

Creative LifeSense Social Media Help

More than 80 percent of businesses are now using Facebook globally as a way to promote their business. Times have changed and social media is here to stay. Due to the number of people currently using Facebook, it only makes sense to put your business right in front of your target audience by establishing a presence there. Here are some tips to help make your Facebook page a huge success.

Facebook Tips To Improve Customer Loyalty

Time to Get Face-to-Facebook with Building Customer Relations.

1. Keep Your Page Fun and Informative - Social media is a whole different ballgame than other forms of marketing. So when posting, think about what your target audience would enjoy reading, using and sharing. Keep in mind that not every post should be a sales pitch as your followers can become annoyed and stop following you. Create posts that spark conversations and encourage them to jump in. Consider using polls or surveys or simply asking questions as means to get your audience involved.

2. Use Facebook as a Way to Show Customer Appreciation - Facebook is a wonderful outlet to let your customers know just how much you appreciate them. After all, you would not be in business without your customers, so why not show them some love. There are many ways to do this on Facebook including simply thanking them, running specials for Facebook fans only, or invite them to tell you their ideas about how to make your products or services better. Listen to them and let them know that you really do appreciate them.

3. Use Facebook Apps - Facebook has many different built-in applications that can help to increase your online presence and help you generate new fans on Facebook. You can promote events, run contests, conduct polls, upload and record videos and much more. Take the time to learn a little bit about these apps, experiment with them, and see which ones are right for your business. The more creative your page is, the more you will stand out from the crowd. Use these applications to your advantage.

4. Offer Special Content - Give your Facebook fans something unique and different from what they can already find on your website. This can be special discounts, news articles about your business, employee recognition or anything that you feel is relevant to your business. These measures will give them a personal "connection" to your business and keep them coming back for more. If you post the same information they can find on your website along with the rest of the world, they may not keep checking back as often.

5. Link Your Facebook to Your Website - Always have a Facebook link on your business web page. Make sure all of the social media plug-ins are installed and are highly visible on your website. This lets your website visitors know that you are in fact active on Facebook and gives them an easy way to access your page. It's also a good idea to offer your website visitors an incentive to go "Like" your Facebook page.

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.