

# SMALL BUSINESS FACEBOOK MARKETING

Facebook allows small businesses to build relationships with customers, to encourage endorsement, and spread positive word-of-mouth. Here's how to get the most out of your Facebook business page:

- Multiple linking opportunities: Make sure to have a visible one-click link on all your digital media platforms so fans can easily follow and like your Facebook page from your website, everyday email banners or signatures, and email newsletters.
- Always embed a link in your Facebook social and marketing messages that directs back to the relevant products or services you wish to promote.
- Make a habit of sharing content from your business and personal Facebook pages with your friends and followers.
- Use your Facebook business page for what it is intended - a professional marketing tool - never take or make things personal, and never use your business page for personal messaging.
- Before posting or reposting information on or from your Facebook page, make sure the content is true, kind and necessary.
- Work with an 80:20 update ratio. 80% of the content posted should add value to your followers lives, and only 20% should be product promotion and marketing information.
- People like to be first. Provide fans a reason to engage with and like your page. E.g. Be the first to respond about new products, a sale, exclusive offers, discounts, and the latest news.
- Use your 'share' button to repost relevant and interesting images, videos, and articles from third-party pages to keep your fans in-the-know; and show that you're keeping abreast of trends and marketing matters. Make sure to always credit your sources - the original publishers.
- Enhance your credibility and strategic positioning as a thought-leader by sharing content relevant to your industry and business category, such as:
  - Thought-leader Blog Articles
  - Insights, Tips and Advice
  - Case Studies and Success Stories
  - Show visuals of your best work
- Run App-based Facebook competitions using the guidelines provided by Facebook.
- Use the Facebook tools to curate your desired target audience; to whom you'll promote your page, relevant products and promotions.
- Make sure your business page is linked to your personal page as your "employer".

**Not enough time to do all that the checklist asks? We can assist. We're only a phone call away.**