

Quickstart to Meta:



How to Win at Marketing on Facebook + Instagram

Save this document for tips and tricks on fine-tuning your Meta marketing strategy!

Activating on Facebook + Instagram

1. Create your business account.
2. Promote your new account on other social media platforms.
3. Get inspired by free resources.
4. Analyze competitor ads for strengths, weaknesses, and opportunities.
5. Get started on Ads Manager.
6. Monitor performances for organic content and paid ads.

Hosting Facebook + Instagram Lives

1. Write a script—but don't be afraid to go off the cuff.
2. Replug your product, service, or objective every 10–15 minutes.
3. Spotlight comments from the live chat.
4. Bring in influencers to drum up excitement.

Measuring Paid Ad Performances

1. Use plugins, software, and external solutions for deeper analytics.
2. A/B test ads for headlines, creative, and CTAs.
3. Iterate on campaigns with data-backed insights.
4. Use a combination of organic content and paid ads to maximize engagement.

Creating Stories + Reels

1. Use trending sounds and music to boost discoverability.
2. Keep content short and sweet.
3. Ask engaging questions and encourage users to comment.
4. Use interactive filters, sliders, and Q&A polls.
5. Customize Reel cover images for an optimized feed view.

Writing Copy for Facebook + Instagram

1. Keep your messaging punchy and succinct.
2. Put your unique value proposition at the beginning of the copy.
3. Write engaging headlines that ask questions or surprise and delight users.
4. Make CTAs clear and actionable.

Ready to get started? Learn more tips, measure your performance, and maximize your impact with [Social Media Management](#) from HubSpot!