

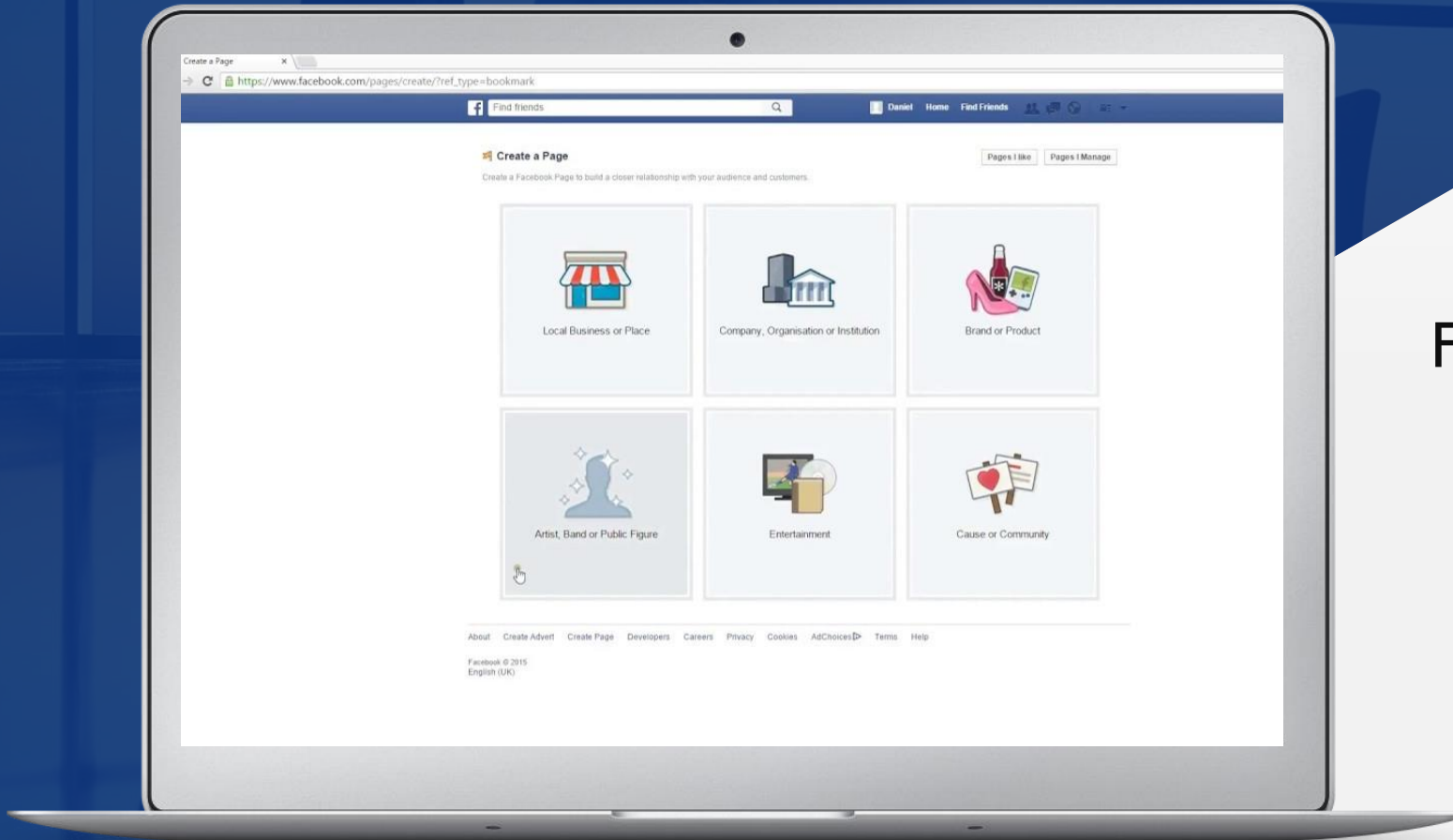


The Montana Small Business Development Center presents:

FACEBOOK AND YOUR BUSINESS

FACEBOOK AND YOUR BUSINESS

Finding Customers on
Facebook



Why Should My Business Be On Facebook?

- 👍 Facebook is still the most popular Social Media Platform
- 👍 79% of Americans use Facebook
- 👍 83% of women and 75% of men
- 👍 Users spend an average of 35 minutes Per Day
- 👍 76% of consumers want to connect with businesses
- 👍 It's a direct connection to your current and potential customers

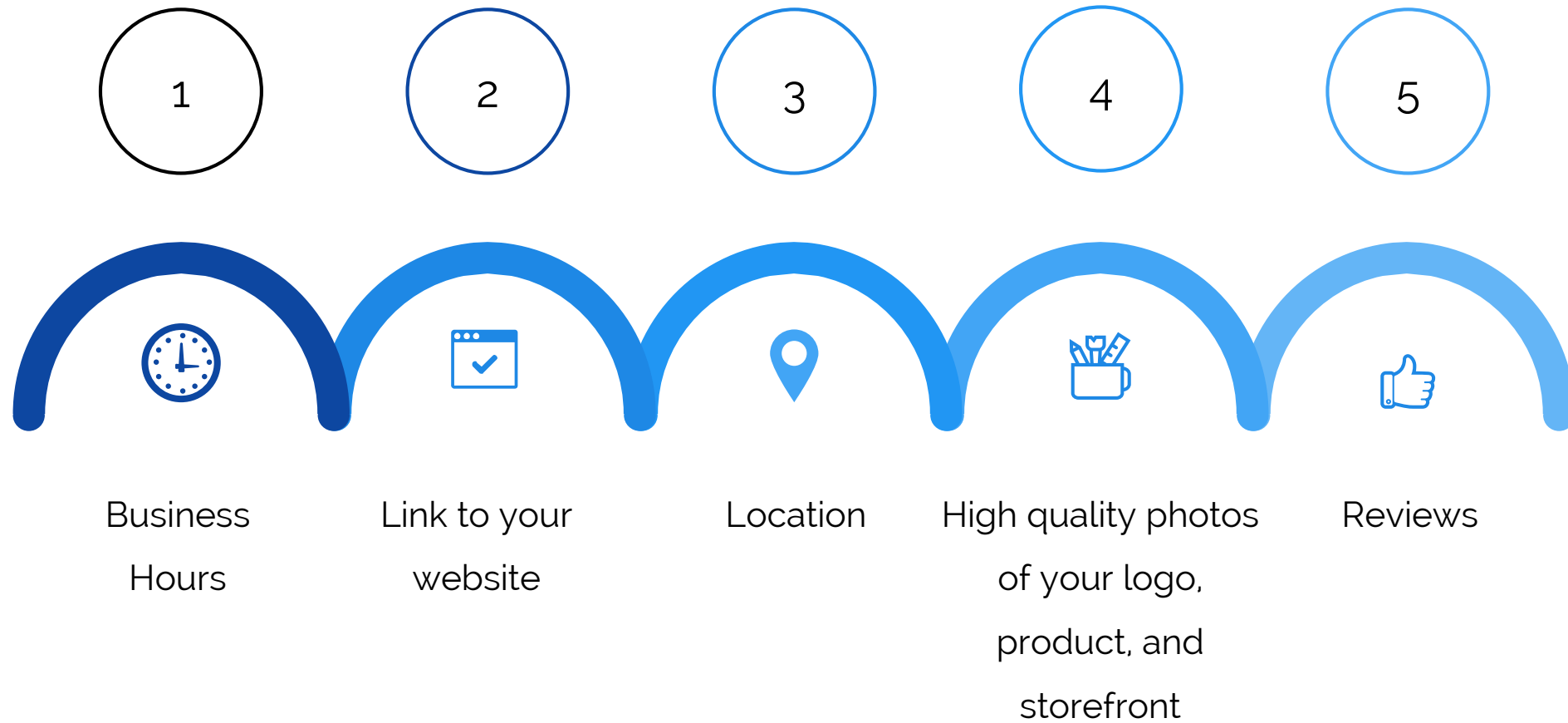




THE BASICS OF RUNNING A BUSINESS PAGE

- 👍 DO start a specific page just for your business
- 👎 DON'T try to run your business on your personal profile.
- 👍 DO invite friends, family, and current customers to "Like" and follow your page
- 👍 DO consider small promotions like discounts, or giveaways to encourage people who are within your demographic to follow your page.

WHAT SHOULD BE ON MY PAGE?



POSTING BASICS

- ❖ Engagement, Reach, Interactions – What does it mean?
- ❖ Aim for organic reach – ALWAYS.
- ❖ Know your audience and your content
- ❖ Use engaging content following an 80/20 rule
- ❖ Quality is key
- ❖ Consider actions
- ❖ Aim for 5-7 posts per week.





TO BOOST OR NOT TO BOOST

- ❖ What is a Boosted Post?
- ❖ Boosting is a great way to increase reach
- ❖ Consider boosting posts that have performed well organically and have good engagement
- ❖ Do use the targeting features to select your demographic
- ❖ Don't boost a post right out of the gate
- ❖ Do start with a small budget and increase it if it performs well.
- ❖ Don't boost posts that are irrelevant or performed poorly.

ADS VS BOOST

01

Ads display in a variety of different places vs just the newsfeed

02

Allow you a more targeted approach

03

Have different goals, ad styles, and variants



CLOSING

- ❖ Respond quickly
- ❖ Keep Them Engaged
- ❖ Happy customers = word of mouth and that is still the best PR