Communicating with Your Customer Series

Using Facebook

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

Using Facebook

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