

facebook *Stories*

F O R B U S I N E S S

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Facebook Stories

The business world has mastered the art of using social media to market brands; and social media outfits fully support the trend.

As a matter of fact, right now, businesses are working on ways to market themselves through Facebook Stories, a new app from the popular social media giant. With this feature, users can upload photos or videos that can last for 24 hours.

These messages can be viewed up to two times, which is why many people consider Facebook Stories as the social media company's answer to Snapchat.

The new feature will also be available to Facebook users on mobile and desktop based on Pages they follow or Like under the Stories section of their accounts.

The broad compatibility is actually what makes Stories so important for businesses.

In the past, Facebook Stories was not available to all Pages. But although the Facebook Stories is a relatively new feature, it brings with it compelling features that should make it a lucrative proposition for any business that takes social media marketing seriously.

With that in mind, here is a look at how business can benefit from Facebook Stories.



How Big Is Facebook Stories?

Facebook Stories is big; which is hardly surprising now that the Facebook app has nearly 2 billion followers.

When people get on Facebook, they expect that their friends will have shared photos and videos; which is why Facebook Stories has been such a hit.

So, although the number of months the Facebook Stories feature has been in existence make it seem like a fresh and untested way to stay connected online, it is not something the business world can ignore.

Facebook Stories

As we speak, daily Instagram Stories users are over 250 million. A similar figure has been reported among WhatsApp users; and on Messenger, 70 million are already using the trendy new feature.

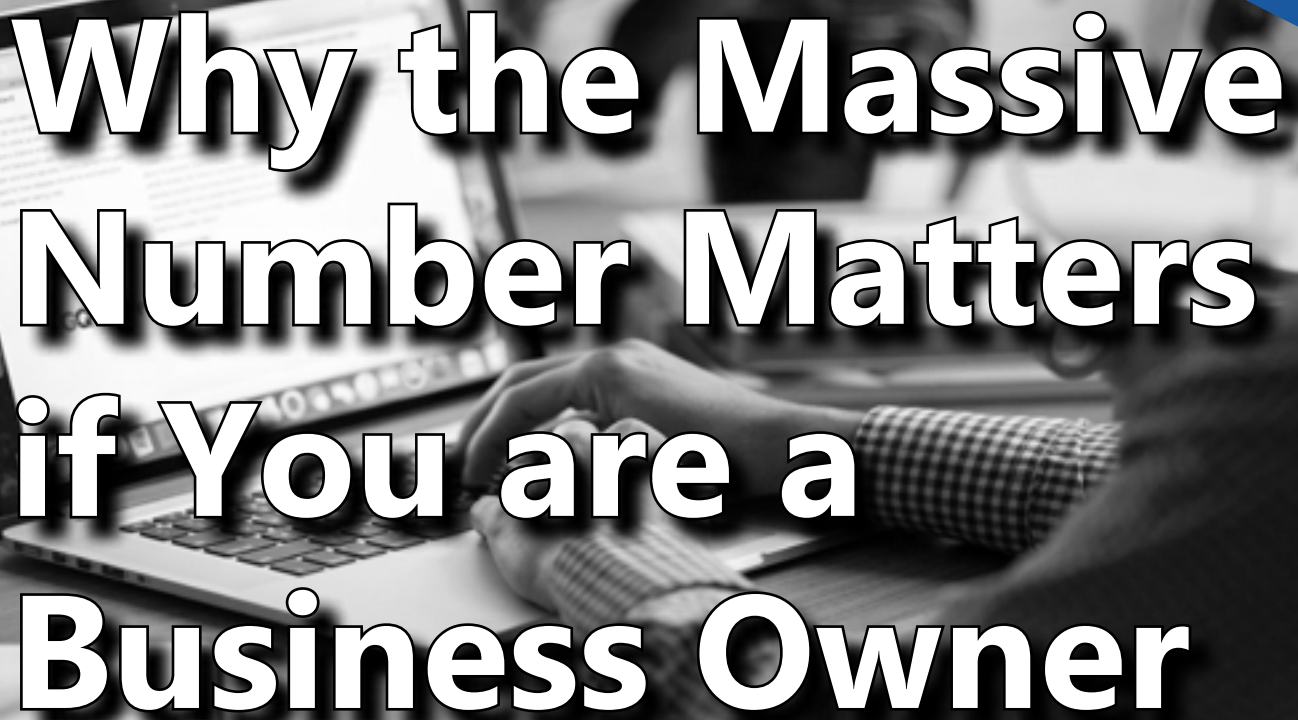
The number of users on the platform already give it all the resources it needs to make it an ample source of customers for businesses willing to advertise their products and services.

There is another interesting thing about Facebook Stories, there has been a dip in the amount of user-generated content being shared on the platform since its launch.

Users of this feature seem more interested in sharing links and information from elsewhere on the web.

While this might not be what Facebook had in mind when it came up with the concept, it is good news for online businesses with savvy social media marketing techniques.

That is because businesses that can share viral promotional content can expect its fans to pass it along and keep the buzz going now that they are not so keen on sharing their own content.



Why the Massive Number Matters if You are a Business Owner

If the above numbers don't get you stirred as an online business owner, then you need to seriously rethink your social media marketing plan. Facebook Stories gives marketers access to a broad audience.

That is another way of saying that you can use the feature to identify users who would be interested to hear more about your brand's products and services and possibly turn into customers.

The feature should be especially useful if video marketing is a huge part of your marketing strategy.

And even though Facebook Stories might not be as big as some businesses might prefer, it can act as a launching pad for more elaborate online campaigns.

One way to do this is to post snippets about what a more elaborate ongoing promotion is all about.



How Facebook Stories Benefits a Business

1. It is Easier to Stand Out

Facebook Stories is pretty new, and that comes with the benefit of letting your stand out among several other businesses and users.

In fact, this feature is specifically built to help you stand out since the feature is available at the top of all user feeds.

And so, with Facebook users getting lots of feeds nowadays, Facebook Stories is a brilliant way to give yourself an edge and put your brand front and center and ensure that you get constant and high quality attention from potential customers.

2. Facebook Stories is Destined for Greatness

Facebook is very serious about the Stories feature, to the point of attracting some controversial comments for its aggressiveness.

But that is actually good news for you as a business owner. The social media concern has put Stories everywhere, including on Messenger, Facebook, WhatsApp and Instagram.

Facebook Stories

Facebook knows that it has hit the mother lode with the Stories feature, which is why they are keen to make it popular across all its social media platforms.

And as the numbers mentioned earlier indicate, evidence on the ground proves that Facebook Stories feature is already a darling among users.

Today, a lot more people are using Facebook Stories to communicate and connect with other people over the web.

This online audience is a gold mine for any business that is willing to capitalize on the feature.

3. Users can be More Receptive to the Content

When posting ads on Facebook, users who are not crazy about your products will feel that you are cluttering their timelines with unnecessary content.

As a result, some can make the drastic decision of ensuring that they don't receive your promotional content anymore.

To be honest, regular posts can also be a little tough on you as well, since they can really clutter your profile.

But with Facebook Stories, users only need to click on a single button to view all the content you have posted. Those who are not interested in the content will not feel compelled to avoid your feeds altogether.

4. A Broader Reach

In comparison to other social media platforms that give users access to a stories feature, Facebook Stories has a much broader audience.

Facebook has more users than Instagram and Snapchat combined; and that means Stories also offers a larger market for businesses that need to promote their products through this social media feature.

Even better, the feature is experiencing remarkable growth, and there are no signs of this slowing down soon.

So, forward-thinking businesses have every reason to jump on the bandwagon and use the platform to market themselves.

5. Facebook Stories is Engaging

Facebook Stories offers businesses a brilliant chance to keep their audience engaged and curious about their products.

With Facebook Live, this is never assured since viewers can miss some of the updates.

But with this feature, users can stay updated on all that is going on since they can see all the news feeds the business is posting using the Stories button.

This should be especially useful in scenarios where a business needs to build up interest in a new product or service.

With this feature, your users will be more involved since the social media sharing experience will be more personal.



Facebook Stories Exclusivity Can Be A Good

The exclusivity can be a good way to make your customers feel that they are getting special deals.

Additionally, behind-the-scenes footages can give your followers insight into how you go about your business; and that should keep them thinking about your business and your products for much longer, which is good for business.

Another way to maintain user engagement is to share user-generated through the Stories feature.

This can make customers feel valued and help you create more credibility in your products and services.

When customers see that other clients are enjoying your products,

then they are more likely to believe that you have good quality products and services to offer them.

A Step by Step Guide on How to Use Facebook Stories

Even as you learn how to use Facebook Stories, there are a few points you should note first.

First of all, Facebook Stories content is displayed at the top of Facebook News Feed.

Facebook Stories

When a Facebook contact has shared a story, What Happens?

When a Facebook contact has shared a story, a circle is displayed at the top of the app.

You only need to tap it to see the video or the photo being shared. Here is how to create a Facebook Story so that it is displayed as such on Facebook Pages. The feature is only available through mobile apps, it is not available on desktop.

1. Go to the Camera

Facebook Stories allows you to create videos and photos with many features and filters.

To make these videos, you need to have access to the camera

on your device. This can be done by swiping right on the Facebook mobile app.

2. Take Photo, Record Video or Upload Photo or Video

With the camera open, you can choose to create a video or take a photo.

The interface will also let you apply various filters to the content you are recording. Taking the picture or the video requires that you tap on the button located at the center of the screen.

In order to record videos, you only need to keep holding the button until you are done recording.

Users are also allowed to upload photos or videos they took earlier, and edit them before uploading them for other users to see. The videos can be, at most, 20 seconds long.

3. Add Filters and Stickers to the Videos or Photos

The company has put in quite a bit of work into the filters that can be used on Stories content, and this can make the uploaded media turn into something incredible.

To add filters, you should tap on the wand at the bottom-left corner of the screen.

From there, you can change the lighting filters based on the available options. You can also tap on the frame icon to add the border you like to the photo or the video.

Stickers can also be added to your content.

By swiping down, you can see what stickers are available to use; and you can pick those you like. You can even make the stickers larger or smaller using two fingers.

4. Adding Text and Freehand Drawings to Your Content

If you feel that adding text to the photos or videos you are uploading might be what you need to get your message across, then Facebook Stories has a way of making this happen.

You just need to click on the button labeled "Aa". From there, you can add text, edit its size and appearance, and move it to where you need it on the screen.

The Stories feature also comes with a drawing tool that can be used to make freehand images on the videos and photos.

5. Share or Save the Story

After recording your content, all that's left is to share it with the world, or more specifically, your contacts.

This is simple because all you

need is to tap on the arrow icon located at the center of the screen and choose the “Your Story” option.

And no, you don’t have to share your story with everyone – you can even choose to share it with a specific group of friends as a direct message.

There is even an option to save the story with the down arrow button and it will appear on the camera roll. You can then upload it later to the app’s interface, and edit it further before sharing it with your contacts if you like.

6. Share Facebook Stories on Pages

After sharing your story, it will be displayed for 24 hours before disappearing, just as with Snapchat and Instagram Stories.

It is worth noting that the stories are not automatically shared as News Feeds on your timeline; you have to specifically choose this option while sharing your story.

7. Learn to Create Facebook Story Using Pages

You should note that this feature is available to those using Facebook’s mobile app. Anyway, you just need to

go to the timeline and click on “Create Story”.

From there, you just have to follow the procedure explained above to create a Facebook Story.

8. Handling Comments on Facebook Stories

Users can post replies on the uploaded content, and these replies are only visible to you and the commenter.

The replies can be made when the person is still viewing the posted story. As a business, it is important to post replies to comments made about the content you have shared on Facebook through the Stories feature.

Facebook Stories

This should keep your audience engaged and more interested in what you have to offer as a business.

It also helps a great deal when replies to comments are personal, and nothing does this better than Facebook Stories since only the commenter and you can see the conversation.

As a business, these interactions can make it much easier to close the deal and make sales since you can find out what the client specifically wants based on how they respond to your posts.



Summary

When it comes to creating social media phenomenon, Facebook is in a league of its own.

The company certainly seems to have hit the spot with regard to the Facebook Stories feature.

Businesses now have a chance to capitalize on this new and trendy feature to build incredible promotional campaigns that can make the social media platform more beneficial to businesses.

People simply love sharing content through Facebook Stories, and not always the content they have created themselves.

For this reason, businesses that can generate fun, valuable, or engaging content for their followers can count on becoming very popular among their fans.

In short, Facebook Stories has lots of benefits to offer its users. Additionally, it gives business owners a chance to market their products and services in an engaging and personalized manner that is sure to help them get more sales.



Resources

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