

Stop Chasing Potential Clients And Start Attracting Them

5 TIPS TO GROW YOUR FACEBOOK PAGE



Erica Latrice

The Makeover Mogul

Life & Biz Coach.TV Host.Philanthropist.Mentor

#1 Be Authentic!

You are the secret sauce! Keep in mind as you are posting that you want your brand to truly represent you. When you do this, those that are attracted to your page are more likely to opt - in for more!

#2 Mix it Up!

You never know what is going to connect the most with YOUR audience until you try it. Try mixing up what you share. Ex: Post videos, graphics, all texts etc. instead of just one type of post all of the time.

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#3 Post Often!

There is no magic number here..Some people might tell you to post at least 5 times per day some might say 100. I have seen very successful pages have a range between 5 posts per week and 150. What matters most is that you are consistently updating your page. The more you post the more that you draw others to your page. A formula that has worked great is at least 2 content posts for every 1 salesy type posts.

#4 Share to Groups

Facebook's Secret Weapon happens to be groups. You can create organic connections in only the fraction of time that it would typically take through public pages and websites. If you are not a part of a group try joining at least 3-5 that you believe would have your ideal client. When sharing to a group be sure to share your posts directly from your page. (this helps to promote your page in a warm marketing way)

#5 Update Your Branding

If you're selling insurance and your profile picture is a dolphin....you definitely want to rethink that. I can't stress how many times I have visited pages and had no idea what the person was representing. Make sure that you use clear professional images to represent your brand.

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