

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...

