

5 Ways to Promote Facebook!

By Nancy Alexander - Ladybug Wreaths



5 Ways to Promote Your New Facebook Page

You've set up a Facebook Page for your business — now what?

Follow this step-by-step guide to get started. Here's a list of the first 10 things you should do to get started on Twitter.

It's time to get your page in front of people! In other (fancy marketing) words, it's time to drive traffic to your page, increase engagement, promote your business, and start selling more of your handmade items!

Remember, people want to connect with you and see the beautiful work you are creating. And sometimes they just need a gentle reminder. Here are six ways to help promote your Facebook Page...

1. Use the network you have

If someone has already joined your email list, they most likely would love to connect with you on Facebook too. If you don't have an email list, try using your personal list to start out.

Send out an email to your contact list, inviting people to "Like" your business on Facebook. Keep the email clear and concise.

Once people "Like" you on Facebook, you'll automatically show up on their newsfeed and can begin engaging with them socially!

2. Help customers find you

Add a Facebook Page Badge to your website or blog. A Facebook badge is an icon you create that links fans from your website to your Facebook Page.

3. Share your Facebook Page with friends and family

As of August 2016, there were 1.11 billion monthly active users on Facebook. That's quite a pool of potential new customers just waiting to connect with your creative business. You can tap into the larger Facebook network through friends and family.

The great thing is no one wants you to succeed more than they do and they can help by becoming enthusiastic fans. Recommend your business's Facebook Page to your personal network and watch your fan base grow.

NOTE: You'll need a personal Facebook profile to do this.

4. Take your Facebook Page to the Next Level

There is a big difference between “social media” and “social media marketing.” Social media marketing enables you to be found and be relevant.

Try sharing a link to your Facebook Page on your other social media platforms. Try sending the link out on Twitter, and adding a link in all the descriptions for your YouTube Videos or Flickr Photos to start.

5. Tell anyone who will listen!

Promote your Facebook Page the next time you speak at a workshop, seminar, conference or craft fair.

Don't be bashful! Overall, promoting your Facebook Page in small ways like using your existing email list and asking friends for help can have a big impact. Your Facebook Page could be one of the best out there but, if no one knows it exists, it's not going to do a whole lot of good for your business.

So, start spreading the word!