

POSTOPLAN[®]

How to sell on Facebook



Free Postoplan guide

Don't beg for likes and comments

You want to use phrases like “Leave a comment if you love summer too” in Facebook posts all the time, but users quickly get tired of repetitions and begin to recognize engaging phrases that they used to happily respond to. Facebook recently said it will fight direct requests to repost, tag a friend, or like. This does not mean that you cannot encourage subscribers to like, share, or comment on your content. Just don't use the same phrases in every post. Get creative. Give your followers a good reason to build feedback with your brand.

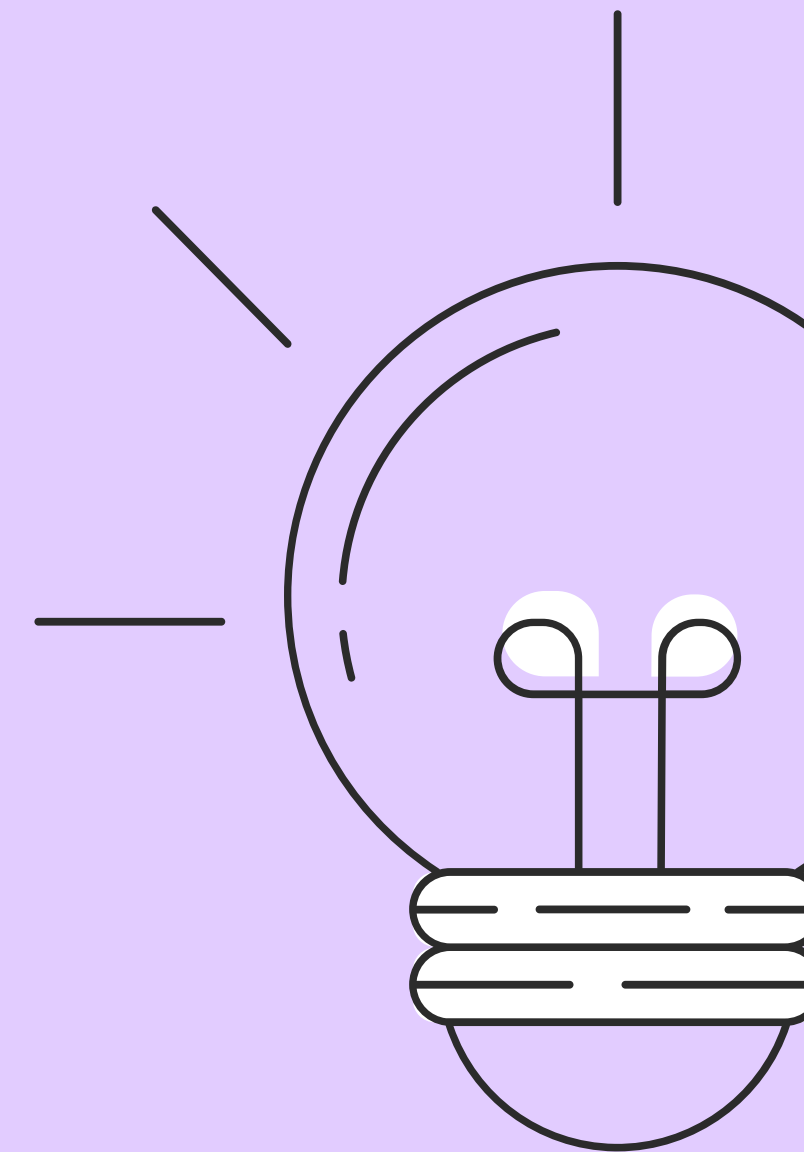


Don't ignore Facebook groups

Unlike pages whose main function is to solve company problems, groups act as a club of interests. They transform your audience from casual users into a highly engaged and valuable community that drives meaningful conversations about your brand.

These audiences are often referred to as “super fans”: they are loyal to your brand, willing to discuss your content, share their opinions, and leave feedback and suggestions. Their enthusiasm acts as a powerful social proof, plus it's important for people to feel like they are part of the community. This way, they enhance each other's positive experiences.

A great example of using Facebook groups is the group of Selena Robinson, who owns a digital education store for homeschooling. In addition to her online store, website blog, and Facebook business page, she runs a closed Facebook group to form a community of homeschooling teachers and parents.



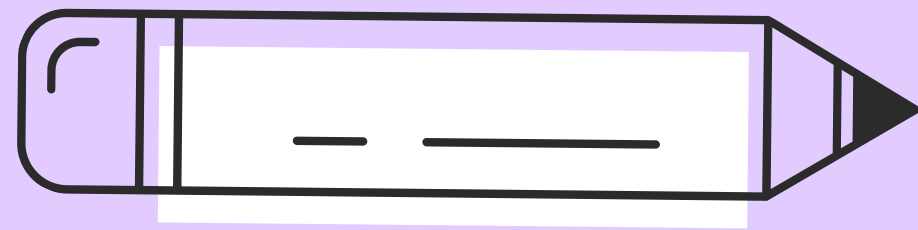


STRIKE A BALANCE BETWEEN AUTOMATION AND COMMUNICATION

You cannot be everywhere at the same time, and even in one place, you cannot be there constantly. This means that at some point, your Facebook community may be left unattended. Whether there is an angry comment or a complimentary comment, subscribers wait a certain amount of time for a response, and an abandoned page can quickly erode brand credibility.

Automation is a great way to free up time and make sure content arrives on the page on time. But it's also important for your readers to know when you will be in touch and be able to answer their questions. Otherwise, they may lose interest in your content: unanswered comments lose their meaning.

Don't sell upfront



If customers wanted to look at your product, they would go straight to the store. Sure, they're not averse to learning about a new line of products or discounts, but these posts should be interspersed with interesting, helpful, or entertaining content.

Your business page shouldn't be just a spot for sales but should introduce and build trust with your brand. If every post is commercial, readers will think that you are only interested in sales. But when you share useful content related to your brand, it shows that you care not only about your product but also about the people who use it.

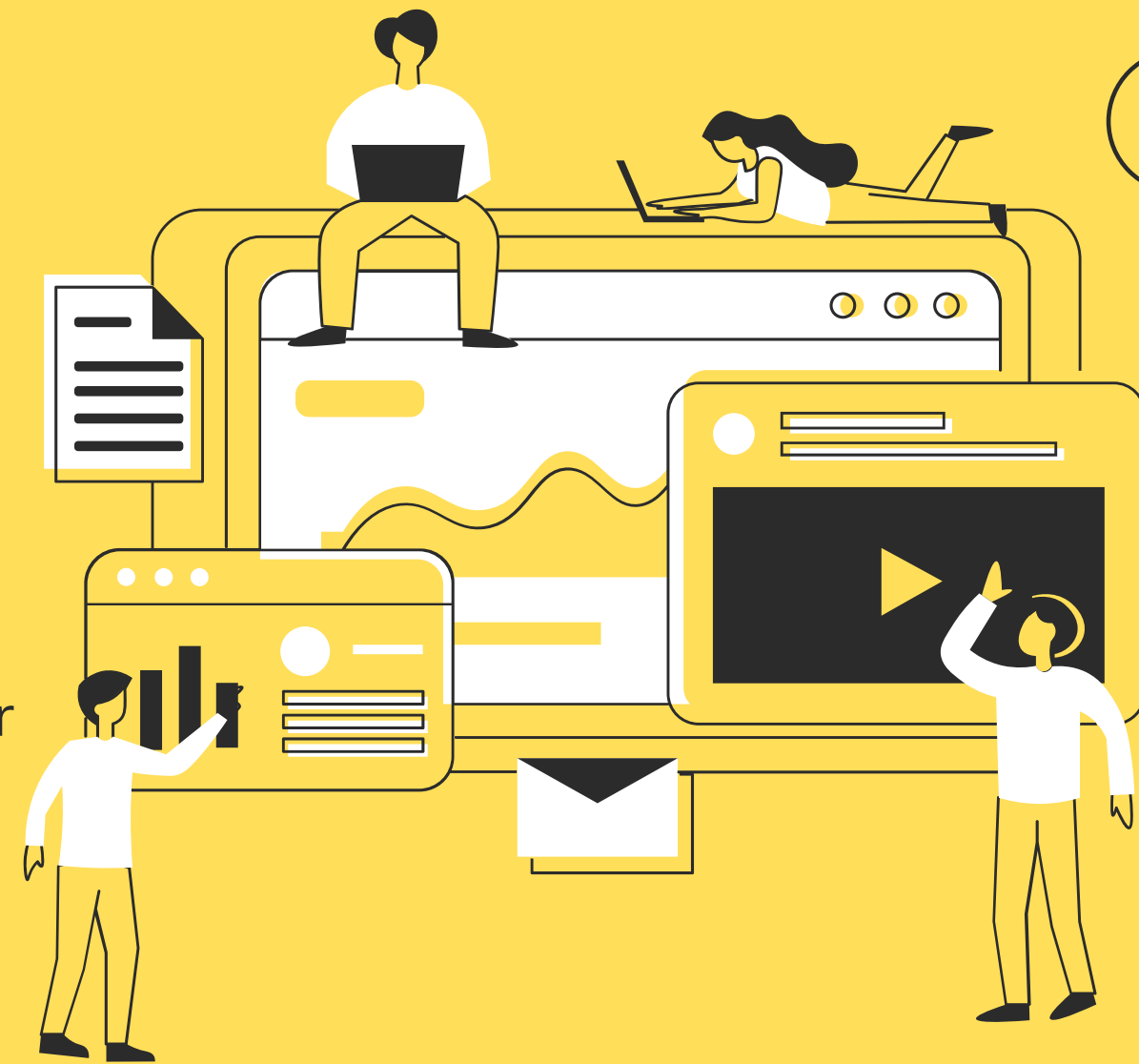
Don't give up on paid promotion — targeted advertising

Paid advertising shouldn't be the only aspect of your social media marketing strategy, but it does play its significant role in promotion. It helps to increase sales or increase brand awareness and user engagement.

Promoted posts are visible in the feed with an almost imperceptible "sponsored" mark.

Set a portion of your budget for Facebook advertising to increase the chances of your content meeting the right audience. This will be especially important when the platform switches to a new way of forming users' news feeds.

Experiment with promotion. Track which content gets the most engagement. Create a portrait of your audience and think about what would be useful and interesting for readers to know. This will help you promote posts from your Facebook business page more efficiently.

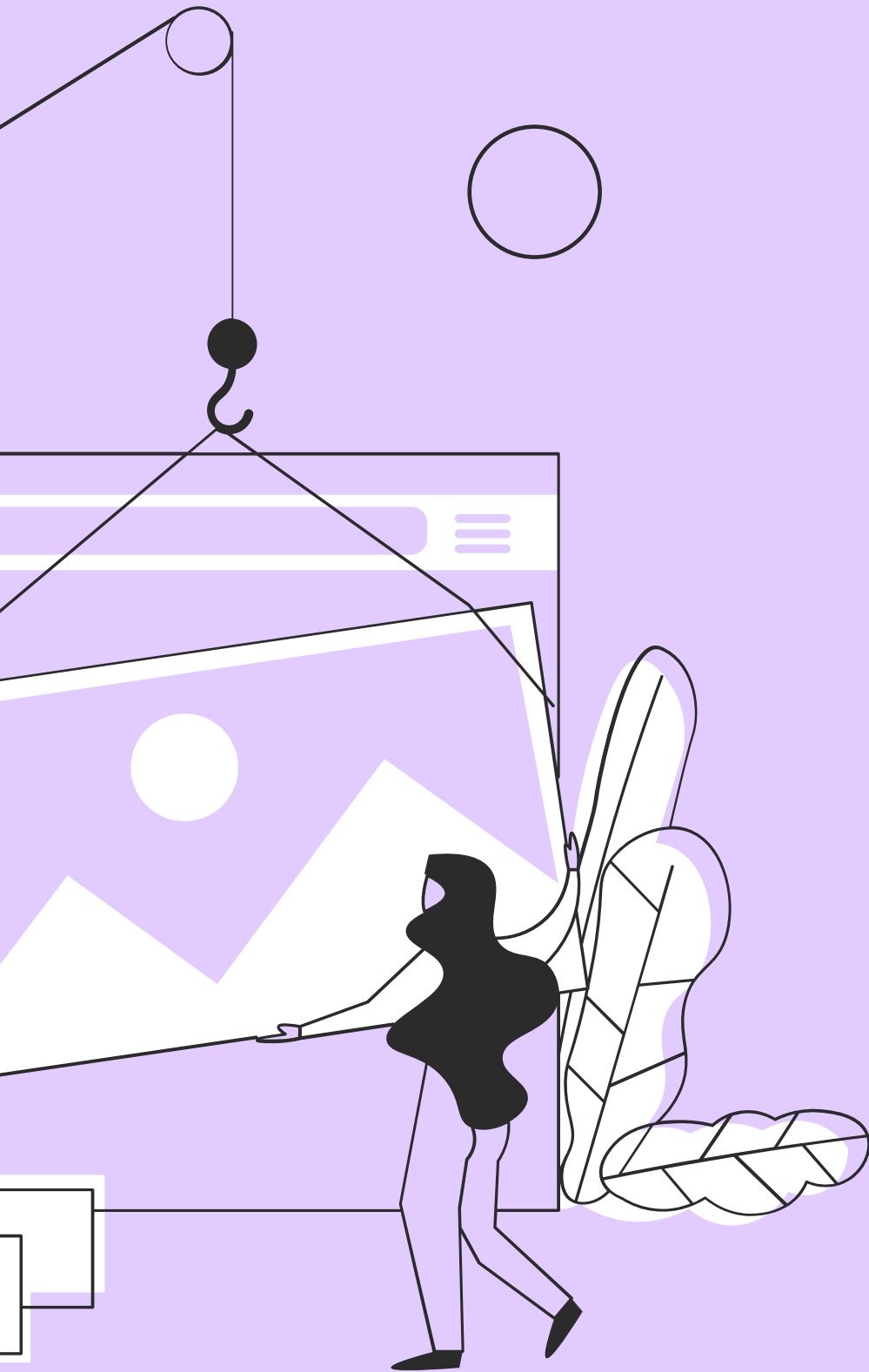


Follow the trends

When it comes to marketing, it is important to keep up with all the news. You must stay ahead of new trends, public opinion, seasonal events, and industry news. After all, if you want to create interesting and engaging content, it must offer something useful to your audience.

You also need to be on the alert when it comes to important algorithm changes affecting your brand's visibility. For example, in the coming months, changes are coming in the formation of the Facebook news feed. Changes in recommendation algorithms mean that public and business content will have less organic reach than it currently does. Facebook's goal is to show users more content from friends and family than from companies.

Be Proactive: Remind your subscribers that they can select the News Feed Preferences and choose your page so they can see your posts.



Encourage your audience to share custom content.

If your brand is being shared by ordinary people, those posts are more likely to appear in recommended feeds.

Some ideas:

- After delivery of the order, send an email/direct message to customers asking them to leave a review on your page.
- Run a contest in which users need to shoot a video or take a photo about a specific topic that mentions your brand.
- Place unusual surprises or postcards in the packages. Things like this are always unexpected and fun. Clients will tell their friends about them.



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