

The Great Eight

Top Tips for an Awesome Facebook Business Page



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Planning is Everything

Having a strategy for your page is everything. To create engagement, you need a consistent flow of interesting things that are targetted to your market, and at the very most, one in four of those things at the very most should be you offering a product or service for sale. A formula is a good way to go, for example, something funny on a Monday maybe (but don't go overboard on how far you push the humor), something informative on Tuesday, motivational on Wednesday, you get the idea, these things need to be adjusted to suit your business and your market. They can then be scheduled ahead of time, so your facebook marketing is done in one large chunk.

Create an Ideas Vault

If you are anything like me you think of 50 things to post on your page all at once, so I keep a simple spreadsheet template I can 'dump' ideas into as they come to me on the run, and then deal with the idea when I am next working on my page engagement strategy. It's really effective time management to sit down and write at least a months worth of posts in advance. Anything you get inspiration from, save onto that sheet for when you are ready (for example you might find a website that has a lot of motivation for you but not the time to look at it, save the link into your ideas vault for later).

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Be There

It's one thing to have a great strategy and plan and schedule ahead, but you also need to interact with your followers. So check in on your page regularly, and to every person that comments, give them a reply. Be a real person to them, as they are as much buying your product as they are buying you and the service you offer. Ask a leading question as if you were meeting them in person and making small talk, which will make that person feel like you are genuinely interested in them. That in turn gives people a greater sense of trust and comfort when buying a product or service. Respond to any posts made on your page even if they are not positive, remember your brand is defined by more than a logo, it is also defined by how you respond to challenges. Post in between your scheduled posts with more time relevant information (ie things you cant plan ahead as easily).

Make Your Posts Work for You

You could post an informative video and then in the first comment put a link to more information on your website for instance (posting in the first comment is better for facebook's algorithm, a fancy way of saying how facebook decides how many people to show your posts to). Or if you are posting something funny, you could add the caption to it 'share if you feel like this sometimes', or ask a 'fill in the blanks' question 'My favourite thing to do on my horse is _____ (fill in the blank)'. All of these things will increase engagement, and in turn, that means that when you actually post an offer of a product or service, more people will see it and be likley to respond.

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Speak English

I am not kidding here I have seen some very 'interesting' posts on business pages. Spell things correctly, spell the words out, dont abbreviate, use clean language, remind yourself of grammar at school. It's important to be yourself, but unless 12 year olds are your only market, posting things like 'lols, chk this out ;P :P :P ' (really, I have seen exactly that on a business page) does not cut it for a professional business page. Ever.

It's Business

Keep your personal info for your personal page. There is a fine line between making yourself seem human and approachable on a facebook business page and just being downright over-familiar. Lost dog posts are best shared on personal pages and groups you are in, not so much your business page. Not to say every now and then you can't share something on your business page, but keep it professional and relevant to your clients.

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More You Than Me

Go back and read your posts that are selling something before you post them. Count the You's and count the We's or Me's. If the number of You's outweighs the number of We's give yourself a pat on the shoulder, if not, refocus, you are talking about yourself too much and not focussing on your followers.

Is it Me, or We, or Us?

I am asked regularly whether an individual running a business should use the word 'we' when talking in marketing material and social media, even if there is only one person. On the one hand, you want the business to seem professional and established and 'big', but on the other hand, running a small business is you on a plate (to coin a phrase, I dont mean we are all chefs, I am most certainly not) so you want followers to be able to identify with you. It's possible to reach a good balance here, for example, instead of saying 'I would like to offer you this product for sale' we might say Equine Entrepreneurs offers this product for sale'. You can add 'I' in when you are looking for a personal connection, and 'we' when you are trying to show you are an established business. Just dont mix 'I' and 'we' in the same post, stick with one or the other.

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