

Intro. to Facebook as a Marketing Tool

Thursday, June 15, 2017

Presented by Heather DeVine

Gliffen Designs

Facebook's Main Focus Today:

- Small & large business
- Non-profits
- Entrepreneurs

Basic Ways to Use Facebook:

- Grow Audience / Client-base / Community
- Share info. & encourage engagement
- Generate leads, sales or donations
- Be more than a business
- Lead audience to your website
- Follow trends locally & industry-based

Personal FB Page vs. Business Page

- Best way to manage your Business's page is to access via your Personal FB Page
- Like your Page and posts as you as an individual
- Like other biz/org as a Page too!

Grow Audience / Client-base / Community

- Target your audience
- Use your voice that speaks to your audience through FB posts

New FB Tools

- Prompts different ways to interact with your audience, switching up your business's approach

Share info & encouragement engagement

- Speak to your audience
- Give them info they can use or can help benefit them

Generate leads, sales & donations

- Newsletter subscribers
- Facebook "Likes"
- Visitors to the website
- Word-of-mouth

NOTES

- *Facebook hasn't always been what it is today.*
- *We'll be discussing FB and how it applies to the use of businesses & organizations.*
- *Connect your business/organization with others that you collaborate with by "Like as your Page" and/or Mentioning them in a post.*
- *Switch up your approach to your audience*
- *According to Hootsuite the best time to post on FB: MWTF 12 - 3pm and S&S 12 - 1pm.*
» *Observe your audience, this advice may not be how your circle interacts.*



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Be more than a business

- What makes biz / org work are the **people** - celebrate them, wish them well & acknowledge their achievements

Facebook Apps

- Facebook
- Pages
- Facebook Ads
- Messenger

Follow Trends

- Locally
- Industry-based

Facebook is ALWAYS Changing

- Continually learn the changes and evolving trends
- Use what work for your biz
- Your loyal customers/audience will follow you no matter where you go

Ask yourself too, is Facebook the right social media for my business/organization?

NOTES

- ***Businesses/organizations are made up of people! Humanize your business.***

» ***June 19th - Facebook is making more changes - a new page template for non-profits.***

What does “Gliffen” mean?

a transient glance; an unexpected view of something that startles one.



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