



Business Technology Management Inc.

FACEBOOK MARKETING STRATEGIES

Forget What You Know About Facebook

With over a billion monthly active users, Facebook is the largest social network in the world. And Facebook isn't just for the young... user activity spans from the Greatest Generation to Millennials. Pretty much everyone is on Facebook.

Which is why businesses and professionals responsible for building their brand, cultivating leads and prospects, and staying in touch with customers can't ignore Facebook. With the new tools, advanced advertising platform, and emphasis on storytelling with video, it's never been a better time to use Facebook to market and grow your business.

But the rules have completely changed since the early days of using Facebook to simply engage people online. Firms and professionals looking for free promotion are seeing the results from their activities dwindle to the point where they can no longer justify the energy or effort.



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Here are the ways in which Facebook has changed and how businesses are using it successfully.

Old Way	New Way
Share content on your Business Page to <i>engage and attract an audience</i>	Share content on your Business Page that <i>shows your brand message</i>
Post <i>relevant content</i> to get delivered into Fans' Newsfeeds	<i>Tell stories</i> about the people connected to your business (<i>customers, partners, employees, etc.</i>)
Post a <i>surplus of content for posting multiple times a day</i> to get into Newsfeeds	Post content designed to <i>produce outcomes multiple times a week</i>
Focus on Reach, Likes and Shares (people who <i>engage</i> your post content),	Focus on Clicks, Conversion, and Actions (the <i>outcomes</i> you intend from posting content)
<i>Free promotion</i> to Fans of your Business Page	<i>Paid advertising</i> to Customers & Prospects



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Using Facebook the “New Way” requires new strategies. These new strategies include:

1. Building a Brand with content designed to leave a remarkable impression on your Facebook Page.
2. Telling stories about people connected to your business using rich media such as video and photos.
3. Producing results or outcomes to achieve strategic and tactical business objectives.
4. Using Facebook’s paid advertising platform to find customers and promote the right messages.

By using these new strategies, you can access your customers and prospects the way Facebook intends you to connect with them... so you can reap the benefits of meeting your customers where they are at... online and on Facebook!



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