

FACEBOOK FOR BUSINESS

GROW YOUR FACEBOOK BUSINESS PAGE FAST, EFFECTIVELY, AND FREE

STEP BY STEP PROCESS

This Step by Step Process list can be used to remind you of the content inside this course. Print it off and keep it nearby - in a very visual spot! * Refer often to the Tips Tools & Resources section of the course. * Use the handbook and the other worksheets and examples - they are all there to help you :)

Step 1 Mindset

- Understand the mindsets, know what you are working with
- Choose your goals and desired outcomes

Step 2 Strategy

- Identify your Ideal Customer
- Optimise your Facebook business page
- Define your current overall business marketing plan OR create one
- Decide where and how you will bring your marketing plan into your Facebook page
- Work out your content strategy
 - How often you will do creative sessions
 - How many days/weeks you will create for inside a single creative session
 - How often will you post content - Set up a content calendar
 - What other social accounts will you share your Facebook content to - if any
- Decide what you are going to track, how you will document the tracking, and set that up

Step 3 Structure

- Create a dedicated time and space for content creation
- Repeat:
 - Set your goals or intentions for each session you are about to go into
 - Be familiar with the various post types that you will create
 - Plan the week's/month's spend of a Boost budget if it exists
 - Monitor and document your movement towards your goals

Step 4 Content

Consider the content principles

- Use other pages to model and get inspiration from
- Identify existing customer-friendly business documentation or new documentation you can create
- Get creating and posting! Repeat and repeat and repeat of course!

