

Facebook Business Pages Tips

With the new algorithms its hard to get seen as a small business on Facebook but these tips should help you on the way.

Use the 80/20 Rule

Facebook doesn't really like you linking outside of their platform so try to engage people within your page. Think about what your clients would want to know.

80% of the time post things of interest to your clients / community. 20% of the time link to your website or information outside of Facebook.

Make it fun

Remember people want to connect with other people and not just an automated page. So mix business and fun things so people can share further or connect with your content.

Respond

Engage with your audience, if someone asks a question, make sure you reply and in a timely fashion. Make them feel appreciated.

Consistency

You may not be able to post daily but make sure you are consistent when you do post. So perhaps twice a week on set days so your audience can make sure they know when you'll be there.

Schedule

If you are having trouble keeping up with posting, schedule. Facebook has it's own scheduling tool so you can schedule several posts in one go.

Don't Boost

Don't boost a post, it may seem to work but it doesn't get you far for your money. Facebook still only send it to who they think should see it. You are better to invest in a Facebook ad that can be tailored to your audience – gender/age/area etc. Ads don't have to be expensive either, just for a few £'s you can target really well.

Videos work

Facebook loves sharing videos and will spread them wider. So even if you don't have a video to share, think about creating slide shows and sharing as a video.