



## **How to build a BRAND on Facebook.**

### **1. Is Facebook a great place to build business? Why is it so great?**

Facebook is a fantastic way to build your business especially when you tie it into your personal Facebook page. What do I mean? Facebook is the Mac daddy of social media. Hence the word SOCIAL. If you treat this like you would inviting people over to your house for a get together you will do amazing! Do not sell. Do not be technical. Use the space to share the value your core demographic will experience by being part of XYZ business.

### **2. What are some ways you see FEMS using the platform to grow business?**

ENGAGE!! I'm sure you hear this a ton but what I am also sure about is that it isn't clear how to actually do this. Here are a few key steps to building your engagement.

First a few tips on the business page itself:

- A. Create content that will call people into action. Use the polling for questions. People LOVE to help!! This will get them engaged and also give you some insight to help Market your business.
- B. Ask questions and ask 5 PEOPLE: Friends or employees to engage on these posts to create the sense of FOMO. Fear of missing out. Because Facebook is a tricky monster with all these changes ... people may not be able to see your Business Page. Drive OPEN the algorithms. Think of it like this: For every person who posts and for every reply... a door opens to NEW eyeballs.
- C. GO LIVE. Do it. Do it consistently. Do it authentically. Do it!! Share the passion for what you do! People invest in people... not things or businesses.
- D. SHARE every post on your business page to your personal page with a fresh new summary about the post. Why? PEOPLE INVEST IN PEOPLE. Be the proud face of your BRAND or be the BRAND itself!!!!

Few tips on engaging outside your business page and using your personal facebook page:

- A. As the owner // face of the brand - engage on others posts! ENGAGE ENGAGE ENGAGE with others. If someone (especially someone you want to do business with) has posted that means they want to share. Validate that! Give of yourself to others. This is what is so amazing about social media!!! It has to be about

OTHERS and you have to carve out time investing in those people. Those people will love ♥ you for it! ...

- B. COLLABORATE with Facebook Influencers or Your ideal core customer. Give of yourself to show them what you got and ask for a genuine review or ask them to post about their experience!

3. What are three of the biggest tips that are not known on how to grow business and branding through Facebook?

- A. BE CLEAR! Clarity is KING! If people have to work too hard to understand what xyz business does you have lost them. Make sure your bio is clear. Make sure your website is clear. Pages and pages of explaining everything you do is DEATH! Same principles are key in building your brand through Facebook.
- B. It is a media source most used by adults 40 plus. That doesn't mean people younger aren't using it, it just means if you use it knowing the main demographic you are able to clearly market to that core user. This demo is called "adapters" and they use Facebook as a newspaper. This is why your engagement on their page is key for them to reciprocate on your page.
- C. Story tell! Don't SELL!!!! I urge you on this! People are tired of the next deal or buy now. I know you need to sell but if you are wanting to build a brand it is a long game. It is a marathon NOT a "right now" thing. Invest the time and effort to share the passion you have in creating betterment through your business. Share how you enhance people's lives. Share why you started in the first place. Share testimonials. Share Amazing success stories through your eyes!.

4. What are some major no-no's?

- A. NOT RESPONDING to each and every comment made under your posts is a HUGE NO NO!!!. This may be time consuming and a ton of extra "work" but building a brand is not "you will post it and they will buy" kind of thing. YOU have to work to build trust and you have to work to build solid relationships.
- B. If you are the BRAND or the OWNER of the brand or the FACE of the BRAND you can't use facebook to be NEGATIVE. Enlighten, share value, educate, and entertain. DO NOT POST a severe comment unless you are strongly advocating for change and it is educational and NOT opinion that HURTS people directly. THIS IS A HUGE NO NO... even in life.
- C. Trying to be someone you are not. Social Media is forgiving in creative but it will expose you if you are not honest or you are trying to be someone or something you are not.

5. Any other tips you want to share with FEMS?

A. HAVE FUN!!!! Seriously, have a great time learning how to navigate through the ever changing social media world. I want to make sure you know these important tips to navigate through the algorithms. Facebook has some strict rules and they have basically SHUT THE DOOR to your viewers unless you WORK at being .... SOCIAL. Do this without fail and you will see your numbers increase which means more eyeballs are seeing your content, which is the opportunity to build your brand in their space.

1. YOU have to LIKE (or LOVE) Every single comment made on your posts. VALIDATE their time and effort!!

2. YOU have to REPLY with a heartfelt comment or question to ENGAGE. The algorithm will open up when you do this in a timely manner and will keep opening up over time. THIS IS GREAT NEWS for everyone who is late to the social media party. YOU TOO can build a solid brand on facebook. **It will take TIME.** Be patient. **It will take intentional content that is either entertaining, educational or of some value to your core customer.**

3. Plan out your posts and have in the moment posts sprinkled in. **DON'T FORGET TO GO LIVE!!** Your passion, knowledge and expertise will captivate and build trust. People invest in People ... not things or businesses.

6. How can FEMS find you [I would mention your instagram and website]:

Me and My hubby do all of our business social media. My personal social media is completely public. I also follow back! You love me and I love you philosophy!!! I love your success, so ask me anything!!

FIND ME at - Bold Media (formerly known as Indigo PR) on Facebook.

Instagram: @BeYouBeBoldBeSeen and @GiselleluvsPR

Twitter: @GiselleluvsPR

Website: [www.beyoubebold.com](http://www.beyoubebold.com)

