



How To Make Facebook Work For You

F

Facebook Groups offer a great opportunity for businesses. There are stacks of groups dedicated to various industries and professions. Contribute to the conversations in these groups, the more your name will become recognised and established.

A

Ask your network to share blog posts. Your team or partners, your customers, and personal friends and family to share away!

C

Create a business Facebook profile and ensure you complete all the relevant areas to add business information. Set up Facebook groups too, a great way to build your "tribe".

E

Events. Hosting a webinar? Create an event page and invite friends and people in the groups you're in. You can see how many RSVP and also get feedback from attendees.

B

Brand. Make sure you maintain a brand presence. People use Facebook as a search engine to research a company, things like contact information and hours of operation, or what customers have to say about them.

O

Online Tools. Facebook offers a full business suite to manage content, ads and your audience.

O

Organic Reach. Make sure you lay the foundations of great content organically, establishing a loyal following for your brand before you look at paid ads.

K

Keep Going and you WILL see results, it takes time and you need to be patient. Not everyone will be ready to buy from you straight away but maintain your place in the forefront of their mind.

