



Reach More Marketing
(2017/052346/07)|
081 749 74 34
info@reach-more.co.za

Facebook Marketing Start Up Tips!

Profile

Name:

- The business name should not be generic eg. “Alberton Web Design” as many people could sign up this same name and it is important for future as you will not be allowed to change your page name after 200 likes
- No symbols are allowed in the name

Profile Picture:

- 170x170 pixels
- Profile picture should be your logo so that people who come across the page are able to relate it to your actual business.

Cover Picture:

- Displays at 820 pixels wide by 312 pixels tall but Must be at least 400 pixels wide and 150 pixels tall

Keep in mind that your Page’s profile picture will be cropped to a circular shape in ads and posts, but will remain the same square shape when people visit your Page. To preview what your Page’s profile picture will look when cropped, please see the example below.

Example

Before



After



Cover Video:

Now you can opt to display a video as your cover instead of a picture

- Your video should be at least **20 seconds** long, but no more than **90 seconds** long.
- The recommended video crop size is **820 pixels by 462 pixels**

Call-To-Action

To get more traffic, do not hide your information. Facebook has a call to action button which has the below options

- Call Us
- Email us
- Visit website
- and more

You can make the decision of what you will use if for depending on the type of business you have or the type of features your website has.

So for example a company that has no website yet will opt to have the call to action bottom as call us.

- Display you email and website address bin several places to increase the chance of clicks.

Posting

Below are a few guidelines to assist with posting

- Pictures accompanied by inspirational text get more view and likes.
- Longer text/spaces between interesting text cause fans to click on "see more" button in order to complete reading the text as facebook will only allow a certain amount of text showing above the post.
- Posing questions induces engagement

According to research from Dan Zarrela is excellent way to increase comments.

Questions do encourage comments but they tend to gather less likes and shares.

In order to keep fans engaged you most must be consistent in posting. Post regularly.

Page Responsiveness

In 2016 Facebook implemented a new feature called "Facebook Page Responsiveness Badge" that gives a facebook user the ability to see how fast a business/fan page responds to messages.

This is no good for facebook page admins who do not understand how to get their badge let alone keep their page responsiveness "responds immediately" because if you think of it, you wouldn't order from a place who initially tells you that they will only finish your order within 1 week when you know it can be done sooner.

So all you have to do is meet the below criteria in every 7 day cycle.

- 1 - A response rate of 90% (respond to all messages)
- 2 - An average response time of 5 minutes or less

Dos and dont"s

Do

- Set up a virtual assistant in order to respond as soon as a message comes through
- Post daily
- Set up profanity filters
- Schedule posts for a time where nobody from your company can post (holidays or meetings)

Do not

- Inbox potential clients unless they specifically asked you to do

We hope that the above information will steer you in the right direction.

If you still require assistance you may visit our website at www.reach-more.co.za

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