



Your Quick Guide to

Facebook Marketing

Why Facebook?



1.17 Billion
Monthly Users



1.13 Billion
Log on Daily



People follow to
show support

The How-Tos



Most Traffic: Thursday & Friday 1-

Forget “fans” - think of followers as friends

Think content, not advertisement for every post

Increase Engagement

Ask Questions

Post Visuals

Post about Current Events

Have Fun (Games & Trivia)

Make sure to be Consistent with your Brand

Test your Timing and Word Choices

Try Facebook Ads

Target Specific Markets
Ability to Test Multiple Ads
Cost is Dependent on Results