Using Facebook as Part of Your Social Media Marketing Plan by Cathey Lee

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Your social media marketing strategy should include using Facebook for business. Your Facebook business page will not be successful if you leave your fans to their own devices. It is essential for you to distribute remarkable content that your fans will want to share so that your current fans can attract more visitors to your Facebook page.

Create business goals for your Facebook

Get found by people searching for your products or services

Connect and engage with current and potential customers

Create a community around your business

Promote other content you create such as blog articles, webinars, etc.

Best Ways to Use Facebook to Gain Exposure for Your Business

To increase your Facebook exposure, you need to design offers and content that will motivate people to â€œlikeâ€• or share your page.

90% of consumers trust peer recommendations.

Posts with the word â€œvideoâ€• in them are shared 30% more on Facebook than posts that do not.

Posts that use buzzwords or business jargon like â€œoptimizeâ€• significantly decrease the number of fan for a Facebook page.

These pages have 100 fans, as opposed to the average page with 624 fans.

Posts with digits in the title tend to be shared more often. Lists using words like â€œtopâ€• make tremendously successful Facebook posts.

Promote Your Page

1. Create an engaging page

Use tools such as the discussion board and YouTube video posts to add interesting and engaging content to your page

Entice users with a reason to become a fan of your page and communicate with you

2. Utilize the news feed

The benefit of having an engaging page is that every time a fan does something in regards to your page it is immediately published to their news feed and seen by all of their friends which gives your business more visibility

3. Draw on your existing network

Let your email subscribers and blog readers know that you are present on Facebook by posting a badge on every email or post

For your customers and prospects to find your Facebook page engaging, they will need enticing materials and regular posts. Take these tips and implement them in your social media marketing strategy!

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