

# FACEBOOK MARKETING BEST PRACTICES

## TIPS FOR POSTINGS & ENGAGEMENT

### YOUR FACEBOOK BUSINESS PAGE

It is important that you fully set up your business page and run all "work" associated posts and engagements through it (not your personal account).

- Profile & cover photo
- Vanity URL
- Categories
- About section
- Add a CTA button
- Update your tabs to what is necessary to your business
- Name your business page something that is clear, recognizable, and CMS compliant



### THE QUALITY OF YOUR CONTENT

**Post high-quality content (1-2 times per week) that will be relevant and of interest to your audience.**



- Educational ♦ Interesting (did you know, fun facts, etc.)
- Information on your product: I'm here for you, This is what I offer, Are you turning 65 soon? etc.
- Upcoming events your attending ♦ Holidays
- Meet the team ♦ Infographics
- Polls ♦ Videos
- Inspirational Posts

### FOCUS ON ENGAGEMENT **INTERACTION ON YOUR PAGE/POSTS**

While content matters, your engagement with your followers and other industry influencers will drive actual follower growth.

- "Like" and comment back to responses, keep conversation open, friendly and generic.
- Invite people who interact with your page to "like" your page (include your friends & family).
- When someone leaves a review (whether good/bad), always acknowledge and respond.
- Encourage anyone wanting information to reach out to you via DM, phone call, or email and provide your information.
- Sharable content – the more your posts are shared, it will move your post to the top of people's feed organically.



### NOTABLE MENTIONS

**These details are not to be overlooked and can contribute to taking your account from "brand awareness" to "lead generating."**



Add an image or video to your post to catch the eye. The most effective images use (3) points of criteria: Candidly Stylized | Experiential | On Brand

- Download the Facebook app on your phone to respond to any comments or messages as quickly as possible.
- Join local and relevant Facebook groups, introduce yourself and try to interact as much as appropriate.
- Partner with other local businesses to help promote each other and share each other's page.