



TOP 5 FACEBOOK HACKS

To Improve Your Digital
Presence.

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First Things First

After well over a decade on the internet, Facebook still reigns supreme in terms of social media. With nearly 2 billion users engaging with one another through videos, photos, and messaging, there has never been a better platform for business owners and marketers to get a message delivered.

Whether you run an online business or traditional brick and mortar, you rely on traffic and interaction. The question remains, “How do I take advantage of what Facebook has already provided?” – an audience.

Before I dive into the top 5 hacks to use, I encourage you to take a moment to understand the platform. Although once you publish your page, you have the potential to sell to 2 billion users, it is not primarily a selling platform. Facebook is a relational space. A space to add value, give insight, inspire, and provoke thought.

When used correctly, it will go a long way in not only building your brand but reinforcing who you are and what you stand for in the mind of your customers. In turn, this will result in brand awareness, reach, leads and ultimately sales.

However, if it is not used correctly and sales are the focus, you may have reach, you may have awareness, you may even have some sales, but you will lack in a sustainable and growing following – considered more spam than value – and long-term it will negatively affect your business.

Okay! Ready? Let's Dive In.

1. Use Your Photo Real Estate Wisely.

Your cover photo is more than an eye-catching banner. It is instead an introduction to your company. This is prime real estate on your page. Use it to display a giveaway contest, lead magnet, or a call to action. When prompted a user will click on your contest, freebie, or CTA which will open the full picture. Be sure you've added a link in the caption of your image to lead them where they need to go.

For instance, if your cover photo states “Click Here to Download My Free eBook”, the link in the caption will send them to your landing page where you will capture their email address and send them their freebie - perhaps even sending them into your sales funnel.

Ensure that you change your cover photo from time to time – at least every quarter – to reflect ongoing giveaways or activities within your business.

2. Invite Everyone!

This is such a simple hack but is often overlooked. Not only does this hack drive results, it also helps maximize your spending on Facebook ads.

First choose a post with an image or video that has already gotten engagement – the more, the better. Then choose to boost your post as an ad. You will quickly see a huge number of interactions from post shares to comments and reactions (likes, loves etc).

As an admin on the page, you’re able to click on the number indicating the engagements. Once clicked, a list pops up with an option that allows you to invite all those who have interacted with your post to like your page.

This is like a two for one! Thank you, Facebook! Not only are you achieving reach and engagement (aka Social Proof), but you don’t have to pay for likes separately through Facebook ads. It’s a Win-Win! Stop paying for “Likes on the Page” in extra ad spend, and begin boosting more amazing content.

3. One Thing’s for Certain – Everything Changes.

Facebook continues to evolve. One of the changes Facebook has made is the use of Facebook Messenger.

Marketers and business owners can now place ads within Messenger as well as schedule broadcasts, use automated messages, speak directly with customers, interact with fans, and communicate with potential customers.

If you've used this hack, you know how effective it can be! It not – don't hesitate.

Facebook Messenger is a great way to personalize your online presence. It shows you care enough about your customer or potential customer that you went directly to their inbox. Embrace the power of Facebook Messenger today!

4. What do I say?

Writing for Facebook can be a bit intimidating. Compared with other platforms, however, once you get the hang of it, you'll enjoy drafting content!

A good way to begin is to start with a question. Questions are simple ways to get readers interested in your posts at the outset. These questions can be business related, or just fun!

Don't get too caught up in the "9-5" tone of business marketing. Instead, get a little personal with your copy. Your customers will enjoy the interaction and will feel closer to you as a result.

Another form of engagement is simple posting. When writing a post, stick to the point. No one has or gives the time for a post that meanders.

To begin honing your skills, try to keep the character limit to 200. If you can't get your point across in an entertaining way in approximately 200 characters, decide if written content is the best use of that post. Perhaps a video or a photo would help drive the thought home without being too wordy.

Lastly, don't forget your Call to Action. Be clear and concise about the action you want your reader to take. If you want him/her to click a link – say so. Don't hint around it. Simply tell them what you want them to do:

"Wow! Incredible article on women's health. Click the link below."

Short, sweet, and to the point. Before publishing each post, ask yourself, "Is my CTA clear?".

5. Share the Love

Have you ever been around someone and all they do is talk about themselves? How does that make you feel? Do you want to keep hanging around them?

My guess is, no. Nor do your Facebook followers. Although it's true they've liked your page because there is something about you that they want in their life, it's important to share content that is relevant but not your own.

Talk about how much you love what someone else has said on the topic, that you can't get enough of someone else's product, etc.

Now, it probably goes without saying, however, I'd be remiss if I didn't point it out – do not share a direct competitor and talk about how amazing they are. This is not helpful. Restrict your shared content to relevant but not competing topics.

Lastly, keep the ratio at about a 4:1. For every 4 pieces of branded content, you share, share 1 non-branded piece of content.

This will keep your brand at the forefront on your fans' mind while showing you're a caring person who plays well with others too.

That's it! Use these 5 hacks to transform your online presence and be sure to subscribe and follow Racheal Blackmore @BlackmoreMarketingSolutions for more great tips, tricks, and hacks to help you navigate the age of digital marketing.