

facebook marketing 3.0

Do's and Don'ts in 2018

Facebook is a great platform for businesses because it allows companies, organizations and businesses of all types to reach an audience of almost 2 billion people on any given day, which is not only important for revenue, but also for building brand awareness.

But...

There are things you **MUST** do on Facebook...
And things you absolutely **MUST NOT** do...

Must Do's

- ✓ Create a Facebook Page for your business
- ✓ Use a recognizable profile picture
- ✓ Keep posts short
- ✓ Be genuine
- ✓ Ask questions and ask for feedback
- ✓ Analyze your page performance
- ✓ Follow the 80/20 rule
- ✓ Participate in the conversation
- ✓ Post during strategic times of day
- ✓ Optimize your images

Must NOT Do's

- ✗ Post too much
- ✗ Use a recognizable profile picture
- ✗ Add multiple Pages for the same brand
- ✗ Automate everything
- ✗ Add Facebook groups without consent
- ✗ Argue with customers in public
- ✗ Leave company's "About" section blank
- ✗ Use bad grammar
- ✗ Ignore posts
- ✗ Be shy

Facebook can be your **BEST** marketing tool, but your worst enemy too...

Follow these guidelines to get more followers and keep everyone happy...

