

Strengthen your Facebook Marketing





So you want millions of likes...

But why?



Define the objectives of your social media marketing campaign clearly.

Eg. give your fans a better deal on a product or service to increase your sales.

Be invited by Hamilton



Lewis invites you to the Johnnie Walker Black Circuit Lounge. "Like" our page for passes to the ultimate V-VIP race party on 9 April.

You like Johnnie Walker Malaysia.



How will this help?

You will get a better return on
your investment.



How to make a visitor 'like' your page?



**LIKE
OUR
PAGE**



One of the most important things is to

use a customised cover image
for your page and showcase the
creative side of your brand.

Avoid using premade banners that doesn't
resemble to your brand.



The exact dimensions for the banner are
851 pixels x 315 pixels
and profile pic are
180 x 180 pixels.





Is your
brand also
Resting



Respond to your customers' queries, initiate a conversation with them, and engage them through interactive posts/uploads.

Make the best use of your page by turning it into a communication channel.



What happens if you do that?

It gets you closer to your end consumer and even gets prospective customers interested.



Refresh.
Reinvent.
Renew.



Avoid keeping a profile picture or cover image for too long.

Why is it required?

Because everybody loves a positive change.





Communicate

but not too much



Don't over-post.

Keep your posts/updates limited to not more than once a day.

Why so?

Lesser you will post, more will be your reach.



More variety
=
more engagement




Post multi kind of content

like links of videos via Youtube, presentations from Slideshare, even images of your products, etc.



JECRC University, Rajasthan shared a link.
April 16

This slideshow says the story of those unsung heroes who have not made it big but have grown larger than life. JECRC University salutes 'The Uncelebrated Engineer'.

	<p>The Uncelebrated Engineer www.scribd.com</p> <p>These unsung heroes have not only made it big, but have grown larger than life. They rose above their unprivileged circumstances and have emerged as true winners through all the hardships and diffi... by</p>
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How will this affect you?

Different kind of content engages different kind of people to connect so why to limit ourselves to any particular type.





Not just the variety,
relevance
also matters



Make sure the content that you post is relevant in some way to your brand, especially in terms of the values and personality of your company.

Why is being relevant important?

For the simple reason that whatever you talk becomes a part of your image.



If Website
has more
to offer...



Take them to your website.

Why do you need
them to go on
your main site?



Your website will
always have more
detailed information
about your brand.



If you have an e-commerce website
you have customers
on facebook



May be your website has some feature that you cannot put on facebook but you can take them to website via facebook.





Facts are
always boring



Don't post just plain information about you and your company but something which might be beneficial for the users.

How will that be better?

It will build a long term relationship between you and your consumer.





Smart
communication
is better
communication



If ever you receive any negative comments, handle them very intelligently. instead of being defensive or taking offense in it.

It will...

Help in managing a positive online reputation for your brand.



In the end, always remember

'Sharing is Caring'
in social media.



Thank's for reading.
We welcome your suggestions.

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