

HOW TO BUILD A LOCAL FOLLOWING
OF POTENTIAL CUSTOMERS
ON FACEBOOK FOR JUST £1 A DAY

FIVE DAY FACEBOOK CHALLENGE



DAY TWO #TASK 2

Key Points

Make Your Page Appealing

To make your Facebook business page more appealing, brand loyalty and customer satisfaction is important. You can build that positive image when posting creative and original contents.

The mistake most electricians make is that they only post about their work. Either samples of what they have done, issues they have uncovered or requests to use their service.

You need to know, your potential customers are not interested in these posts and therefore won't read, comment on them or share. No one is simply searching social media to find pictures of your latest consumer unit install or the rewire you just completed. You really need to consider what appeals to your potential customers.

When exploring content for Facebook or any other social media, you need to use the IEE formula and post content that is - Informative, Educational and Entertaining.

1. **Informative** – create posts about something that is happening locally in your area. It must be relevant to the area and to your potential customer things like, a major event, garden fates, charity walks/runs, local road works or blocks or any information that could help or assist your local community.

Example:



2. **Educational** – find out what your ideal customer's interest are and create educational posts about that. It can be different things for different people. If your ideal customer is concerned about the environment then do some fun facts type posts, "Did You Know" type, if they are the type that would do DIY then some helpful trade advice.

Example:



- 3. **Entertaining** – a posts that are fun but not offending. There should be an element where your ideal customer can get involved with the post. A good element of engagement that has an opportunity for them to like, ask a question or share the post. The more they engage with the post the more they will help attract other local people to your page.

Example:



Here are some different ways to think about engaging your potential customers on social media

Different Types of Media Content:

1. **Story** – A post that talks about experiences.
2. **Video** – Videos get a lot of interaction on social Media.
3. **Live** – Doing live videos on FB really makes you stand out.
4. **Social Proof** – Comments or reviews you got on google or other sites. Take a snip of the image and post on your Facebook Page and other social media.
5. **Customer Interest** – When you have a clear understanding of your ideal customer, you will not run out of contents. Here is some information that can help you generate your content:

Who they are? - *Personality, interests, hobbies*

What they do? - *Work, Holidays*

Where are they? - *Local interest issues*

Call to Action:

Everything you post should have a call to action of some description.

A call to action simply means that you ask the customer/reader/viewer to do something after reading/watching your post.

A call to action could be:

Please Share...

Please Respond...

Comment with your views

Tell me what you think

Send this to a friend it might help

Basically, anything that you can get them to do that creates an engagement with the post.

Today's Task

#Day2 Task2

Create three 'Posts for the day' and post them spaced across the day in any order you like:

One Educational

One Informative

One Entertaining

Do not mention your business in any of these posts!

Once you have completed the Task:

Return to the challenge group and post the links to your three posts, comment on each post explaining your reason for each one.

NOTE:

Watch out for today's **"Ask Me Anything" Post (AMA) at 3PM**, where you can ask any questions about today's Task. Post questions only in that thread.



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