

facebook

A Playbook for Success for the Fee-Only Professional

86% of households with income over \$100K are active Facebook users

~22.0% of Facebook users are above the age of 55, with an average age of 40.5 years

Facebook is the #1 social media platform used for customer service

Over 55% of Facebook users research brands, & 60% use it for customer service

The fastest growing Facebook demographic is users above 65 years old

Individuals Are Seeking Honest Fee-Only Advice

Over 90% of Individuals Search The Internet for Independent Advice

Competition is Incredibly Intense and Expected to Increase for Many Years



CFPs..... 93,000
SEC RIA Firms.....14,500
CPAs.....650,000
Attorneys.....1,300,000

As a Fee-Only financial adviser, accountant, or attorney, tapping into Facebook's immense potential can be a game-changer for your marketing strategy.

This guide is your key to success, offering techniques to captivate your audience, build credibility, and impress your client base. Unlock the secrets to Facebook marketing mastery using cost-effective and time-efficient strategies.

LET'S GET STARTED...



THE PLAYBOOK

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Create Great First Impressions

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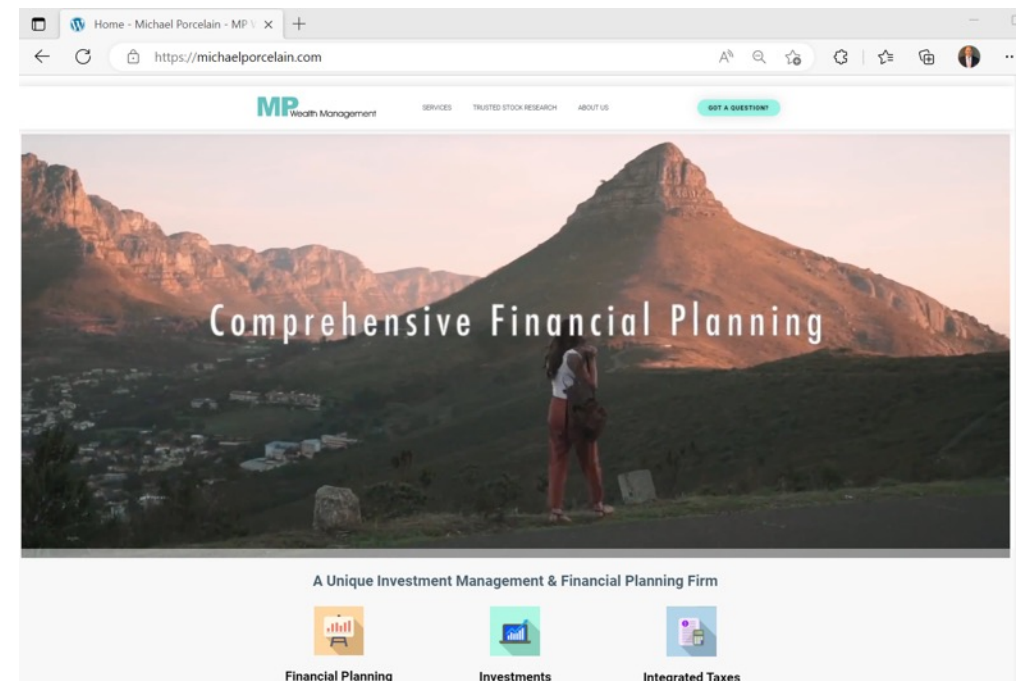
Harmonize Your Facebook Banner

Collaborate with a high-end designer who can craft a high-resolution Facebook banner that seamlessly aligns with your website's visual aesthetics. This ensures a cohesive branding experience across your online presence. Instead of a headshot as your profile picture, opt for a business logo. By doing so, you prevent any confusion between your personal Facebook page and professional identity.

With the right visual choices, you'll leave a remarkable impact on your audience and maximize your Facebook presence.



Example of Cohesive Branding Experience



Create Great First Impressions

Use Professional Mode & Edit The Dashboard

Facebook's professional tools allow you to build a public presence for your Facebook business profile and gain valuable insights about your visitors and page engagement. Importantly, once activated, you will become eligible for Facebook to recommend your content or recommend that people follow your profile. This will increase visitor and potential lead traffic. Turn it on by clicking the "Turn on Professional Mode" link on the menu.

The Facebook Professional Dashboard and related tools allow Fee-Only professionals to manage their Facebook Business Page.



Example Professional Facebook Dashboard

The screenshot shows the Facebook Professional Dashboard for 'MP Wealth Management'. The dashboard is divided into several sections:

- Page Overview:** Shows 0 followers, 0 post reach, 0 post engagement, and 0 new page likes.
- Recent content:** A section for recent posts with a 'See more' link.
- New Pages guide:** A section with a 'New Pages guide' header and a 'Easily switch between your Page and profile' tip. It includes a 'Learn how to switch' link.
- News Feed:** A section for the news feed with a 'View News Feed' link.
- To grow your audience, finish setting up your Page:** A section with a '3 steps left' indicator and a 'Establish your Page's identity' sub-section. It includes tasks like 'Add a profile picture', 'Add a cover photo', and 'Add a description', each with an 'Add' button and a 'More' dropdown.
- 6 steps left: Provide info and preferences:** A section with a '6 steps left' indicator and a 'Link your WhatsApp account' sub-section. It includes tasks like 'Create a Page name', 'Choose a category', 'Link your WhatsApp account', 'Add an action button', 'Link to your website', and 'Location info', each with an 'Add' button and a 'More' dropdown.

Make sure you complete the "About" section with engaging information. Add links to your website and don't forget to include your phone number to ensure leads can easily reach out to you.



Create Great First Impressions

Personalized your Facebook URL

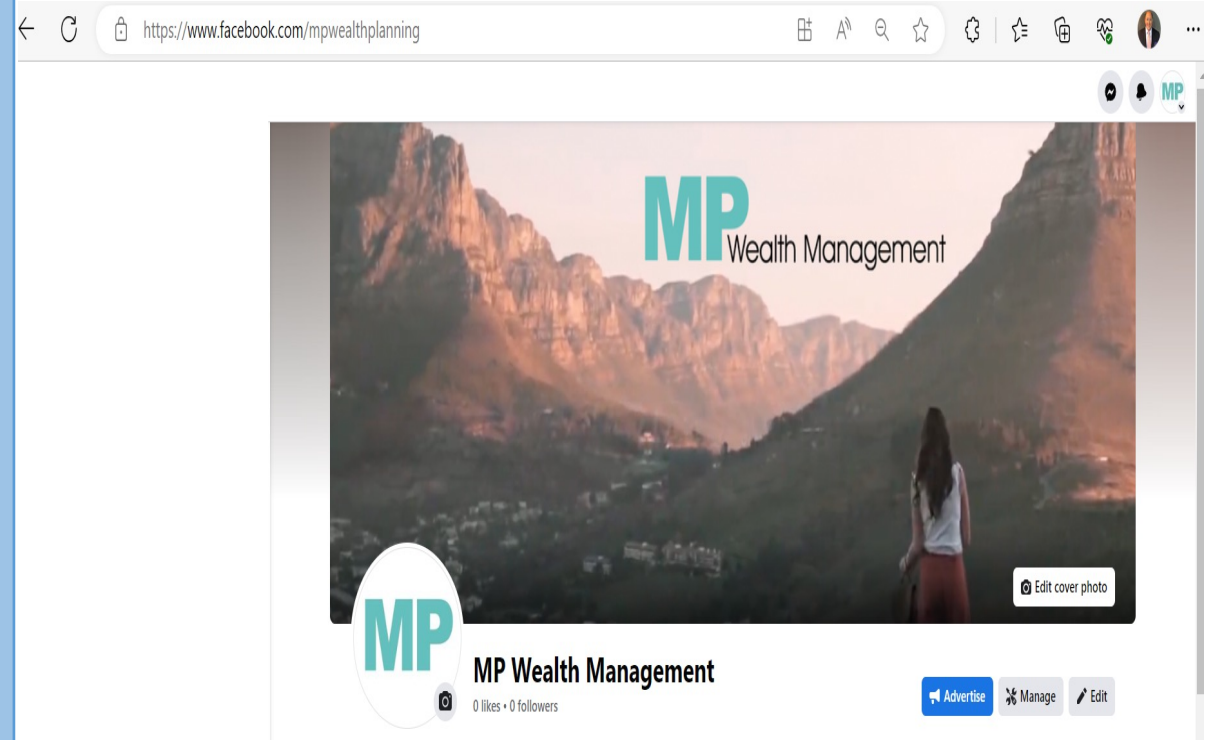


Like a regular website address (also called URL), your Facebook URL is usually found in the address field in the upper part of your browser. After you first created your Facebook Business profile, Facebook automatically generates your URL, which is usually a string of random numbers. If you have not yet customized it, you should. To personalize your URL, go to your profile and click Edit public profile & URL.

If possible, your personalized Facebook URL should be your firm's or your own name. Make it simple and professional.



Example of Custom Facebook URL



To change the username (URL/vanity) for your Facebook profile:

1. Click (drop down icon) at the top right of any Facebook page and select Settings.
2. Click Username.
3. Enter your new username and your password, then click Save Changes.



Play the Long Game

Play the Long Game

Focus On Brand Building & Presence

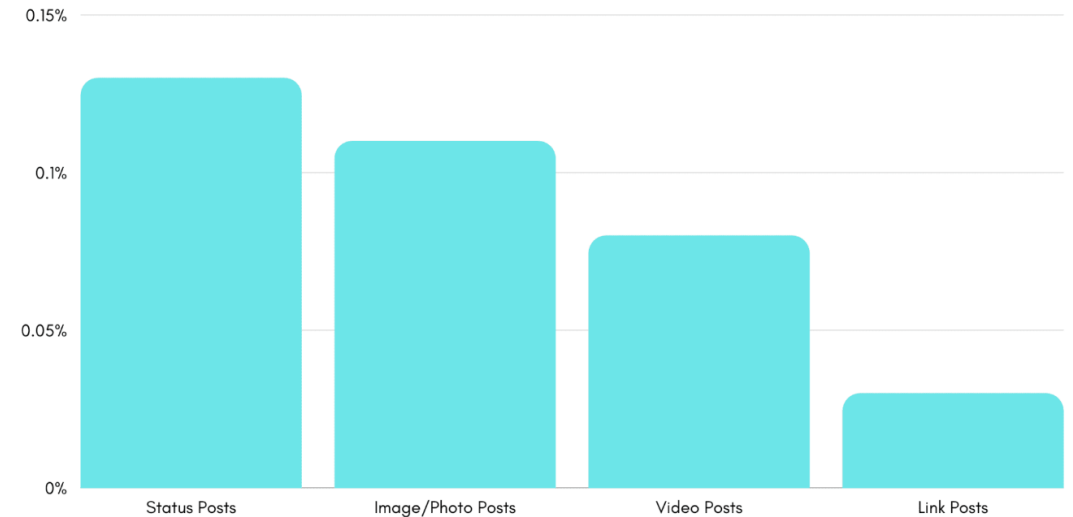
Approximately 55% of Facebook users conduct brand research. Fee-only professionals should focus on branding strategies on Facebook, as conversion-focused efforts may result in low engagement rates. You should adopt a patient and strategic posting approach that prioritizes consistent posting of fee-only content that aligns with your website's message.

To attract leads actively seeking financial advisory, accounting or legal services, Fee-Only professionals should post Fee-Only content as it will deeply resonate with their target audience.



Profile of Facebook Users

AVERAGE FACEBOOK PAGE FAN ENGAGEMENT WITH SELECTED POST TYPES



Source: Demandsage 2023.

Reason	Share of respondents
Message friends and family	71.3%
Post or share photos or videos	64.5%
Keep up to date with news and current events	60.1%
Follow or research brands and products	55.7%
Look for funny or entertaining content	55.1%

Sources: Statista, Meta, Hootsuite, and Datareportal.

Play the Long Game

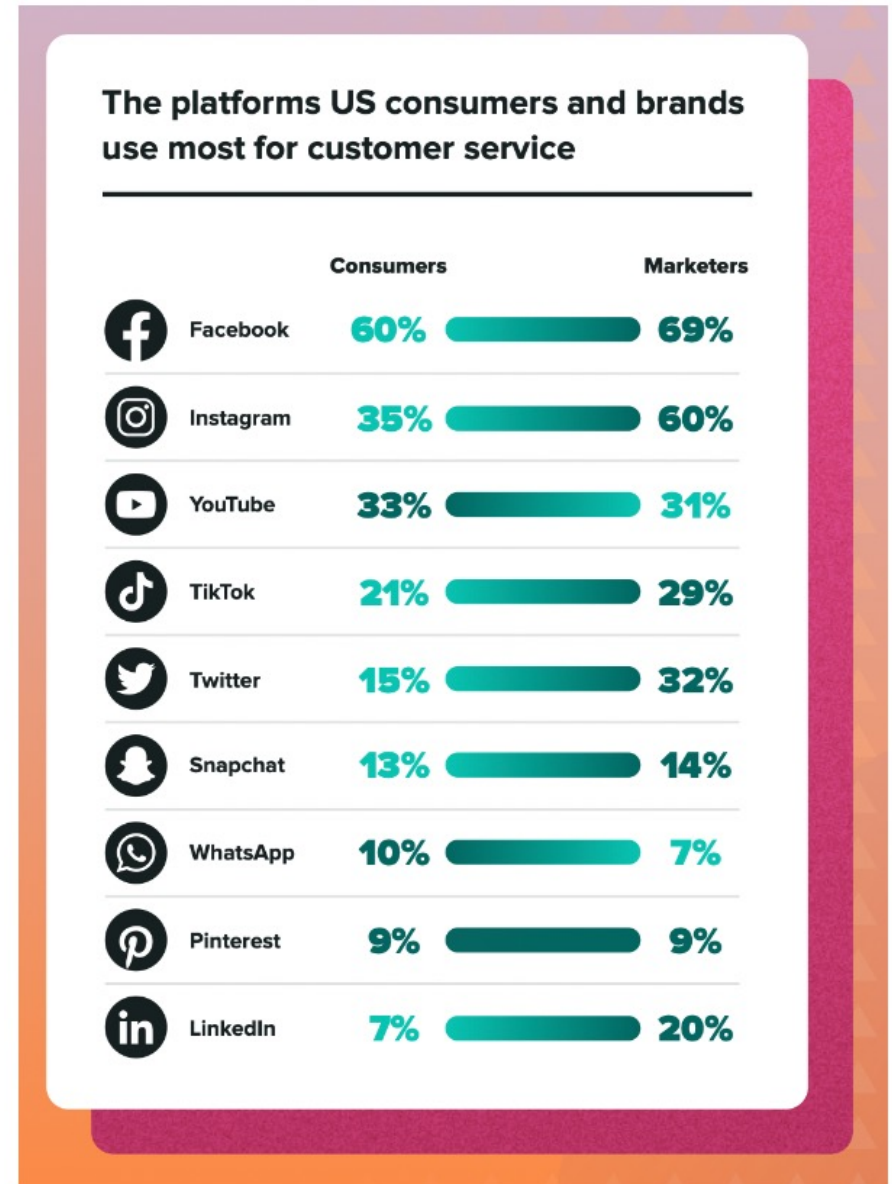
Use email for customer service access

Over 60% of Facebook users engage in customer service channels on the platform. If your email is already compliant with record retention policies, add your email to your Business Facebook page to directly engage with potential clients. If you want to use Facebook messages, you can utilize free tools like Zapier to automatically forward messages to your email, ensuring seamless compliance.

Facebook enables fee-only professionals to directly engage with potential leads and existing clients to promptly address inquiries.



Facebook is #1 Platform for Customer Service





Engage for Success

Engage for Success

The Pitfalls of Too Many Posts

While it's valuable to update your Facebook Business page, automated schedules that post too frequently can annoy your network. Instead, focus on developing a posting strategy that shares informative Fee-Only articles from your website. Repeating your website articles on your Facebook Business page is an incredibly powerful tool and ensures it reaches a broader audience, increasing impact and visibility.

Reposting your Fee-Only website articles on your Facebook Business Page ensures better recall by potential leads and clients.



Examples of Annoyed Network



Engage for Success

Post Insights Using Third Party Content

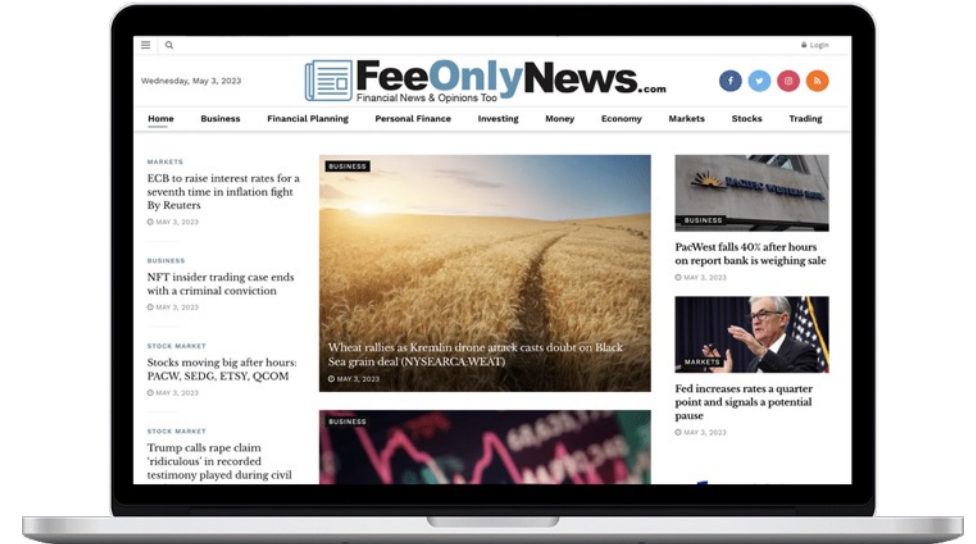
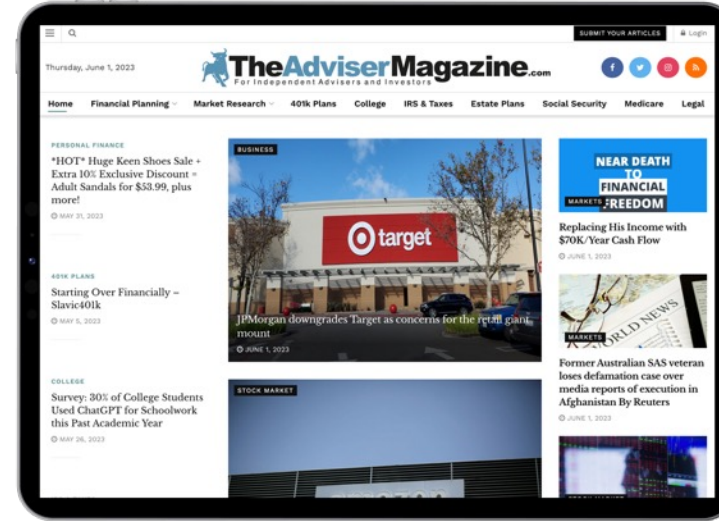
Don't post repetitive content that is already widespread among thousands of advisers, accountants, and attorneys. Differentiate yourself by posting fresh insights and articles from reputable publications such as WSJ.com, Bloomberg.com, and FeeOnlyNews.com. By engaging in thoughtful comments, you will establish yourself as an authoritative figure in the eyes of potential clients.

Never post generic comments. Offer fresh and valuable insights that go beyond the usual industry chatter.



Example of Reputable Third-Party Publications

THE WALL STREET JOURNAL.



Engage for Success

Post **BRANDED** Fee-Only Content

Avoid generic information. Instead, draw from trusted sources like branded reputable fee-only websites such as 401kPlanAdviser.com, AskMyCounsel.com, and IRSAdviser.com, as well as authoritative government and industry resources. By avoiding common industry clichés, you can offer authoritative guidance, establishing yourself with credibility.

Commenting on other Facebook posts is often more valuable than creating your own posts as it allows you to engage in a wider audience.



Examples of Branded Fee-Only Content



Medicare.gov



Engage for Success

Consider Joining a Facebook Group

There is a growing number of Facebook groups dedicated to financial planning, taxes, and legal discussions. Engaging with active and relevant Facebook groups can provide you with valuable networking opportunities and potential leads. In addition to increasing your social media visibility, it can also establish you as a thought leader.

Some Facebook groups prohibit business pages from joining. In these instances, don't hesitate to join using your personal page. Motivated leads will seek you out on your Business page and website.



Understanding Facebook Groups



The Difference Between Facebook

PROFILES	PAGES	GROUPS
<i>Invite Friends</i>	<i>Invite Likes</i>	<i>Invite Members</i>
<ul style="list-style-type: none">• Personal Individual• Businesses not allowed• Invite + Maintain Friends• Only Friends can view• No Advertising• Create Pages + Groups• It is possible to have a 'Business Profile'	<ul style="list-style-type: none">• Official Presence for Business or Celebrity• Admin can be shared• Gain Likes (was Fans)• Anybody can view + Like• Nobody needs permission to Like• Advertising Allowed• Pay to promote Posts	<ul style="list-style-type: none">• Discussion Forum or Community for Club, Cause or Specific Purpose• Business + Ads allowed• Invite + Maintain Members• Do not have to be Friends• Profiles + Pages can join or post• Open, Closed, or Secret

Play the Long Game

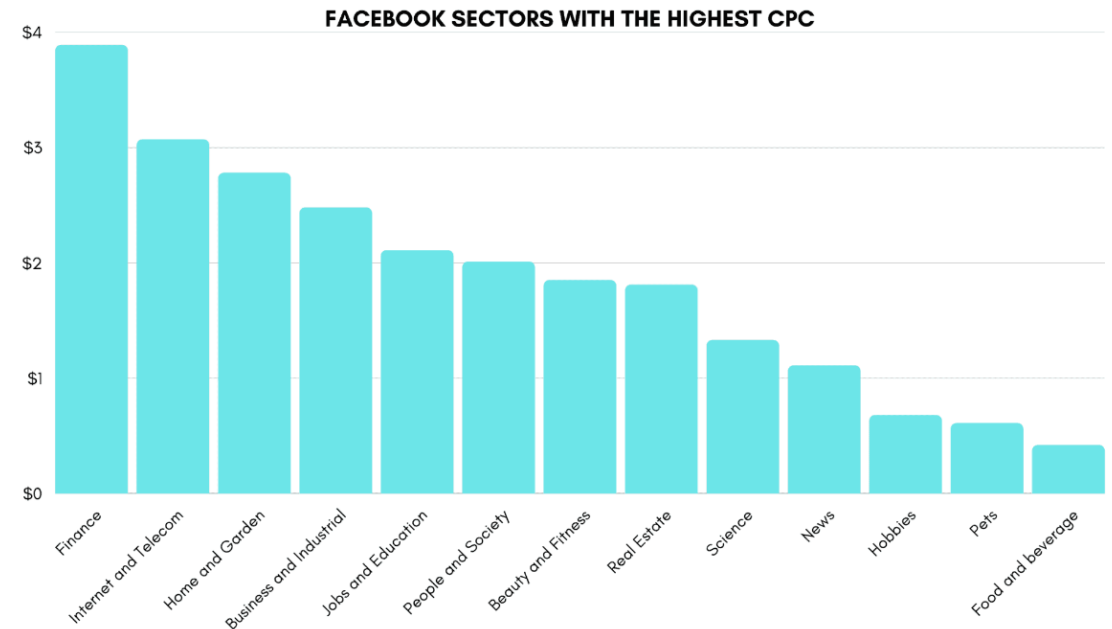
Consider Advertising on Facebook

With a large audience, Facebook is a powerful tool that Fee-Only professionals can use to reach new clients and grow their business. Facebook ads can be highly targeted, allowing ads to reach leads from specific locations, people interested in retirement or investment planning, and those showing interest in legal services.

To get the best possible result for your budget, consider using a marketing firm that understands both Facebook and the accounting, finance & legal industries.



Avoid Ineffective Advertising



Many finance professionals try to advertise on Facebook themselves, but this often results in the highest cost per click rate across industries. To lower your CPC cost, focus on improving the relevance of your ads to your target audience and get more creative with your ad content. By doing so, you can increase your chances of success and achieve better results with your Facebook ads.



Comply with the Rules

Comply with the Rules

Avoid Hidden Sales Messages – Don't SPAM

To maintain a strong and credible presence, it is essential to adhere to Facebook's policies and guidelines, which explicitly prohibit the posting of SPAM, excessive self-promotion, and promotional content that may be perceived as intrusive or irrelevant to your network. Sharing spam-like content can also significantly damage your professional image and reputation.

Facebook swiftly addresses both known and anonymous complaints, ensuring adherence to its posting policy.



Violations of Facebook Policy

Improper Use of Personal Data

Misusing or mishandling user data, including sharing personal information without consent, can lead to serious consequences.

Fake or Imposter profiles

Sending messages under different accounts.

Overusing Features

Constantly sending friend requests to many people you don't know. Such requests can make other people uncomfortable or unsafe.

Excessive Messaging

Sending messages to people you are not friends with can result in a warning, suspension or termination of your account.

Comment Spamming

Posting repetitive, irrelevant, or generic comments on multiple posts solely to increase visibility or promote personal interests, without adding meaningful insights or engaging in genuine conversation.

Comply with the Rules

Exercise caution and Stay Within Legal Bounds

Facebook posts and profiles are considered marketing tools, and as such, they are subject to federal and state marketing regulations, including the guidelines set by bar associations and other relevant regulatory bodies.

Compliance with these regulations ensures adherence to ethical standards in professional communication.

In addition to complying with the law, exercise common sense when using Facebook communications



Example of Rules & Common Sense

Maintain professionalism

Always present yourself and your business in a professional manner. Avoid engaging in controversial discussions or posting content that may harm your reputation or offend your audience.

Don't make guarantees or promises

Investment performance and legal results are uncertain.

Client testimonials

Although legal in certain instances, testimonials on the Internet are less believable and make you less trustworthy.

Don't call yourself an expert

In addition to being illegal for most attorneys, don't self-proclaim yourself to be an expert. Let your professional credentials speak for themselves.

Engage responsibly

Promptly respond to inquiries, comments, and messages from your audience. Engaging in thoughtful and timely interactions demonstrates your commitment to client satisfaction and builds trusts with potential clients.

SUMMARY

Create Great First Impressions

Play the Long Game

Engage for Success

Comply with the Rules

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Your Facebook strategy should be part of your integrated Fee-Only branding and marketing efforts.

Consider partnering with a marketing and design agency that possesses industry expertise to propel your growth.



Are you Ready to Grow?

Visit FeeOnlyMarketing.com
and schedule a Free Consultation

This Publication Is Provided With Compliments from Fee-Only Marketing.com
The #1 Marketing and Design Agency That is Exclusively Focused on Fee-Only Advisers, Accountants and Attorneys.