

10 TIPS TO GET MORE FROM CUSTOMERS FROM FACEBOOK

Facebook is the newest battle line when it comes to marketing. With millions of users spending dozens of hours weekly, hundreds of thousands of businesses are eager to get their slice of the seemingly limitless Facebook pie. Regardless of your industry, you can't afford to lose to your competitors. Here are some top tips for honing a market edge using Facebook advertising.

1 Maximize Facebook features

Facebook has a comprehensive set of tools that you can use to improve your marketing strategy. Examples include live videos, events, instant messages, chatbots and groups. Figure out how you can use these tools to meet your marketing goals.

2 Reach a wider audience with Facebook ads

Facebook ads are an excellent advertising tool that helps boost your exposure. Plus, it also has a comprehensive set of customization options for audience targeting, allowing you to easily reach new audiences.

3 Never fail to engage with your customers

One of the best things about Facebook is that it can connect you directly to your target audience. Potential customers can easily contact you for questions, inquiries or concerns about your products and service, giving you various opportunities to position your business. Make sure to respond to comments, feedback and direct messages promptly.

4 Feature your customers

Your customers' posts, videos and stories can serve as a testimonial for your service or product. Using your customer's content that's tagged to your page is the ultimate social proof for other prospects and a great way to showcase your good work.

5 Get creative

Don't post just for the sake of posting. Create interesting and engaging posts that add value to your viewers' lives. Provide DIY (do it yourself) tips related to your products and services. And don't be afraid to make people laugh once in a while. Maintain a standard of high-quality posts that encourage audience engagement.

6 Always keep in touch

Ensure that you're always there for your customer's needs by keeping in touch. Respond to all questions and inquiries and thank them for their feedback. It may also be beneficial to follow up with a direct message to ensure their questions are answered.

7 Track your performance with insights

Facebook insights provide the tools and numbers you need to see how you're doing. Always keep a finger on your pulse and adjust your strategy based on what your numbers are reflecting.

8 Don't forget to test your ads

Facebook has A/B testing features available for your business page. A/B testing lets you change specific variables to determine which aspects affect your ad's performance. Take advantage of this tool to maximize results from your paid advertisements.

9 Update your information

Nothing's more discouraging to customers than out-of-date information on your Facebook profile. Once they notice your info is outdated, they'll simply go to a page with more accurate business data. Always ensure that your business page is updated, including your location, service offerings, standard business hours, holiday hours and contact information.

10 Know how to deal with negative comments

You won't be able to avoid negative feedback, whether private messages or public comments. Have a clear plan for how to deal with these situations so anyone in your team can address these concerns quickly.

FACEBOOK ADVERTISING BEST PRACTICES

Facebook can be an incredibly powerful tool for your business, but only if you know how to use its features. Learn how to maximize Facebook tools, so you'll get the best out of the time and money you invested into marketing on the platform.

One of the best things you can do to maximize your social media efforts is by using Broadly. Our easy-to-use platform helps you strengthen your online reputation to generate more leads and grow your business.

Try Broadly today to see how you can get results without lifting a finger.