

# FREE

## TOP 10 TIPS



TOP TIPS  
SERIES





# Facebook Top 10 Tips



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**TIP 1** - Create your **fan page** using your company logo as the profile image and an appropriate background photo. Don't be afraid to use text on the cover photo to get your message across, and choose appropriate 'call to action' buttons – Contact Us, Share, Message...

Most importantly, make **your page as eye-catching as possible** so it stands out from the crowd.

*Cool sophistication*



*A clear winner*

*Not to be missed*





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**TIP 2** - Complete the **company description** fully and define your '**preferred page audience**' (accessible under Settings) which guides Facebook on the types of people you would like to see your posts.

Make sure you have a link on your company website through to your Facebook page and vice versa, and **list your website address on your fan page**. Provide all the contact details you feel are appropriate for the marketing of your product or service, as well as contact names if possible.

<b>General</b>	<b>Favorites</b>	Page is added to Favorites	Edit
Messaging	<b>Page Visibility</b>	Page published	Edit
Post Attribution	<b>Visitor Posts</b>	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
Notifications	<b>News Feed Audience and Visibility for Posts</b>	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Page Roles	<b>Expiring Posts</b>	Ability to set posts that expire is turned off for my Page	Edit
People and Other Pages	<b>Messages</b>	People can contact my Page privately.	Edit
<b>Preferred Page Audience</b>	<b>Tagging Ability</b>	Only people who help manage my Page can tag photos posted on it.	Edit
Apps	<b>Country Restrictions</b>	Page is visible to everyone	Edit

Chopard Jewelry/Watches

826,463 people like this

Invite friends to like this page

**ABOUT**

- Welcome to our official Facebook Page. Join us and be the first to know about our new collections & prestigious events. <http://www.chopard.com/>
- <http://www.chopard.com/>

**Chopard**  
Yesterday at 11:30am

The woman in your life deserves a jewel as exquisite as she is. For her, the IMPERIALE ring is ideal... catch it before the birds hide it into their precious nest! <http://chprd.co/IMPERIALE-lace-ring>



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**TIP 3** - Start by **inviting staff members, friends and family** to like your page, and ask them to invite their friends too.

If you send out a **company newsletter** to customers and potential customers, advertise your Facebook page there.





# Facebook Top 10 Tips

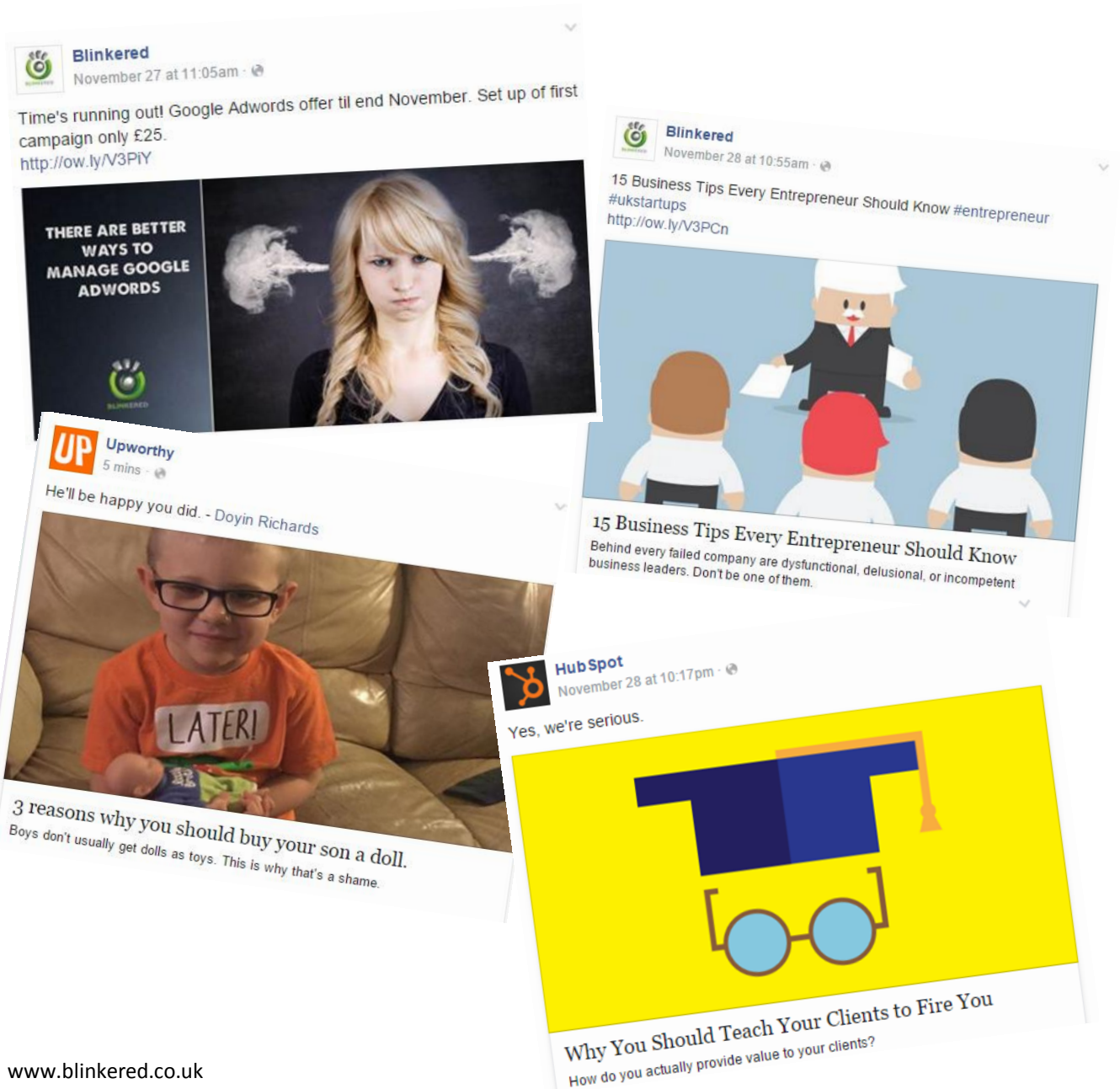


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**TIP 4** - Post **regular information** and **share content** from other relevant sources that will be of interest to your fans.

**Include an image** with posts as these get more clicks. If you have any videos share these too. Don't be afraid to post inspirational quotes or fun images on occasion - Facebook tends to be a fun platform.





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**TIP 5** - If you're using Facebook as a **business-to-business tool** rather than attracting people to buy from you, try **sharing useful links and articles** within your field to help establish your credibility.

**LEAD FORENSICS**  
December 1 at 8:08pm · 🌐

Save Time On Content Marketing With These Great Resources - Boosh Articles [#contentmarketing](http://bit.ly/1LLEByP) <http://bit.ly/1LLEByP>

Save Time On Content Marketing With These Great Resources - Boosh Articles

Creating compelling content marketing can be a time consuming process that requires a great deal of skill to create correctly. Many companies feel that they...

[WWW.BOOSHARTICLES.COM](http://WWW.BOOSHARTICLES.COM)

Post **upcoming events** such as conferences, seminars or webinars in which your contacts may share a mutual interest.

**hotjar**  
October 29 · Edited · 🌐

Hotjar at Amuse UX Conference.  
Our Founder and CEO, Dr David Darmanin, is on live today (29th October) at 1:30pm UTC - Tune in!

**AMUSE**  
UX CONFERENCE  
OCTOBER 28-30, 2015  
BUDAPEST

Amuse UX Conference - Budapest, 28-30 October, 2015  
AMUSE is an international conference for anyone interested in how to design and develop successful products that users love.  
[AMUSECONF.COM](http://AMUSECONF.COM) | BY AMUSE UX CONFERENCE

**EN9** En Translation - London UK shared a link.  
October 18 · 🌐

Language Show Live 16-18 October 2015 - Europe's leading annual event for languages  
Language Show Live is Europe's largest dedicated language event. Join thousands of language learners, teachers, translators, linguists, jobseekers and...

[LANGUAGESHOWLIVE.CO.UK](http://LANGUAGESHOWLIVE.CO.UK)



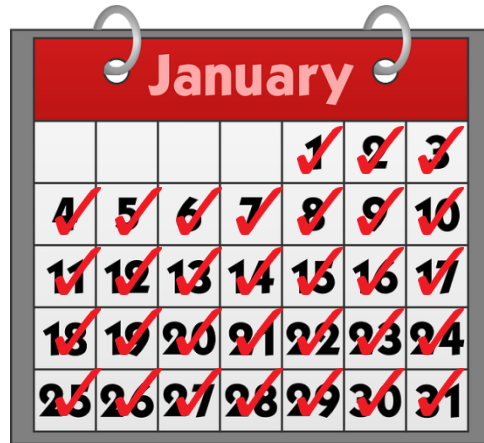
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**TIP 6** - Keep posting regularly - say at least once a day. It's a bit of a turn-off to visit a fan page you are considering joining then find that nothing has been added to it for the last 18 months.



**TIP 7** - Investigate the many different options for **Facebook advertising**. You can create posts with great offers, eye-catching images and then choose a targeted audience.

If you have an email mailing list you can upload it to create a **customised audience**, and use this to create a vast **look-alike audience** - a great way to get your message in front of the right target market.

Just make sure you read the **Facebook Advertising Guidelines** so you are doing things right - or your advert may get rejected.

## Audiences

<div>Create Audience ▾ Filters ▾ Customize Columns ▾ Create Ad Actions ▾</div>			
	Name	Type	Size
<input type="checkbox"/>	Lookalike (GB, 1%) - Blinkered mailing list	Lookalike Custom Audience: Blinkered mailing ...	378,600
<input type="checkbox"/>	Blinkered mailing list	Custom Audience MailChimp	200



# Facebook Top 10 Tips



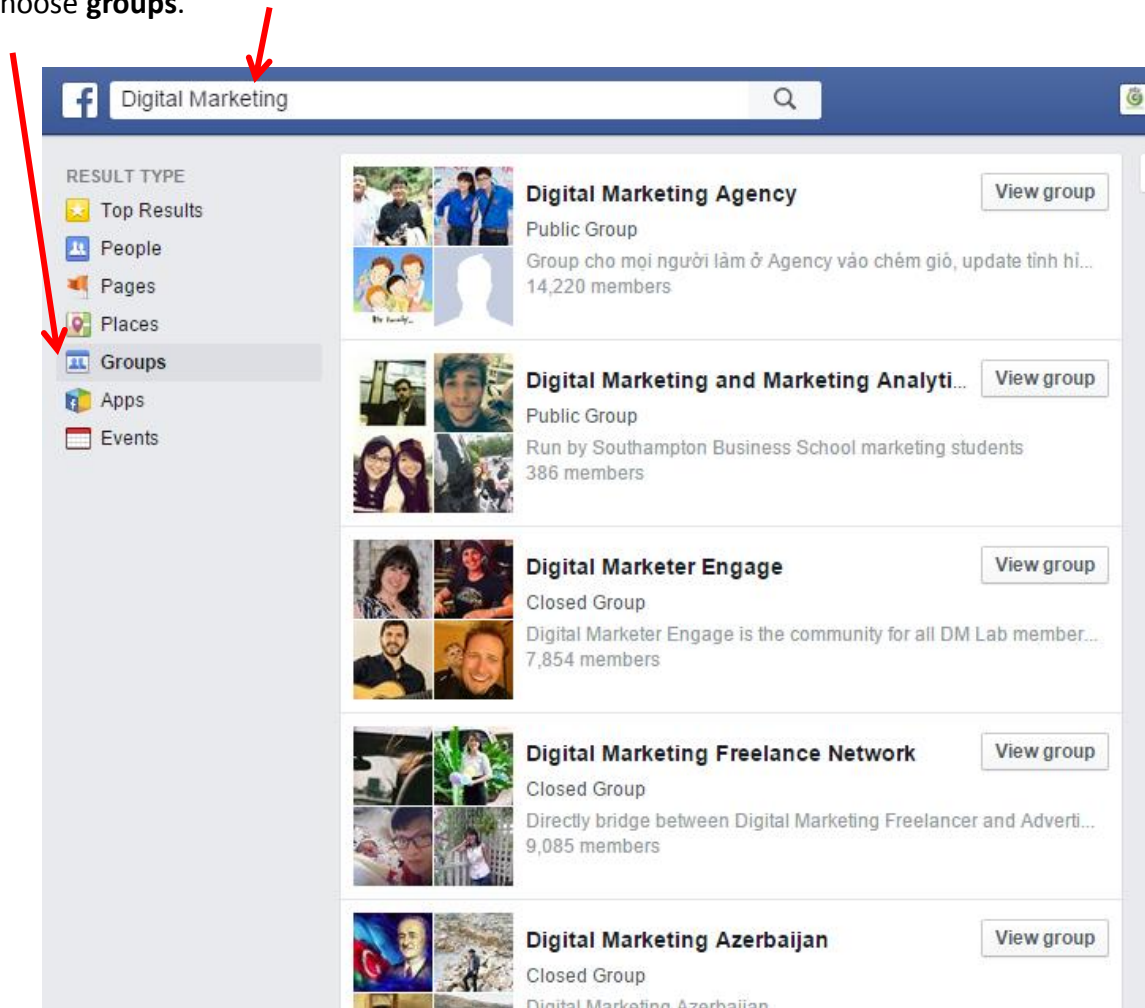
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**TIP 8** - Use the **Search facility** to find and join other groups, fan pages and alumni associations and networks related to your business.

Most obviously this would be within your sector but it may well be worth exploring local sites as well if you are looking for nearby custom and recommendation.

Simply enter your **search term into the top search bar**. A list of results will be shown – click on the **'Find More Results for xxxxx'** – and a screen will show where you can choose **groups**.





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**TIP 9** - Add your Facebook URL to your **email signature, business cards, letterheads, advertising** etc in order to spread the word as far as possible.

**TIP 10** - Check your page frequently for **fans' questions and comments** and try to respond to them as quickly as possible.

Immediately remove any posts which are defamatory or rude, but consider diffusing less problematic posts with answers providing relevant helpful information. The **personal, 'human', touch** is what is often vitally lacking in customer service issues.





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# *About Blinkered*

## *What we're about*

Blinkered offers a bespoke personal digital marketing service, with the sole focus on getting results. We understand small and medium enterprises, and their individual marketing needs. As well as promoting your business, finding new prospects and winning you new clients, we help build relationships and get you viewed as the expert in your field.

## *What we're not about*

We're not aiming to win design awards for our clients and we're not interested in putting your site on Page 1 of Google for phrases that flood your business with incorrect traffic. We're not interested in engaging you in meaningless conversations about social media strategy. For us, it's all about creating strategies that deliver a tangible result.

## *What our values are*

Our core values are honesty, flexibility, integrity and treating people with the respect they deserve. All of our proposals are transparent: if we don't feel we can add value then we'll tell you from the outset, and we will never take on a client if we don't believe we can significantly improve current results.

## *Why we are different*

Unlike other digital marketing companies which are led by design or technology people, Blinkered is run by a veteran entrepreneur, Kevin Ashcroft. Kevin's unique business experience enables him to provide the personal touch and communicate **recommendations in a language that you understand**.

With Blinkered, Kevin will be your main point of contact throughout, working alongside skilled outsourced experts operating at the top of their professions to provide the best service, result and return on investment.

***It's not just a case of what you see is what you get; it's who you see is what you get.***



***Digital Marketing Specialists  
Who Speak Your Language***

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