



# MODULE 2

# FB BUSINESS PAGES

CREATIVE CODEBOOK COURSE

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**FACEBOOK BUSINESS PAGES  
PUBLISHED BY CREATIVE STRATEGIES WITH  
ASHLEY RAETZ  
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# WELCOME

Welcome to your Facebook Business Page Training. This workbook is meant to be used with the online video series to guide you to use a Facebook Business Page to grow your business and sell more products. In this course some of the things you will learn...

The 2 customers you have.

What you should and should not post.

Ways to use content to benefit a business.

The importance of live video and live sales.

Messenger setup and how it can benefit and automate your business.

How to grow your audience.

The difference between a Facebook page and a Facebook group.

How to grow your business just by being social on Facebook.

In addition, you will leave this course understanding the kind of content that will engage and draw your audience to you and your product.

# Facebook Stats

**There are 2.27 billion monthly active users on Facebook. That is 2.27 billion people who may be potential customers for you. We need to be where our customers are hanging out. And with the number of people on Facebook, your customers are hanging out on Facebook. This means that for you to be found, you need to be there, too. And more than just being there, you have to attract the attention of your people and draw them over to your page. That's what this course will help you begin to do.**

## Personal Page

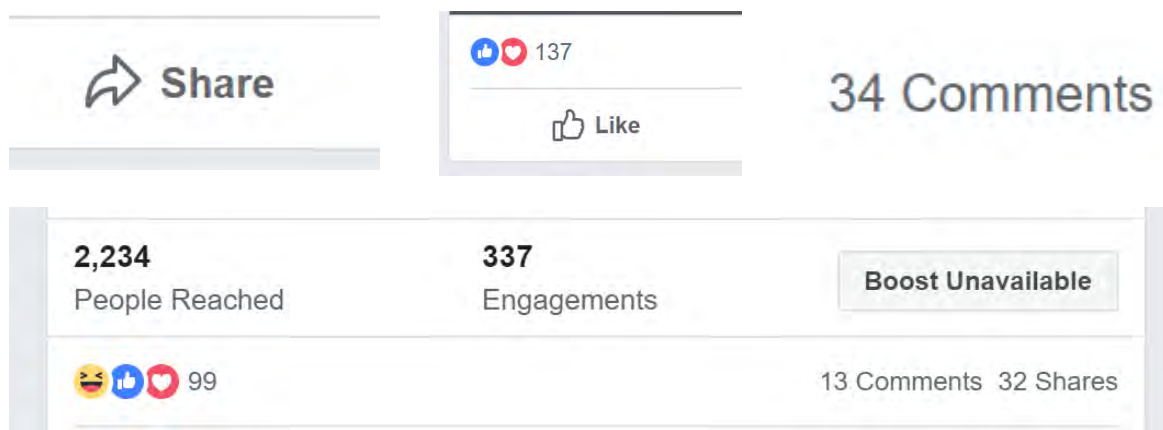
**On your personal Facebook page, be sure to edit your workplace to include that you are the owner at your business with the link to your Facebook business page.**

**Be aware that with a business on Facebook, your personal page is no longer perfectly a personal page. Be careful what you post, especially publicly on your page.**

# The 2 Customers

## What Makes Facebook Happy?

On Facebook you have 2 customers. The first is your ideal customer. And the 2nd customer is Facebook. Facebook is a business. They want people staying on their site, sharing, commenting, and interacting with posts. If you don't create things that people will respond to, Facebook won't show that content to anyone. We have to work hard to make sure that both Facebook and our ideal person are happy.



**LONG COMMENTS (more than 3 lines)**

**SHARES**

**CONVERSATION (back and forth in comments)**

**COMMENTS (especially more than 1 word.)**

**REACTIONS (especially more than just like.)**

**GIFs (as comments)**

**PICTURES (as comments)**

**TAGGING**

**ONE WORD COMMENTS (not as much as other stuff)**

**LIKING A POST (not as much as other stuff)**

# What do you each want?

You

Customers  
Eyeballs  
Interactions  
Sales  
Loyalty  
Relationship  
Growth

Facebook

Users  
Eyeballs  
Interactions not spam.  
Ad revenue  
Loyalty  
Relationship  
Fresh Content

Your  
Customer

No spam  
Connection  
Interactions  
Good Products  
Fresh content  
Relationship  
To be part of a story or  
tell their own story

**The best way for you to all three  
get what you want is through  
engaging posting with a purpose!**

# Posting with a Purpose

You always have to have a purpose with every post that you make. Take notes on the things that might be included in the 3 main purposes that you might use to provide content for your Facebook Page.

## Engagement

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## Promotion

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## Selling

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How can you find a balance between all three?

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# Types of Content

Take a look at some of the examples of different types of content you might be posting on your Facebook business page and what the purpose might be for that content.

**Engagement:** The goal is to get non-spammy comments, likes, shares so that my future stuff will be shown to the people who like, comment and share.

Funny graphic memes  
Inspirational graphic memes  
Questions that they want to respond to.  
Highly shareable content

**Promotion:** My goal is to let people know of things that are coming up, new products being developed, sale dates, places I'll be, live videos coming up, tutorials, etc.

Announcements  
Product videos  
Sneak peaks  
Behind the scenes, paint with me, create with me  
lives

**Sales:** My purpose is to get people to click, order, buy, take an action that will bring me income.

Live Sales  
Links to purchase  
Comment to order  
Claim it while I paint it/create it

**IDEAS:**

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# A Sample Schedule

This is just a sample schedule that you could use. **IT WILL TAKE EXPERIMENTING AND CONSISTENCY** on your page **BEFORE** you see results and learn what your target market and Facebook like and respond to. This is a **HEAD START**...not the end game. There will be work involved.

## Monday

A funny meme about Monday

A sneak peek of something that is coming up for the week.

## Tuesday

Go live actually making or showing the product on a live video. Finishing it, starting it, or buying supplies for it.

## Wednesday

Show a finished picture of the product.  
Or make two versions and ask "This or That"

## Thursday

Behind the scenes post or meet the maker post to let people get to know us.  
Announce a sale date

## Friday

Item that you will **ONLY** have so many of on the sale. Or item that will be a special limited time deal.

## Sat/Sun

A meme that relates to Target market  
Thank your customers.

# Words to Use/Not Use

Facebook knows that some words turn users off. They also know that some words mean you are trying to get a user to do something. They don't like it when you try to get a user to leave Facebook, or buy something when you aren't paying for an ad. Try to avoid words that will cause Facebook to keep your posts from being seen.

## DON'T SAY

Like us, like this, comment,  
share, sign up, tag, reply, tell  
us, send us

free, giveaway, win, contest,  
pay, price, charge, dollar, cost,

buy, sell, sale, discount, deal,  
price, %, cost

Negative things like overweight,  
weightloss. Health terms like fibromyalgia,  
Lupus, depression, anxiety  
Religious terms, Protestant, Islamic  
Anything that paints the customer  
negatively like cheap, broke, unemployed,,  
overweight

## INSTEAD

Is this you? Know somebody  
who needs/loves/likes\_\_\_?  
What do you think? Bookmark  
for later? Put it on your feed  
so you don't forget. We all  
know someone like this...

Q-pon, nada, grab it up, rock  
bottom, don't wait for this one,  
F-R-E-E, on the house, penny  
pinchers unite

don't miss, score this, snag it  
up, great gift idea, hurry on  
over, fill up your bag, One  
tenth taken off, bo go, my  
kitchen needs one, you'll love  
this, don't lose out, catch this  
one while you can

healthy, nutrition-focused, strong  
bodies, self-care, supportive

Faithful, Believing, Biblical

budget savvy, health focused

# LIKE, COMMENT, SHARE



## DON'T USE LIKE

Like this post.  
Give us a like.  
Like this if you...  
Like our page.  
We love likes!



## DON'T USE COMMENT

Comment with your...  
Give us a comment...  
Comment down below.  
Leave a comment...  
The first person who comments...  
Comment if you want...



## DON'T USE SHARE

Share this live with...  
Tag 2 friends...  
Please share this on your page...  
We love shares.  
Thank you for sharing this live.  
Once we get to 5 shares....



## INSTEAD USE...

Thumbs up if...  
Show us some love.  
Let me see those hearts.  
All in favor?  
Show your support.  
Who's with me?  
Who agrees?  
Sound good?  
Yay or Nay?  
By a show of hands, or hearts, or thumbs.  
All the heart eyes!

## INSTEAD USE...

What are your thoughts...  
This or That?  
Tell us what you think...  
What is your opinion?  
Agree or disagree?  
Do you think...?  
What would you advise?  
Have an idea?  
Which one is your fave?  
How many of my/our people/fans/group...?

## INSTEAD USE...

Tell the world.  
Bless our page.  
Spread the word/love.  
Don't keep it to yourself.  
Got a friend who needs this?  
Put this on your wall so you don't forget.  
Oh, I love seeing those numbers climb!  
Thanks for helping our numbers tonight!  
The more the merrier!

You may be asking....does it count if it's said in a live...and yes. Studies and research show that Facebook and Instagram have the ability to lower your reach when you ask people to like, comment or share during your lives. That doesn't mean you can't use alternate words and create real engagement with your people. We have to get creative and do things in a way our audience will respond to.

# Engaging Content

What your customers will engage with depends on your target market. You will have to experiment and pay attention to the things they engage with. Sometimes posts will tank even though you thought they were great. Move on. Maybe try something similar later or at a different time of the day, or on a different day. EXPERIMENT.

## ■ Don't be afraid to get personal.

Customers prefer to buy from a person. They want to see your face. While you would never air your political, religious or dividing opinions on your business page, you can share things about your family or life that will resonate with your target market. This may not work with every business.

But consider experimenting with ways to have your customers connect on a personal level.

## ENGAGEMENT POSTS IDEAS

- Personal connections posts
- Asking questions. (What is your favorite...? How do you...)
- Soliciting advice. (What do you recommend? What color?)
- Funny or inspirational memes
- Live videos (diys, staging, creating)
- Content from other products that your customers use.
- Meet the maker posts.
- Customer story post: (What did you call your grandmothers? Favorite color? Favorite pizza topping? Post a pic of your...)

# Promotion Content

After you have a post that gets a lot of engagement from your readers, it's a good idea to make the next post a promotional piece. This means that the most eyes possible will be on this piece of content, so it's a great time to get announcements or important information out to your audience with the best chance that they will see it.

■ Promotional items can still be engaging. Be creative.

## PROMOTIONAL POSTS IDEAS

- Go Live. It gets more views than other posts.
- Dates that are coming up.
- Create events for places you will be or sale dates.
- Sneak peeks, 1/2 of a pic(guess what this is?)
- Completed pic that will be offered in the sale
- Did you hear? (about the live sale, the event...
- Tomorrow I am... Stay tuned in tomorrow...(builds suspense)
- Check out the 14 days of content next for more ideas.

Things need to be mentioned OFTEN leading up to something on your Facebook page. It won't work to mention it once. You need suspense, limited time offers, and multiple mentions. And do it on any platform you can...promote on Facebook for an Etsy sale, etc.

# Ways to Sell From Your Page

These are many different ways to sell from your Facebook page. We've already talked some about having a live sale, but there are some other ways you can use to sell from your page. Selling on a page takes a different strategy than selling in a group, on Etsy, or Amazon.

## Sell LIVE

This is one of the best ways to sell on your Facebook page, since lives reach so many people.

## Post Products

Post a picture and have them message or comment below to get a sale.

## Funnel Marketing

Lead customers from one area (social media) to another area to purchase...like to a group or to website or a website

## Ads

Run an ad directly to a product or buy button to get them to purchase. This is only a good strategy if you are already established the right way. This is advanced.

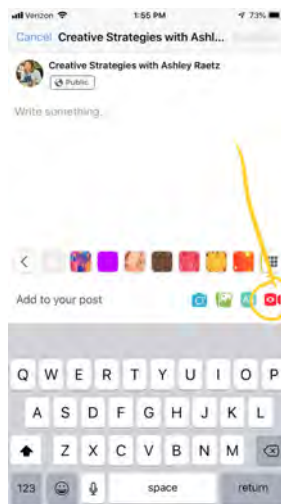
# Going Live

I know you will get sick of hearing this over and over again. But you **MUST** be going live on your Facebook business pages. At least 1 time a week! The more we go live, the more it reaches **BEYOND** the people who have said they like our page. Remember to flip camera if desired. And don't turn the camera to the side after you start the live. You will be sideways. You can include a link in your description or a pinned comment and Facebook will still show live videos. On a webcam things are a little more simple. But check out the instructions for using an iPhone below.

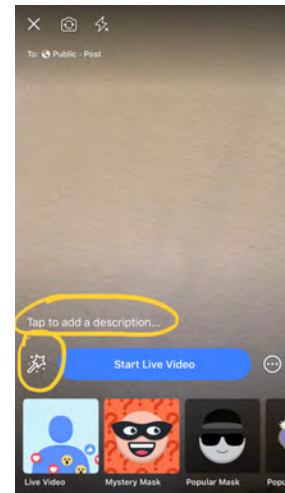
Go to the live button on your FB app.



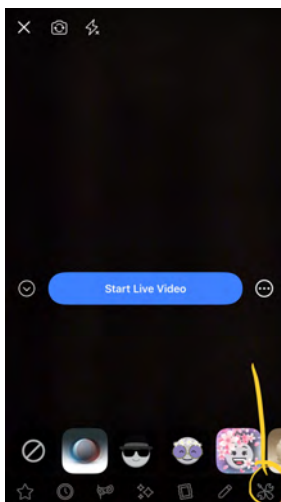
Click the red movie camera icon.



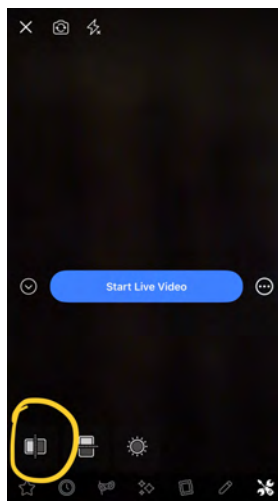
Click the wand tool. You can also add a description.



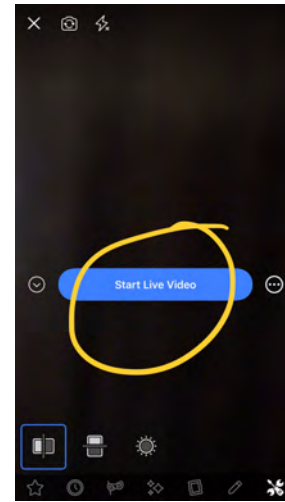
Click the tool icon to flip the camera.



Click this button to flip the camera.



The image should be mirrored. You can start the live video now.











# Homework

Take all your brainstorming and schedule posts at various times of the day, and different days. This is the time to experiment and be consistent! We need all these posts so that in our next section of our Facebook training, we have something to go off of as we teach you to read and understand your Facebook Insights, to learn what is working and is not working with your Facebook page.

Remember, that none of this training does any good for you if you don't IMPLEMENT it! To really progress on Facebook and gain a loyal audience we need consistent posting and live videos

1. Brainstorm! Come up with ideas that will work as posts, products, sales, etc for your business!
2. Take pictures of EVERYTHING! Your process, your supplies, your tools, you, messes, successes, products at all stages, etc.
3. Know your target market and how they would describe themselves. Speak FOR them and not AT them. They will share content that they identify with.
4. Go LIVE!!
5. Remember the three types of content: engaging, promoting, and selling. You need a balance.
6. Schedule your content out now. We need data to know what is working and isn't. And until you've been consistently posting, we won't have good data.

# Messenger

**There are 2.27 billion monthly active users on Facebook. And 64% of them use Facebook Messenger to communicate with their friends, families, and brands that they care about.**

**We have already talked about needing to be where our people are hanging out. But we also need to have easy ways for them to contact us where they are. Facebook Messenger is the easiest way for them to contact us. We should set up and ENCOURAGE our customers to contact us through messenger. That contact strengthens our relationship and tells the algorithm to show them our stuff.**

# Your Business

**Please keep in mind that what works well for one business may not work well for another. It takes some experimentation to make sure you are running things in a way that make sense to your target market. And it also takes some time to train your people in the ways to contact and shop from you. Use these methods as a starting point to determine what works for your business.**

# Messenger Settings

We are showing you some basic settings you can set up for your business Facebook page to allow customers to message you, create encouragement to message and automate your message responses in order to save some time and effort on your part.



Messenger monitors how long it takes you to respond to people who message your page. If you respond quickly to messages, then Facebook will let people who visit know that you have a good response time.

Choose whether to send messages when you press enter/return or to use a send button

Choose whether to prompt people to send messages to your page.

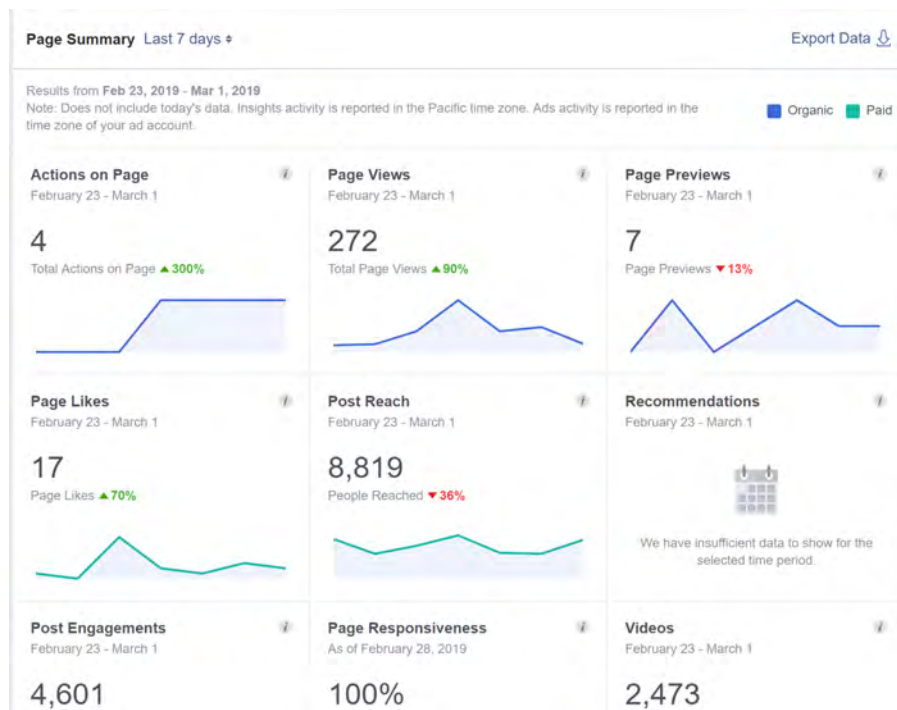
## Response Assistant

- Configure an instant reply to people who message your page.
- Add personalization to your message if desired.
- Let people know your offline hours, if desired.
- Set up appointment settings for meetings, pick up times, etc.
- Configure follow-up messages after appointment, if desired.
- Features may be different depending on your page type.
- Help people start a conversation by showing FAQs.





# Audience Insights



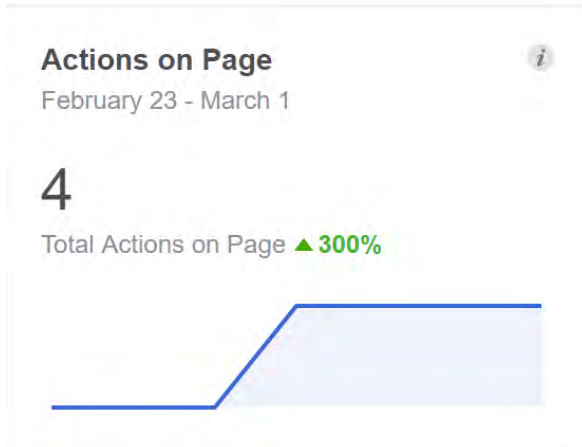
Audience insights is a tool that Facebook gives each page to track how readers and users are interacting with a page, posts, videos and more. This is an invaluable tool to help you create content that your audience wants to see and engage with. All of these small squares will have more information if you hover above elements or click through to get more detail. In addition, you can change the time frame you want to view the data for. You can reach these

**WARNING:** Audience insights are a great tool, but can be overwhelming to try to look at. Use audience insights to help you figure out the information you need, but don't let yourself be too devoted to insights at the expense of creating content and engaging with your people. Great content, responses to comments and interactions, and many other things will go a long way to helping your page. And staring at an audience insights screen doesn't mean anything, if there isn't action to back up the study. Also, while you can see some insights from your phone...there is so much more on desktop/laptop.



# Insights

## ACTIONS ON PAGE



Actions on page tracks "the number of clicks on your Page's contact info and call-to-action button." If you click on this section of your page, you can see even more specific information.

## PAGE VIEWS



Page views tracks "the number of times a Page's profile has been viewed by logged in and logged out people." If you click on this section in your page, it will give you more specifics.

## PAGE PREVIEWS



Page previews tracks "the number of times a Page's profile has been viewed by logged in and logged out people." If you click on this section in your page, it will drill down and give you more specifics.

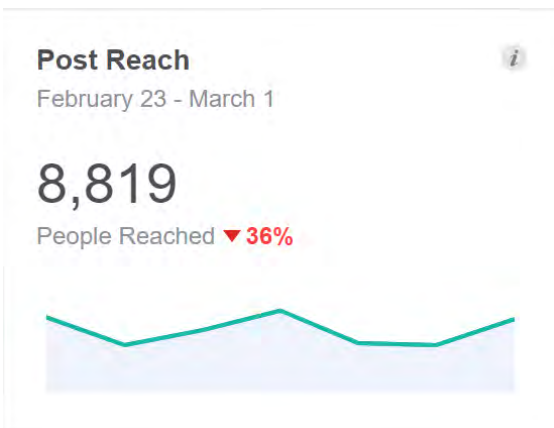
# Insights

## PAGE LIKES



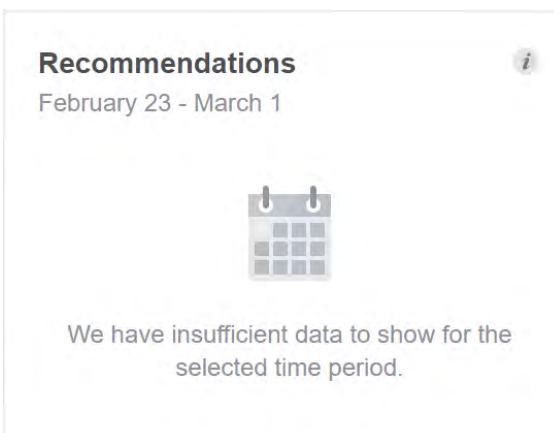
Page likes tracks "the number of new people who have liked your Page broken down by paid and non-paid." This is just an estimate. If you click on this section on your page, you can see even more specific information.

## POST REACH



Post reach tracks "the number of people who had any posts from your Page enter their screen, broken down by total, organic and promotions." You can click and drill down and get more specifics.

## RECOMMENDATIONS



Recommendations tracks "the number of times people recommended your Page." If you have enough data, you can click and get more information about those recommending your page.

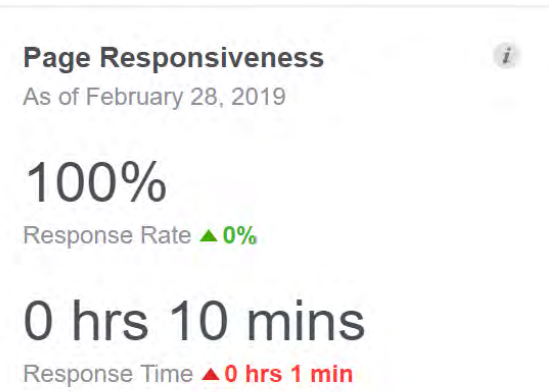
# Insights

## POST ENGAGEMENTS



Post engagements track "the number of times people have engaged with your posts through likes, comments and shares and more." If you click on this section on your Page, you can see even more specific information.

## PAGE RESPONSIVENESS



Page responsiveness tracks "response rate is the percentage of messages you responded to. Response time is the average time it took for your Page to respond to a message, based on the fastest 90% of response times." You can get more information by clicking on this section on your page.

## VIDEOS



Videos tracks "the number of times your Page's videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, broken down by total, paid, and non-paid." For more information, click on this section on your page.

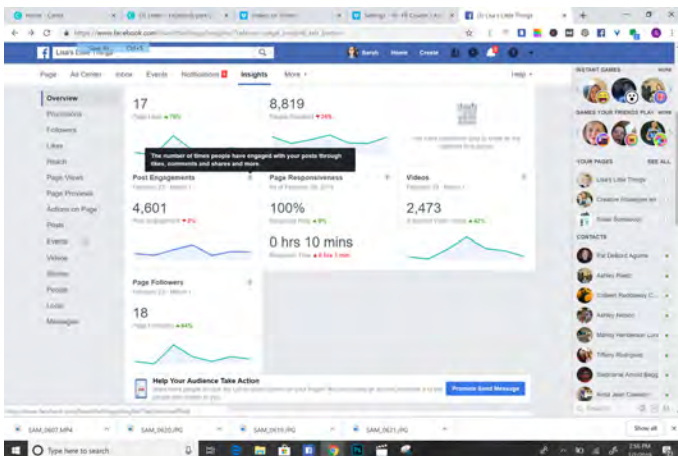
# Insights

## PAGE FOLLOWERS

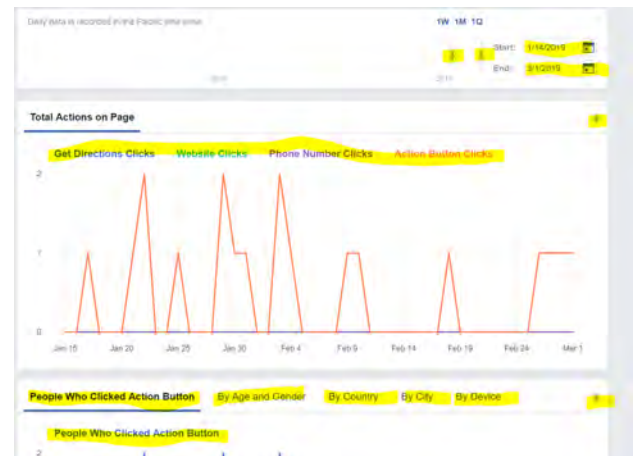


Page followers tracks "the number of new people who have followed your Page broken down by paid and non-paid. This number is an estimate and may not be precise." When you click on this section on your page, you can see even more specific info.

# Extra Info



Hovering over insight information will pop up additional information.



When you click through to each individual box, you get more option and information, including slider bars to change dates, along with more demographic info.

# Promotions

Recent Promotions on Creative Strategies with Ashley Raetz  
Ads activity is reported in the time zone of your ad account. [+ Create New Promotion](#)

Image	Post Title	People Reached	Post Engagement	Spent	View Results
	Boosted Post Join Gwynn Jones from Gettin' Personal as she ... Promoted by Ashley Raetz on Feb 26, 2019 Paused	--	--	\$0.00 Spent of \$25.00	<a href="#">View Results</a>
	Boosted Post Right? Promoted by Ashley Raetz on Jan 1, 2019 Completed	3,671	742	\$25.00 Spent of \$25.00	<a href="#">View Results</a>
	Ongoing Website Promotion Helping Creative Business Entrepreneurs sell m... Promoted by Ashley Raetz on Oct 16, 2018 Paused	4,597	63	\$10.00 Per day	<a href="#">View Results</a>

[Manage All Promotions >](#)

Promotions shows your most recent promotions and allows you to view stats and manage them.

# 5 Most Recent Posts

Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/02/2019 2:32 PM	What do you have? A hobby or business? Or a hobby you want to	Image	Targeted	353	31 7	<a href="#">Boost Post</a>
03/01/2019 1:45 PM	Being in Business with Family or Friends... how's it working?	Image	Targeted	569	73 33	<a href="#">Boost Post</a>
02/28/2019 5:17 PM	This will be the largest live sale I have ever done in my retail business	Image	Targeted	861	163 45	<a href="#">Boost Post</a>
02/28/2019 7:06 AM	Using 7 words, write your business story.	Image	Targeted	1.3K	165 40	<a href="#">Boost Post</a>
02/27/2019 10:18 AM	Just like you I run a small business... I have found success in this space	Image	Targeted	786	71 14	<a href="#">Boost Post</a>

[See All Posts](#)

Your 5 most recent posts show you reactions, reach, and engagement to your most recent posts. You can also click to see more posts.

# Pages to Watch

Pages to Watch  
Compare the performance of your Page and posts with similar Pages on Facebook.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 James Wedmore	112.1K	▲0.1%	3	33
YOU 2 Creative Strategies with ...	9.2K	▲2.4%	14	453
3 Wendy Batten	511	▲1.8%	13	290

Suggested Pages to Watch

- [The French Market Cand...](#) 1.4K [Watch Page](#)
- [Sewing in the South](#) 31 [Watch Page](#)
- [The Creative Pioneer](#) 300 [Watch Page](#)

The pages to watch section allows you to "compare the performance of your Page and posts with similar Pages on Facebook." They give you some suggestions, and allow you to watch those Pages or search for others.

# Reach and Engagement

Reach is the number of people who see your content. Engagement is the number of people who actually engage with (react to, share, click on, etc) your content.

By looking at our posts in insights, we can see how far our reach is going with each piece of content that we've published on our page.

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/02/2019 2:32 PM	What do you have? A hobby or business? Or a hobby you	Image	Public	379	33 9	Boost Post
03/01/2019 1:43 PM	Being in Business with Family or Friends... how's it	Image	Public	569	73 33	Boost Post
02/28/2019 3:17 PM	This will be the largest live sale I have ever done in my	Image	Public	863	163 45	Boost Post
02/28/2019 7:00 AM	Using 7 words, write your business story.	Image	Public	1.3K	165 40	Boost Post
02/27/2019 10:16 AM	Just like you I run a small business... I have found	Image	Public	786	71 14	Boost Post
02/27/2019 7:58 AM	We all have fails... but it's what you learn from it is what	Image	Public	972	206 52	Boost Post
02/26/2019 11:01 AM	Join Gwynn Jones from Gettin' Personal as she	Image	Public	1.8K	247 91	View Promotion
02/26/2019 7:00 AM		Image	Public	769	27 28	Boost Post
02/25/2019 9:23 AM	Custom Work... it takes up so much time, it makes us	Image	Public	849	147 40	Boost Post

By clicking on each individual post you get even more data about that post and how it is doing in engagement and reach.

**Post Details**

**Creative Strategies with Ashley Raetz**  
Published by Ashley Raetz's Business (?) February 20 at 7:32 AM

It's the truth, isn't it???

**Performance for Your Post**

2,700 People Reached

112 Reactions, Comments & Shares

61 Like	53 On Post	8 On Shares
23 Haha	20 On Post	3 On Shares
14 Comments	11 On Post	3 On Shares
14 Shares	14 On Post	0 On Shares

44 Post Clicks

6 Photo Views	0 Link Clicks	38 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts.

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

2,700 People Reached      156 Engagements      Boost Post

Alfred Rochus Synell, Siru Lama and 68 others      4 Comments      14 Shares

# Engagement

Once you realize how people are reacting and engaging with your posts on Facebook, you can create more of that content. This will give you a guide to what works and doesn't work with your content and audience. Keep in mind that engagement and reach are related.

- Funny graphic memes
- Inspirational graphic memes
- Questions that they want to respond to.
- Highly shareable content

Videos: They get better engagement even if their reach is sometimes lower. And remember that engagement is how people signal to Facebook that they want your content in their newsfeed day after day.

- Funny videos
- Product videos
- Live announcements
- Behind the scenes, paint with me lives
- Live sales.

After looking at your own insights what posts are working well? Which ones aren't? What do you need to create more of? Less of?

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# Fans

We want to post content at the optimal times and days so that it will be seen. And when is that? Well, it's when YOUR fans are online. Posting at the optimal time means that your post won't get buried in their news feed and skipped over by your target people in the mix of all they are trying to catch up on.



Use the "when your fans are online" tab after you click on "posts" on the side of insights to explore the days and times when your fans are MOST likely to see your content. This is really helpful for all post types. Think about how it might make a difference in your business to know the best time to post, to go live, etc. Don't ignore these insights.

# Post Types

It's important to do a mix of different types of posts. Pictures, videos, lives, links, etc all have different value to provide to our fans. And it gives us a chance to see what really works for our people and for our business.

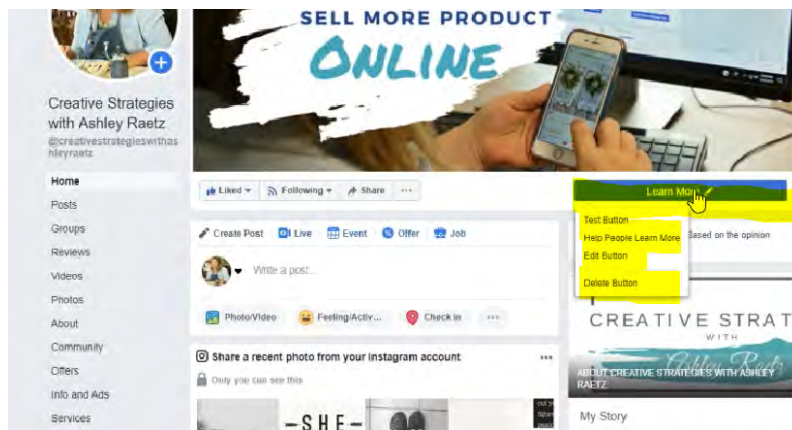


Use the post types section to evaluate how groups of different types of posts are doing with engagement and reach and your audience. Remember that you want people to see your stuff, but also to engage with it so that more of your things are shown to them. This information can guide your content creation strategy.



# Call to Action

Facebook users need to be told what you want them to do. Yes, they then have to choose if they want to do it.. But how will they choose if they don't know what you want them to do? Remember that a lot of call to action words are targeted by the algorithm to lessen the reach of your post, so you have to get creative in posts about what you say and don't say. But we have a HUGE advantage in that Facebook allows us to have a call to action button right on our Facebook Page that can ask people to take the action we most want them to take after visiting our page, whether visiting our website, our Facebook group, our Etsy store, signing up for our emails., etc.



## Test Button

When you click here it should take you where you want customers to go.

## Help People Learn More

If you click here it should take you to set up an ad to get people to like your page.

## Edit Button

If you click here it should allow you to edit the button to customize it for your business.

## Delete Button

This option deletes the button from your page.

# Button Options

Depending on the action that you want people to take, you can choose several button options for your Facebook page.

## Step 1: Which button do you want people to see?

The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.



### Book With You

If you have services that customers need to book with you, they can click the button to set that up.

### Contact You

You can add contact info so they can get in touch with you.

### Learn more about your business

You can send them to a video or somewhere to learn more about you and your business.

### Shop with You

You can choose "shop now" and link to your site or see offers.

### Download App Play Game

If you have an app or a game that you've developed you could link them to that.

### Join Your Community

If they clicked here they could be prompted to join your community.

### Visit Group

If they clicked here they would be prompted to visit your group.

Once you choose a button, make sure that you use the "test button" feature to make sure it is working properly.

# Two Ways to Grow

The number one question we get about Facebook is how to grow your page. There are two terms that you need to know about to understand growth.

## Ad Spend

When you spend money on ads you can reach new audiences and retarget old audiences. The next part of our course will cover the basics of Facebook ads. But know that it is a strategy to grow.

Pros: Usually faster growth

Cons: More expensive, hard to learn without some help, intimidating to learn, and risky if you don't understand what you are doing.

## Organic

Organic growth is growth that happened naturally without spending money on ads. This kind of growth happens because of your content, word of mouth, sharing, commenting, and other strategies that don't spend money.

Pros: Steady growth. No cost. Easy to learn with some help.

Not as intimidating.

Cons: Can be slower, still tricky if you don't know your target market.

# Organic Growth

## Sharing

- Ask in lives for people to bless your page or spread the video.
- Have a CTA like "Share the video." on uploaded videos.
- Create content that speaks for your ideal audience.
- Remember that using the word "share" in your written copy may lessen reach. Use alternate words and get creative.
- People share great content. Focus on what your market wants.

## Going Live

- Live video gets amazing reach. You need to do it 1-2 a week.
- Be an engaged speaker. Don't be a copper pot seller.
- Learn from your mistakes.
- Create a Facebook group with you or you and a few friends. Practice your live videos there.
- You don't have to show your face if you don't want to. At least show yourself painting, or pouring candles...etc.

# Organic Growth

\*Warning! Please refer to Facebook terms of service about what is allowed and not allowed with giveaways. Do them at your own risk.

## Giveaways

- Be aware of Facebook terms of service.
- Connect with others to see what giveaways they use.
- If you decide to risk it, do a giveaway.
- Possibly go live and do a giveaway for people asking questions on your live video. Maybe ask them to spread the video around but sharing doesn't count for the giveaway, only the asking questions part does.

## Community

- Everyone has a community. Find yours online.
- Become an active member in other communities.
- Help other people in that community.
- Don't post links unless you are allowed to in the community.
- Make sure that your business page is on your personal profile. When people snoop about you after you help them they will find it and likely follow you.

# Organic Growth

## Create Your Own Community

- You can create your own community, especially if you can't find a community for your people online.
- Get creative about supply, decorating, etc communities.

## In Person

- Tell people about your page.
- Use business cards to give to people.
- When you go to shows, have cards and hand them out.
- Mention your VIP groups, newsletters, email list coupons, etc.

Which methods do you think could work for your business to attract organic growth for your Facebook Business Page?

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# Page vs. Group

This is another major question we get. What is the difference between a Facebook page and a Facebook group? Do I need both? What would I post in them that is the same or different? You have to have a page. You don't have to have a group, but it is a great tool for selling and creating a deeper connection to your audience. We recommend both.

## PAGE

- landing page
- business card
- must have
- people learn about you
- people learn about your product
- people learn how to shop from you
- posts include behind the scenes
- lives 1-2 a week
- sneak peeks of items for sales
- crosspost info on sales
- Live sales on a page
- Posting at least 1-3 times a day.

## GROUP

- build a community
- great to have if you want to sell a product.
- can be another funnel
- can create a frenzy around your product
- be able to sell when you need money
- develop loyal customers
- restock style sales
- VIP deals
- Product development
- grab emails

## BOTH

Make connections. Sale date announcements. Get to know you. Some crossposting. Behind the scenes. Regular posting (but less is needed in a group.)  
-Schedule your content. Promote sales.

