

Communicating with Your Customer Series

Using Facebook

Communicating with Your Customer Series

- Part 1
 - Setting Marketing Objectives
 - Promotion Strategies
- Part 2
 - Communication Strategies
- Part 3
 - Using Facebook

Using Facebook

- Set up your page so that it is appealing to your target audience
- Facebook helps to create awareness
- Create compelling content

Facebook Do's

- Follow the 80/20 rule.
 - 80% of your posts should be social
 - 20% should be related to your products and services
- Acknowledge customer interactions
 - Respond within 1 hour or no later than 24 hours
- Keep posts under 80 characters

Facebook Do's

- Build your following organically
 - Create special offers only for Facebook fans
 - Create great content with photos and links
 - Quality fans are more engaged
- Do not post more than 1-4 times a week, 1-2 times a day
 - 82% of people think it's a good place to interact with businesses
 - 47% don't like businesses on Facebook because it clutters up their newsfeed.

Facebook Do's

- Ask questions and post enticing content
 - Question posts have 92% higher comment rates than non-question posts
 - Ask the question at the end of the post
 - 15% higher overall interaction rate and 2-times higher comment rate (Salesforce Buddy Media)

Communicating with Your Customer Series

- Part 1
 - Setting Marketing Objectives
 - Promotion Strategies
- Part 2
 - Communication Strategies
- Part 3
 - Using Facebook