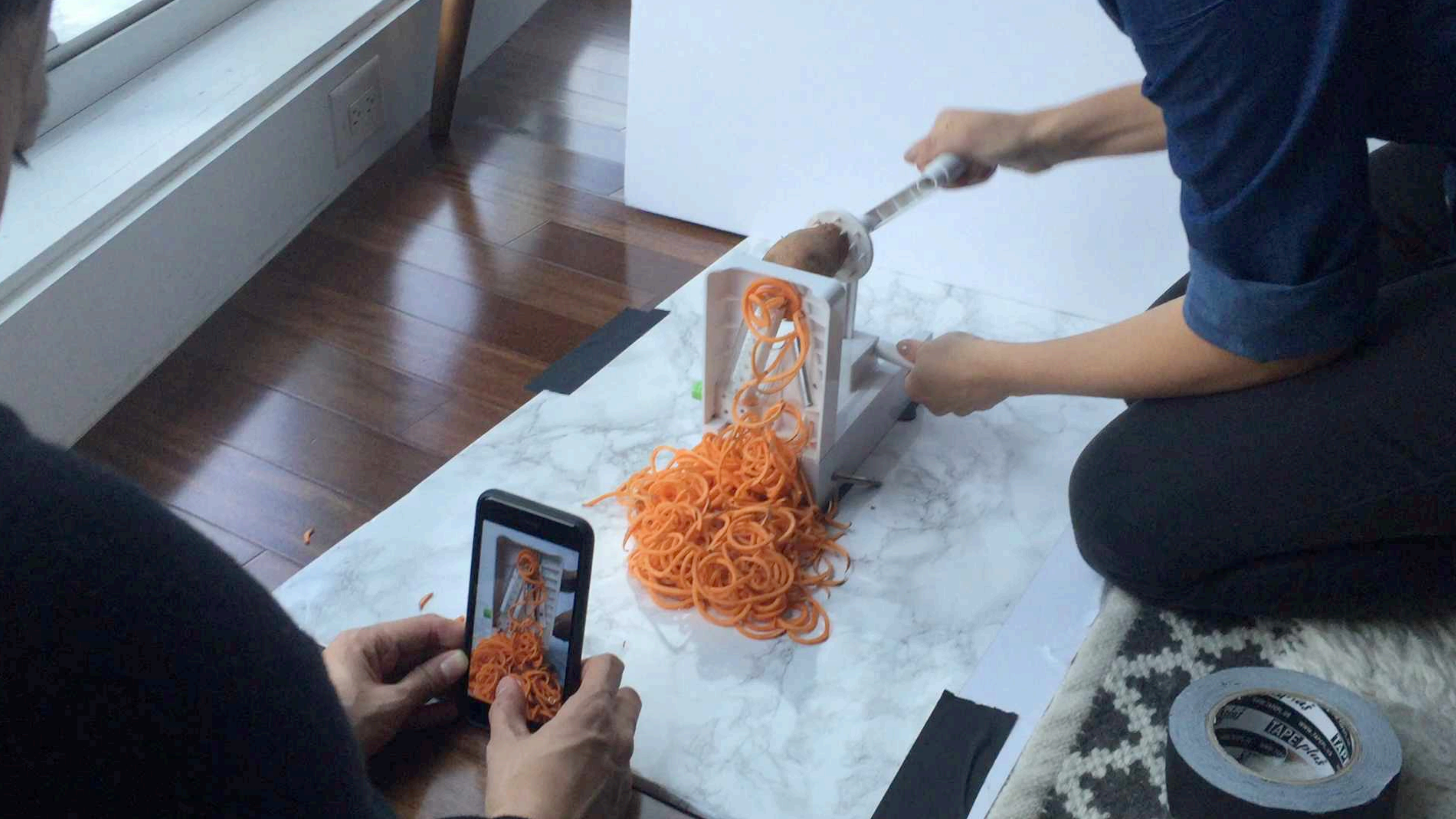
#5 Resources and apps to help you create amazing content, even if you are not creative

Your Kit

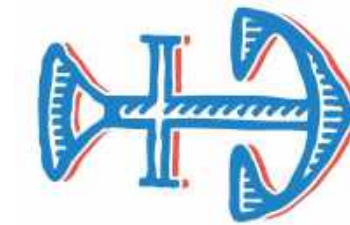
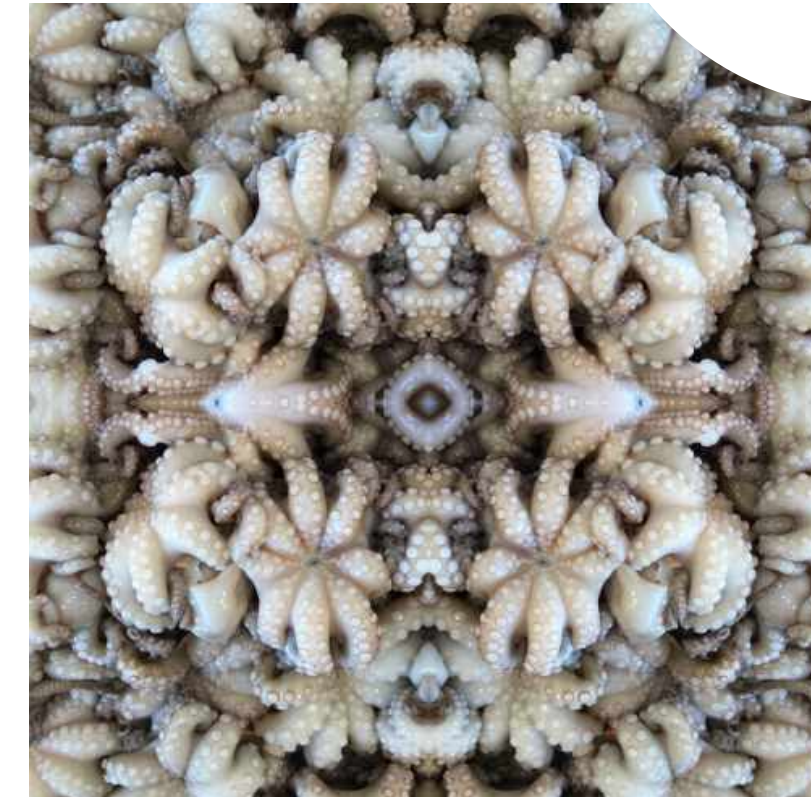
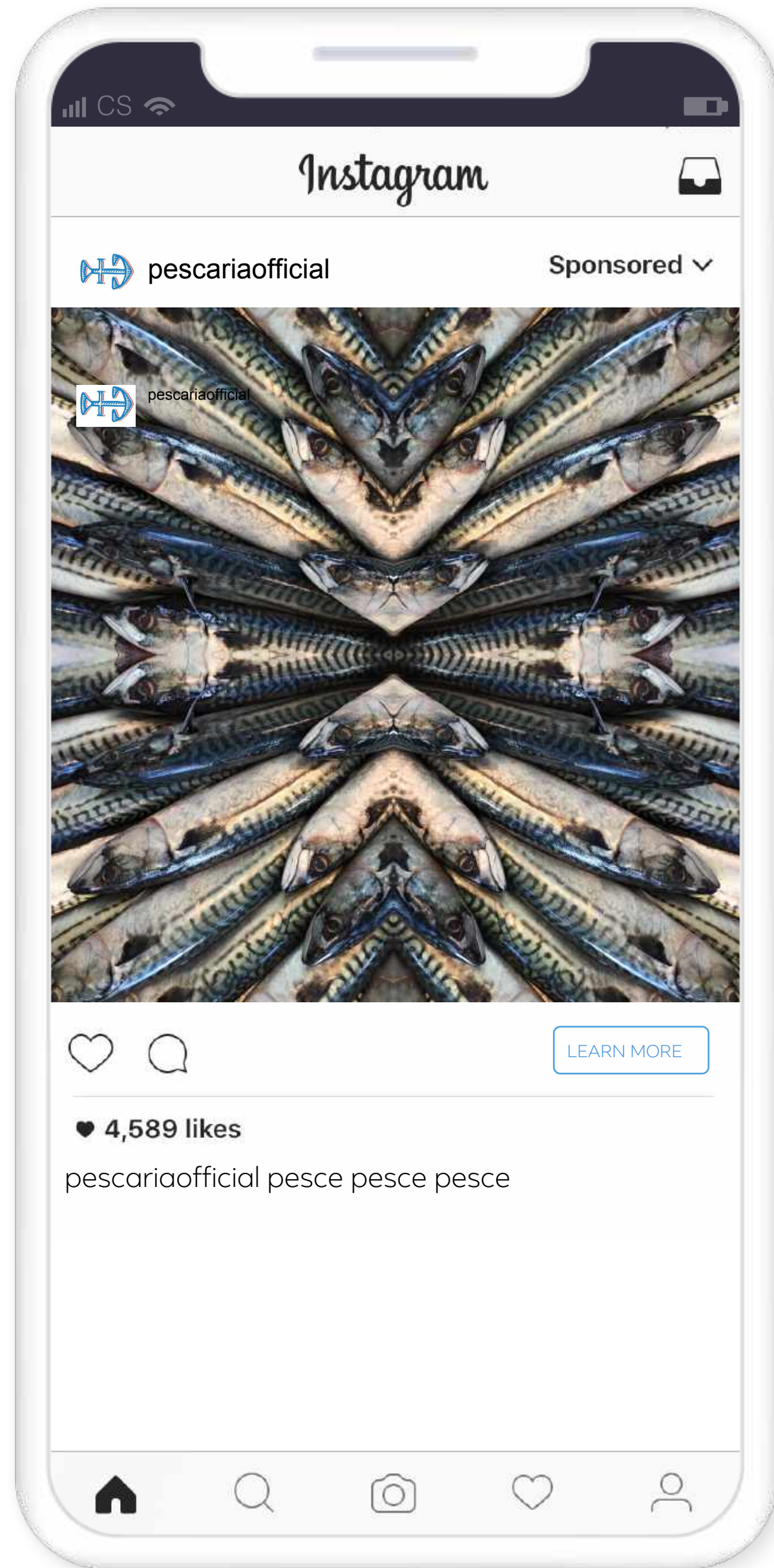


- Inexpensive tripod with phone mount (make sure it fits your phone)
- Clamp lights or other any other light source with white light (desk lamps are ok). Alternatively you could use strong natural light.
- Colored paper or backdrop to set the scene
- Foam board to bounce light
- Your product or assets

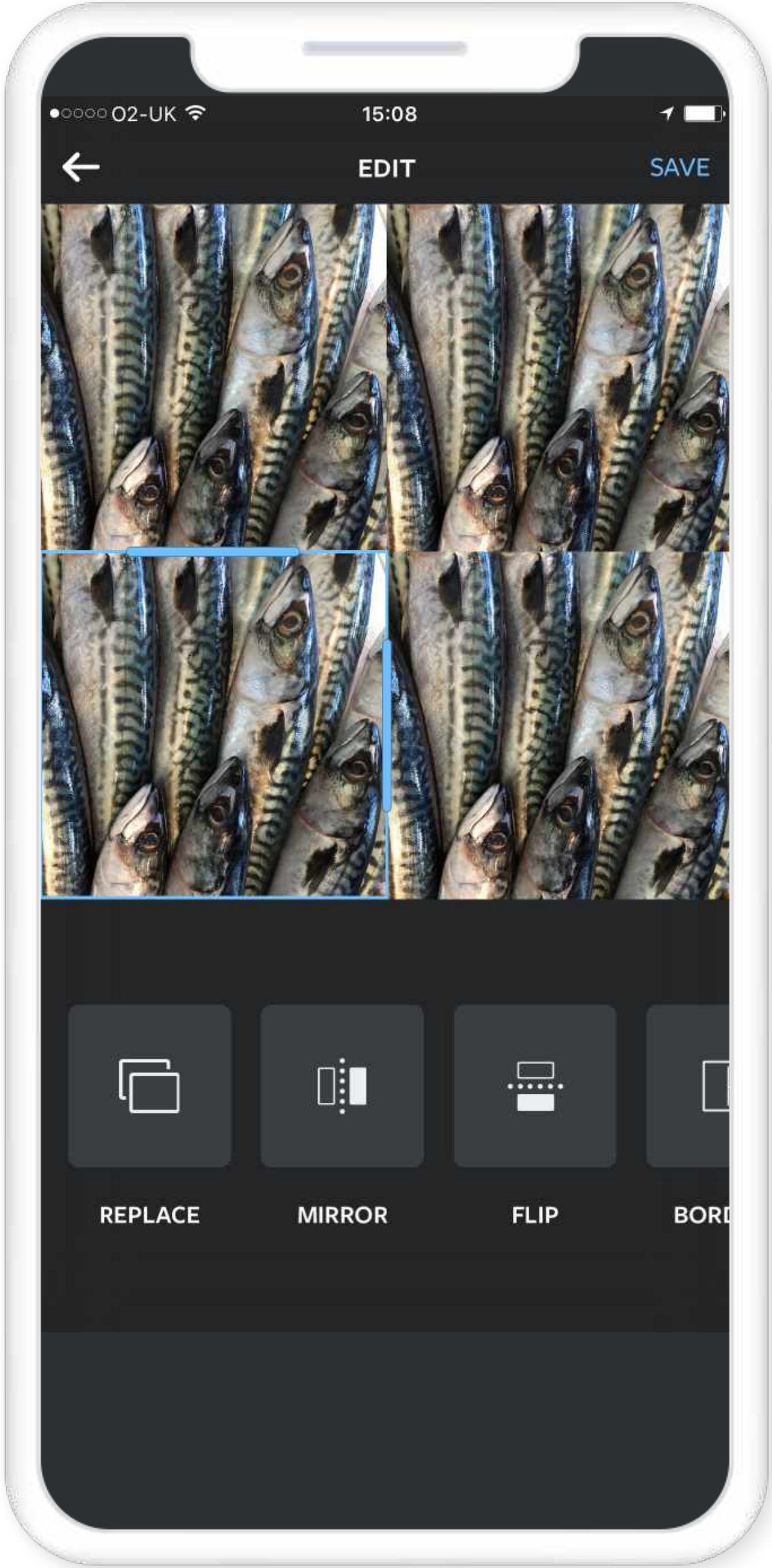
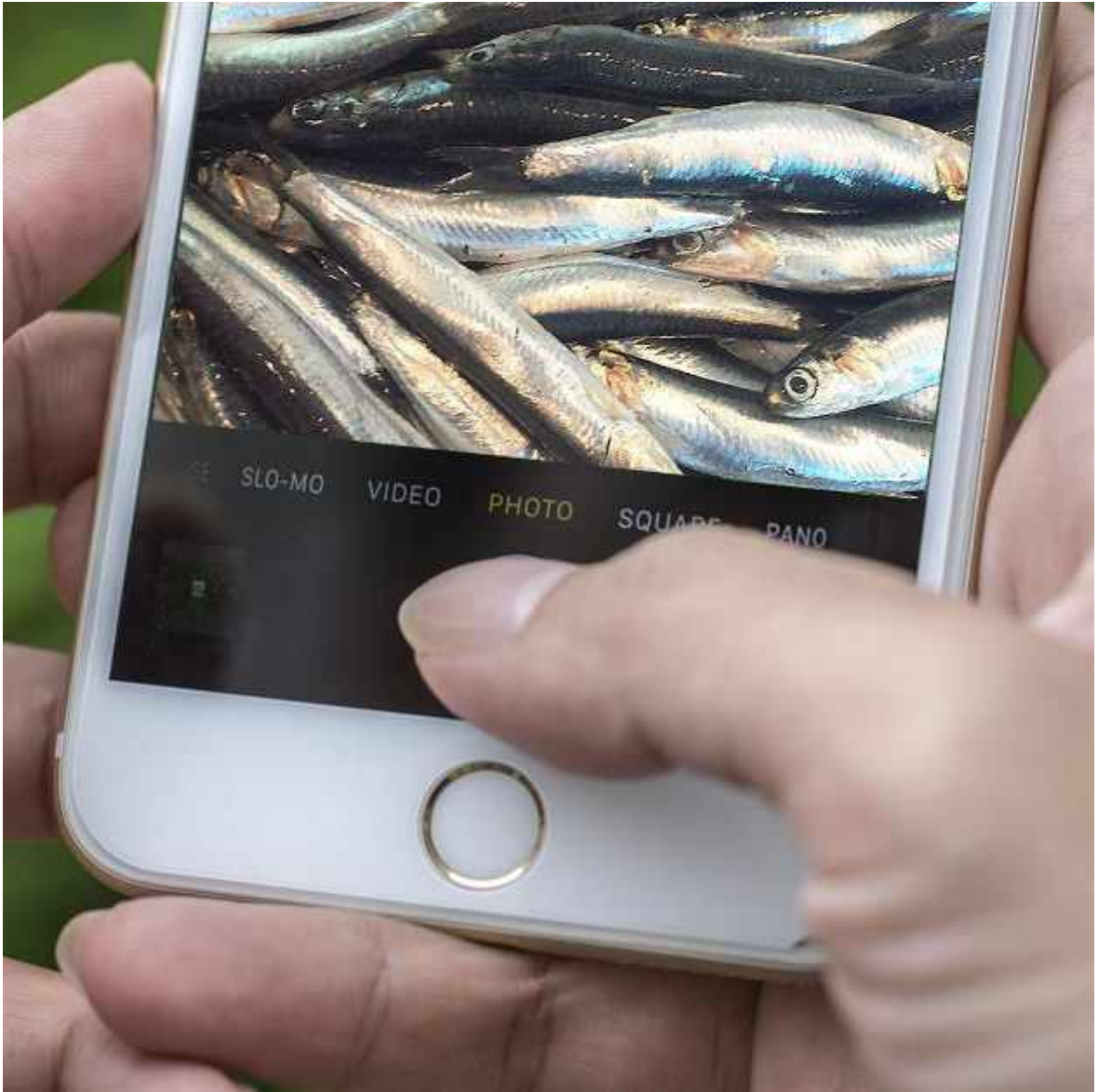




Give images new life with Layout App



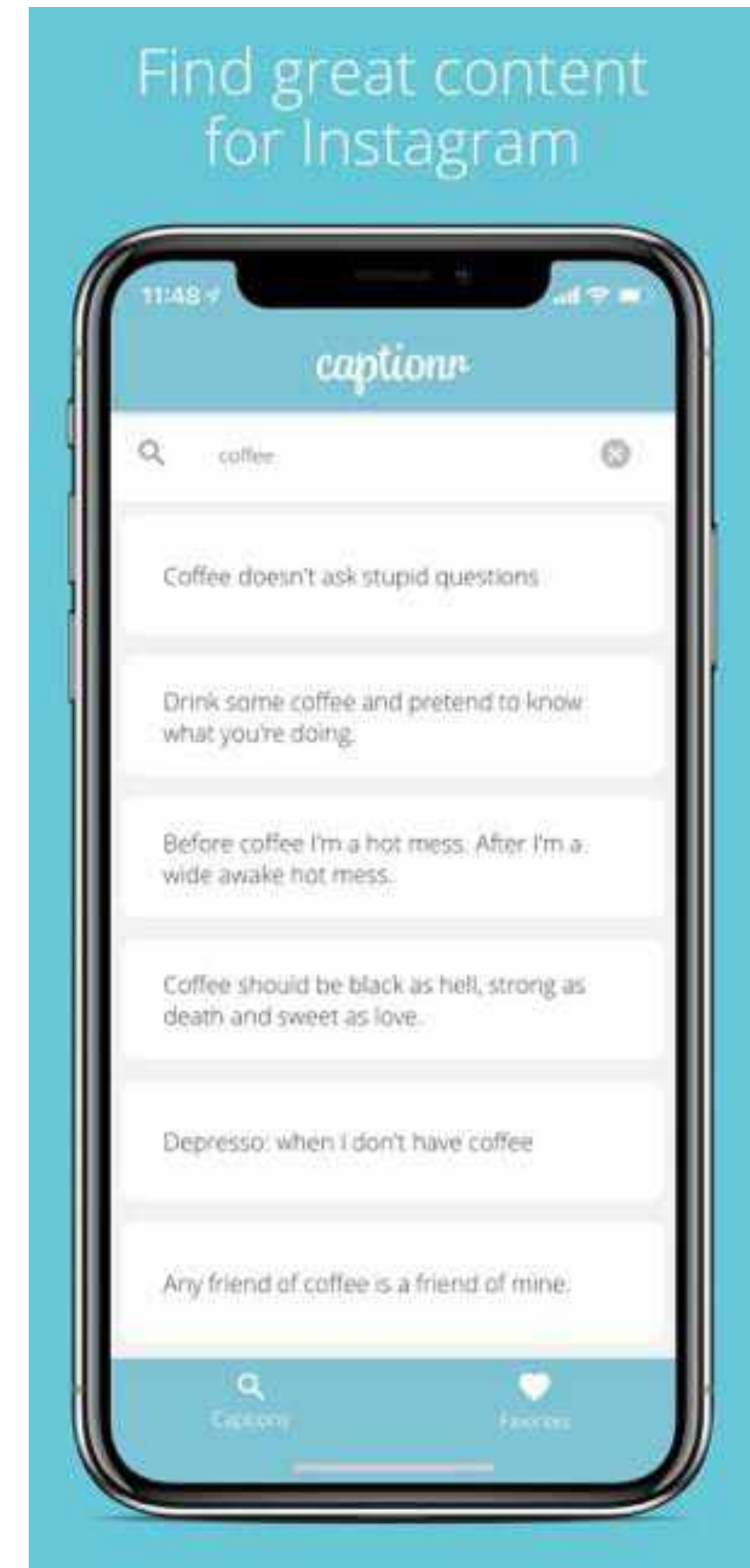
Here's
how



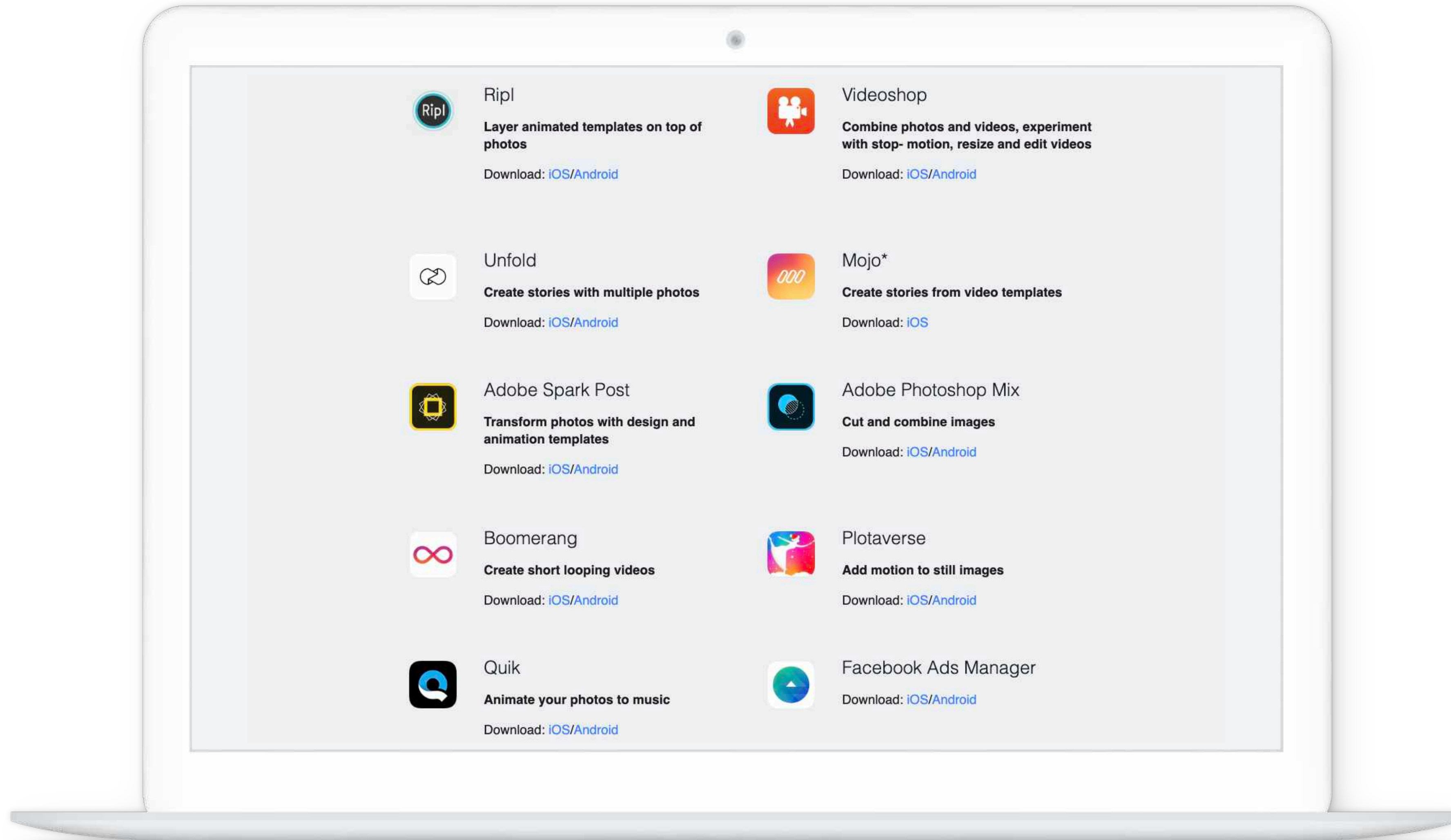
Captionr

Your audience is 70 percent more likely to convert if they experience an emotional reaction to your content—and the right Instagram caption can make this happen.

Come up with clever and funny captions that engage your audience using Captionr.



facebook.com/business/m/mobile-studio



facebook

MOBILE
STUDIO

A top-down view of a laptop on a teal surface. Several white sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), Twitter (blue bird), Instagram (purple/pink camera), and a blue 'S' logo. The text "#6 How to start advertising with boosted posts" is overlaid in white on the laptop keyboard area.

#6 How to start advertising with boosted posts

Boosted Posts in Facebook

Boost Post

POST BUTTON (Optional)

Add a button to your post ⓘ

No Button ▾

AUDIENCE

People you choose through targeting

People who like your Page [Edit](#)

Location - Living In: Australia, Canada, United Kingdom, Ireland, New Zealand, United States
[More ▾](#)

People who like your Page and their friends

[Create New Audience](#)

Audience Network

Run promotion on Audience Network


By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Cancel](#) [Boost](#)

DESKTOP NEWS FEED


MOBILE NEWS FEED

MORE ▾


 **Heather Porter** was live. [Like Page](#)

Sponsored · 🌐

Should you use jargon or industry specific words in your marketing?



3 Likes 1 Comment



heatherrporter



View Insights

Promote



Liked by annabundantlife, robertfinkelstein and 85 others

Select where to send people

- Your Profile
- Your Website
 - ow.ly/ZI5k30dJXNF
 - edit
- Your Shop Front



Select target audience

Automatic

Instagram targets people similar to your followers



Local

Select people in a specific location to target



Manual

Select people, places or interests to target



Learn how to reach the right people



Your total spend is **\$30** over **6** days

1,100-2,800

Est. reach

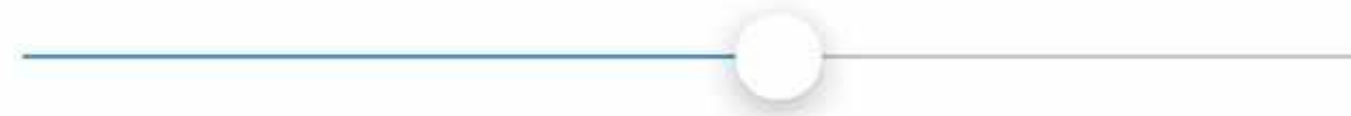
Budget

\$5 daily



Duration

6 days



More About Budget, Duration & Distribution



TIP: Boost posts that are already doing well.



LET'S RECAP

- Tips for making your accounts stand out
- The different areas you can create content for and how to do it: newsfeed, live and stories
- What to post and when to get the best results
- How to plan and schedule your posts
- Resources and apps to help you create amazing content, even if you are not creative
- How to start advertising with boosted posts



A top-down view of a silver laptop on a teal surface. The laptop is open, and its keyboard is visible. Several small, white, square sticky notes with social media icons are scattered around the laptop. The icons include Facebook (f), WhatsApp (green speech bubble), Twitter (bird), Instagram (camera), and Snapchat (S). The text "HOMEWORK FOR NEXT TIME" is overlaid in white, bold, uppercase letters across the center of the laptop keyboard.

HOMEWORK FOR NEXT TIME

- Your email or customer list in a csv spreadsheet with the following columns: first name, surname, email, mobile phone#. If you only have their email that is fine.
- Your web team's contact email so you can send them your Facebook pixel OR admin logins to your website
- A clear focus on 1 thing you want to promote: a certain special, promotion, product, package, etc.
- Write a paragraph to promote that item including: a summary of what someone will get, how it will help them (benefits) and price
- How can people book or buy that item? Do you need to set something up on your website for it? Come with the link to the page you want to promote and/or phone# to call.
- At least 2 photos to represent the item we will be promoting. If you are struggling with this we can find some together

A top-down view of a silver laptop on a teal surface. The laptop is open, and its keyboard is visible. Several white sticky notes with social media icons are scattered around the laptop. The icons include Facebook (blue 'f'), WhatsApp (green speech bubble), Twitter (blue bird), Instagram (purple and pink camera), and Snapchat (blue 'S'). The word 'THANKS!' is printed in large, white, bold, sans-serif capital letters across the center of the laptop keyboard.

THANKS!

Presenter: Heather Porter