

# Facebook

## MARKETING DO'S & DON'TS



### KEEP IT SHORT

Less words get more engagement. Keep it concise and to the point.

### POST FREQUENTLY

Keep audience engaged by posting photos, promotions and special offers.

### BE GENUINE

Use a fun, conversational tone that will illicit engagement.

### GET FEEDBACK

Listen to your users, to help you develop new products and improve on the existing ones.

### RESPOND

Always answer questions and respond to feedback. Remember to say thank you.



### ALWAYS SELL

Use the 80/20 rule, 80% content, 20% product.

### SPAM YOUR AUDIENCE

Avoid oversharing or ranting about employees or customers.

### TALK POLITICS

You may lose potential customers whose opinions differ from yours.

### GO DORMANT

No posts, no engagement. A lack of photos shows inconsistency and users will forget about you.

### IGNORE

Ignoring may only add fuel to the fire. Respond with your email and settle the matter privately.