

Facebook

MARKETING DO'S & DON'TS



KEEP IT SHORT

Less words get more engagement, think of twitter.



POST FREQUENTLY

Keep audience informed by posting photos, promotions and special offers. Also provide relevant links.



BE GENUINE

Connect with your user in a non-robotic way. Talk in a conversational way.



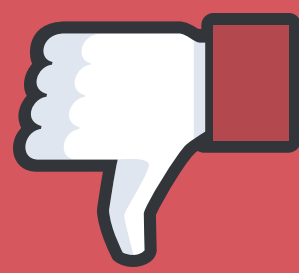
GET FEEDBACK

Listen to your users, it will help you develop new products and improve on the existing ones



RESPOND

Don't get tired of answering questions and responding to feedback. Also, never forget to say thank you.



ALWAYS SELL

Use the 80/20 rule, 80% content, 20% product.



SPAM YOUR AUDIENCE

Don't overpost and annoy your audience. Also avoid oversharing or ranting about employees or customers



TALK POLITICS

You may lose potential customers whose opinions differ from yours.



GO DORMANT

Less posts, less value for future posts from fb's algorithm. Users will also forget about you.



IGNORE

Ignoring may only add fuel to the fire, respond with your email and settle the matter privately.