FACEBOOK TIPS FOR BUSINESS

by
DougRossello.com
2016

There are many factors that can determine whether your Facebook page is successful.

Are you selling products on your page or are you using a website?

Do you have a budget to spend on Facebook Ads or are you just going for organic?

Those are just 2 of the many questions you should always be asking, so that you may have a successful business on Facebook.

Here are just a few tips to get you started. You can get started with these today.

You must also have consistency in your business and you will be successful.

Get Targeted Likes

Facebook Likes aren't as valuable as they used to be, nor are all Likes created equal.

The key is getting targeted likes from people who will Like, share and comment on your posts.

Lack of engagement can actually hurt your page.

Use page Like ads to target people by interest and location. Those are the people who could become your customers.

Use Awesome Profile And Cover Images

Your profile and cover images are important, but don't spend a bunch of money on design.

Use your company logo as your profile. That's the most important image on your page.

Don't put text, a phone number or website on your profile photo.

The news feed makes it very hard to read the text.

Keep it simple, but make sure to brand your business so people will recognize the image in the news feed.

You should only change your profile photo once or twice a year.

Don't change it at all if you don't want to.

Changing the image can cause brand confusion, which could result in lower engagement and reach.

As for your cover photo, don't over think it and don't pay a graphic designer to create it for you.

People won't even see your cover photo unless they leave the news feed to visit your page.

Use a photo of your business or customers, or create a simple graphic using a free photo creation tool.

Keep it simple.

Experiment With How Often You Post

Some Facebook experts say you should post just once a day while others say 10 posts a day aren't enough.

They all might be right. It depends on your business and audience. To boost engagement, I say post as often as you can. If that means 20 posts a day than go for it.

You might find you don't need to post that often to get engagement on your page, and that fans are more responsive when you post fewer times.

The key is to test to see what works best for your page.

Just like snowflakes, no 2 pages are alike. Most advice you read about the right number of posts or even the right time to post is crap because it's probably just based on the writer's experience.

Buy Facebook Ads

The point of running a Facebook page is to get more exposure and customers for your business. However, many people do not like the idea of spending money on Facebook ads.

It's a fact of life, Unless you buy ads, it will take an incredible amount of time to get your page to go anywhere.

The good thing about Facebook ads compared to other advertising is that you can target people in all sorts of categories.

Businesses on Facebook should budget money for:

Page Like Ads (at least $1 per day)
Boosted Posts (great for quick engagement)
News Feed Ads (these require more knowledge but can pay off big time)

Start small maybe only spending $50 a month.

Treat your Facebook ad budget as you would a utility bill, a necessary cost of doing business.

I hope this starts you on your way to a successful Facebook page for your business.

If you would like more useful info for your business.

Click Here to get on my list.

Put in your name and email and more great stuff will come your way.

DougRossello.com