

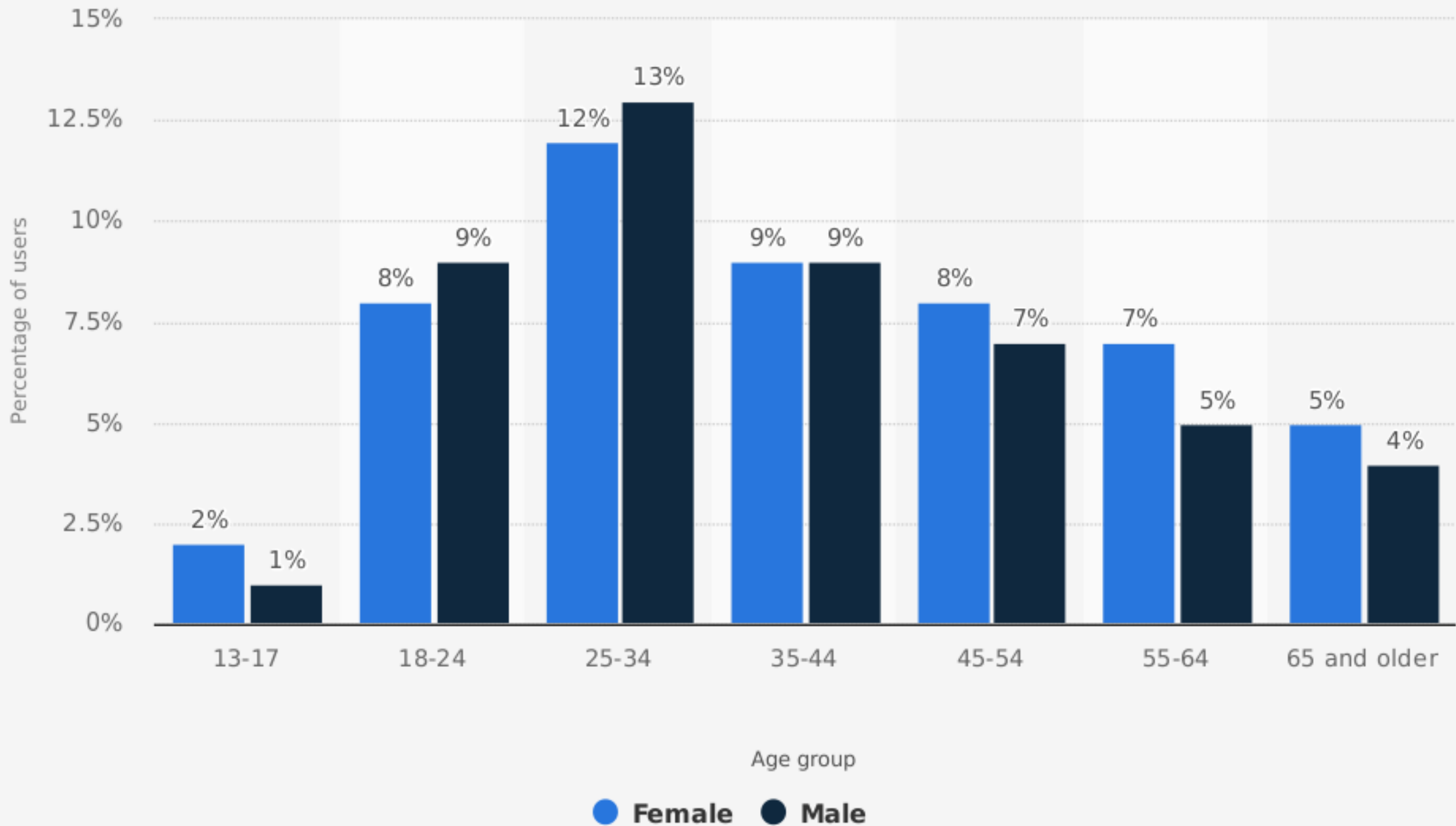


Maximising the power of Facebook for Business





-
- *Still THE most popular SM platform**
 - *3 billion active Facebook users**
 - *Huge profit gives money to grow, develop & change**
 - *The largest demographic group of Facebook users is between the ages of 30 and 50 years.**
 - *The most profit, and the most features**
-





-
- *Expectation – you will be searched for!
 - *Engage with your target audience, current & potential customers.
 - *Create a community in these unusual times
 - *Build valuable relationships & community – Facebook groups
 - *Showcase your business & personality
 - * “One-stop” Shop – services, reviews, buy
 - *Increase website traffic, SEO & newsletter subscribers
 - *Learn about your business
 - *Recruitment
 - *Drive sales & enquiries
-



The Facebook Algorithm.

- *What is it? “Fix Facebook”
- *What has changed?
- *Less ‘passive content’
- *Only 10% of your audience will see content posted from your company page.
- *What does this REALLY mean?
- * “Our best performing post of all time”
- *Facebook Advertising
- *Business is a HIGH priority for Facebook



**KEEP
CALM
AND
CARRY
ON**



Reach & engagement Tips



Manage Page

Introtweet LTD

Professional dashboard

Insights

Ad Centre

Create ads

Settings



Edit Cover Photo



Introtweet LTD

4.4K likes • 4.6K followers

Advertise

Manage

Edit

Posts About

Intro

Introducing you to
business

Page · Social media

14a The Bridge, Exeter

hello@introtweet.com

introtweet.com

Promote Website

Always open

Rating · 5.0 (190 reviews)

← **Add to your post**

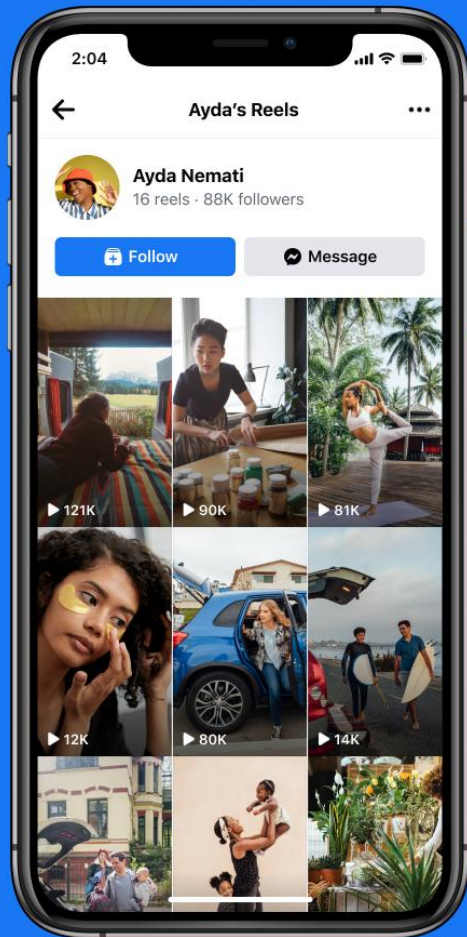
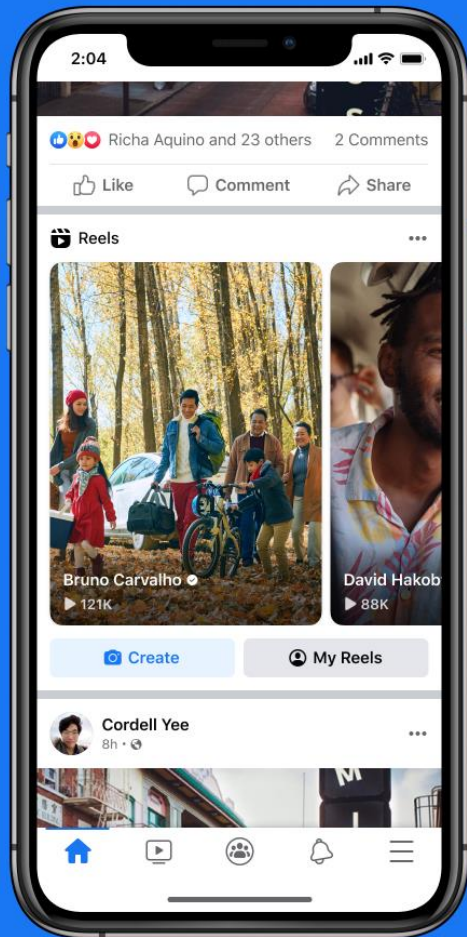
COVID-19 update	Photo/video
Get Messages	Feeling/activity
Check in	Get WhatsApp messages
Life event	GIF
Live video	Raise money
Tag product	

8 February ·
Team Introtweet LTD are thrilled to announce that we have been announced as finalists in the 2023 Exeter Living...



14 February ·
Our two charities of the year! ❤️ ❤️
We are delighted to announce that our...





Facebook Live

- *On trend – ‘hot’ topic!
- *Fantastic opportunity to showcase personality & the people behind the business – high engagement & success rate!
- *Great way to vary your content & achieve high reach.
- *Your followers will be notified that you have gone ‘live’!
- *Followers can comment on your video & interact with you directly – encourage this.
- *Increase overall reach of your Facebook Page ongoing



Facebook Live

- *Host Live Q&A sessions
- *Share exciting news & updates
- *Discuss trending news related to the marine industry
- *Interviews
- *Showcase products
- *Schedule your LIVE & promote it!
- *Stay LIVE for at least 5 minutes to build an audience
- *Monitor your comments & respond LIVE!
- *Consider background music - legality





Advertising

FB Advertising allows you to reach a NEW specific targeted audience based on:

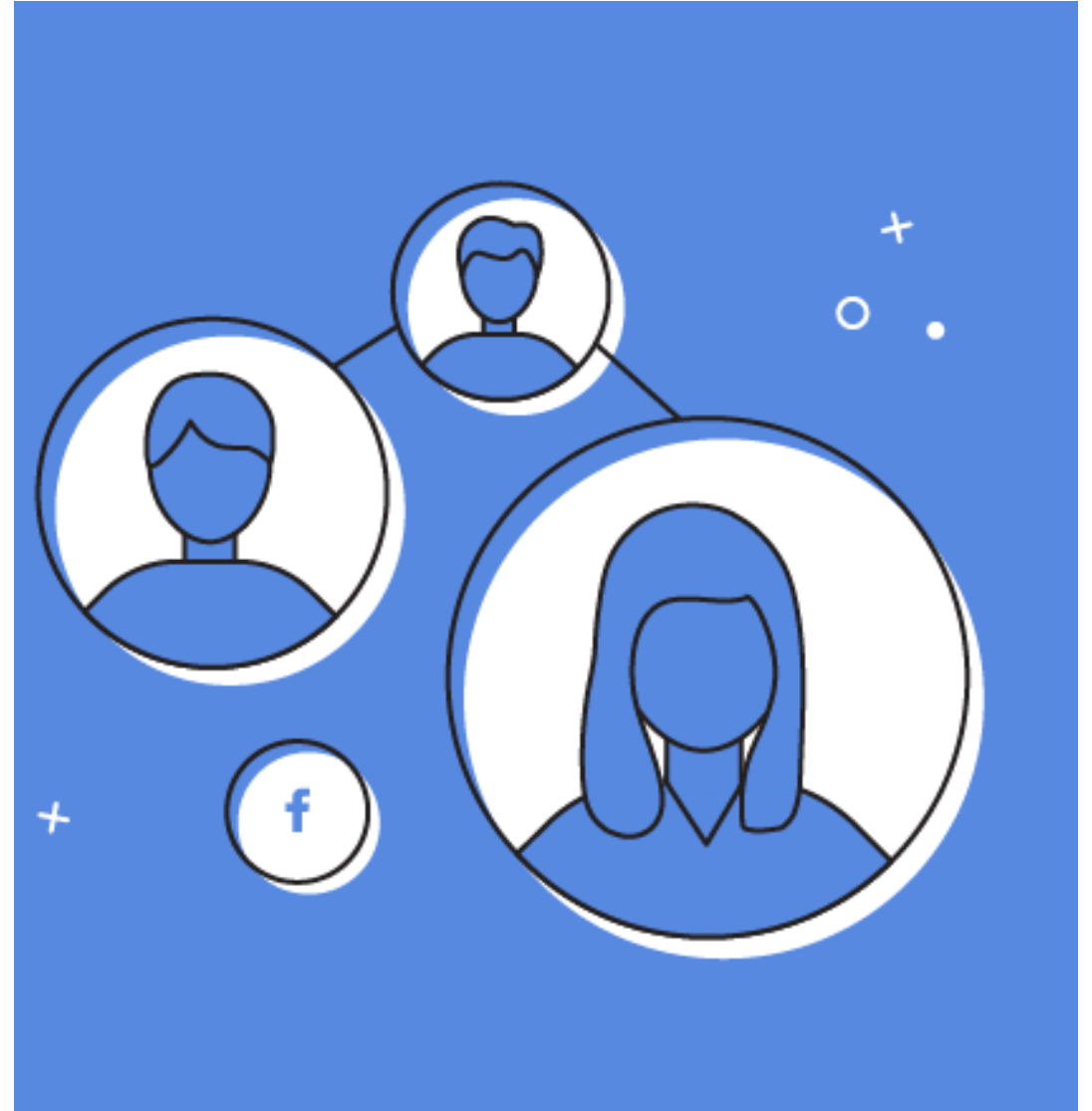
- * Location
- * Gender
- * Interests
- * Age
- * Whether or not they like your page.
- * Previous website visitors, newsletter subscribers etc



 **Advertising**

Utilising Facebook Groups

- *Potential high engagement levels
- *Opportunity to engage with a specific target audience
- *Another avenue for you to share your content
- *Draw people to your business page
- *Build, cultivate & expand your Facebook community
- *Create and run a group from your business page





Introtweet 
@IntrotweetUK

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Events

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Posts




Introtweet
MAKING SOCIAL MEDIA WORK FOR YOUR BUSINESS



 Liked  Follow  Share 

[Contact Us](#) 

Groups

[Create Group](#)

[Link your Group](#)



Introtweet Social Media discussions!

Closed group
519 friends · 2,599 members

 Share 

Use groups that run from your page as an opportunity to keep your audience engaged and create a community around your page.



Waterways Holidays - Canal Boat Holidays and Norfolk Broads Boat Hire shared a group.

9 April at 16:16 · 🌐

Please feel free to join our new group- we hope to create a community of people who love boating both on the UK canals and the Norfolk Broads. Feel free to ask questions, discuss route suggestions and share photos from your holidays on the waterways!



Waterways Holidays - Canal Boaters and Norfolk Broads Boaters Group

Closed group
62 Members

[+ Join group](#)

👍 Like 💬 Comment ➦ Share 👤

👍❤️ 74 Most relevant ▾



Utilising Facebook Groups

- Join groups as your business page.

Facebook Events:

*Use FB events as a powerful avenue not only to advertise events, but to manage attendees and to drive up interest.

*Subscribe to events that already exist

**Create, invite, discuss to build interest & sales!*



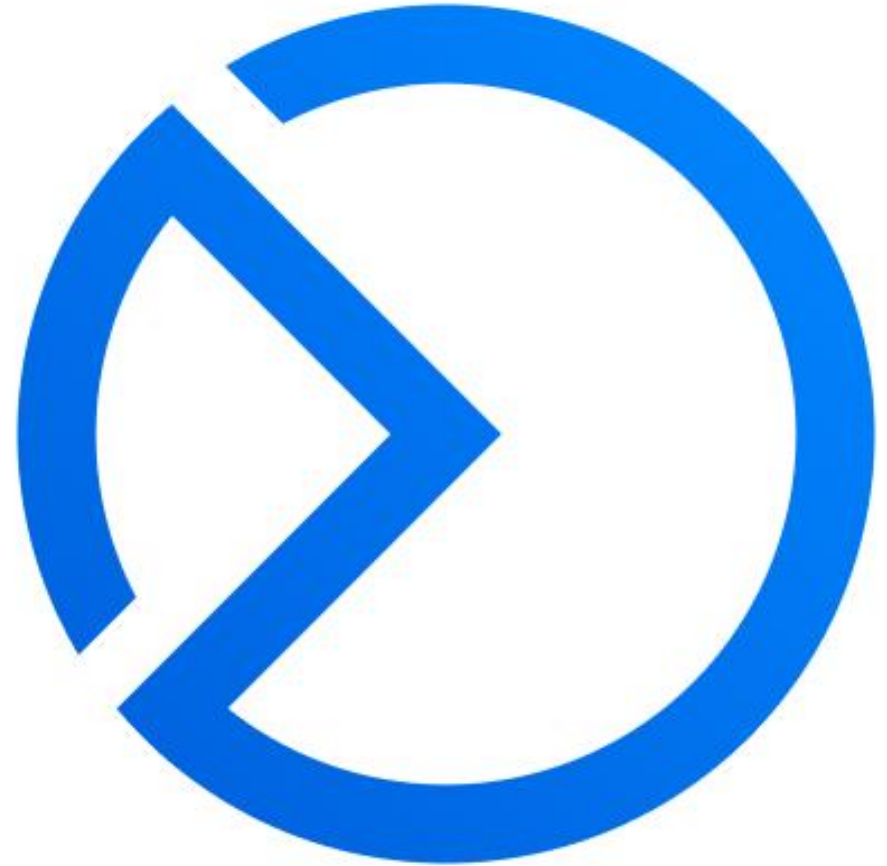
Eventbrite

®

Meta Business Suite

- Schedule content
- View your content in a planner format
- Monitor notifications
- Monitor comments and private messages
- View Insights

Manage everything Facebook (and Instagram) from one screen.



Facebook Key Points:

- *Still THE Social Media platform!**
- *Facebook provides a perfect platform for business success**
- *Engagement & great content are incredibly important & now more than ever.**
- *Utilise all features to achieve success –FB Live, Groups, Events.**
- *Use Facebook Advertising to reach a specific target audience.**

- *Learn about & promote your business using Facebook ads & insights**



Q&A