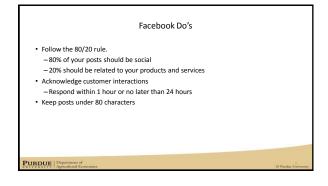
Communicating with Your Customer Series Using Facebook



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

- 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.

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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)

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Communicating with Your Customer Series

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