

Facebook News Feed Changes: **Explained!**

Find out how you should **Pivot** your
Facebook Marketing Strategy



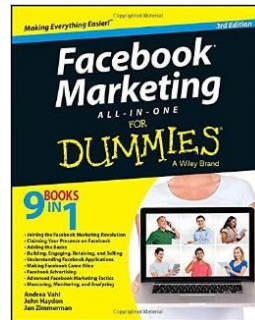
with Andrea Vahl
@andreavahl

Here's What You'll Learn...

- How to find out exactly how your Page is being impacted
- What you should do about organic reach
- The newest tactics being used on Facebook to get in front of your audience
- How you can still maximize your Facebook Marketing to get new leads every day

ABOUT ME

Co-author of Facebook Marketing All-in-One for Dummies
Community Manager for Social Media Examiner for 2 years
Lead Instructor at FBInfluence
Cofounder of Social Media Manager School
Grandma Mary @GrandmaMaryShow
Andrea Vahl @AndreaVahl



Facebook Changes ...Again?



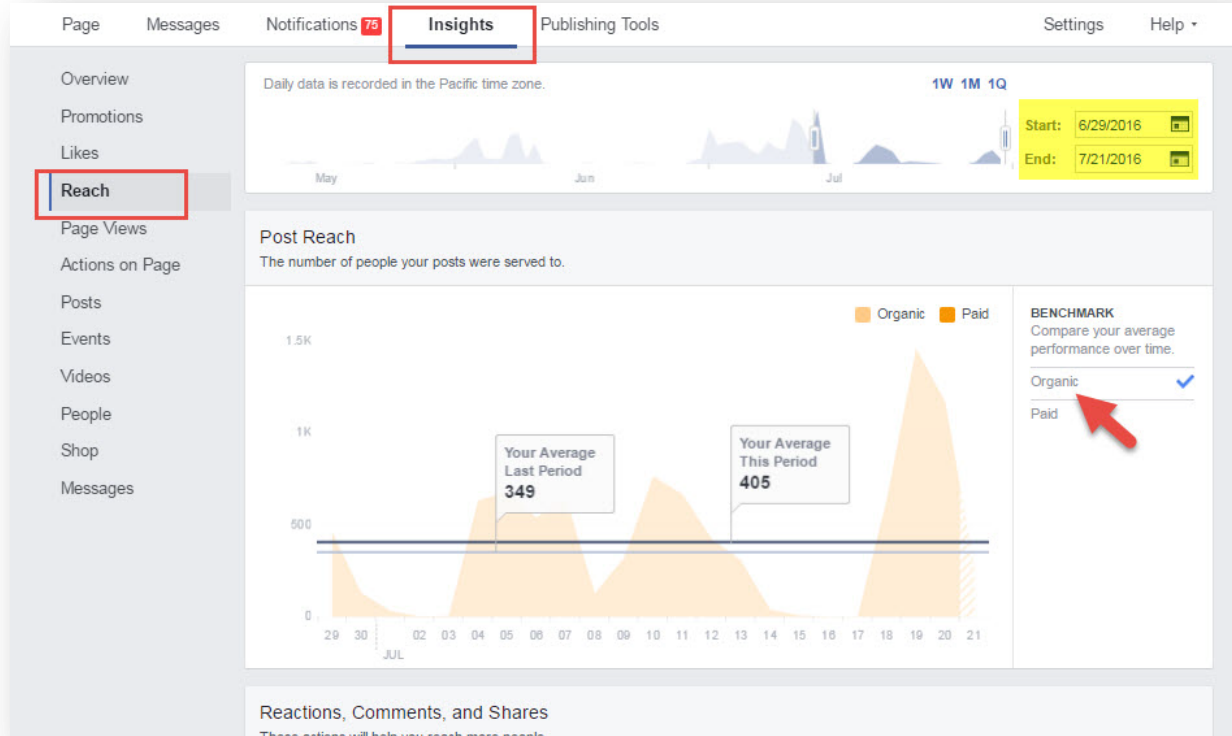
Facebook is giving more and more preference to personal profiles in the News Feed.

<http://newsroom.fb.com/news/2016/06/building-a-better-news-feed-for-you/>

***Organic Reach is
NOT dead but it's
more difficult.***



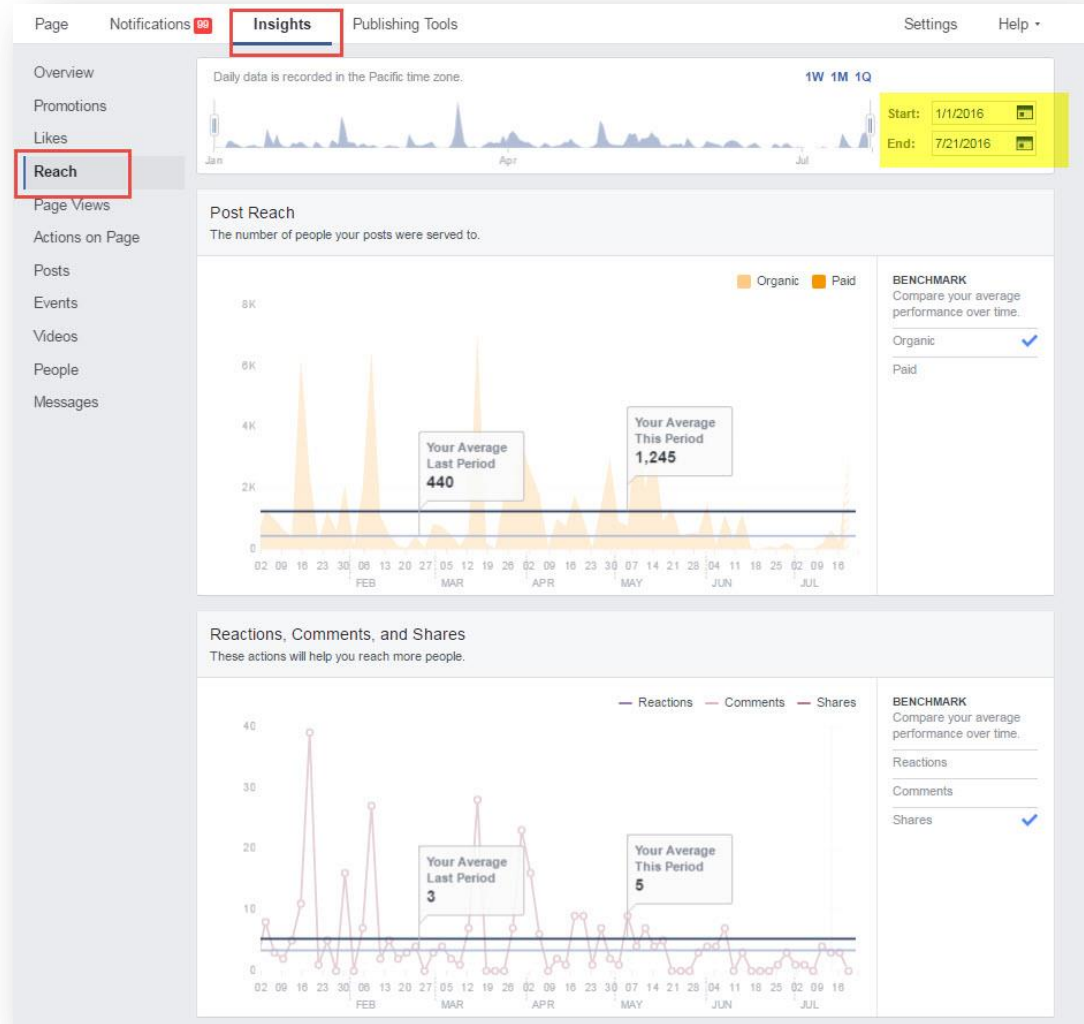
Use Facebook Benchmarking to watch for changes



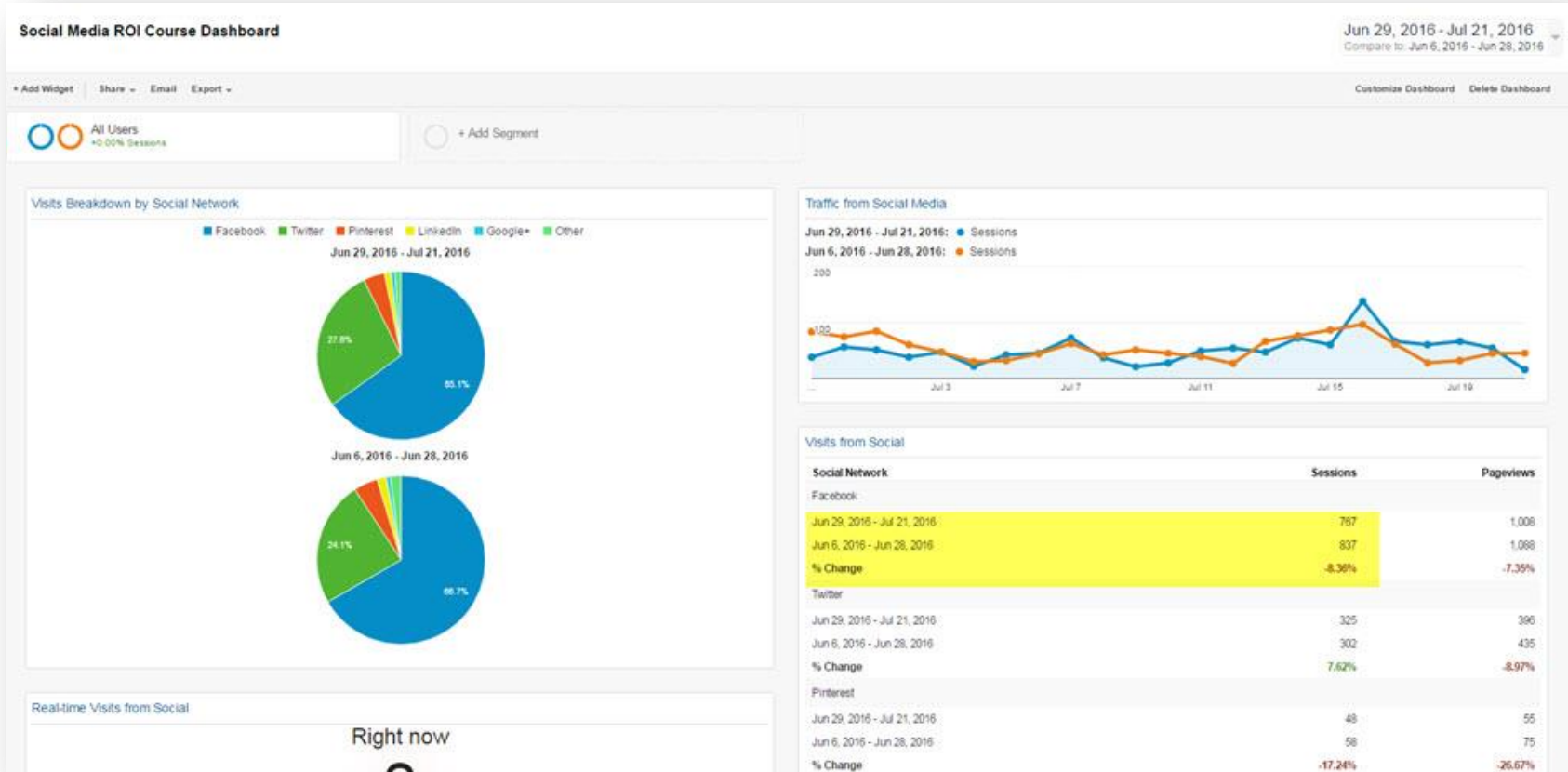
Compare to
longer term

YTD Average
Reach: 1,245

Previous
period: 440

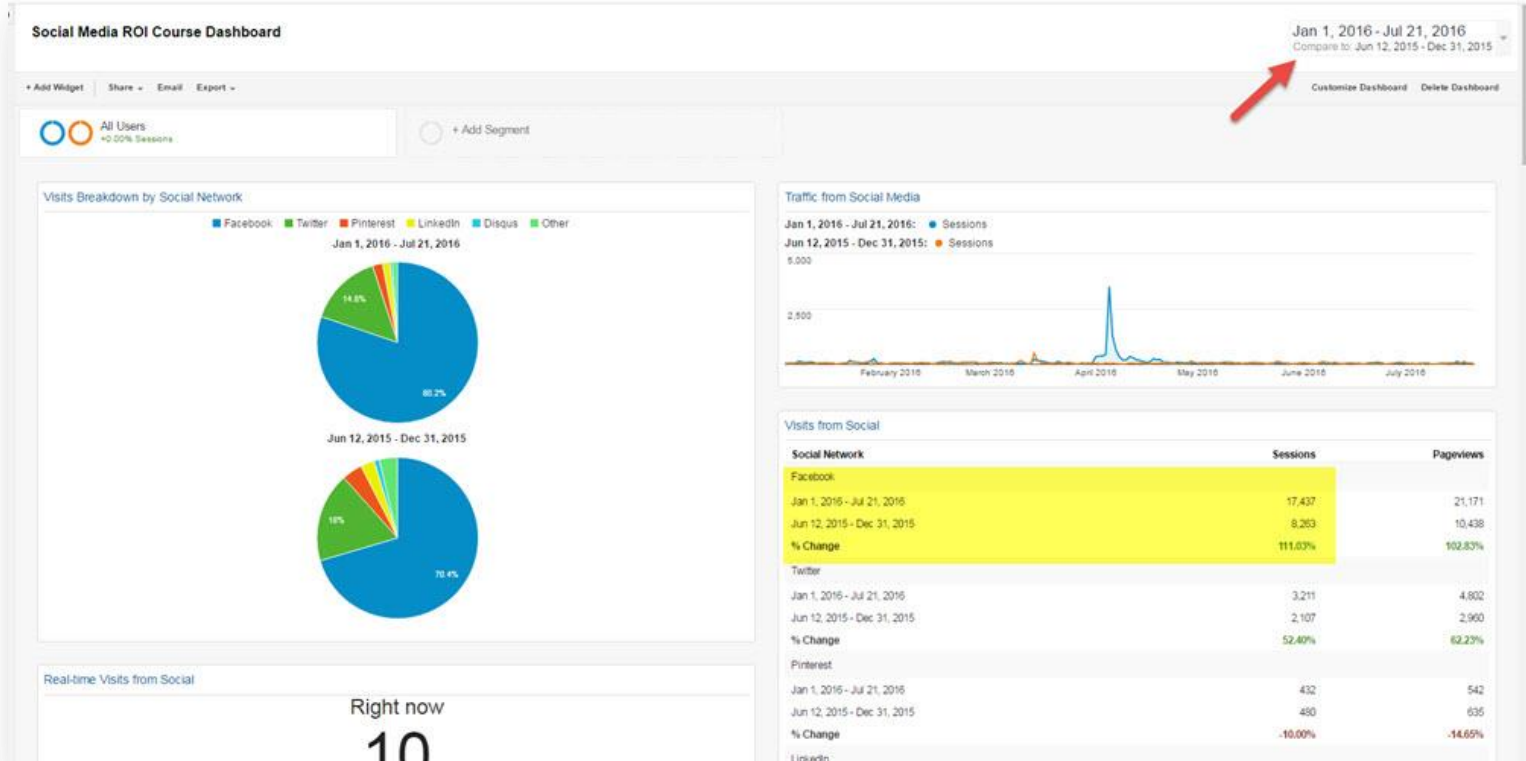


Use Google Analytics

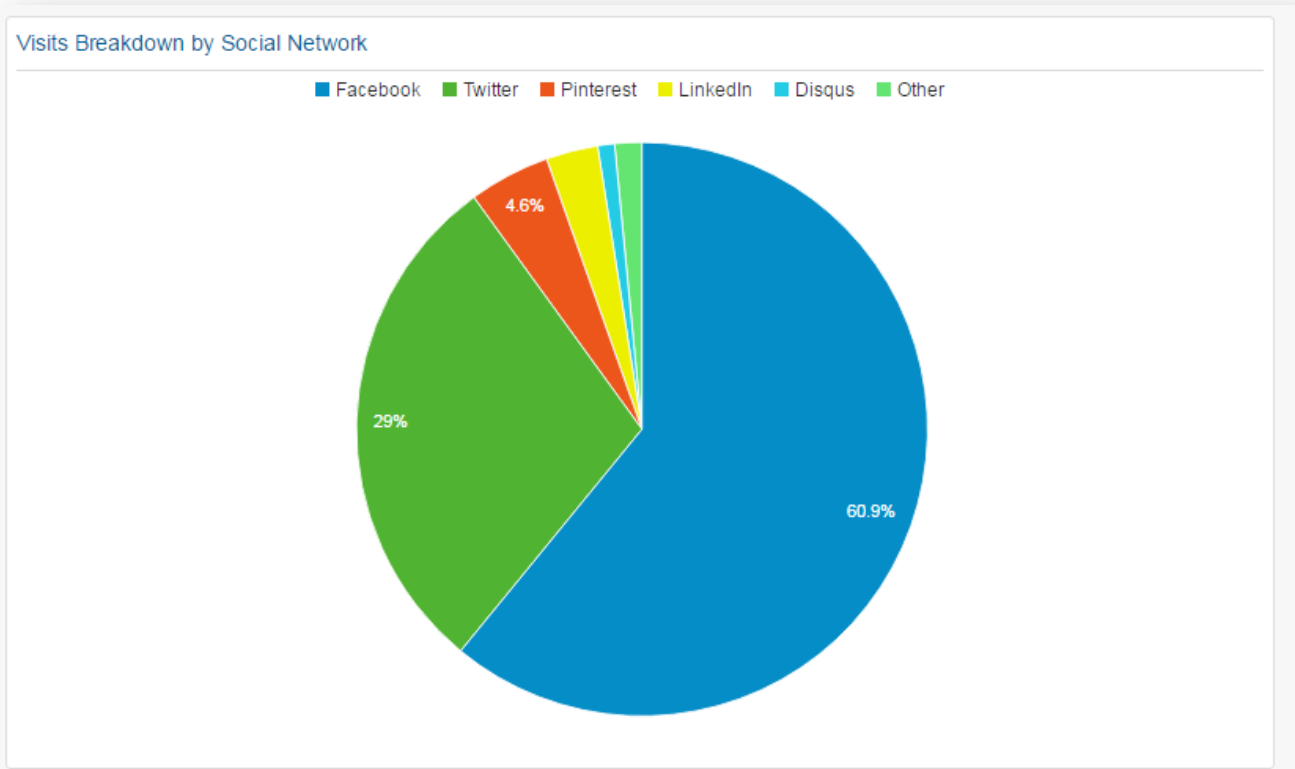


Google Analytics – Longer Term

111%
increase in
traffic
from
Facebook



Facebook is STILL my Best Platform



What to Do About Organic Reach



It's time to get
smarter about your
Facebook Strategy



Reach is a vanity metric.
Focus on metrics that
indicate ACTION.

My Key Performance Indicators

1. Clicks to my website
2. Optins to my email list
3. Sales



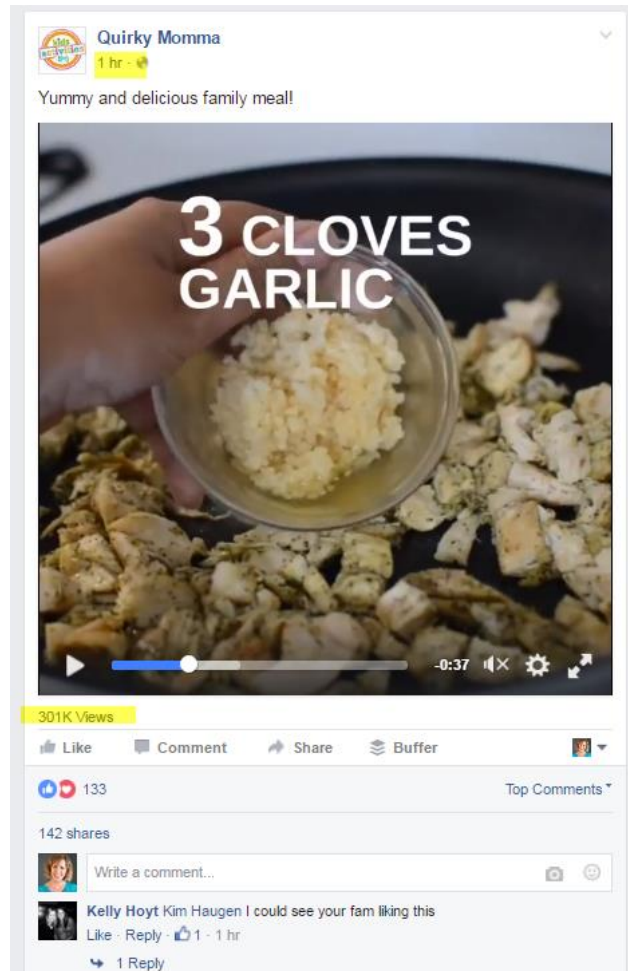
Yes, better reach leads to these but at the end of the day, these are the stats I watch

| Business Objective | Social Media Metrics to Measure |
|---|---|
| Connect with Current Customers | Reach Comments, Likes, Shares, Retweets Reviews Return Traffic from Social Media |
| Reaching New Potential Customers | New optins from social media New Fans/Followers/LinkedIn connections New Group members |
| Increasing Customer Satisfaction | Answered messages Time of response More positive reviews |
| Establishing yourself as a brand leader or expert in your field | Website visitors from social Time on site from social Bounce rate Optin for webinars, ebooks, newsletter, or other content Video views Retweets and shares |
| Increase in Sales | Track sales directly from social media or sales with a social media assist |

Facebook Tactics that ARE working

Video

Consider
short video:
teaching or
inspiration



Video Best Practices

- Use good lighting!
- Use a tripod and a mic
- If the video is not live – edit to cut fluff
 - Simple editor AVS Video Editor, Movie Maker, iMovie
- Use closed captioning since many people listen with the sound off
- Upload DIRECTLY to Facebook (not a YouTube link)
- Entertain-Educate-Empower

Facebook Live Video

 **Andrea Vahl, Inc.** was live.
July 25 at 11:05am · 🌐

Live from the National Speakers Association conference talking about video content



1,016 people reached [Boost Post](#)

145 Views

Like Comment Share Buffer

Ruben The-Realtor, Amanda Webb and 12 others [Top Comments](#)

 **Grandma Mary - Social Media Edutainer** was live.
Published by Andrea Sodergren Vahl [?] · July 21 at 12:31pm · 🌐

What to do about Facebook's recent algorithm change and decreasing reach



5,954 people reached [Boost Post](#)

246 Views

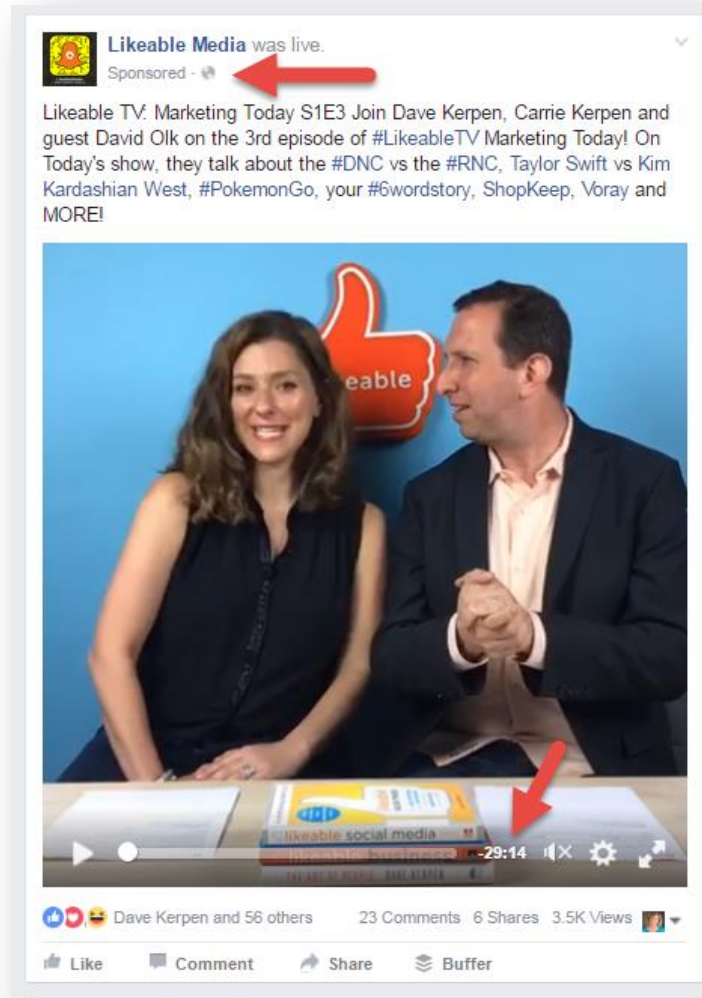
Like Comment Share Buffer

Internet Marketing Entrepreneur, Shawndra L Higgins and 8 others

*Facebook gives higher visibility
while Video is LIVE*

Longer Live Video

For added
visibility,
promote with
Facebook Ad



A screenshot of a Facebook Live video player. At the top, a status bar shows 'Likeable Media was live.' with a red arrow pointing to the word 'Sponsored'. Below this is the video title: 'Likeable TV: Marketing Today S1E3 Join Dave Kerpen, Carrie Kerpen and guest David Olk on the 3rd episode of #LikeableTV Marketing Today! On Today's show, they talk about the #DNC vs the #RNC, Taylor Swift vs Kim Kardashian West, #PokemonGo, your #6wordstory, ShopKeep, Voray and MORE!'. The video frame shows a man and a woman sitting at a desk with a large red thumbs-up icon in the background. A red arrow points to the video progress bar at the bottom, which shows a duration of 29:14. Below the video frame, the engagement bar shows 'Dave Kerpen and 56 others', '23 Comments', '6 Shares', and '3.5K Views'. At the very bottom are the interaction buttons: 'Like', 'Comment', 'Share', and 'Buffer'.

Likeable Media was live.
Sponsored -

Likeable TV: Marketing Today S1E3 Join Dave Kerpen, Carrie Kerpen and guest David Olk on the 3rd episode of #LikeableTV Marketing Today! On Today's show, they talk about the #DNC vs the #RNC, Taylor Swift vs Kim Kardashian West, #PokemonGo, your #6wordstory, ShopKeep, Voray and MORE!

29:14

Dave Kerpen and 56 others 23 Comments 6 Shares 3.5K Views

Like Comment Share Buffer

Images – still working



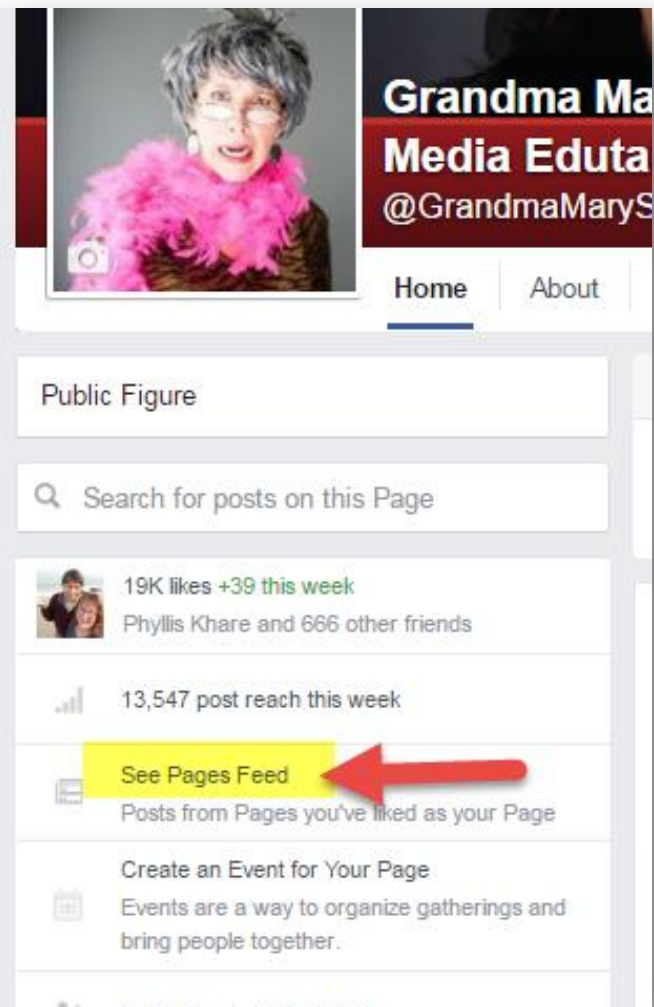
Be INTERESTING

- Humor
- Inspiration
- Helpful Tips



You can still comment
on Pages as your Page

Pages Feed





Page

Notifications 99

Insights

Publishing Tools

LIKED BY THIS PAGE



Pearl Fashionista



CNN



The Wahm Addict LLC



The Big Brand System



Patty Farmer, Business Growth S...



Amy Porterfield



Hugh Briss



Gaal Creative



Denver Westword



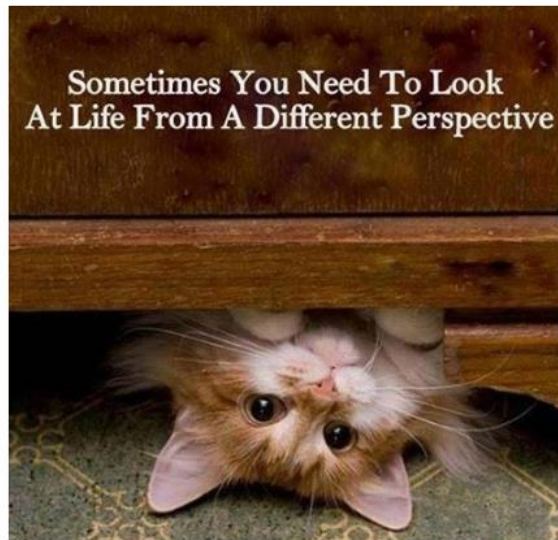
Write a comment...



Digital K

3 hrs · 🌍

Sometimes you need to look at things from a different perspective.
(Found at: <http://on.fb.me/1ksUDpz>)



Like



Comment



Share



Buffer



Write a comment...



Jyotishakti shared Jyotishakti and Vidya's event.

f Search Facebook

Andrea Sodergren Vahl
Edit Profile

FAVORITES

- News Feed
- Ads Manager
- Messages
- Events
- Photos
- Favorite Pages
- Andrea Vahl, Inc. 20+
- Social Media Manag... 7
- SMExaminer Social ... 5
- FBIinfluence - Memb... 9
- Facebook Advertisin... 2
- Social Media Mana... 3
- Saved
- Sale Groups

PAGES

- Grandma Mary - So... 20+
- Pages Feed**
- Like Pages 5
- Create Ad
- Create Page

GROUPS

- Human Syndicate 1
- Social Media ROI Co... 4
- Discover Groups
- Create Group

APPS

- Live Video
- Games
- On This Day
- Tetris Battle
- Page Notifications
- Princess Vera Wan... 20+
- Games Feed

INTERESTS

- Home Improvement

FRIENDS

- Close Friends

Pages
Recent updates from Pages you're connected to

Superior CO - Chamber of Commerce
Published by Heather Hanes Cracraft · 2 hrs ·

NEW website is launched! A few tweaks still to come and new pages to add like a non-profit member highlights and Chamber blog but we just couldn't wait any longer...check it out==>www.superiorchamber.com

10,000 likes on this post 495 other recent interactions 12,483 page likes 75 recent network posts

Up Next at the Superior Chamber of Commerce, we would like to welcome you to Superior, Colorado.
Take part along the Superior Chamber of Commerce's 10th Anniversary Celebration. Superior is proud to have been named "Most Beautiful Small Town in America" by Reader's Digest. We are proud to represent both Superior and Colorado. We are proud to represent both Superior and Colorado. We are proud to represent both Superior and Colorado. We are proud to represent both Superior and Colorado.

Mentoring Circle
Welcome New Members
Do Any Mentoring
Member Search

Jul 15 Chamber Board of Directors Meeting

Jul 17 Wednesday Lunch Group

Jul 18 Girls' Institute's "Learning Your Digital Identity by Learning How It's Used"

Jul 25 10th Open House at Girls' Institute

Aug 1 Hope Lunch Group Meeting

Aug 2 National Night Out 2014

Aug 3 Wednesday Lunch Group

Aug 6 Relay For Life of East

39 people reached

Boost Post

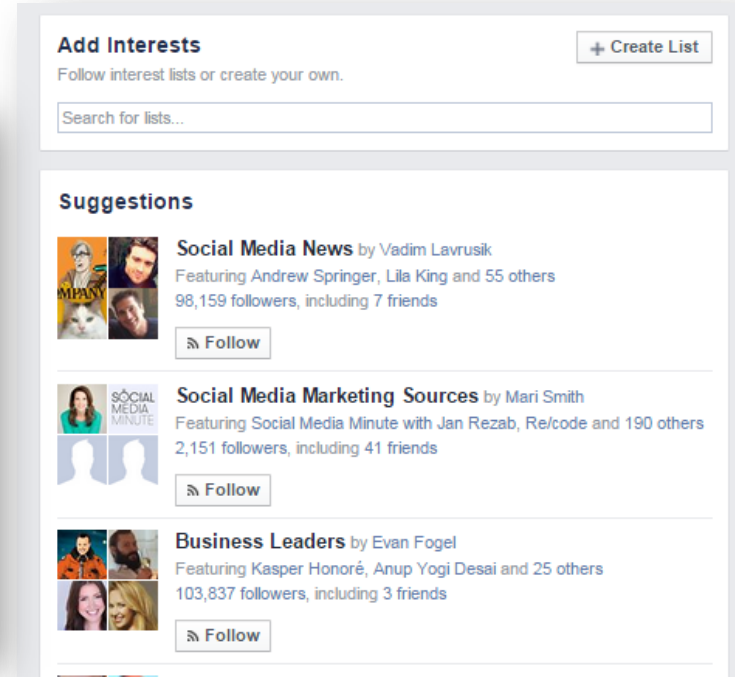
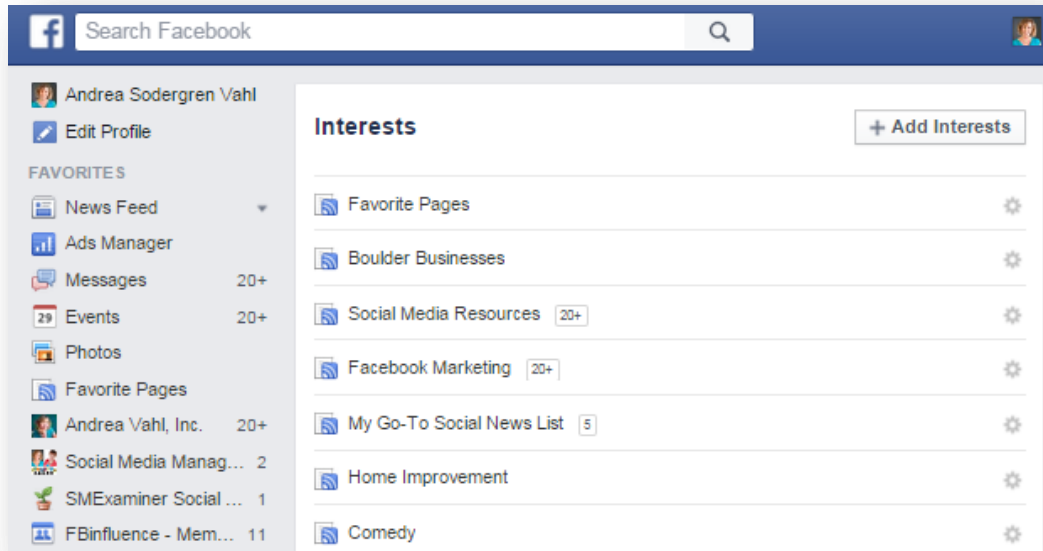
Amy O'Neill and Jackie Mozis Zyzovolski

Like Comment Share Buffer

Robert Scoble and TechCrunch shared TechCrunch's post.

facebook

Interest Lists of Pages



<https://www.facebook.com/bookmarks/interests>

Switch to your Page

Facebook interface showing the process to switch to a page.

Left Sidebar (Navigation):

- FAVORITES
 - News Feed
 - Ads Manager
 - Messages
 - Events
 - Photos
 - Favorite Pages
- PAGES
 - Grandma Mary - So...
 - Pages Feed
 - Like Pages
 - Create Ad
 - Create Page
- GROUPS
 - Human Syndicate
 - Social Media ROI Co...
 - Discover Groups
 - Create Group

Main Feed:

- Social Media Marketing** (By Social Media Examiner - 11 followers)
- CoSchedule** (Just now)
- Today's the day! Join us and @Postplaner live at 12 pm PT/3 pm ET to learn how to attract the audience you want <http://cos.sc/29yJHYP>
- HOW TO USE VISUAL CONTENT TO INSPIRE YOUR AUDIENCE**
- JULY 28 AT 12 PM PT/ 3 PM ET JOIN US FOR THIS LIVE EVENT**

Dropdown Menu (User: Andrea Sodergren Vahl):

- Search Pages
- 28 PAGES, 8 BUSINESSES
- Andrea Vahl, Inc.
- Grandma Mary - Social Media Edutainer

Right Sidebar (Partial View):

- ON
- La
- 21
- En
- Fr
- Priv
- M
- Fac

Look at your
BEST
content



Switch to Facebook Engagement Rate

All Posts Published

Reach: Organic / Paid Engagement Rate

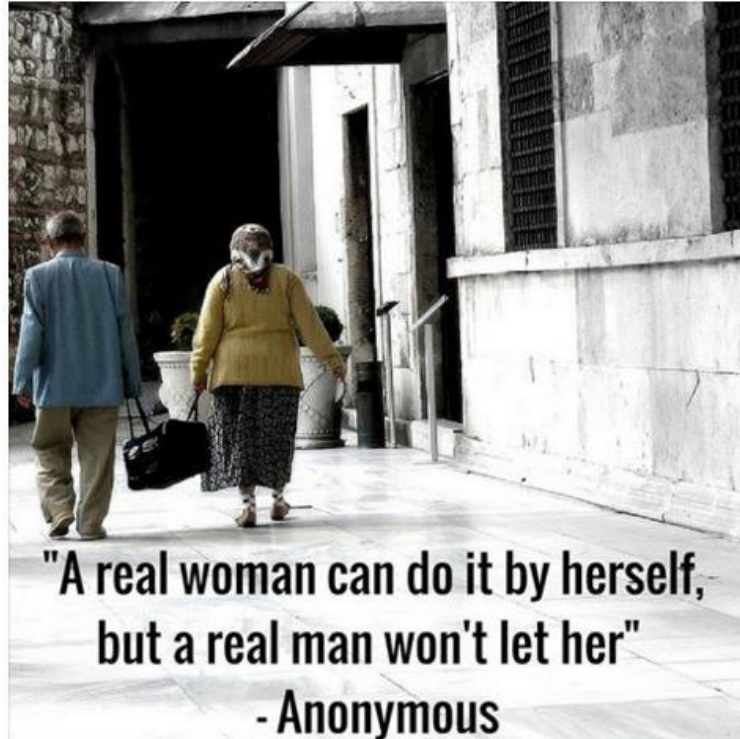
Post Clicks / Reactions, Comments & Shares
Reactions / Comments / Shares
Post Hides, Hides of All Posts, Reports of Spam, Unlike...
✓ Engagement Rate

| Published | Post | Type | Targeting | Reach | Engagement Rate | |
|------------------------|---|------|-----------|-------|-----------------|--------------|
| 06/16/2016 11:59 am | I agree with Ann Handley on this one! Video is changing the way | | | 734 | | |
| 06/15/2016 9:25 am | Nice post on Business 2 Community for you B2B marketers who | | | 373 | 3% | Boost Post |
| 06/14/2016 8:57 am | New changes in the Facebook Power Editor are more widely rolli | | | 2.1K | 1% | Boost Post |
| 06/09/2016 11:21 am | Heads up: New Facebook Ad text Overlay tool update! So Facebo | | | 1.4K | 3% | Not Boosted |
| 06/09/2016 9:48 am | Great post from Heidi Cohen on Social Media Trends! | | | 490 | 5% | Boost Post |
| 06/08/2016 5:38 am | Woohoo - a new free webinar on June 22nd and this is one you w | | | 2.8K | 3% | View Results |
| 06/07/2016 4:16 pm | Do you need to know how to measure social media? Get started | | | 2.7K | 3% | View Results |
| 06/07/2016 10:24 am | Here's a quick tip on where to see the people or Pages that have i | | | 1.5K | 2% | Boost Post |
| 06/06/2016 3:06 pm | Your Facebook Page can be a wealth of information! Run some di | | | 135 | 11% | Boost Post |
| 06/04/2016 3:38 pm | Still so many questions about installing the Facebook Pixel! Make s | | | 683 | 5% | Boost Post |
| 06/03/2016 9:10 am | Changes ahead! Facebook is testing out some new Page layouts! | | | 271 | 11% | Boost Post |
| 06/02/2016 8:32 pm | Feeling the fear right now! Love Steven Pressfield! | | | 1.8K | 1% | Boost Post |
| 06/02/2016 4:17 pm | Some days you don't feel like posting anything. | | | 438 | 5% | Boost Post |
| 06/01/2016 9:48 am | Oooo this is a cool tool! It's called Answer the Public (http://answert | | | 3.1K | 8% | Boost Post |

Consider
reposting
your best
content
periodically



Matthew Hussey added a new photo.



93,475 people reached

Boost Unavailable

3.3k Likes 90 Comments 785 Shares



How to Get More Leads from Facebook

Facebook Marketing: Time or Money



Facebook Leads with Ads

1. Develop a free “Lead Magnet”
2. Set up a Landing Page to offer the freebie
3. Install Facebook Pixel on Landing Page and Thank You Page to track conversions
4. Drive targeted traffic to your Landing Page with Facebook Ad

Free Ebook Reveals...



How to Set Up a Facebook Page: Your 10 Point Checklist

- ✓ Learn some of the pitfalls many business owners make in setting up their Facebook Page
- ✓ Step-by-step instructions with screenshots
- ✓ Make sure your Page is set up the right way!

YES! SEND ME THE FREE REPORT! »

Andrea Vahl is the co-author of Facebook Marketing All-in-One for Dummies

🔒 100% Secure. We Never Share Your Email.

The **FREE Report** will be sent to the email address you submit above!



Andrea Vahl

Author of Facebook Marketing All-in-One for Dummies, blogger, international speaker and creator of "Grandma Mary"

Add to other areas – popups

The screenshot shows a website for Andrea Vahl, an author, speaker, and consultant. The header includes a logo with a red and blue 'Q' and the text 'ANDREA VAHL author · speaker · consultant'. To the right is a photo of a woman with glasses and the text 'Meet Grandma Mary'. The navigation bar has links: HOME, ABOUT, SPEAKING, COACHING, PRODUCTS, EVENTS, FREE WEBINARS, GRANDMA'S CORNER, BLOG, and CONTACT ME. The main content area has a dark blue background with the text 'Subscribe to My Blog and Get a Free Gift:'. A white popup form is centered on the screen, featuring a progress bar at 50% completion. The form asks the user to enter their email address and click a button to get instant access. To the left of the form is an image of a book titled 'HOW TO SET UP A FACEBOOK PAGE YOUR 10 POINT CHECKLIST'. Below the form is a blue button that says 'SIGN ME UP »'. At the bottom of the popup, there is a small lock icon and the text 'We hate SPAM and promise to keep your email address safe.' The background website content is partially visible, showing a blog post titled 'How to Determine if Facebook is Decreasing' and a calculator icon.

ANDREA VAHL
author · speaker · consultant

Meet Grandma Mary

HOME ABOUT SPEAKING COACHING PRODUCTS EVENTS FREE WEBINARS GRANDMA'S CORNER BLOG CONTACT ME

Subscribe to My Blog and Get a Free Gift:

50% Complete

Almost there! Please complete this form and click the button below to gain instant access.

Enter your email address and click the button below to get started.

Andrea

Email

SIGN ME UP »

We hate SPAM and promise to keep your email address safe.

How to Determine if Facebook is Decreasing

How to Determine if Facebook is Decreasing

Are you seeing a "Create Page @username" on your Facebook cover photo and you aren't sure what that

How do you know your social media marketing efforts are working? And

Lead Magnet Ideas

- eBook
- training series delivered via email
- webinar
- audio session
- 3-part video series
- cheat sheet, guide or worksheet
- discount/promo code
- telesummit

Use highly targeted Facebook Ads to Grow your email list

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Mari Smith
Social Media Examiner

social media consultant

Suggestions Browse

Media > Television > Educational shows Behavior

Media > Television > Drama shows Behavior

Media > Television > Sitcom shows Behavior

Media > Television > Docudrama shows Behavior

Media > Television > Science Fiction shows Behavior

Media > Television > Cooking shows Behavior

Media > Television > Comedy shows Behavior

Social Media Consultant Job Title

9,256,400 people

Behaviors > Media > Television > Comedy shows

Description: Households with people who are likely to watch comedy shows?

Source: Modeled

Budget ⓘ Daily Budget \$20.00

Your audience selection is broad.

Specific Broad

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Social Media Examiner

Create your ad



Andrea Vahl, Inc.

Sponsored · 🌐

👍 Like Page

Need help with your Facebook Page? Grab my FREE Ebook: How to Set Up a Facebook Page - Your 10-Point Checklist

- ✓ Learn some of the pitfalls many business owners make in setting up their Facebook Page
- ✓ Step-by-step instructions with screenshots
- ✓ Make sure your Page is set up the right way!

The image shows a promotional banner for a free ebook. On the left, it says 'DOWNLOAD YOUR FREE FACEBOOK PAGE CHECKLIST' in white and red text. Below this is a circular portrait of Andrea Vahl and her name in a script font. On the right is a 3D rendering of the ebook cover, which is blue with white and red text: 'HOW TO SET UP A FACEBOOK PAGE YOUR 10 POINT CHECKLIST' and a large red checkmark. The website 'www.andreavahl.com' is visible at the bottom of the cover.

How to Set Up a Facebook Page

Andrea Vahl is the co-author of Facebook Marketing All-in-One for Dummies. Get your free Ebook now!

WWW.ANDREAVAHL.COM

Download

7 Likes 1 Comment 2 Shares

Find your best keywords with split testing

| <input type="checkbox"/> | | Ad Set Name | Delivery | Results | Reach | Fre... | Cost | Budget |
|--------------------------|-------------------------------------|--|----------------------|-------------------|-------|--------|------------------------|------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Facebook Page Checklist - US CAN AUS UK - Amy Porterfield - Image of book Facebook Page Checklist - Website Conversions | ● Recently Completed | 67 Conversions | 3,493 | 1.23 | \$1.27 Per Conve... | \$25.00 Daily |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Facebook Page Checklist - US CAN AUS UK - Boom Social - Image of book Facebook Page Checklist - Website Conversions | ● Recently Completed | 60 Conversions | 2,156 | 1.18 | \$1.42 Per Conve... | \$25.00 Daily |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Facebook Page Checklist - US CAN AUS UK - Mari Smith - Image of book Facebook Page Checklist - Website Conversions | ● Recently Completed | 62 Conversions | 3,532 | 1.63 | \$1.38 Per Conve... | \$25.00 Daily |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Facebook Page Checklist - US CAN AUS UK - Social Media Examiner - Image of book Facebook Page Checklist - Website Conversions | ● Recently Completed | 40 Conversions | 2,781 | 1.48 | \$2.13 Per Conve... | \$25.00 Daily |

Can Boost Posts but measure optins!

Boost Post

OVERVIEW

EDIT PROMOTION

You are targeting **people who like your Page, ages 18 - 65+ who live in 1 location.**

This promotion ended **29 days** ago.

Your total budget for this promotion is **\$40.00.**

91

Engagements

2,438

People Reached (7)

\$40.00

Total Spend (7)

Actions

People

Countries

Link Clicks

24

Website Conversions

34

Post Likes

30

Comment

1

Shares

2

Add Budget

\$70.00

▼

Add Budget

Terms & Conditions | Help Center

Close

DESKTOP NEWS FEED

MOBILE NEWS FEED

Grandma Mary - Social Media Edutainer

Like Page

Sponsored ·

Do you know if your social media strategy is working? Join in on this FREE Webinar June 28th - this is one you won't want to miss! Find out "How to Measure the ROI of Your Social Media". And just because I don't like acronyms - ROI is Return on Investment!

Here is what you will learn:

- * How to calculate ROI and what needs to be part of the equation...

[See More](#)

June 28th FREE WEBINAR:

How to Measure the **ROI** of Your Social Media

How to Determine Social Media ROI

In this FREE 1-hour webinar Andrea Vahl will go through the methods to find out what is working for you, what types of system you need to put in place, and how to

Track Your Efforts!

- Facebook Analytics
- Within Facebook Ads:
 - Facebook Pixel
 - Standard Event Codes or Custom Conversions
- Google Analytics (on your website)



*Facebook Marketing is changing.
Organic Reach is not dead but
it's more difficult.
Focus your efforts on video and
targeted Facebook Ads.*

**You either need to know more
about Facebook Ads and how to
use them effectively, or you don't**

**If you do, I have one of the best
courses for beginner and
intermediate marketers on the
planet.**



Facebook. Advertising. Works.

- Build **highly-engaged Facebook communities** where people comment, rave about and share every day
- Attract a **flood of new prospects** to businesses
- Build engaged, **high-quality lists of subscribers** quickly
- Nurture that engagement and **turn leads into profitable sales**

Facebook Advertising Secrets Course

- 4 Modules – over 8 hours of classes, reference material
- Step-by-step online
- Private Facebook Group
- Bonuses
- LIFETIME ACCESS!



www.fbadvertisingsecrets.com



When you master Facebook Advertising, you **become someone who knows how to make it rain.**

Someone who knows how to turn on the tap of traffic, engagement, leads and sales to your business.

Facebook Advertising Secrets Course – What's Covered

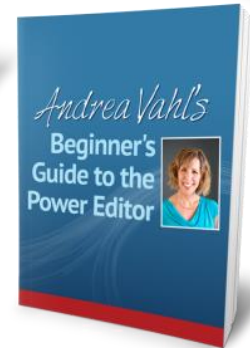
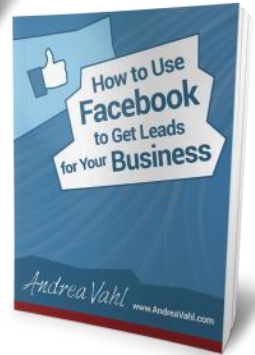
- Lead Generation with Facebook Ads
- Targeting Ads to perfect customers
- Split Testing, Troubleshooting, Bidding
- Facebook Pixel, Retargeting, Conversions, Custom Audiences
- Power Editor, Business Manager, Instagram Ads

www.fbvertisingsecrets.com

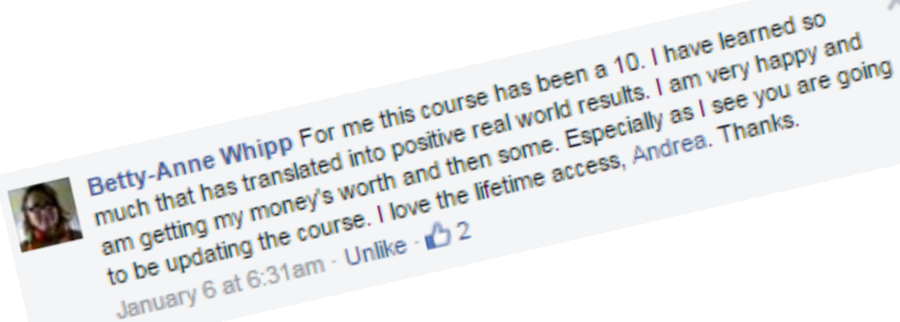
Bonuses


- Facebook Ads Workbook
- How to Use Facebook to Get Leads ebook
- Facebook Advertising terms guide
- Beginner's Guide to the Power Editor
- New Facebook Pixel Guide
- **NEW: Instagram Ads Tutorial**
- **NEW: Certification Exam – Perfect for winning new clients**
- Lifetime Access to private Facebook Group

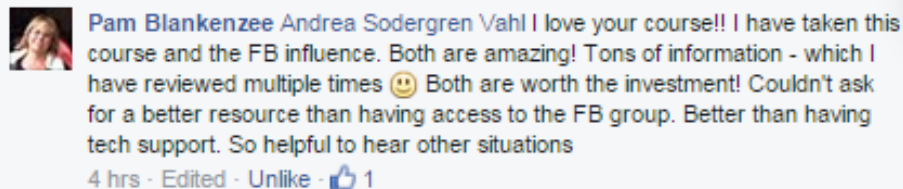
www.fbadvertisingsecrets.com




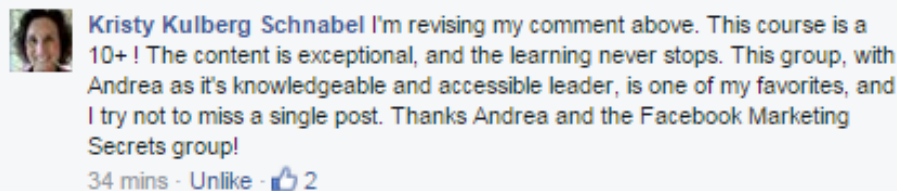
Praise for FB Advertising Secrets




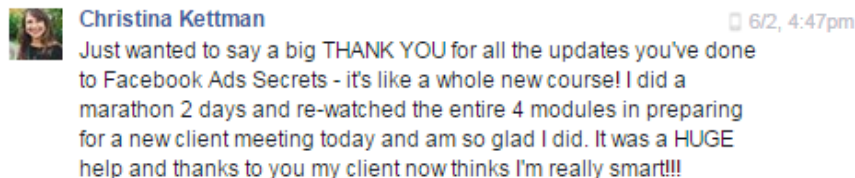
Betty-Anne Whipp For me this course has been a 10. I have learned so much that has translated into positive real world results. I am very happy and am getting my money's worth and then some. Especially as I see you are going to be updating the course. I love the lifetime access, Andrea. Thanks.
January 6 at 6:31am · Unlike ·  2



Pam Blankenzee Andrea Sodergren Vahl I love your course!! I have taken this course and the FB influence. Both are amazing! Tons of information - which I have reviewed multiple times 😊 Both are worth the investment! Couldn't ask for a better resource than having access to the FB group. Better than having tech support. So helpful to hear other situations
4 hrs · Edited · Unlike ·  1



Kristy Kulberg Schnabel I'm revising my comment above. This course is a 10+ ! The content is exceptional, and the learning never stops. This group, with Andrea as it's knowledgeable and accessible leader, is one of my favorites, and I try not to miss a single post. Thanks Andrea and the Facebook Marketing Secrets group!
34 mins · Unlike ·  2



Christina Kettman Just wanted to say a big THANK YOU for all the updates you've done to Facebook Ads Secrets - it's like a whole new course! I did a marathon 2 days and re-watched the entire 4 modules in preparing for a new client meeting today and am so glad I did. It was a HUGE help and thanks to you my client now thinks I'm really smart!!!
6/2, 4:47pm



Andrea Sodergren Vahl Woohoo!
6/2, 4:51pm

Join Now

Only **\$297**

Lifetime access to
updates!



www.fbadvertisingsecrets.com

Questions?

andrea@andreavahl.com



www.fbadvertisingsecrets.com