

5 STRATEGIES TO INCREASE YOUR STOREFRONT'S FACEBOOK REACH

* ONE: PROPER SET UP OF YOUR STORE'S FACEBOOK PAGE

- ☐ cover photo: use Canva (desktop or their app) to craft a simple and bold image (one or two images and up to five words; no cursive or small text) **always make sure your brand is consistently represented*
- ☐ profile picture: the image your customer sees on their feed (the little circle); this image is very small so use a bold graphic (your logo or an image that's part of your brand). Find the perfect image and keep it. Your customer will come to recognize it in their feed (more branding for your store)
- ☐ about info: your store's address, phone, hours, price range and category are current
- ☐ call to action button (long, blue button): what do you want your customers to do? Book with you, contact you, learn more about your business, shop with you, download your app
- ☐ have a "join my list" tab on the left menu for your customers to sign up for your email list (don't call it a newsletter signup - no one wants newsletters; see our engaging words below); link it to your email provider (Constant Contact, etc)
- ☐ messenger: set up an auto reply that gives your customer a bite-size amount of info and succinctly answers their most common questions. Yes, customers will ask questions via messenger that are easily found on your FB page or website (*just call for goodness sake!*). Be sure to answer in a timely manner as FB tracks how long it takes you to respond (and it's posted on your FB page: "Typically replies in a few hours", etc)
- ☐ check the look and functionality of your page on mobile devices (smaller and larger phones) and on a desktop computer
- ☐ focus your page and posts on your customer's experience with your business: it's about how they feel when they're in your store, what they share about your business when they're talking with friends and how your business complements and fits into your community

* TWO: GIVE FACEBOOK THE STUFF THAT FACEBOOK WANTS

- ☐ use the FB scheduler. Third party schedulers like HootSuite or Buffer actually limit what your audience sees when you post (your fans won't see as many of your posts)
- ☐ post regularly: when posts are shared and engaged with, Facebook shows them more. And then more people see them and engage (and stay on Facebook!)
- ☐ post a mix of content: videos, memes, reviews, events, reviews, store updates and FB stories
- ☐ keep your people on FB: posts with external links (click to get to your website) will not get the exposure that a non-link post will get. Facebook doesn't want the reader to leave Facebook
- ☐ hashtags: keep them to a minimum and keep them relevant. Have you developed your store's hashtag? Or a series of hashtags? They are used as a search tool. Try yours: type #_____ (store name, all one word) and see what comes up. As you develop hashtags keep testing them for

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* THREE: ENGAGING CONTENT

- ❑ post content that informs and excites your customers: behind the scenes video tour of your store, a tutorial with “how to” advice (if you sell exotic tea, how to pair it with dessert), the story behind a new product (tie to emotion: uses recycled products, company donates to charity, made in the USA/locally), ongoing interviews with your staff (an introduction to new employees, staff picks/favorites), demo a new/favorite product or technique, post from a trade show or industry event and ask for feedback on new products
- ❑ engaging words: get out the thesaurus and enhance your posts. No more dry posts like: “just arrived: the perfect necklace for your summer outfit”. Instead: “our new topaz necklace is a jewelry game changer: it coordinates with almost every color tank top in your closet”
- ❑ other engaging words: clever, brilliant, curious, discover, creative, essential, surprising, tricks, handy, meaningful, effective, amaze and solution

* FOUR: YOUR COMMUNITY

- ❑ follow your neighbors and area/regional small business owners and share relevant posts (a coffee shop is hosting an open mike night: share the info on your FB page and add “looking for something fun to do tonight?”)
- ❑ always tag the business you’re talking about as it quickly allows people to go to that page (and the business owner is notified of the tag). Think how awesome it feels when a neighboring business tags your business in one of their posts!
- ❑ team up with neighbors and area/regional small business owners to help expand each other’s reach. Meet other area business owners through your Chamber of Commerce or create your own group and invite a mix of small business owners to meet regularly. Discuss how you can help each other grow on Facebook (plan cross promotions, events, share each businesses hashtags)
- ❑ form a group of small local businesses and take turns videoing a visit to their business (this works with any company; if it’s a service business they can show you around and introduce their team!). Remember to talk about your customers “liking” the business you’re touring - and that business will do the same when they visit you!
- ❑ your neighboring FB partners don’t need to be in the same category: if you’re retail, a service provider like landscaping, salons - even plumbers! - can create a powerhouse of connections

* FIVE: EVEN FURTHER REACH

- ❑ Facebook doesn’t like it when your post directly asks for “likes”, “shares” and “tag a friend”. Use phrases that are relatable to your customers like “what do you think?”, “know someone who needs this?”, “your thoughts?” or “who would you do/take/prefer?” and “why would you do this?”
- ❑ Facebook doesn’t like the words buy, discount, coupon, sale and % off. Instead use wording like “this is what you’ve been waiting for”, “stock up” and “lowest you’ll see”. Promote ongoing offers with wording like “Two for Tuesday”, “Friday Happy Hour” or “Monday madness”