

A photograph of three people (two women and one man) smiling and looking at a laptop screen. The woman on the left is holding a tablet. The woman in the center is wearing a teal top. The man on the right is wearing a red and white checkered shirt. The background is a light-colored stone wall.

HOW TO CREATE  
**FACEBOOK**  
CONTENT THAT KEEPS **FANS**  
LOYAL, TALKING,  
& READY TO BUY



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# Introduction

Once upon a time in a land not too far away—Cambridge, Massachusetts, to be exact—a young computer prodigy named Mark Zuckerberg began a side project in his Harvard dorm room. The year? 2004. The project? A way for people on campus to connect online.

**And connect they did.**

**By the hundreds.**

**By the thousands.**

**By the millions.**

Of course, young Zuck had no way of knowing just how fast and how far his project would reach or how transformative it would be for people and businesses alike. But reach and transform it did—and still does.

Today, Facebook is a multi-billion-dollar business with over 1.65 billion monthly active users. According to stats made available by FB, the average active user has 388 friends and is connected to 80 community pages, groups, and events. Facebook has an impressive global reach as well: more than 84% of users are outside of the United States and Canada and over 70 languages are available on the site. Adding to that, Facebook is now almost entirely mobile, with nearly all active monthly users engaging with FB through their mobile devices.

To say that Facebook is the biggest social medium “out there” isn’t hyperbole or even an opinion. It’s fact. So no wonder businesses, large and small, have flocked to the site in order to create an all-important Facebook presence.



## Facebook & Your Business:

Setting up a Facebook business page is fairly straightforward. It's after the page goes live that the hang-ups for business owners start to occur.

*What should we write about? How do we get fans talking? Forget talking, how do we get them to buy our products or services? What the heck do we possibly have to say day in and day out that's interesting? We don't have the time! The money! The man power! OMG, WHAT IF WE BREAK IT?*

**Which brings us to this eBook's purpose: we want to take away your fear and replace it with our favorite three-letter word: fun.**

Because guess what? Facebook is supposed to be fun! (How often do you get to say that about any other aspect of your business?) Our goal with this resource is to show you how to tempt, thrill, and teach your fans so that they remain loyal, keep on talking, and—best of all—buy.



**The average adult spends 40 minutes on Facebook.**



**93% of US adult internet users are on Facebook.**

## **Caveat #1:** **It Won't Work Unless You Play.**

In order for Facebook to work for you, you have to be willing to play with it. We don't recommend creating a Facebook presence for your business unless someone on your team is committed to managing it... and this someone needs to actually enjoy being on Facebook in his or her non-work life.

Sure, Facebook can—and probably should—be a group effort with several admins taking part in creating engaging content and connecting with fans, but at least one member of the group has to be someone from your business because that person will bring two important things to the social media table: expertise and authenticity.

## **Caveat #2:** **The Time-Sink Myth De-Bunked.**

One of the best things we can say about Facebook is this: it doesn't have to take a lot of time. It's not like Twitter where you're expected to follow other people and keep up with dozens and maybe even hundreds of conversations, retweets, and links.

On Facebook, people follow you, but you don't follow them (brand pages can't become "friends" with people, although your page could follow other pages). You're looking at maybe 10-15 minutes a day, if that. Any time you put into it above and beyond that is up to you. **Let's Go!**

## **Our "FUN" Credo**

You can have fun and still be professional. You must remember that fun is not a four-letter word like "work"; it's a three-letter word like "joy" and "yes!" and "wow!" Treat it as such. Keep in mind that people use FB because it's fun (and, yes, because it's informative and interesting). But it needs to be fun first.



# CHAPTER ONE: SIZZLE YOUR SET UP

## Breathing Life Into Your Page...

For the purpose of this eBook, we're assuming you've already set up your Business Page. If you haven't, feel free to check out [this one-minute tutorial](#) provided by Facebook. The process may seem daunting to a new user, but you'll see that it's actually pretty simple! Remember, you do need a real person to be an admin of the business page for it to be created. However, this user's account will not be visible to fans of the page (unless they're already FB friends, of course). If you do already have a page up and running, we want to take this opportunity to remind you about four important content areas that we encourage you to leverage.



**49% of people use Facebook to share content.**

## About

As long as you are a page admin for your company page, you can create, edit and update your page's "About" section. Here, you can tell the story of your company, including the year it was founded, your company's mission, products you offer and awards you've won. This may be how a user finds your company or brand, so be sure to optimize this section with a few priority keywords relevant to your business. Other important information like website URL, contact email address and phone number are a part of the About section – so be sure to fill it out completely so users are easily able to contact you if they're so inclined.

## Services

Take the opportunity that Facebook provides to showcase your products and/or services on this important tab. Include a keyword-optimized or branded product name or service, a price (if applicable), a description of the product or service (up to 200 characters) and an image that makes it pop! Particularly for B2B companies, this is an area where niche SMBs can shine and differentiate themselves, as many companies neglect this area of the business page.



## Adhere to Sizing Guidelines

When setting up your Business Page's profile picture, keep in mind that it displays at 160 x 160 pixels on computers, 128 x 128 pixels on smartphones and 36 x 36 pixels on most feature phones – and it will be cropped to fit a square. Your Cover photo displays at 828 x 315 pixels on computers, and 640 x 360 pixels on smartphones. It loads fastest as an sRGB JPG file at less than 100 kilobytes, but for profile pictures and cover photos that include logos or text, you'll likely get a better visual result using a PNG file.



## Photos

The Photos app is a native FB app, and its position on the page has been switched around by Facebook several times as this platform has continued to evolve. While once front and center, this section is now positioned well underneath the Cover Photo on the right-hand side (and FYI, this isn't something you can change). Nevertheless, photos are a huge part of the Facebook experience for users, so Facebook wants to make sure brands deliver what Facebook users expect: great pics.

To add a little more flair to the photos you choose to include on your page, be sure you write a fun description with every visual you upload.

Here's a nice example:



## Call-to-Action

Facebook offers a Call-to-Action button for Business Pages that can be very useful if properly utilized. A number of options (ex: Contact Us, Book Now, Shop Now, Watch Video, etc.) are available, and FB enables you to link this CTA button, which is prominently displayed underneath your Cover Photo, to any web page you'd like – a Contact or Pricing page for instance. It's also a nice way to temporarily promote a contest or sale, so don't be afraid to think outside the box.



# CHAPTER TWO: How To Keep Your Fans Loyal

## Here's a Hint: **Communication & Generosity**

Ever the innovator, Facebook has made serious strides in the past few years that have made it a family favorite over on Wall Street. They acquired Instagram, an app through which people solely share pictures and videos. And they bought WhatsApp and developed Facebook Messenger, shifting their focus to global communication (you don't need data to communicate on either of the messaging apps – just Wi-Fi). We're going to give you some general ideas here, but remember how communication-driven FB has become: how can your business take advantage of their momentum and ride along the communication wave with them?



## Welcome Your Visitors with Open Arms.

Everyone lands on your main page—but, you still need to welcome people. You want your page to be inviting and visually enticing. Make sure your “About” section is punchy, and invest in a good Cover image.

## Get Inspired – Ideas for Cover Images.

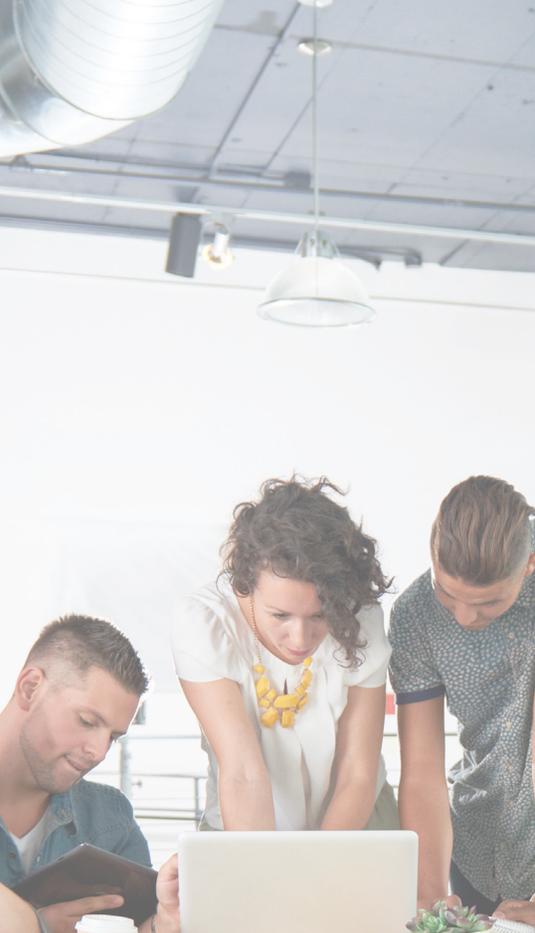
Facebook wants brands to consider the messages they want to convey – **and to convey this message visually. Think less text and more imagery.**

Here are some tips along with some great cover images we’ve seen. Do you run a family-owned business? Or is your business all about the people who run it? Consider a group shot of key staff. The **Today Show** uses this approach.

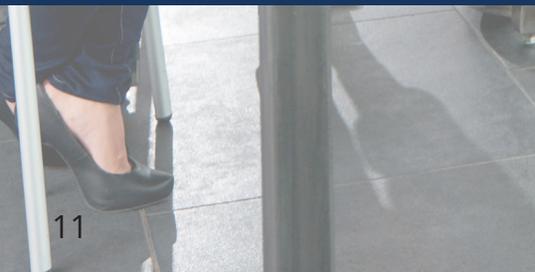


Does your business have a strong visual identity already? Use this branding in your cover image. **Pepsi’s** extremely simple cover image does the trick. Does your business specialize in the way things look (think landscapers, photographers, home remodelers, interior decorators)? Consider a “collage” approach that shows snippets of images in a fun layout.

Change it up! Consider quarterly updates to your cover image... and publish a status update to let people know. This will get them back to your page and will encourage them to explore your Timeline.



**Posts that have the word “video” in them are shared 30% more on Facebook than posts that do not.**



## Give, Give, Give.

Let's face it. One of the main reasons (if not THE main reason) people will LIKE your page is because they're expecting to get free stuff. So give it to them. Lots of it, and regularly.



## Ideas on What to Give:

- Coupon codes.
- Giveaways of your products or services (but be sure you're up to speed on **Facebook's stringent promotional guidelines**. You'll need to use a third-party app such as Pagemodo or Votigo.)
- Giveaways of a featured vendor's product or service (and make sure said vendor is doing cross-promotion on his/her Facebook page)
- Giveaways of some other hot item, like a FitBit or Apple Watch.
- Tips on how to use your product/service. For example, if you sell carpeting, provide helpful tips on how to prepare a home for carpet installation.
- Free downloads – white papers, eGuides, eBooks, infographics, podcasts.
- Blog post content that provides valuable insights on a hot-button industry topic.
- Fabulous video content!

**1/3 of millennials say social media is their preferred channel for communicating with businesses.**



## **Listen, Oh, and Listen Some More.**

Oh, if only we lived in a world filled with unicorns and rainbows where everyone is happy and loves what we do. The reality is, you will have cranky or disheartened customers from time to time, and sometimes these folks will take to your FB page to air their grievances. DO NOT DELETE. Instead, grit your teeth, listen, and calmly respond. If you made a mistake, own up to it and show the person in question—as well as anyone else who sees the comment thread on your page—that you’re willing to admit to mistakes and make things right.

Your FB page is attracting real people: real customers and real *potential* customers. These folks will have real opinions, and the most important thing you can do is show you’ve heard them and that you’re taking these opinions seriously.

In addition to listening to the criticism, you should also listen to the GOOD stuff people have to say (you didn’t think we were going to end this section on a negative note, did you?). By being aware of “the good,” you can ensure you deliver more of it.

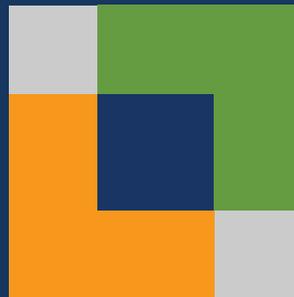
Also, consider turning to your Facebook fans when you’re looking for input on things like new product lines, naming of products/services, and any other issues related to your business that would benefit from real input from your audience. See how Baskin-Robbins does it in the images above.

## **A Note on Facebook Messages:**

People can message your business directly (and they don’t need to be a fan to do so). This could be a good way to re-direct a challenging conversation off of your Timeline. Though keep in mind that if you leave this feature enabled (you can turn it off), you must make sure you have the people-power in-house to manage it, especially if you’re representing a bigger brand with lots of fans.

# The 60-30-10 Rule

B2B businesses that continually tout their own products and services are going to lose followers quickly – as social media is truly about starting or making valuable, interesting contributions to online conversations. Your fans don't want to hear about *you* all the time. We recommend abiding by the 60-30-10 rule. 60% of the content you share should actually be relevant third-party content. 30% is your own content (blog posts, eGuides, etc.) – and 10% is specifically meant to promote your products and services. Be a go-to resource for your industry fans!



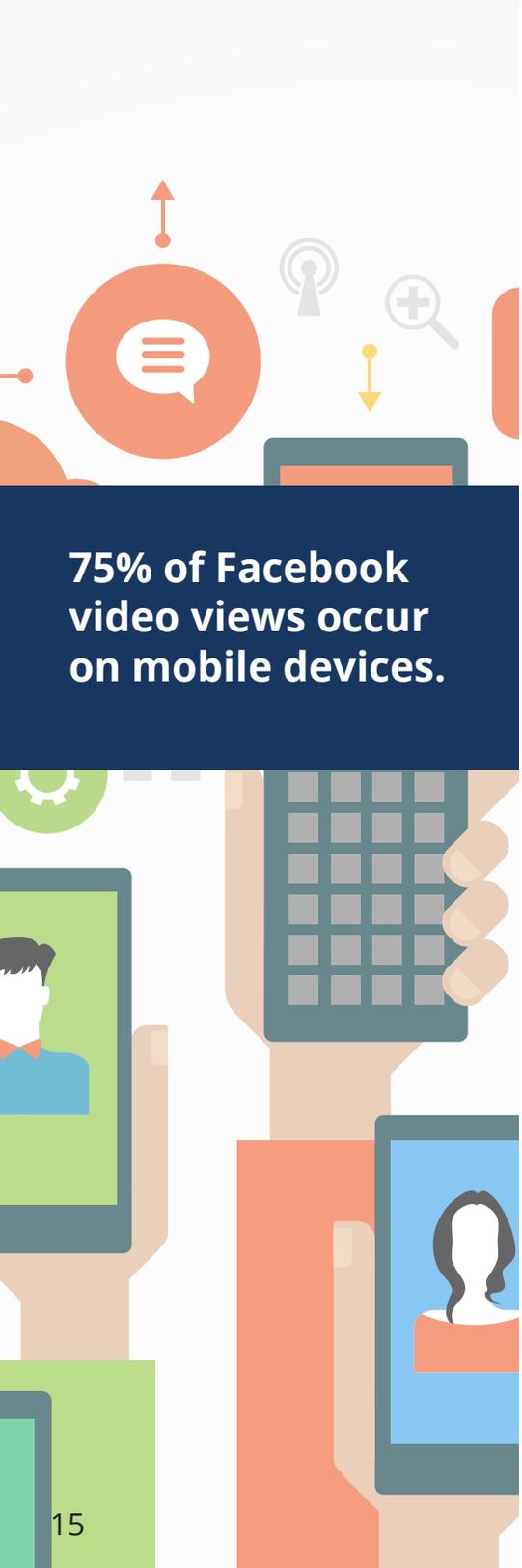
A photograph of two young women with long hair, smiling and looking at a tablet computer together. They are outdoors, with a blurred background of trees and a bright light source, possibly the sun, creating a warm, golden glow. The woman on the left is holding the tablet, and the woman on the right is pointing at the screen. A semi-transparent dark grey box is overlaid on the right side of the image, containing the chapter title.

# CHAPTER THREE:

## Make Them Want to Stay...

### Stand Out & Excite

When it's all said and done, a Facebook page is just the beginning. The key is to stand out, to appeal, to excite. Just like on your regular website, lackluster content, poor visibility, and few attempts to reach out and get to know your audience can really slow your momentum. The goal with Facebook is to stay at the top of your clients' and prospects' minds and newsfeeds. It's not as hard as it sounds! They've already liked your page (or are looking at it) because they're interested in what you do. Here are some tips to *keep* them interested...

An illustration on the left side of the page shows several hands holding different types of mobile devices: a tablet with a person's profile, a smartphone with a keyboard, and another smartphone with a woman's profile. Above these are various icons including a speech bubble, a Wi-Fi signal, a magnifying glass with a plus sign, and a gear. A dark blue banner with white text is overlaid on the top part of the illustration.

**75% of Facebook video views occur on mobile devices.**

## Think in Questions, Secrets, & Tidbits.

Something that always makes us giggle is when a client says, *"But what will I write about? No one wants to hear that I'm eating a bagel for breakfast."*

***"Exactly," we'll respond. "So don't write about that."***

Instead, write about what **YOU** would be interested in reading. Think about what gets **YOUR** attention when you're skimming your FB newsfeed.

In our experience, we've found that the posts that get the most comments and likes are ones that ask simple, straightforward questions that people can easily answer as they're skimming their newsfeeds. OR the posts that specifically ask people to LIKE the post.

When we say simple questions, it might be something as plain as "Which shirt do you like better, A or B" (if you're a retailer). Or it might be something like, "What's your favorite vacation destination of all time?" (if you're a corporate travel management agency). Or it might be: "Quick survey: LinkedIn or Twitter?" (a good question for almost any business to ask to see what the core fans have to say).

As for **"secrets,"** think of those fun, behind-the-scenes things that your dedicated fans might find interesting. For example, if you're marketing a technology company, it might be neat for fans to read a Q&A with one or two of the developers discussing some of their favorite new features of your product. Or perhaps some highlights from the last company event.

As for **"tidbits,"** this could be something completely un-related to your business...maybe it's a fun, wacky industry-based news story that you think your fans might get a kick out of. Maybe it's letting folks know about the volunteer efforts that a particular employee is involved in. Maybe it's commenting on a big-time "universal" event that has people talking, like the Super Bowl halftime show.

An illustration on the left side of the page shows various social media and technology icons. At the top, there's a red circle with a white speech bubble and three horizontal lines, with an upward-pointing arrow above it. To its right are a grey Wi-Fi signal icon, a magnifying glass with a plus sign inside, and a yellow downward-pointing arrow. Below these are stylized representations of a smartphone and a tablet. The background is light grey with some orange and blue accents.

## Go With the Flow.

One size doesn't fit all when it comes to Facebook. You might quickly discover that people on your page don't respond as well to one method (say, video) as they do to something else (such as questions and surveys). Don't force it. Experiment, but once you discover what's working, do more of that.

At the same time, you should continue to try new ideas and re-visit other methods (every few months) that may not have worked as well in the past. Why? Because your Facebook audience will evolve as it grows. And tastes change, as do the ways people interact with social media.

## Oh, Look! Shiny Stuff!

And if you're ever at a loss for what to post, you can always find something lighthearted to share—think cat/dog videos, cute cartoons, or funny pictures. Yes, these things might not be relevant to your business, but they are SOCIAL. And that's the whole point. Social media is a great way to provide a glimpse into your company culture and showcase some personality, so go for it!

## A Word About Measuring Your FB "Success."

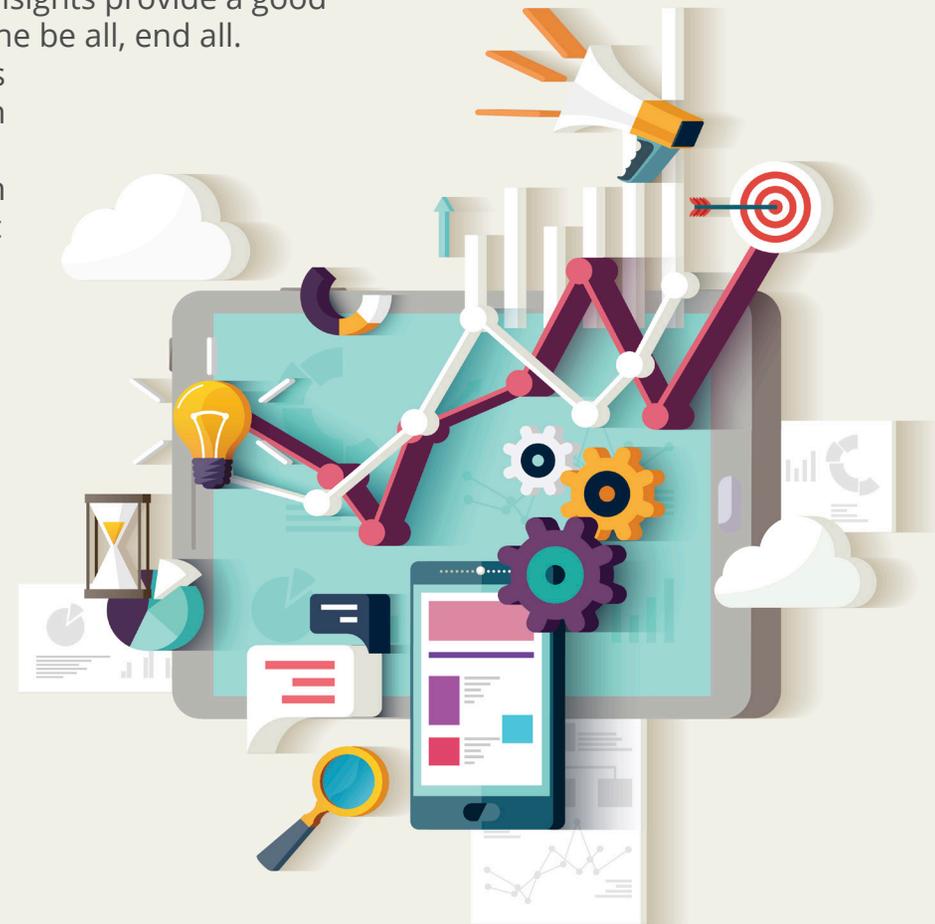
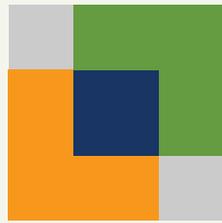
Ah, yes: metrics. As marketers, we understand and appreciate the need for measuring reach, engagement, and conversion. But we also know how easy it is to become obsessed with these numbers and what they mean.

We're not suggesting you should ignore page *Insights*. But don't become so obsessed with them, especially in the beginning, that you allow the numbers to discourage you or to dictate every move you make.

**78% of users say  
"better customer  
engagement" is  
their top social  
marketing goal.**



**Facebook is about people**, and as we all know, people are unpredictable. While page Insights provide a good measuring stick, they are NOT the be all, end all. You'll be able to tell when things are moving in the right direction by the number of fans you attract, the people taking part in the conversation, and the traffic that your FB page sends back to your website.



## More on Facebook Insights

After using Facebook as a marketing tool for a few months (and you *are* ready to measure results), you should start by going to the Reach area of Insights and take a look at the spikes on the graph. These indicate which posts had the greatest exposure over the past 90 days. Then check out the Posts section to examine your engagement rates. Make a note of which posts had the most reach and engagement, as these are the ones you'll likely want to re-share or replicate.

A person is sitting on a white chair, holding a credit card in their right hand and using a laptop with their left hand. The background is a blurred outdoor setting with green foliage. A dark grey semi-transparent box is overlaid on the right side of the image, containing the chapter title.

# CHAPTER FOUR:

## How to Keep Your Fans Poised to Buy

### **Remember, Your Products and Services Are New...to Someone**

Okay, so we know we said before that you shouldn't make the page all about you and your business. But that certainly doesn't mean you should completely avoid talking about your products or services, either. You ARE in business after all, and people will expect (and be okay with) the occasional pitch. Here are some best practices for nurturing your fans further along your sales funnel.



**60% of links  
shared on FB are  
published content.**

## The Importance of Repetition...

Know that it's also okay to reword and repeat posts and pitches, especially those that you know have worked in the past. Your page will be bringing in new fans on a regular basis (we hope!) so don't assume everyone has "heard it all before." The other thing you need to keep in mind is that not all fans will see your updates in their newsfeeds, thanks to Facebook's algorithm for determining status update worthiness. **Repeating messages is even more important in social media.** Just get creative in how you do it.

**For example:** let's say you own a home renovation company, and your goal is to promote your kitchen remodeling services over the next quarter. Here are different ways you can talk about this service on FB:

- Share a customer testimonial or review (even better if it's written on an independent review site, like Yelp).
- Share a video testimonial (remember how FB audiences love video).
- Share before and after pictures—maybe even create a theme, like "BAM!" It's "Before and After Monday" and on each Monday for a few months, you post before and after pictures of a kitchen remodeling job. Have someone create a simple "BAM" graphic that you can use elsewhere on the FB page AND your website.
- Share a blog post about some interesting behind-the-scenes info, like "What happens to the dog when you have people remodeling your kitchen?" (Maybe even write the post from the dog's point of view.)
- Offer a sale or discount (e.g. "Book by this date, and receive 10% off")
- Hold a contest to win a free kitchen product, like a new microwave.
- Provide a free white paper that demonstrates your thought leadership,

Right there, we've provided seven ways to promote this service... but each way is a little different. So even though you're repeating the main message, you're changing up the delivery so people won't get bored—or bothered.

49% of consumers like a Facebook Page to support the brand.

## Always Think of Facebook as a Gateway Back to Your Website

It's great if fans are commenting on and liking your posts, **but the ultimate goal is to redirect them to your website** (or wherever it is that you want them to convert into a lead). So, how do you do this?

- Share original content from your site – leveraging landing pages on which contacts can fill out a form in exchange for a downloadable offering, such as an eBook, case study or infographic.
- Hold contests or giveaways ON your site instead of FB—just use FB as a way to announce and promote the contest.
- Post blog articles or other links back to your site over the weekend. (Roughly half of American companies block Facebook at work.)

## Think Outside the Page – FB Ads Can Create Exposure for Your Business and Drive Sales.

One of the easiest ways to boost your fan base is by running Facebook ads. (Provided you give people a good reason to like your page, but if you're doing everything we've outlined in this eBook, you'll be in good shape.)

### Facebook ads are effective and economical because:

- You set your daily budget (as little as \$1/day).
- You can run multiple ads under the same campaign (it doesn't cost extra to do this). This allows you to test different ad copy and see what works.
- You can pause the ads at any time.
- You can target gender, age, educational status, interests, zip codes (perfect for local businesses) and a number of other attributes using **Audience Insights**. Plus, you can monitor your ad's performance through FB's metrics.

We also find FB ads are effective at selling products and services. You might get fewer click-throughs than you would if you were sending people to your Facebook page, but think of it like this: if you make it clear your ad is leading to a website and someone clicks anyway, there's a good chance that person is poised to buy (or, at least, is ready to convert into a lead). Need tips on creating ads? We recommend reading Social Media Examiner's [\*\*\*7 Ways to Create an Effective Facebook Ad Campaign\*\*\*](#).



## Follow Brands That Do It Right

After reading this eBook, what's the best thing you can do to learn how to create fun Facebook posts? On your personal page, follow a variety of other brands. Think of all the things you like—retailers, celebrities, TV shows, etc.—and watch how they engage fans, even if they aren't in working in the B2B space. You can still learn some valuable marketing lessons.



# CHAPTER FIVE:

## How to Use Facebook Advertising

### The “In a Nutshell” Version...

Facebook is so successful, in part, because it continually develops algorithms to make the site responsive, interactive and highly intelligent. One of the ways it has succeeded in doing this is through Facebook Advertising. Not only can you create your own ads but you can tailor them to target specific markets, which helps you attract and produce actually qualified leads. This means good things for B2B audiences, because you can reach your target audience on a more “human level”. But there is SO. MUCH. to Facebook Advertising. What’s actually worth your time? (Man, if only someone would write a section of an eBook on this or something...).



**Over 1 million  
SMBs use Facebook  
Advertising!**



## Ad Targeting

Every piece of information on the internet is of some value. In Facebook profiles and company pages, for example, your location, your age, your birthdate or founding date, etc. are all extremely valuable pieces of information in the advertising world. On FB, you can use this information to your advantage when you use **ad targeting**. Want people to get to your website? You can create an ad that targets your ideal audience based on their location and interests. This way, you are only marketing to a pool of people with whom you're interested in doing business.

## Conversion Tracking

This is an awesome tool for B2B marketers to see whether or not their FB ads are working in the way that they should be. With this little gadget, you can view when someone sees your FB ad and subsequently heads to your website to make a purchase, register, etc. A little creepy? Maybe. But useful? Definitely.

## Remarketing

Anyone who knows the power of marketing knows the importance of re-engagement. We know it. You know it. And Facebook really knows it.

Their custom audiences tool is made for just that. By installing Facebook pixel on your website, you can keep track of all your website traffic (or just traffic from certain pages, depending on your best practices and goals). Then you can create ads and run them to target just those people who have visited your site. It streamlines the process of reaching out to old leads and it keeps your business top-of-mind! SO COOL.

Interested in learning more? Take a peek at **Facebook's ad information page**. There are way more tools than we can fit in here, and each one has a unique purpose to drive sales.

# Test Your Ad Copy!

First, target your ideal audience using Facebook's Audience Insights Tool. Then create a landing page on your website to which you can redirect users with the advertisement. Test ads. Test copy, images, headlines, etc., and determine a winner. Refine and repeat. Once you find a "look and feel" that really works, stick with it for a few more campaigns and try out different offers, like a webinar registration page or a free consultation.





# CHAPTER SIX:

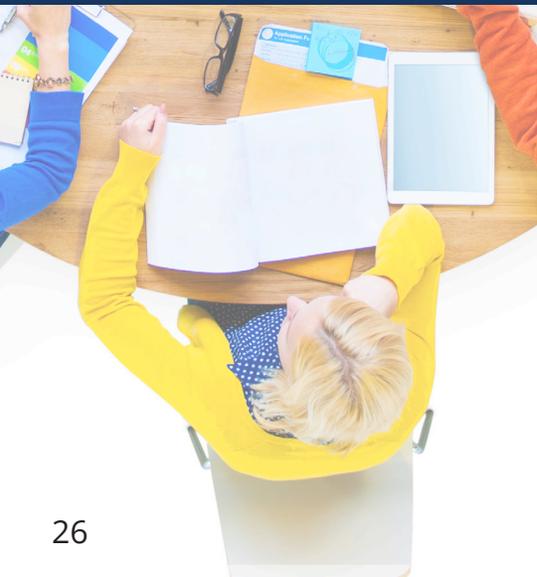
## Bonus Content

### **You Didn't Think We Were Leaving You Just Yet, Did You?**

There is so much more to Facebook, especially as it continually evolves and grows. In fact, it's probably a guarantee that we'll have to write a new eBook on it in the relatively near future! But for now, these tips should help you use the complicated world of FB to your business's advantage. Once you get some of your social media best practices down pat, you'll be an expert on all things Facebook. Until then, use some of our extra ideas.



**71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others.**



## Here Are a Few More Ideas for Status Updates:

**Think Holidays.** No one is expecting Status Updates of Enlightenment every time you publish an update. A simple, “Merry Christmas to all of our fans!” is enough. Did you know July is National Baked Beans month? The offbeat holidays can make for some really easy (and funny) updates and comments.

**Think trivia.** Every industry has trivia—and not just the boring kind, but interesting stuff. Do “On this day in history” updates or “Did you know...” updates.

**Think quotes.** An occasional inspirational quote—even if it’s not directly related to your business—can be a nice way to add some spice to the usual updates. [The Quotations Page](#) lets you search via keyword or author.

**Think in terms of “the millionth customer.”** Remember when supermarkets and banks used to make big deals about the millionth customer? There’d be cameras and balloons and an oversized check for \$5000 (or something like that)? Make a big deal over certain milestones on Facebook. Give a shout-out to the 100th fan, the 500th, the 1000th, etc.

**Think FAQs.** You get them all the time. The status update is a great place to answer these questions (and educate your fans while you’re at it).

**Think new product lines or services.** Let your fans know that they are the first to hear about it. You can make a short announcement in the status update and then link to a page on your website that gives all the details (a great way to drive traffic back to your site).



**Social media has a 100% higher lead-to-close rate than outbound marketing.**



**Think vendors.** Do a shout-out to one of your partners or vendors. It could be a vendor directly related to your business or it could be a vendor who delivers amazing service, like whoever or whatever you use to deliver packages. This info could be interesting and helpful to fans, and it's a nice way to recognize someone outside of your company.

**Think current events.** Current national events or world events can be good topics to highlight in a status update. Avoid controversial topics—your fan page is not the place to endorse a political candidate. Instead focus on current events that everyone is talking about. A caveat: anything you say should be delivered in good faith, i.e. your company backs what it's saying.

**Think about asking for LIKES.** Studies show that people need the prompt and when prompted, they will give a “thumbs up” to your status update. Why is this important? Two reasons. First, the more LIKES you get, the better chance your story will be pushed to the top of people's newsfeeds. Second, some theories suggest that a well-liked status update will help with organic search results in places like Google. The weight this carries has been in flux, of course. But it certainly can't hurt. So how do you ask for a LIKE? Here are some examples:

- If you're a catering company, you might say, “Give us a LIKE if you love a hearty beef stew on a cold winter's night.”
- If you're a company that sells corporate mentoring products, you might say, “Click LIKE if you think corporate mentoring can effectively support diversity initiatives.”
- If you're a limo company, you might say, “Click LIKE if you used—or will use—a limo for your wedding.”

**You get the idea. Get creative.**



## Psst. Still Looking for the Secret Sauce?

Short answer: it doesn't exist.

Long answer: you and your fans decide what the right recipe is for your page. Experiment. Add a little of this. Add a little of that. Forget about metrics (at first). Play. Laugh. Promote. Play some more. And, yes, have fun. Lots of it. Here's to your Facebook success!

CONTACT US



## About Us

**Could your company benefit from some great marketing?** Precision Marketing Group, LLC offers topnotch outsourced marketing services to B2B organizations, with a focus on inbound marketing that drives qualified leads. As a HubSpot Certified Platinum Partner, PMG has the capabilities to serve its clients with the absolute best in integrated marketing strategies and services that deliver real business results.

Of course, our team of experts enjoys providing B2B marketing strategy and execution to companies of many different sizes and types. Mixing it up keeps life interesting! However, we've found our sweet spot to be teaming up with privately held businesses with a complex sale – most often, companies in the manufacturing, technology and professional services industries.

### Interested in receiving your own B2B inbound marketing assessment?

Send us a message or call today! For additional information, visit [PrecisionMarketingGroup.com](http://PrecisionMarketingGroup.com) or contact us at **508.656.0291**.