

Facebook Advertising

Hi all. I know many of us have facebook pages and I was wondering about the effectiveness of advertising on Facebook. I did a search because I seem to remember this coming up in the past but I can't find it...

Anyway, I did it once in the past when they were having a special where about \$10/day was free for a few days. You can pick a targeted market, which I liked. I got some likes out of it and a couple of phone calls but nothing more. I'm thinking about doing it again, keeping the budget low.

Has anyone else done this and if so, was it worth the money?

Totally worth the money if you have a landing page. I get 2 leads per day for 10 dollars.

Sandy Van, Nevada

I honestly wouldn't have expected those results from Facebook. I don't plan to use it for business development, but I'm curious as to what, in light of your statement, qualifies as a "lead" from Facebook. I am also curious about the practice areas that you find generate the most leads.

Thanks.

Fortenberry Law

Real estate. I am a realtor as well. Lasvegasrevalues.com

Sandy Van

I think one could do it for PI loan mod short sales and BK with a squeeze page.

Sandy Van

what's a squeeze page?

Pete Bauer

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The landing page that is set up to convert you from a lead to a sale.

I could use CEO after my name, but not JD.

Andrea Cannavina, Not a lawyer

I tried Facebook advertising for a couple of months. I got a lot of people who viewed my page, and clicked on it, but no real business. It wasn't enough to justify continuing.

This was a couple of years ago. Things may have changed now.

Russ Gray, Utah

Landing page and squeeze pages are used interchangeably quite a bit, and it's not wrong to do so. But I personally differentiate it further, with squeeze pages being very very simple, with only a few lines, an opt-in, and no navigation. Landing pages could be more fleshed out web pages.

Joseph D. Dang, California

I only have a second to respond to this right now. I'll write something more substantive later. But, my marketing mastermind group has two of the top Facebook marketers in the world - making several hundred thousand or even millions a year on Facebook. They don't sell legal services, but I've still gleaned enough info to share some meaningful tips.

The single most important tip, though, is that ANY form of online advertising is worthless if you don't have a plan for moving the person from FB to the sale. For example, having them click on FB and sending them to your firm website or Facebook page is just a complete waste of money. It's actually more fun to light it on fire and watch it burn. At least then you get to see the pretty colors. The second tip is that Facebook's magic is the way it lets you select your audience. I don't want to spend the money, but I could create an ad right now and have it appear on almost every Solosez member's Facebook news feed tonight. It doesn't matter whether we're friends. With a couple of very simple tools, I could target this group with stunning precision. I could even go beyond that to target you by age, gender, location and shopping habits.

THAT is the power of Facebook. Just buying ads and hoping people give you money is not going to happen.

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Without a doubt, Facebook is the cheapest way to get targeted traffic online. It's also the most fickle. If you get it right, you'll make money. And, lawyers CAN make money on Facebook.

More later.

Cheers,
David Allen Hiersekorn, California

Thanks, everyone! I'm going to try it and try to target my specific demographic. I'm going to start with a low budget for 2 weeks and see how that goes. David do you have any ideas regarding how much time it takes to see some results beyond just likes? I figured once they like it I can start doing a better job of marketing through my statuses. I currently have over 500 likes but half of those are friends and family unfortunately.

Fareeda Brewington

Remember Friends and families give referrals too. Good luck, I'll look into it too.

Gilbert Alba, Florida

I'd check out one of Amy Porterfield's webinars on Facebook marketing. She is very good at making things simple.

<http://www.amyporterfield.com/fbwebinarM/>

How long it takes to get results depends on what your goals are. If it's clients then it's going to take longer as you are supposed to build a relationship. You do this by getting targeted people from fb onto your email list by offering something like a free guide on your splash page. Once on your list you can give them more information and even invite them to a weekly webinar or Google hangout where you answer faq on a specific topic. Sounds like a lot of work but the point is to give, give, give and then ask them to buy once they like, know and trust you. (Check out Gary Vaynerchuk's new book, "Jab, Jab, Jab, Right Hook")

You can also check out Laura Roeder who has a step by step course for small businesses on getting more clients from social media.

<http://lkrsocialmedia.com/social-media-marketing-training/>

Both Amy and Laura are top experts in this field so you can't go wrong either way. Good luck and keep us updated.

Paul Perez

SoloSez Popular Threads, March 2014

There are two ways to get clients on Facebook. One is traditional advertising, just through facebook (ads etc.). The second way, is through relationships. I have never advertised on FB yet (just 3 years late). But I'm active on there with my high school and current and past friends. I've gotten a bunch of referrals. And none of my statuses are crap like, "if you are injured in an accident 'm here to help you."

I just post normal stuff and once in a while anecdotes during the day about lawyer stuff. This alone leads to quite a few referrals.

I have friends that I hang out with regularly that didn't know what kind of law I practice. Tell them. That will lead to referrals.

The other way is to create a page and promote it (I believe you can promote your own personal page as well). Then offer good content, and interact with your followers. Nobody is interested in John the Lawyer's practice area, but they might find John fascinating.

Joseph D. Dang

I feel compelled to warn everyone that Facebook advertising is mostly, if not entirely, a scam.

To the extent that you get "likes" on your page, many of them will be from Dhaka, Bangladesh and Egypt. These supposedly valid likes will eat through your marketing budget, but they won't bring in any new clients.

<http://blog.seattlepi.com/techchron/2014/02/10/science-writer-sheds-light-on-facebook-advertising-fraud/>
<http://unveiledweb.com/2014/02/13/the-cardboard-cutout-audience-unveiledweb-facebook-advertising-story/>
<http://vpj.svbtle.com/we-stopped-advertising-on-facebook>

I'd read all of the above, and especially watch the video in the Seattle PI article, before spending any money.

Aaron Greenspan, NaL
NaL = Not a Lawyer

Scam? Fraud? Maybe. Could just be lazy advertising, too.
<http://www.jonloomer.com/2014/02/11/facebook-fraud-response/>

Paul Perez

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This article may help you understand what is required to use facebook correctly. <http://www.socialmediaexaminer.com/facebook-reach-guide/>

Paul Perez
