



Facebook Changed the Rules

Facebook is at it again, shaking things up.

They have changed the rules on the 65 million businesses who have company pages, used to build brand awareness, gain new customers, and engage with followers. As the largest social media platform, they can do it, and you are the one who has to make the change in your marketing strategy.

This has been happening gradually and now escalating.

You can no longer organically grow your customer base through consistent posting of value-added content, events, sales, and personal engagement on your company page. The chances of someone seeing it is not like it used to be. Just check your metrics

and compare how it looks from years ago.

Sorry to break it to you, but no one is seeing all your effort, not even your existing followers. And for companies with a new page, this is not good news when working to get followers.

Here are the 4 ways to now grow your business now on Facebook.

1. Only posts that are "boosted" are getting seen by your followers, friends, prospects, and past people you have engaged with. These must be paid for, even if it's as little as \$5.00. Here's the problem. You don't get the best results like you do with paid ads since you don't have targeting and segmenting options.

2. Paid ads are the only way to reach a large audience. It can be as expensive as you make it, but highly effective if done right. I like it because you can pick your budget. I get great results from them. There are many nuances to FB ads. You must target, segment, build the right content, and choose the right campaign to get results. FB wants you to pay to play now. Of course!

3. FB no longer wants you to use your company page to brand your company. They want your personal page to do the work, using your personal friends and their friends for reach. They want to collect everyone's personal data. If your friends are interested in seeing nothing but your company posts, videos, product promo, etc., then post away. Classic FB

4. Setting up a personal group looks like the "new" organic building trend. Turn your company followers into your tribe. Share tips and allow them to give you feedback in a group. To get new potential customers to join the group, join business groups, make yourself an expert or convince them to have interest in your business. Have them answer eligibility questions with a FB messenger sequence to cultivate the right people. You can run a group chat/meeting.

For those of you doing these tactics, you will have to do more of them and spend less resources nurturing the company page. For those of you who have not, it's time to pivot and start reevaluating your marketing strategy.