



Facebook Engagement Strategies for Your Business Fan Page given below:

- 1) **Show Your Personality:** According to a recent IBM study, social voice increases marketing effectiveness by up to 54% and a 10% lift in social voice can result in a sales lift of up to 1.5%. People use Facebook to connect & find information. If you really want to engage with them. Forget pitching & ads.
- 2) **Ask Question:** Every customer wants to be heard and questions let them use their voice in the form of comments. Ask your fans to share about consumer preferences, help you name a product or describe memories and moments associated with your brand.
- 3) **Use Images:** Photo posts get 39% more interaction. No doubt you have heard the visual marketing drumbeat, and it's all true. Pictures are very powerful on Facebook. They take up more space in the news feed and can get more engagement than a straight text posts.
- 4) **Provide an inside look at your company:** People are curious by nature, That's why to learn more about a person, we'd rather look through their photos than their bio. That said, try to put faces to your business. Photos that show what happens behind the scenes are a good way to enhance brand credibility.
- 5) **Stay Specific:** The optimal number of posts on a single day is between 3-5. Get to know your audience and post content that will grab their attention. Users don't like long and boring posts. Huge percent of the users won't even try to read these posts. Make your publications concise, accurate and clear.
- 6) **Use Your fans' content:** People love to see their content & their friends content shared by brands. Tip: Cross promote your Facebook shout-outs with other social networks like Instagram & Twitter to extend your reach and impact.
- 7) **Keep posts simple:** POST TYPES: status only, single photo, album creation, link only, photo with links, create news using hash tags, videos, link with thumbnail. With that you will get 94% higher engagement than average.
- 8) **Be Persistent:** Your fans like your page because they want to know what's happening with your business. Be consistent and give your audience the needed information. Many Facebook pages are updated through RSS feeds or Twitter updates. Don't make this mistake! Your fans want to be in contact with your business on Facebook. If they want to read your Twitter updates, they will follow you on Twitter.
- 9) **Love Yours Followers:** Uses photos and posts to show your fans how much you love them. Make sure you don't take your community for granted. Show a little LOVE!
- 10) **Have Fun:** Using humor on Facebook is a great way to get interaction. People are usually on Facebook to be social, and if you're able to entertain and inform in your posts, you will get more shares, comments and likes. Post funny cool images to make your fans laugh. But funny pics have to connect it with your brand or product.



- 11) **Fill in the blanks** – Use a mini quiz with one word missing from a sentence and ask your fans to fill in the gap. Can be used effectively when you’ve got a special event or promotion on.
- 12) **Share quotes** – This works really well as they encourage your fans to empathize with a certain sentiment and create an emotional connection – especially when used with an image.
- 13) **Balance Various Types of Content:** To make your Facebook page more engaging, share your content in a variety of forms. Experiment with photos, videos, links and questions, then track the engagement in Insights to see which types of posts do best. Choose your top-performing post types and include a variety of each in your updates.

If you implement these simple but proven techniques to get higher user engagement on your Facebook page, you’ll steal a march on most of your competitors – who are probably going about the process of fan engagement in the wrong way.