

FACING UP TO YOUR BUSINESS NEEDS

Our regular social media guru **Nicky Kriel** provides a detailed look at optimising Facebook for your business needs.

Do you have a Facebook page for your business? Did you know that in recent research carried out by Hubspot, over 80% of respondents expected brands to have a presence on Facebook? Customers expect you to be on Facebook, but there is no point having a Facebook page that looks unprofessional and is gathering cobwebs. It can do more harm than not having one.



NICKY KRIEL IS AUTHOR OF 'HOW TO TWITTER FOR BUSINESS SUCCESS'.

REASONS TO OPTIMISE

- It helps your page to get found
- It develops your brand
- It is a great opportunity to build relationships with your potential and existing customers
- It supports and amplifies your marketing activities
- It can be used to collect email addresses via special offers

- It is part of your customer service and customers will expect you to interact with them

STEPS TO OPTIMISE

1. Make sure your page name and the URL are the same. This may sound very simple, but it makes a big difference in how easy it is to find.
2. Fill in your 'About' section fully. 95% of search comes from the 'About' section, company overview and location fields. Make sure your short description includes your most important keywords
3. Claim your place name for your page if you have a physical premises and include your location details. It allows people to check-in to your page and to add reviews. Facebook will match your postcode with the location of the IP address of someone searching.
4. Use your Facebook insights to learn more about your customers and what type of information they're interested in. The more engagement you get, the more likely your posts will appear in your fans news feed.
5. Make full use of your cover image. Remember you can change your cover image too. Is your profile picture recognisable as a thumbnail?
6. Post consistently. The optimum amount of posts is debatable, but ideally you should post once daily.
7. Vary the type of content you post. Make sure you cater for all your customers' likes.
8. Add value for your customer when you post. Nobody likes to be sold to, but most people

like to buy. Make sure that all your posts aren't sales pitches at your customer. Talk about benefits rather than features.

9. Offer special promotions or competitions that are exclusive to your page. Many people like a page because they want to get offers or be the first to know about a launch.
10. Investigate whether apps could work for your business. There are apps that can help you run competitions on your page, or even allow your customer to book in for a service or buy directly from your page.

LOOK OUTSIDE

It is good to look for inspiration from other companies that are using Facebook well. The BMW page has the highest number of likes in the automotive industry with over 19 million and is a fine example to study.

Also, don't only look within the motor industry for inspiration. There are many pages that could give you the edge over your competitors by taking one aspect that works well and applying it to your own.



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For more information on the courses and how to book, please turn to **page 57**.

