

5 Ways to **Boost** your Facebook Marketing Strategy

1

Post every day, even on the weekends.

That may seem excessive to you but as people make more friends and Like more pages, your posts may be missed. If you are only posting once or twice a week then chances are your community may be missing it. There are studies that show posting between 3-5 times a day can be good amount for Pages (make sure you are varying your posts and also watch your statistics to see what works best for your community).

2

Follow one of the 4-E posts for engagement.

You are trying to connect and get response from your community. Either post Entertaining, Educational, Engaging or set yourself as the Expert. Ask questions, post helpful tips, links to articles that your audience will Like and Share.

3

Ask! Have a call to action.

Tell people to click the Like or comment on the post. Or have them watch your video or go to your website.

4

Don't be a bullhorn trying to oversell.

Social media is about being social not salesy. No one likes a never-ending sales pitch but it is ok to highlight your offerings from time to time. Use the 10-4-1 rule for sales messages vs. content/connection posts. 10 Curated posts from relevant articles, 4 messages from you and 1 pitch or offer.

5

Make it fun.

Facebook is a social community. People are there to have fun. This is a place where you can let your corporate hair down a little. Stay true to your brand but think of ways to entertain your audience.

When you focus your posts, your audience and what they need, you will develop a richer and deeper relationship with your community. You will sell more as a byproduct of that deeper relationship. Set aside time to follow up on posts and respond to questions on your Wall.