

# Creating Your Presence

## FACEBOOK MARKETING

for Small Business Owners



[www.tammyhudgin.com](http://www.tammyhudgin.com)

## Creating Your Presence Facebook Marketing for Small Business Owners – Video Style

Okay so here is the deal, you need to take a deep breath and just DO IT!!  
The reality is that videos are HUGE in Social Media and it is time to take this step in creating your presence through videos.

Videos create interaction, visibility, shares, potential clients, growth, so why aren't you doing it?

I created this document to help you with videos, to give you tips, ideas, with of course, a few sprinkles throughout for additional marketing.

***Get your minds clear, take a deep breath and let's walk this journey together!!***

To help brand myself, I use custom thumbnails that are consistent for my brand. I use these thumbnails in both Facebook and YouTube when I put up a video.



You can use Canva to create these thumbnails/posters/visuals or visit my [website](#) and purchase my Powerpoint Webinar for ONLY \$20!

Now to begin.....your first step is to find a way that you can be comfortable doing videos. For most people, the best way to start is doing recorded videos as opposed to Live ones. This will allow you to take a couple of retakes until you are comfortable HOWEVER, people really like when we are “real”, when we show that we do make mistakes, it makes them relate to us better.

BUT I know that you need to be comfortable, so it is okay if you do retakes until you are happy with what you are putting out there.

When we look at videos, it is important to put a plan together. You want the videos to make sense and have valuable information. It is great if you can “wing” it but make sure there is value added (I have provided some ideas further in this document).

Psst....  
I use Zoom to do all my recorded videos. You can get it for free if you are doing videos under 40 mins.



My first tip that I can give you, for those who are not comfortable doing videos, is:

- Use your hands to demonstrate a product/service in the video, you don't have to show your face
- Reach out to your family/friends and find someone who would be willing to be in the video to demonstrate and you do the talking
- Put a picture of your family or friends, taped to the top of your camera and focus on talking to them



This will help you to get past your fear, get you more comfortable in moving forward to doing your own videos. It is one step towards success.

## Recorded Videos

When it comes to doing recorded videos, this format allows you the flexibility in what you are creating. It allows you to do retakes when you are not happy with how you are making out. Once you have your video recorded, you will want to upload it to your Facebook Business Page and then “share” it out into the world of Facebook through your personal timeline and groups.

To upload your video to Facebook:

1. Go to your business page (best to work from your computer)
2. Click on where you would normally write a post
3. Click on the “photo” icon and upload the video
4. Once you start to upload, a new window will pop up, this is where you can write the blurb to go with your video
5. You can also choose to add a title and tags (key words)
6. You are also going to notice a tab “captions”, this is absolutely a fantastic tool! This will allow you to add captions to your video for those who have their sound turned off HOWEVER, you are best to do this step AFTER you have uploaded the video. I will provide the steps further down.
7. You will have the option to choose one of the existing thumbnails OR you can upload your own thumbnail (like the one I showed you on the first page of this document).
8. Once the video is uploaded, you click on “publish”

Adding captions AFTER your video has been uploaded:

1. Go to your Facebook Business Page
2. Click on the “videos” tab down the left hand side
3. Click on the tab "Video Library"
4. Hover your mouse over the video you want to add captions to and click on the "edit" option (it is a visual with a pencil)
5. The next box that opens, you will see a tab "Captions", click on that
6. Click "generate"
7. You will then see the captions written down the right hand side, you can play your video and edit these captions
8. Once done, hit "Save to Video"



If you have already done a bunch of videos in Facebook, you might want to consider hiring a VA (Virtual Assistant) to go back through your videos and add the captions, this will save you a lot of your own time.

**Sprinkle.....**



Something you want to think about is creating a YouTube channel for yourself. You can upload all the videos you are creating, on YouTube and use this site to send people to view. It is a great place for quick reference to your videos.

You want to make sure you add “tags” with each video for when people are searching YouTube. For example, I use “Facebook”, “Social Media”, “Marketing”, “Small Business Owners”, etc. I also add my website within the description for further visibility.

Once you have your YouTube channel set up, make sure to do a post on your Facebook Business Page, with the link to the channel and ask your fans to “subscribe” to your channel.

*\*\*Did you know that when people click and watch your video for more than 30 seconds, you can potentially start earning money from Advertisers?*

Subscribe to my  
YouTube Channel for  
tips on using Facebook.  
[Subscribe HERE](#)



But.....what should my videos be about?

Let’s first start with the order of content, then I will give you some suggestions/ideas to work with 

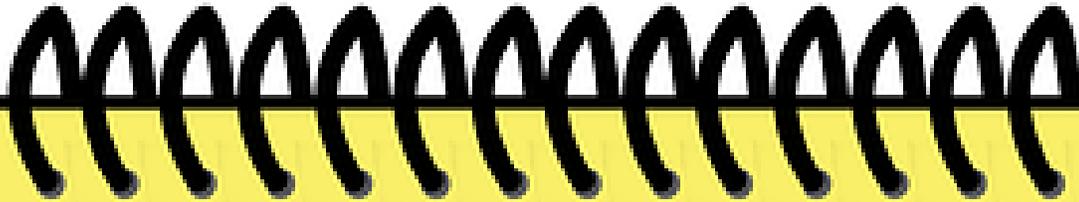
So the reality is that you have 10 seconds to capture the viewer, to get them to watch your video to the end and the BIGGEST mistake we all make (YES I made this mistake and had to redo all my videos lol) is that we introduce ourselves first. Well, let’s think about that for a minute.....if I take my 10 seconds to say my name and business, will the viewer want to go any further? Probably not.

- Start with a question
- Introduce yourself
- Answer the question
- Call to action if required

Thank you Lindsay de Swart for this!!!



I get many people asking me “what should I talk about in my videos?”  
Based on my experience and from what I have learned from others, here are some ideas to help you create content.

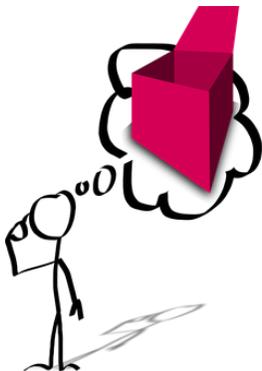


- Tips on how to use your product
- Demonstrations
- Events that you are hosting
- Specials you are offering
- How you keep organized
- What is coming up next month in your business
- Testimonials
- Interview other business owners
- Create a challenge/task for people to do
- Ask them a question that is fun
- Inspirational thoughts
- Make a recipe
- Showcase the community you live in
- Talk about your fears in business and growth
- Share your goals
- Talk about your successes
- How your services can benefit them
- What makes you, you
- Referrals
- What your best characteristic is
- Your customer service policy

### ***Sprinkle.....***

Once you have created your videos, think about where else you can use them.

- Website
- Blog
- YouTube
- Guest Blog
- LinkedIn
- Instagram
- Twitter
- Email Distribution
- Facebook Ads
- Google+
- Newsletters
- Online Magazines
- Add to a package you offer
- Online Directories



### ***Moving on.....***

There have been many thoughts about how long a video should be and the reality is that it comes down to what you are talking about in your video. Ideally, you want to keep them to 1-2 mins however, for myself, some of my videos can be 6 mins long because I am showing a Facebook tip and how to do the steps. Recently, I heard that if you are doing Live videos, Facebook would like for you to do a min of 10 mins to keep the audience engaged and staying on Facebook to watch. You may find that some videos will be longer than others based on the content, but don't panic too much over it. Find what works for your audience.

As you are doing your videos and based on your stats, you will be able to determine how you should continue to move forward, in regards to the time frame of each video. The stats will help you to determine which videos are getting better response and watch time. This will also help in determining which content is being well received and what you can expand on.



### ***I have a thought.....***

You could think about doing video series that have themes/topics and break them down into multiple videos to keep people watching for more. If you believe that your topic is going to be 30 mins long, then break it down into 5-6 videos and at the end of each video, tell your audience when to expect that next video in the series.

Want to see a video series that I created? I filmed 4 videos, while in Italy, and then combined them together to create a promotional type video on my website, for my Facebook Online Training.

This video series covers 4 elements for a total of 10 mins:

1. Introduction to Online Training
2. Experience of Clients
3. Why Me
4. Details of Online Training



### ***Live Videos***

When it comes to Live videos, you can use all the same information I have provided above. However, there are a couple of elements I want to expand on.

One of the things that I have noticed when people are doing Live videos, is the wasted air time at the front end, as they are waiting for people to come watch them. If there are people already watching, they may get discouraged waiting plus when someone watches the video after you have finished the Live version, they may not continue to watch. So, what you want to do is come up with some material that you can use at the front end of the video that will keep people watching before you get to your main point. Remember, it doesn't matter if nobody is watching at the time you are Live because they can watch it at a later time.

When doing Live videos, I always encourage my clients to do them on their Facebook Business Page as opposed to their personal timelines. Why? Did you know that when you go Live, your fans will receive a notification? YES!! So take advantage of this and do them on your Business Page. Once you have finished your Live, you can then share it onto your personal timeline, which of course, will help with your overall reach and stats on your Business Page.

Once the Live video is done, you can add your captions as well as download a copy to use in other locations (like YouTube).

How to Download a Live Video:

- Go to the Live video on your Business Page wall
- Click on the video to watch it
- Click on "Click for more"
- Once the next window opens, you will see 3 dots in the top right corner of the video, click that (you might have to click it twice)
- Download video

## Stats

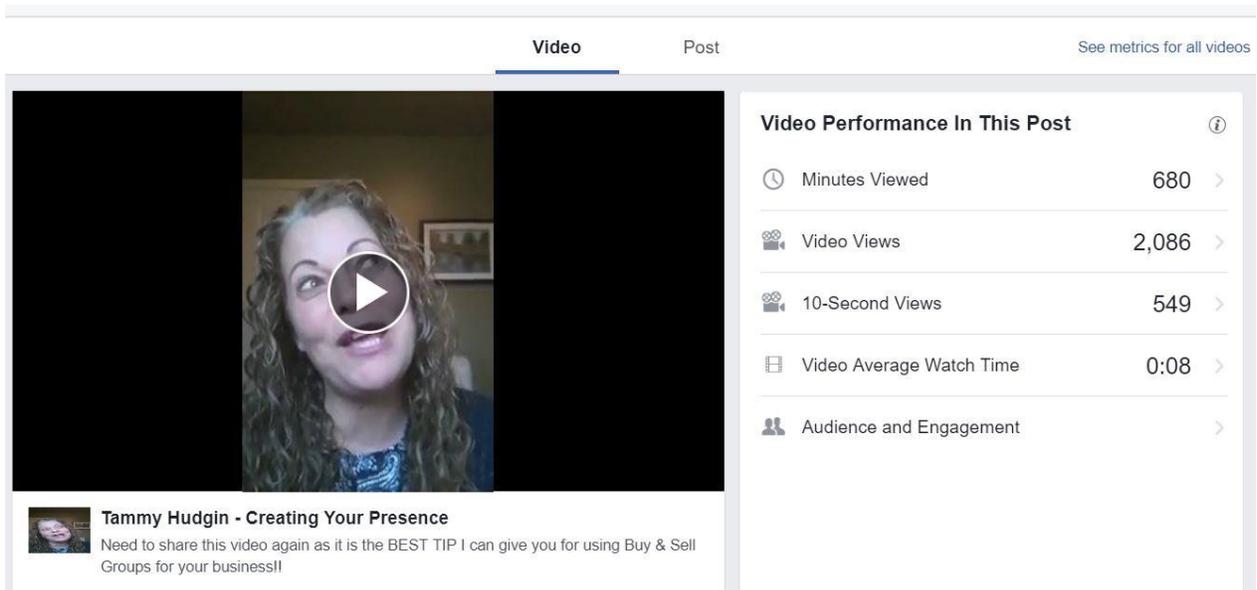
It is important that you are monitoring your stats on your videos so that you understand the interest level in what you are providing. Of all the stats available for our Business Page, these ones are my favourite as we get some really good details.

Under each video/post, it will tell you how many people you have reached, example: 300 people reached, I want you to click on that number.

The first screen you will be taken to, consists of your overall stats for that video.

- Minutes Viewed
- Video Views
- 10-Second Views
- Video Average Watch Time
- Audience and Engagement

Don't forget to click on the "Post" tab at the top next to "Video" to see more details in regards to the post itself.



The screenshot shows a Facebook video player interface. At the top, there are tabs for "Video" and "Post", with "Video" selected. To the right of the "Post" tab is a link that says "See metrics for all videos". Below the video player, there is a section titled "Video Performance In This Post" with an information icon. This section contains a list of five metrics, each with an icon, a label, a value, and a right-pointing arrow:

Metric	Value
Minutes Viewed	680
Video Views	2,086
10-Second Views	549
Video Average Watch Time	0:08
Audience and Engagement	

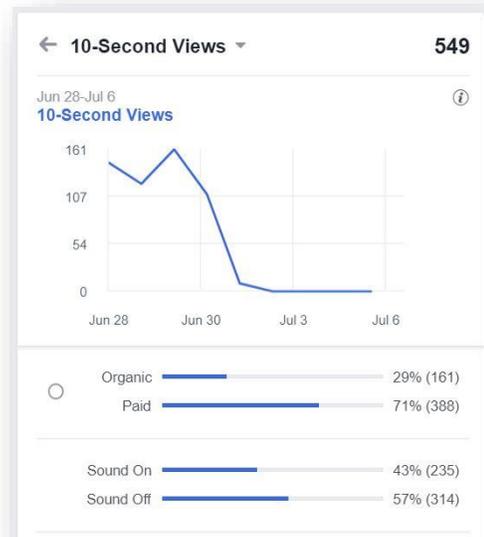
Below the video player, there is a caption from "Tammy Hudgin - Creating Your Presence" that reads: "Need to share this video again as it is the BEST TIP I can give you for using Buy & Sell Groups for your business!!"

You will also notice that you have arrows to the right of each of these stats, click on them.



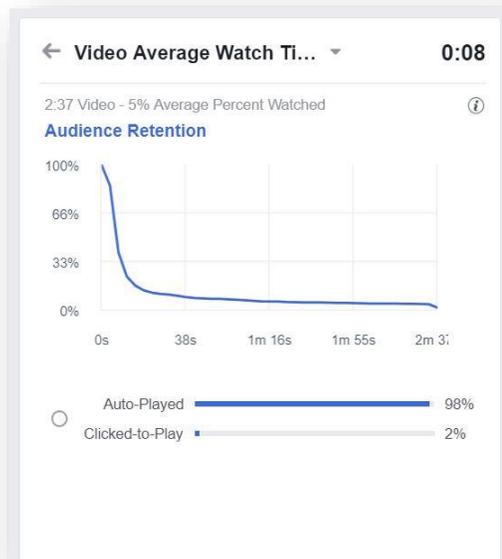
### 10-Second Views

With this particular video, I did pay to have it boosted to get more reach. These stats tell me how many people watched the video for 10 seconds, breaking it down by organic and paid. You will notice that it tells me how many people had the sound off while watching (usually this means they have their Facebook Account set up to have sound turned off). The KEY point here is that captions are important since 57% of the viewers could not hear what I had to say.



### Video Average Watch Time

It seems that I was not able to keep the attention of the viewer to watch the whole video. I must improve on that. Another Facebook Account option is to have videos automatically play, while people are scrolling through their news feed and this is a high number for me. It tells me that the number of people that “watched” my video, ultimately may not have watched it at all, just scrolled by.



### **Audience and Engagement**

I love this stat for telling me if I am reaching the right age group and of course the targeted area that I have been working.

Now, make sure to click on the additional arrows to the right for more details. For example: click the arrow next to Top Location and you will find the additional locations that your video was viewed in.



For additional stats, in regards to the overall performance of your Business Page, be sure to download a copy of my FREE “Understanding your Stats” [HERE!!](#)

Have I made you feel somewhat comfortable with moving forward with videos? Are you breathing a sigh of relief because you have some ideas, understanding, of what you need to do? Are you anxiously waiting to see what your stats will tell you?



This is the TIME to embrace the world of videos, so take a deep breath and just DO IT!!

P.S. Check out Page 13-15 for some very specific video ideas, by profession.

Now, of course, I am going to market myself in this document



Pssst....  
Click on each  
picture icon to  
take you to each  
location



Visit my website for more FREE  
downloads, Blog, Packages



Follow me on Facebook for tons of  
tips, ideas, learning



Subscribe to my YouTube Channel  
for all my Facebook Tips



Follow me on Instagram, just  
because....



Sign up for my monthly newsletter  
for keeping up to date in the world  
of Social Media

**Profession**

**Video Ideas**

<p>Real Estate Agents</p>	<p>Think about what you can do to sell the community</p> <ul style="list-style-type: none"> <li>• Do a video outside the community centre and talk about the different family programs available</li> <li>• Do a video at one of the parks and talk about how many parks are in the area and what is offered</li> <li>• Do a video outside a school and talk about the different schools in that community</li> <li>• Interview brick &amp; mortar's to showcase what is available (restaurants, clothing shops, children shops, flower shops, fitness centre, etc.)</li> <li>• What are the top 3 reasons someone should live in that community</li> <li>• What is the housing market like in the area</li> <li>• What type of community events/celebrations are held</li> </ul>
<p>Cooking/Food Type Business</p>	<ul style="list-style-type: none"> <li>• Show yourself making recipes</li> <li>• The current season's fruits and veggies</li> <li>• Health benefits of specific foods</li> <li>• Quick tips for prepping food (cutting, washing, grating, chopping, etc.)</li> <li>• How to pick ripe fruits and veggies (film in a grocery store)</li> <li>• Type of foods for preparing to workout</li> <li>• Type of foods for helping digestive system</li> <li>• Foods that help with different ailments</li> </ul>
<p>Hairdresser</p>	<ul style="list-style-type: none"> <li>• A variety of videos showcasing how to style hair</li> <li>• Best technique for washing hair</li> <li>• Best techniques for straight hair, curly hair, wavy hair, thick hair</li> <li>• How to give yourself a quick bang trim</li> <li>• Showcase specific products and how they help their hair/scalp</li> <li>• Drying techniques</li> <li>• Tips for colouring hair</li> <li>• What causes build-up</li> <li>• What causes dry hair</li> </ul>

**Profession**

**Video Ideas**

<p>Fitness Type Business</p>	<ul style="list-style-type: none"> <li>• How to do certain types of workouts</li> <li>• What to eat prior and after working out</li> <li>• Recipes for making protein shakes</li> <li>• How to do exercises at home, at workplace</li> <li>• Posture tips</li> <li>• Tips for preventing injury</li> <li>• Interview clients</li> <li>• Specific exercises for different parts of the body and why</li> <li>• How often should they workout</li> <li>• Top 3 reasons why they should exercise</li> <li>• Health benefits</li> </ul>
<p>Direct Sales/MLM Business</p>	<ul style="list-style-type: none"> <li>• Demonstrate different products</li> <li>• Video a hostess at her party as to why she choose to host</li> <li>• Video a guest at a party and ask them why they purchased what they did</li> <li>• Top 3 reasons to join the business</li> <li>• Top 3 reasons to host a party</li> <li>• How can your product help them</li> <li>• An achievement</li> <li>• Recognition of your team members</li> <li>• When you are at Conference, what were the highlights</li> <li>• When you are on a earned trip, what were the highlights</li> <li>• Hostess Specials for that month</li> <li>• Customer Specials for that month</li> </ul>
<p>Coaching/Consultants</p>	<ul style="list-style-type: none"> <li>• Specific tips around what your main service is</li> <li>• Testimonials</li> <li>• Where you are going to be speaking at</li> <li>• How you manage your time</li> <li>• How you keep organized</li> <li>• Top 3 reasons why someone should hire you</li> <li>• Top 3 reasons why they should choose that specific package/service</li> </ul>

**Profession**

**Video Ideas**

<p>Travel Type Business</p>	<ul style="list-style-type: none"> <li>• Pick specific locations and talk about the top 3 reasons why they should travel there</li> <li>• What to pack when going away for the weekend</li> <li>• What to pack when travelling 1 week or more</li> <li>• What they can take in their carry-on</li> <li>• How to save on excursions</li> <li>• Reasons for booking a cruise</li> <li>• Type of food to expect on their travels</li> <li>• Top 3 reasons to work with a Travel Agent</li> </ul>
<p>Store/Shop</p>	<ul style="list-style-type: none"> <li>• Showcase different products</li> <li>• Interview customers who come into the store and ask why they shop there and what they purchased</li> <li>• Show your different displays</li> <li>• Show groupings of product so they think about buying in bulk</li> <li>• Tips on how to use some of the product</li> <li>• Show what other stores are within walking distance to your place to entice them to visit</li> <li>• Holiday displays</li> <li>• Why shop local</li> <li>• Specials/Sales</li> </ul>