



SECRETS TO WINNING NEW CUSTOMERS ON FACEBOOK

**STOP YOUR COMPETITORS FROM STEALING
YOUR CUSTOMERS ON FACEBOOK**

BY STEVEN HAMILTON



honeyweb

Dear Business Owner,

As a business owner the last thing you want is to be losing customers to your competitors, right?

Well, unfortunately there's a high probability that that's exactly what's happening because of your current or non-existent Facebook business page.

Right now, there are more people on social media than ever before, and these people are checking out your Facebook business page as part of their research, before deciding whether they want to do business with you or not. So, an unprofessional page is costing you thousands of dollars in business to your competitors.

How would you like to stop losing customers to your competitors and increase your sales... while spending the same (if not less) time on your marketing?

If you're interested in any of those two scenarios, then this will be some of the most important information you'll ever read.

Here's why: I want to share with you a simple evidence based online strategy that reveals how to stop your competitors from stealing your customers online.

When you use this same strategy, sales, leads, bookings, and orders will never be a problem again.

This is a proven strategy that has been used in countless industries and is responsible for generating billions of dollars' worth of sales globally.

Plus, this strategy will have your competitors tearing their hair out wondering where all their customers have gone...

In this eBook I'll explain how to stop losing customers to your competitors.

Ready? Lets Go!

1. Technology & Digital Disruption

The thing I love about online marketing and the **technology** underlying it is that we can track and measure everything we do, meaning this strategy is based on evidence.

I utilise resources like MecLabs > www.marketingexperiment.com and others who do the research and we use this research to guide and evolve our strategy development moving forward.

Digital Disruption means technology coming along that fundamentally changes or disrupts the way things are done. Let me give two quick examples.

The first example is Uber – they have taken over 70% of taxis' business. And Yellow Pages, what happened to Yellow Pages? Well Google came along and now Yellow Pages is the size of a postage stamp and Google is one of the biggest companies on the planet.

I mentioned Uber and Google because the same has happened in the world of media. Social media has become today's media, and we now spend more time on social media than we do watching television.

You may have heard that Channel 10 went bankrupt in June 2017, and that Channel 9 had to merged with Fairfax Media in 2018. The reason this happened is because their advertisers moved their money away from traditional media like television, print and radio and moved it online.

Question: Why would anybody move an investment from one place to another?

Answer: Because you get a better return on investment or ROI.

It has been predicted that Facebook and Google will have over 95% of all ad spend by 2023!!!

2. New Media & Online Marketing v Traditional Marketing


Facebook and social media has been called **new media** and is today's newspaper and television station rolled into one.

It's where your customers are spending their time catching up on the latest news, watching video content and chatting with their friends. As mentioned above, we are now spending more time on social media than watching TV.

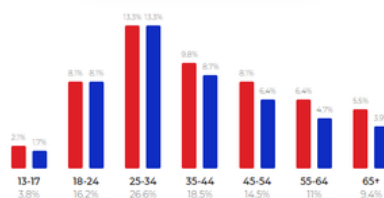
In advertising terms, it's where the eyeballs are. It's where your customers are spending their time, so you need to be there in front of them on a regular basis.

For this reason, major advertisers have moved their ad spend online and you need to do the same as soon as possible if you want to STOP losing customers to your competitors.

 Facebook users in Australia
February 2020

 17 290 000

♀ 53.3% women ♂ 46.7% men

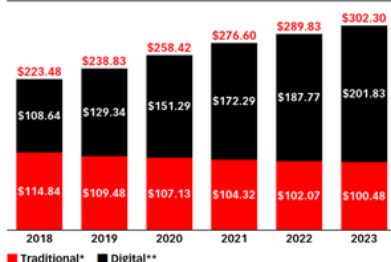


 NapoleonCat

Source: NapoleonCat.com



Total Media Ad Spending in the US, Traditional vs. Digital, 2018-2023
billions



Note: *includes directories, magazines, newspapers, out-of-home, radio and TV; **includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; and includes all the various formats of advertising on those platforms; includes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, February 2019

T10045

www.eMarketer.com

3. Targeting

The other reason the advertising dollars have moved is because of **targeting**.

Never before in human history have you had the ability to get your message in front of your ideal prospect for such little investment, and even for FREE.

Unlike traditional media where you pay a fortune to advertise to everyone, Facebook gives you the ability to broadcast your message directly to your target audience.

For example, it maybe by location (10km radius from your business location), Age (25-35), and even their interests i.e. (Indian Food). It goes much deeper than that, but you get the idea.

4. Brand Advocates

I mentioned above that sometimes we can target our ideal customer for FREE. This is where brand advocates come in.

A **brand advocate** is someone who loves your business and is happy to mention their positive experience to their network of friends, but unlike traditional word of mouth Facebook amplifies the reach when other people like, share or comment on your content.



5. Word of Mouth & Reviews ★★★★★

I'm sure **word of mouth** is still very important to the success of your business as it is to mine, but as mentioned earlier, Digital Disruption has even changed how **word of mouth** now works.

Before the internet, if a friend of mine had a good experience and told me you about your business, the next time I needed your product or service, I would simply go to your business.

Today, we now go straight to Facebook. We checkout your business page and read the **reviews** as part of our research before deciding whether we want to do business with you or not.

So again, an unprofessional page is costing you thousands of dollars in business to your competitors.

6. Facebook Business Page

If someone goes to your business page, I'm going to argue they're probably interested in your business, they wouldn't be there otherwise, would they?

So, imagine if you had 100 people visit your Facebook business page and you only made one sale. Then there's clearly something wrong with your Facebook business page, and you would want to fix it, right?

OK, so let's go through the changes you need to make to your page in order to convert more of those visitors into customers and remember this isn't based on opinion it's based on science-based conversion optimization methods.

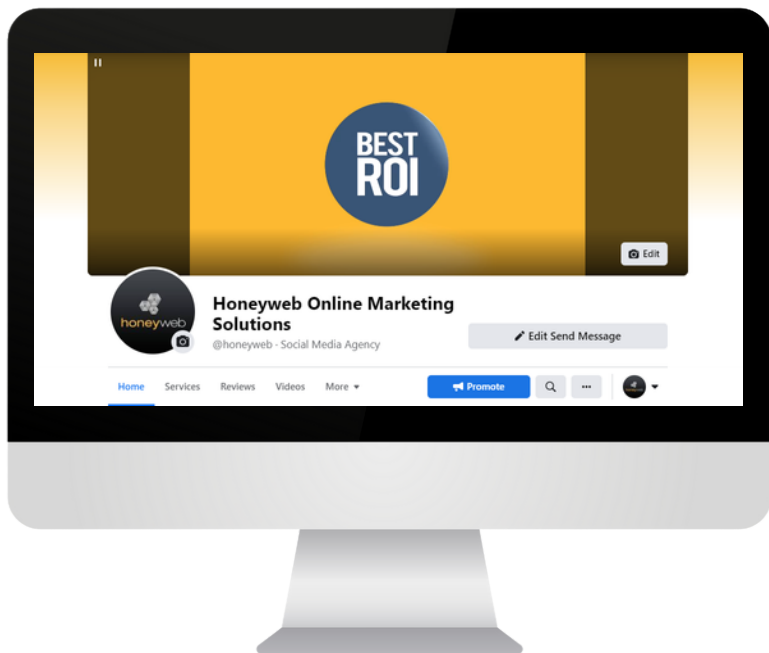
7. Your Profile Image & Cover Image / Video

One of the first things visitors will look at is your profile image, make sure your profile image is your logo and that it is clear, and fits centred within the display area.

I've seen many logos cut off and even one upside down if you can believe that...

The main thing visitors notice is your **Facebook Cover Image / Video**. Video works best but if you don't have a professional video, use professionally taken images or stock images - these are ok too. The most important part though is to include your Value Proposition and HOOK – STORY – OFFER as part of the information.

Remember we are trying to convince this visitor to do business with you!!!



8. Likes, Followers & Social Proof

While the number of **likes** and **followers** is important to build trust or what we call “**social proof**”, it’s much more important that one or more of your **likes** or **followers** is a mutual friend of your prospect.

While you might think 1,000 page **likes** or **followers** is great, remember you trust your friends and their opinions more.

So, remember to work hard on growing your **likes** and **followers** as this will increase the chances that the next time a new potential customer is visiting your page, at least one of their mutual friends has already liked or is following your page which is social proof gold.



9. Value Proposition

Every business since the dawn of time has been providing solutions to problems, so make sure visitors to your page understand that you have the solutions for their problems.

So, what's a **Value Proposition**?

"If I am your ideal prospect, why should I buy from you rather than any of your competitors?"

Think about your ideal prospects / customers and all the reasons why they should buy from you rather than a competitor and then use that in crafting your value proposition. You can read Honeyweb's value proposition below...

Honeyweb's Value Proposition



**HONEYWEB WORK EXCLUSIVELY
WITH OUR CLIENTS TO HELP THEM
STOP LOSING CUSTOMERS
TO THEIR COMPETITORS
BY ENSURING THEIR
ONLINE STRATEGY IS SET UP
TO NOT ONLY GET THEM FOUND
DURING THE SEARCH PHASE,
BUT MORE IMPORTANTLY,
CONVERT PEOPLE ONCE THEY
HAVE FOUND THEM
THROUGH SCIENCE-BASED
CONVERSION OPTIMISATION METHODS.**

www.honeyweb.com.au

10. HOOK – STORY – OFFER

HOOK – STORY – OFFER can also be thought of as value proposition sequencing. What I mean by sequencing, is the order that you need to do this in to get results.

Let me explain it like this... you wouldn't walk up to a perfect stranger and ask them to marry you, yet that's what most businesses are doing with their marketing.

Imagine you saw someone who you would like to marry, how would you go about making that happen in the real world?

Well first of all, you would need to get that person's attention (HOOK), then once you've got their attention the next thing you would do is introduce yourself and start a conversation with that person (STORY). It's during your conversation that you're trying to make a connection with another human being, you're trying to gain their trust.

It's only once you've made a connection and gained their trust would you ask for their number or ask them to go on a date (OFFER).

Well, the same thing applies in business if you don't get your prospects attention, they'll never discover the solutions you have to their problems and if you don't make a connection and gain their trust, they will never do business with you, correct?

So, make sure your Value Proposition and HOOK – STORY – OFFER is part of your Facebook Cover Image / Video to ensure you convert more of your visitors into customers.



About the Author

My name is Steven Hamilton Founder and Managing Director of Honeyweb Online Marketing Solutions.

My online marketing journey started back in 1998, I used to play AFL football in Melbourne for the Kangaroos and SANFL in Adelaide, South Australia but I was getting injured all the time, so I thought I'd better find something else to do. And that's when I discovered a little thing called the Internet.

The thing I love about online marketing is it's evidence based, so everything in this eBook is not my opinion it's based on science and research.

Honeyweb have over 800 clients all over Australia from multinational companies right down to my local Indian restaurant around the corner from where I live.

If you take a look at our website under the services tab, you'll see that we do everything to do with online marketing but our focus is on website design E Commerce solutions and social media.

www.honeyweb.com.au

***STOP LOSING CUSTOMERS
TO YOUR COMPETITORS***

BOOK A FREE FACEBOOK BUSINESS PAGE REVIEW

SCROLL DOWN TO SEE SPECIAL OFFER



BOOK A FREE FACEBOOK REVIEW

I want to show you how to stop losing customers to your competitors.

To help you do this I'm offering you the opportunity to Book a **FREE Facebook Business Page Review** where I'll show you the changes you need to make to your page in order to convert more of your visitors into sales.

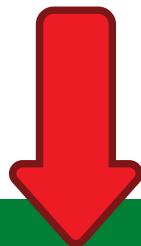
Plus, as a bonus, I'll also show you how to set up a simple three stage social media strategy that will have your competitors tearing their hair out wondering where their customers have gone.

We've helped hundreds of businesses implement this strategy and with over 100 x 5-star reviews recommendations and testimonials on Facebook Google and on our website, if you join us, I know we can help you too.

To Book your FREE Facebook Business Page Review simply click on the **[GET OFFER]** button below, provide your details and we'll give you a call back to arrange a time, yep, it's that easy.

This is a strictly limited offer so please, only book your FREE Facebook Business Page Review if you're seriously ready to invest in your business today.

STOP losing customers to your competitors.



GET OFFER