



LulaBro Stanley Newsletter

Mastering Facebook Marketing for Non-Techies – Tips and Knowledge to Sell LulaRoe!!

FEBRUARY 22, 2017
ISSUE: VOL 1

BY: STANLEY GARLAND, ED.S. & KRISTEN GARLAND, ED.S.

You Can't Sell if You Can't Reach Customers

In order to reach customers when you are selling via platforms like Facebook (FB), you have to understand, not only what customers want, but how the platform itself functions and how your content is ranked. For example, if someone puts a "keyword" into the FB search like "lularoe leggings", will your page or group come up? Do you show up on page 10? Will they be able to find you from among the 100K+ Lula sellers out there?

*FaceBook Optimization is key!

Do you know what factors FB considers when ranking your FB page or group?

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

Jeff Bezos

How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = * I x P x C x T x R

Interest Post Creator Type Recency

Interest
Interest of the user in the creator

Post
This post's performance amongst other users

Creator
Performance of past posts by the content creator amongst other users

Type
Type of post (status, photo, link) user prefers

Recency
How new is the post

* This is a simplified equation, Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

Some other very important factors to consider:

- Geographic location of page/person may determine who sees
- Any place locations mentioned in text,
- Tagged individuals/pages
- Whether there is a video or not in the post
- The specifics of the item shared (image, audio, video, article,

etc.)

- How many times your post is shared and liked
- The social clout of the person sharing or liking

What Can We Learn From Analyzing LulaRoe.com About Optimizing Our FB pages?

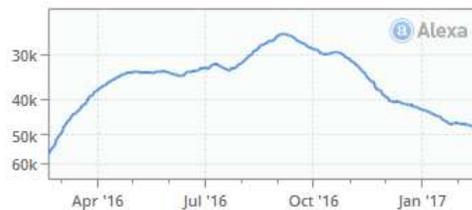
Let's look at some webpage metrics about LulaRoe.com. The theory here is that our target clientele, as FB sellers, should reflect the same sort of people surfing the web to the LulaRoe.com website. Of course, many of these folks will be sellers and consultants, but we can get a "basic" idea about our general audience from the data that we can get about the corporate website.

Whether you know it or not, people are using search engines to look for your brand's Facebook Page(s), so what Google returns in response should – like any other optimized SERP listing – ideally affirm your brand authority, encourage clicks, direct traffic to the places where you want more traffic, and spread brand awareness.

*Chelsea Adams
SEO Marketer*

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Approximately 50K visitors daily!
Also, notice that going down indicates larger numbers.

Global Rank ?

47,433 ▼ 11,912

Rank in United States ?

8,185

Being this high for the USA is outstanding!

As we can see on this web traffic graph, a lot of people are interested in LulaRoe.com, in fact, so many that it is 8 thousand from the top in USA websites. The fact that 50K people are surfing the site is a very good indicator of high interest!

Bounce Rate

26.90% ▲ 11.00%

Daily Pageviews per Visitor

3.26 ▲ 3.07%

Daily Time on Site

3:02 ▼ 14.00%

The bounce rate tells us what percentage of visitors came and then directly left the site. We see that almost 27% left right away, this is a good rate. The middle metric, Daily Pageviews per Visitor, tells us that after they landed on the site that they hung around and looked at 3-4 pages before leaving, no too bad. The last figure on the right shows us that they spent 3 whole minutes surfing the site and looking around. This may seem like a low number to you, but 3 minutes in the world of the internet is a LONG time.

Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. lularoe leggings	14.31%
2. lularoe	3.19%
3. lularoe carly	2.98%
4. lularoe sizing	2.89%
5. lularoe irma	1.80%

Here we can see that the top 5 search terms for LulaRoe in Google are listed above. We should consider targeting these terms for our own FB pages since these are the most frequently searched terms overall. FB does not really share any search term data like Google does, but since most internet searches are done through Google, it represents the best picture that we can find for analyzing what people are searching for. If you are more interested in info about trends and keywords for LulaRoe, then I suggest that you visit Google Trends and put in the search term "LulaRoe."

<https://trends.google.com/trends/>

What are our customers searching for?

According to USA Google Trends, the following top 20 keywords are currently (2-22-17) the most popular in the Google search rankings: (Google has the best search data and allows everyone access to it, so we can use it as a substitute for FB search data, which is not shared with the public.)

1. Leggings lularoe
2. Leggings
3. Lularoe sizing
4. Lularoe dress
5. Carly lularoe
6. Lularoe consultant
7. Irma lularoe
8. Lularoe size chart
9. Lularoe julia
10. Lularoe amelia
11. Lularoe nicole
12. Randy lularoe
13. What is lularoe
14. Lularoe cassie
15. Lularoe clothing
16. Lularoe meme
17. Lularoe shop
18. Lularoe maxi
19. Lularoe ebay
20. Lularoe prices

<https://trends.google.com/trends/explore?geo=US&q=LulaRoe>

Not only does viewing Google Trends give us some idea of the Keywords that we should focus on in FB optimization, but it also gives us some insight into the customer's mind and perceptions regarding the products. We now know what they are searching for. This informs our ordering process and shows us where we should focus our attention. Remember our goal is to offer customers exactly what they want most. When we align our marketing and product offerings with our customers' shopping desires, then that means more dollars in our pockets. Besides, isn't one of LulaRoe's company goals to provide high quality, comfortable clothing at an affordable price. Let's give 'em all the LulaRoe they want!

What Do Internet Marketing Specialists Say You Should Do to Grow Your Business Page?

Tips to receive more fans and followers on your Facebook Business page

One of the most frequently asked questions is: How do I get more fans to my Facebook page?

I, myself, am a great supporter of finding fans in an organic way. This is mainly due to providing very good tips, articles, information, images, videos and more awesome content.

1. Provide meaningful content

First of all, the most important thing you can do is provide useful content on your page on a daily basis. The content should reflect the needs of your target audience.

2. Invite friends and acquaintances

This option is often used when you first create a page. So make sure you do so, if you haven't already.

3. Mention your page in the signature of your emails

In any mail program, you have the opportunity to place a signature. This is simple, yet effective. Everyone who opens your email will now have the opportunity to click the link to go directly to your Facebook page.

4. Invite your newsletter subscribers

The target audience of your newsletter is equal to the target audience of your page. Explain what information they will receive on your page, in particular, perhaps they will receive exclusive information and special offers or perhaps run a giveaway for your Facebook followers.

5. Place a 'like' box on your website

A 'Likes' box shows the latest updates on your page. In addition, visitors to your site will see other fans of the page, including any of their friends. Place the button or box in the sidebar of your site so that it can be seen on every page of your site.

6. Use the social share button and Facebook link in your blog

Use your Facebook link in your blogs, articles and other website content. Also utilize a social button plugin on your website which allows visitors to share your content

on Facebook.

7. Run a competition

Run competitions through your Facebook page (make sure you comply with Facebook rules and your country/state rules and regulations)

8. Facebook tag

For example, you may take pictures of your fans during an event. Add these photos to your Facebook page and ask people to tag themselves.

9. Invite experts for a Facebook chat

Social Media Examiner does this regularly. They invite an expert to answer questions

Celebrate your fans, thank them and perhaps run competitions for 'Fan of the Week'.

10. Use video

Video is HOT right now, so be excited and get started on using video content on your Facebook page, whether it is your own content or sharing others videos.

<https://www.quora.com/What-is-the-best-way-to-grow-a-Facebook-fan-page/answer/Rebecca-39>

Use Call-To-Action Statements to Engage Customers in Your FB Page or Group



In the above example, you ask the page members, "Which do you think is hotter for the weekend?" With our Lula clients, we might ask which one is a better color combination

or which outfit is best for Spring or something like that.

Use Contests and Other Competitions

Here are some contest ideas that you can do in your LulaRoe group. Remember to try to keep them as relevant to LulaRoe as possible:

- Like to win – pick a number and choose, for example, the 15th person to like the post wins.
- Comment to win – the 30th person to comment wins. Pick number in advance and don't let them know what it was.
- Comment and like to win – same principle
- Q and A Contest – here you present an obscure trivia question and the person who gets the most correct answer wins.
- Caption contest – post a funny or unusual photo and then ask people to make a caption for it, then everyone likes the one that is best. You cut off the time after a while and proclaim a winner.

Next Issue – Will deal with how to set up FB ads and how to optimize your ad so that it converts to sales and group/page growth.

If you have particular topics that you would like me to cover in our next issue, please contact me at: thegingersistersllc@gmail.com

Sources and Additional Readings

<https://www.singlegrain.com/social-media-news/facebook-news-feed-algorithm/>

<https://en.wikipedia.org/wiki/EdgeRank>

<https://workroomhq.com/effective-facebook-marketing-strategy/>

<http://www.alexa.com/siteinfo/lularoe.com>

<https://trends.google.com/trends/explore?geo=US&q=LulaRoe>

<https://www.quora.com/What-is-the-best-way-to-grow-a-Facebook-fan-page/answer/Rebecca-39>

<https://www.bruceclay.com/blog/optimize-facebook-page-for-search/>

<https://www.postplanner.com/facebook-timeline-contest-ideas/>

