

Creative LifeSense Social Media Help

Facebook and Your Local business Success

Using Facebook Posting Strategies to Increase Business

Struggling with your business Facebook page? You know it needs something more, but unsure of what exactly you need to do? No doubt Facebook is one of the most powerful forms of advertising today, but in order to reap the real benefits, there are some extremely important factors that every business should consider...

For good results from your Facebook page, simply follow these 5 tips

1. Spread the Word about Your Page - Simply put, the best way to gain more local followers is to let everyone know that your business is on Facebook. You can do this in a variety of ways, such as including a link to your Facebook page in your email signatures, sharing the link on your printed marketing materials, and if you have a storefront, using in-store signs to let your customers know that you are on Facebook. Always encourage people to “Like” your page when promoting it.

2. Share More than Information about Your Business - Remember that Facebook is a social media site where people go to be social and entertained. This means that not every post on your page should be sales pitch or even about your business itself at all. Consider sharing a great tutorial video you may have found or a news article about a topic you care about. Show them that you are a real person and not just a robot posting in hope of gaining sales. Simply put be yourself.

3. Make Sure You Have a Custom URL- Facebook allows you to have a custom URL for your business page. You can set this to whatever you want but make sure that you do so because it will be a lot easier for people to find you instead of using the default URL. Generally speaking, the default URL contains a long string of numbers and is not very easy to remember at all.

4. Take the Time to Respond to Everyone - Social media is much like building a relationship; it takes time, and more importantly, it takes interacting with each and every person who responds to any posts that you make. This is where local businesses can really make a difference on social media platforms. By answering individual questions from your followers, you create an opportunity to bond with them. This, in turn, makes them feel appreciated will go a long way into creating long-lasting, loyal customers.

5. Be Consistent with Your Postings - No one wants to visit a blank Facebook page or a page that only posts once in a blue moon. Come up with a marketing strategy that will focus around you providing fresh content on a consistent basis. There are no set times or rules to follow for posting because every business is a little different. Just be sure that you create a regular schedule and stick with it. This will help to keep your followers updated and entertained, which will ultimately lead to more sales.

In our next post we'll continue to give you more tips on maximizing your social presence on Facebook. Take these simple tips and start to implement them before we add to them... please leave a reply and let me know how they are helping out and the types of results and responses you are getting.

If you want to put your Social Networking on Facebook on the fast track just give us a call and we can discuss strategies or even manage your page for you.

Need assistance setting up and/or managing your business Facebook page?

We specialize in helping local businesses understand and master strategies in connecting with local consumers by establishing a strong social media presence. Contact us at [contactcls \(at\) creativelifesense.com](mailto:contactcls@creativelifesense.com) or call (805) 244-1727 for more information on our services and a free quote.

