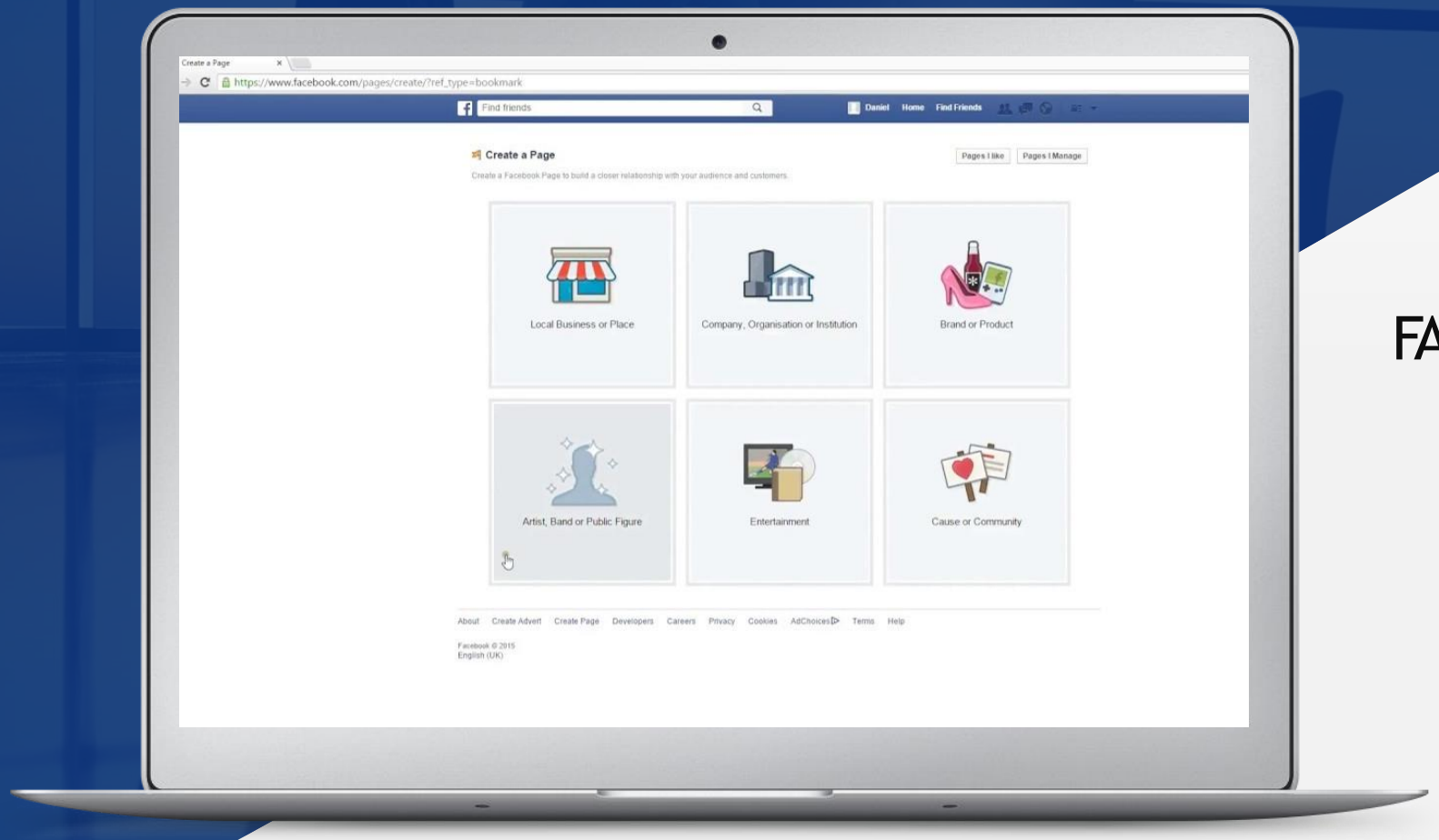

Speaking Socially
Media Management

FACEBOOK AND YOUR BUSINESS

Finding Customers on Facebook

Why Should My Business Be On Facebook?

- Facebook is still the most popular Social Media Platform
- 79% of Americans use Facebook
- 83% of women and 75% of men
- Users spend an average of 35 minutes Per Day
- 76% of consumers want to connect with businesses
- It's a direct connection to your current and potential customers

THE BASICS OF RUNNING A BUSINESS PAGE

- DO start a specific page just for your business
- DON'T try to run your business on your personal profile.
- DO invite friends, family, and current customers to "Like" and follow your page
- DO consider small promotions like discounts, or giveaways to encourage people who are within your demographic to follow your page.

WHAT SHOULD BE ON MY PAGE?

1. Business Hours
2. Link to your website
3. Location
4. High quality photos of your logo, product, and storefront
5. Reviews

POSTING BASICS

- Engagement, Reach, Interactions – What does it mean?
- Aim for organic reach – ALWAYS.
- Know your audience and your content
- Use engaging content following an 80/20 rule
- Quality is key
- Consider actions
- Aim for 5-7 posts per week.

TO BOOST OR NOT TO BOOST

- What is a Boosted Post?
- Boosting is a great way to increase reach
- Consider boosting posts that have performed well organically and have good engagement
- Do use the targeting features to select your demographic
- Don't boost a post right out of the gate
- Do start with a small budget and increase it if it performs well.
- Don't boost posts that are irrelevant or performed poorly.

ADS VS BOOST

01

Ads display in a variety of different places vs just the newsfeed

02

Allow you a more targeted approach

03

Have different goals, ad styles, and variants

CLOSING

- Respond quickly
- Keep Them Engaged
- Happy customers = word of mouth and that is still the best PR