

9 MINUTE FACEBOOK STRATEGY

There are many ways to use Facebook for marketing, but this simple daily strategy is the basis of building a community of fans.

Minutes

5

Schedule two new posts

Keeping a regular posting schedule can be daunting, but it is important to keep your audience engaged with new and useful content. Posts should be spread out evenly throughout the day so that they have the best chance of reaching your followers.

2

Leave meaningful comments on posts and pages in your industry

A great place to connect with new followers is industry groups and related pages. If people see you adding value and answering questions, it establishes you as an expert and prompts them to follow you.

2

Check notifications and respond to comments on your posts

An active audience is one of your biggest assets. When people leave comments on your posts or send you messages it is important to respond to them in a thoughtful, useful and timely manner.