

10 Facebook Checklist

Facebook continues to grow amongst most demographics. It's widely used by many target audiences and can be an effective tool to grow your audience, and ultimately your sales. Use this checklist to make sure you don't miss a step as you plan and implement your Facebook Marketing Strategy.

#1 I've chosen a Facebook name that is consistent with my business. Customers will be able to easily identify my business Facebook page and profile.

#2 I've created a vanity URL that I can use to promote my Facebook page. My vanity URL, example Facebook.com/yourbusinessname, is professional, consistent and apparent to my customers. (Go to Admin panel, Edit page, and Update info to set your Vanity URL.

#3 I've designed and branded my Facebook page with current photos, my logo and other images that represent my business. My cover photo and header image are professional and relevant to my business. My tagline is present on my Facebook page.

#4 I've created an "About" page that embraces my company brand, voice, and communicates current and relevant information about my business.

#5 I've created a goal for my Facebook page and social media marketing activities. I intend to use Facebook to:

- Drive traffic to my site
- Provide valuable content
- Promote/sell products
- Build my opt-in list
- Other _____

#6 I've established a message for my Facebook page that supports my goals for Facebook marketing.

- This message supports my brand and is authentic.
- This message is engaging and provides value to my friends and followers.

#7 I've created a content schedule that provides a steady and consistent flow of valuable content that supports my goals and message.

#8 I've set aside time each day so that I can consistently connect with potential prospects and build my following while building my business and reaching my marketing goals. For example, I've set aside fifteen minutes two times each day to share, comment, and post. I've scheduled one post for each day of the week.

#8 I've Integrated Facebook with my other marketing tactics including:

- My blog
- My website
- My email signature
- My email marketing
- Other social media pages
- Other _____

#9 I've leveraged technology and automated as much of the process as possible. For example, my weekly email newsletter is posted on Facebook.

#10 I created systems to test and track my Facebook marketing results.
I'm testing for:

- Content
- Delivery/posting time
- Clicks
- Subscribes
- And measuring my results as they relate to my specific Facebook goals.

Facebook can be a useful tool to connect with your prospects and begin to build a community around your business. Create your message, follow through, and track your results.