

Shine Bright

SHINE AND RISE MASTERMIND

FACEBOOK STRATEGY

INSPIRE | MOTIVATE | GENERATE

TOPIC

Visibility - How to Get Your Clients
Through Facebook

GET VISIBLE

- ❖ The more visible you are on a daily basis by creating amazing content the more you get in front of your ideal audience and drive them to purchase.

KNOW	LIKE	TRUST
Facebook Blog Instagram	Your portfolio of work or your styled shoots	Word of mouth Recommendations Testimonials and reviews

- ❖ It can take 14 touch points before a client gets to the booking stage!

- ❖ 1.8 billion people are on Facebook. If it were a country, it would be the biggest in the world.
- ❖ Most of my enquiries and clients come from Facebook.
- ❖ I have had posts go viral on Facebook – shared 50 times and reach of over 50,000.
- ❖ Your dream audience is bound to be hanging out on Facebook. You can get clients only if you do it right.
- ❖ Test and learn approach vital.
- ❖ Make a commitment to **lead with value**

GET OVER THE MINDSET BLOCKS

- ❖ In order to get more visible you are going to have to **get over mindset blocks!**
- ❖ It's the difference between having a business with regular **income** or caring about what other people think!
- ❖ Please go through the **content planning and messaging training** before you start this one. Its vital you are clear on your messaging before you start posting on Facebook etc
- ❖ You need to make time for **social media on a daily basis**. It's a free platform so there is no excuse!

FACEBOOK ZERO ALGORITHM CHANGES

- ❖ Last year **there were huge changes!** So less business posts etc were seen
- ❖ Facebook now wants us to focus on the **community aspect** and this is seen in the new update that is coming. So this means creating **entertaining value led content, live video and anything that generates comments/likes/shares etc.** Long form content is also going to be key!
- ❖ For your personal page you aren't actually meant to directly promote your business but the **personal profile** does allow you to be seen more. I do a lot of BTS from my personal page. Make sure its super clear in your profile so add links etc and "Founder"

NAIL THE BASICS

- ❖ I see many companies with a boring Facebook page! Start with **optimizing your page for maximum engagement**. You want users to be hooked from the start.
- ❖ Your page will be how someone comes across your company. Consider your page to be **brand representative**.
- ❖ Have a **vanity URL**. From www.facebook.com/pages/DesiBrideDreams/4939329299 to <https://www.facebook.com/DesiBrideDreams>
- ❖ Page tips will also let you know what you are missing. For bricks and mortar business the **location details** are good. It's different for each business so please go through it! You can add your services etc too

COVER IMAGES AND PROFILE PICTURE

❖ Cover image will be the first thing that people see so needs to make a great first impression.

❖ Use a image to capture attention to your brand immediately and it should set you apart from competition.

❖ Can use video as well

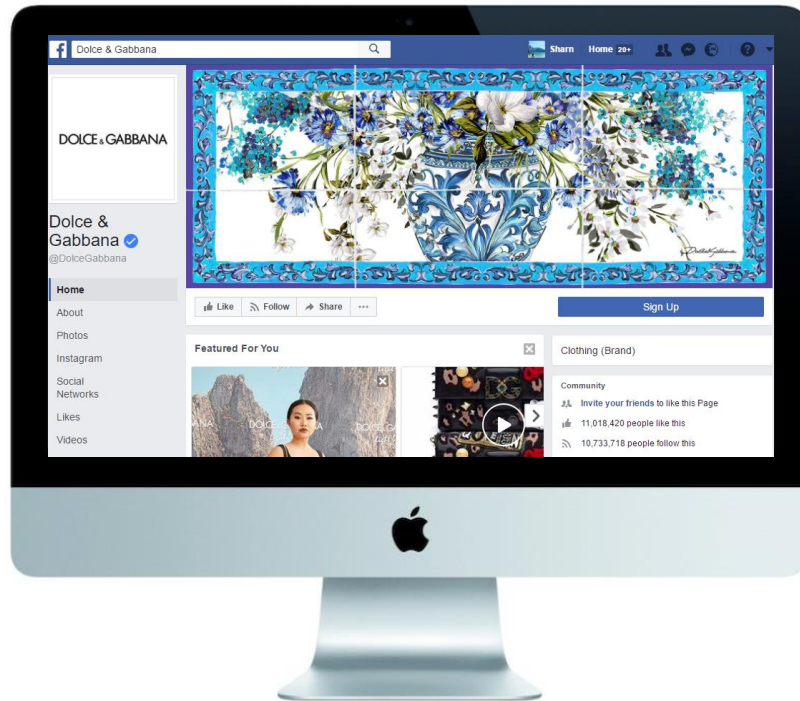


❖ Cover image needs to be:

- ✦ Visually appealing
- ✦ Promote a clear message

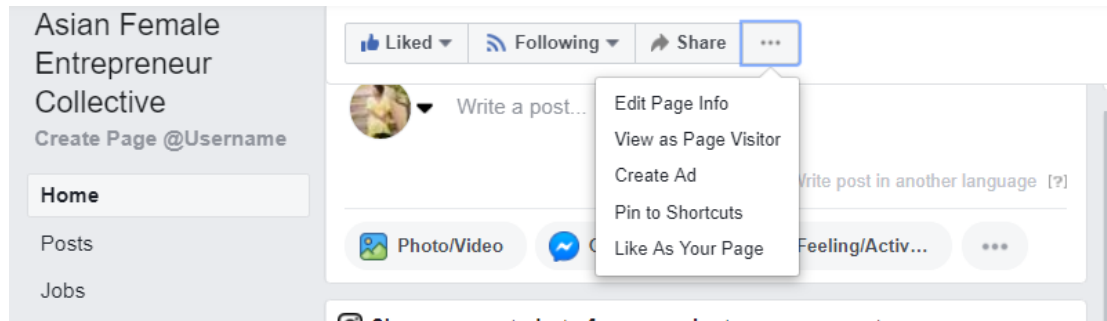
✦ Inspire creativity and showcase your most creative product/service – WOW them from the start.

EXAMPLES



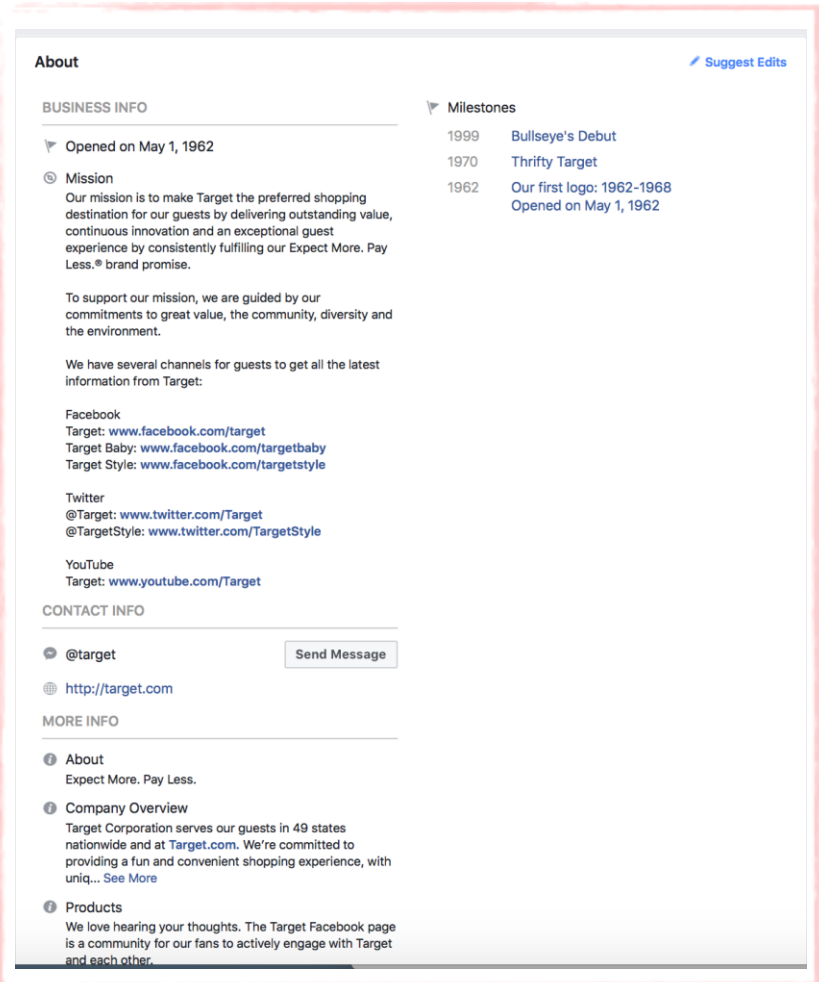
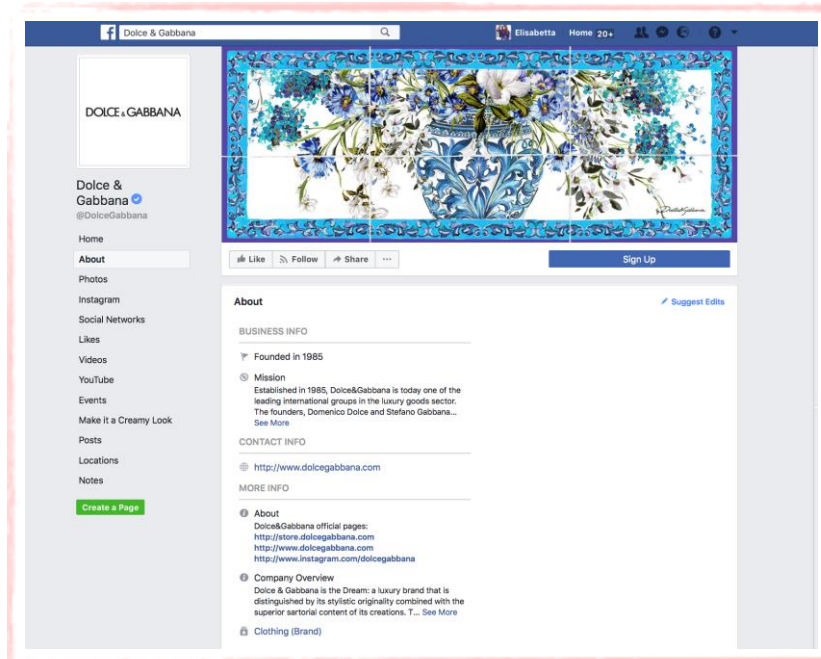
ABOUT YOU

- ❖ Ensure the category is your business category – *mine is wedding planning business*. Utilise all the contact details – website URL, email address and phone number.



- ❖ Ensure that you are completing the brand story section. This needs to tie into your services/mission
 - ✦ *Show personality*
 - ✦ *Customers buy into part of the story not just the product or service*
 - ✦ *Should be simple*

EXAMPLES



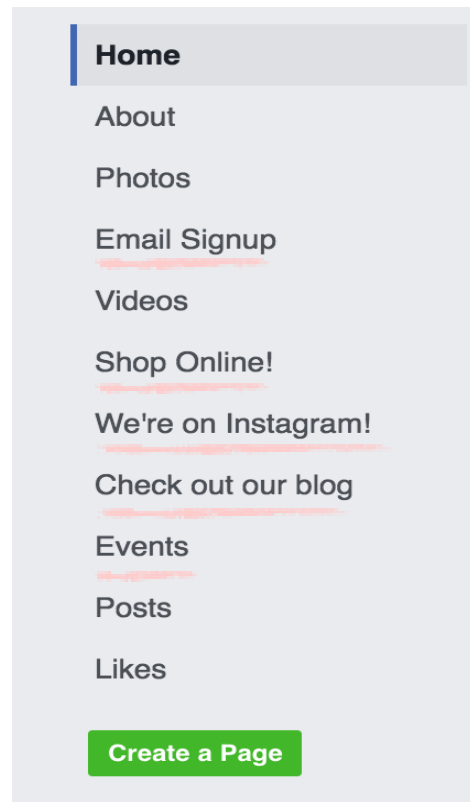
ENSURE YOU HAVE A CALL TO ACTION BUTTON

This can only be done on mobile.
They can either book you, call you directly, email you, message you.
Shop now etc.

Go to buttons>slide off “use default buttons” >click on existing blue button>select the relevant

LEVERAGE YOUR CUSTOM TABS FOR LIKES AND AUDIENCE ENGAGEMENT

Not many people know about the **custom tabs** on Facebook. It can have a big difference in how people interact with your page. <https://developers.facebook.com/apps>

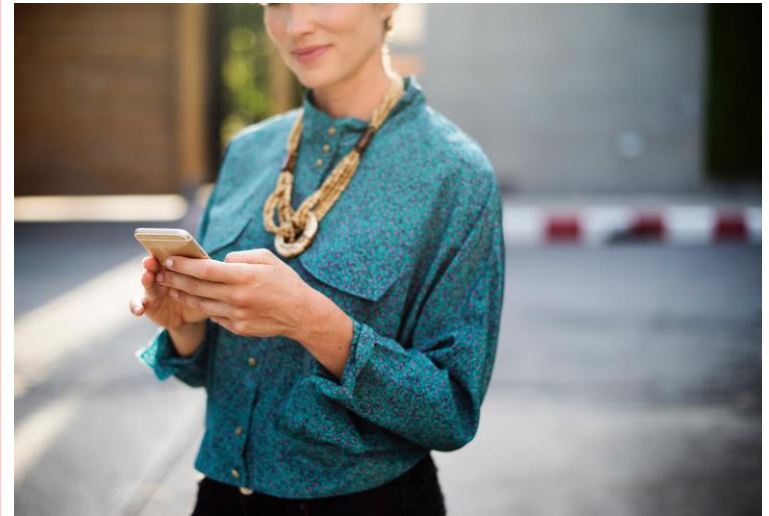


MAKE THE MOST OF WHAT YOU HAVE FOR FREE

- ❖ **Invite people** to like your page and posts. Especially new friends.
- ❖ Look at your **posts on mobile** and see who hasn't liked your page and then invite them.
- ❖ **Enable reviews** if you have great customer reviews consistently. Run comps to encourage reviews
- ❖ Have **contact us** button enabled.
- ❖ Have an **automated message when clients contact you** to manage expectations and reduce time on responding.
- ❖ **Create an offer or an event** if you have one. Create a **sign-up page** for your email list.
- ❖ Have an **epic pinned post** which captivates your ideal audience, has your best work, has clear CTA's and what your brand stands for.

STRATEGY

- ❖ Past few years organic reach has declined for brands as fewer people see your posts. Therefore, **killer content** on Facebook is vital.
- ❖ The **more shares, likes and comments** your posts receive the more wider audience reach it has.
- ❖ Your posts and content always needs to **add value for your ideal client** – not just spam them with products/services. It's not about YOU!
- ❖ You need to be **super visible** because you never know who is watching!



- ❖ **Know your ideal client inside out** and always have them in mind for your Facebook strategy.

CONTENT STRATEGY

- ❖ You need to build up a content bank with tons of content that your target audience will love.

- ❖ Categorise content by:

- ❖ INSPIRATIONAL

- ❖ QUESTIONS

- ❖ PERSONAL

- ❖ VALUE LED

- ❖ PROMOTIONAL

- ❖ Don't just share images of your own work constantly – you need to be seen a leader and expert in your area. How can you do this through your content?

- ✦ **Posts-** which solves your client's problem 'How to have a stress-free wedding week'

- ✦ **Posts** – which inspires your clients – 'My latest styled shoot images'

CONTENT STRATEGY

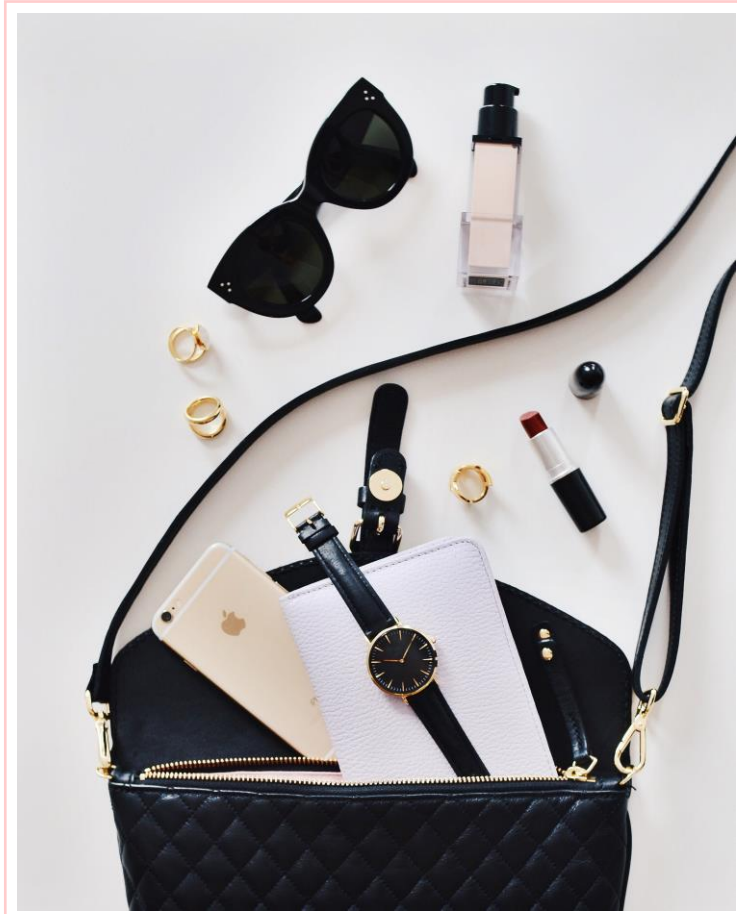
- ❖ **Appealing Images** – *Of my own work or work I absolutely love.*
- ❖ **Testimonials** in appealing image format.
- ❖ **Live videos** ‘Monthly round up’ ‘Intro’s’ or ‘Solving client problems’ - **be consistent** with this and your audience will look out for your lives.
- ❖ Branded **quotes**.
- ❖ Quick **hints and tips** – ‘*Planning tips’ to help with small concerns.*

Desi BRIDE DREAMS
WEDDING PLANNING

"Sharn, we cannot thank you enough for your support in coordinating our three special days. You were invaluable in helping Raj and I plan 3 events!"

DESIBRIDEEDREAMSPANNING.CO.UK

CONTENT STRATEGY



- ▶ **Market news** – *Leamington Spa attacks or The Telegraph article about Indian parents throwing a huge wedding for gay couple.*
- ▶ **Feedback and idea generation** – *"What's the most stressful thing about planning your Asian wedding?"*
- ▶ **Reputation content** – interviews, vlogs or media coverage – *Rock My Wedding, Vlog with Kyles Collection and Ravita Pannu, BBC1 Breakfast Show.*
- ▶ Sharing other **thought leaders** in your industry's content.
- ▶ Personality and **unfiltered posts** which still relate to your ideal audience – *When I was working from Canada.*

HOW TO GET LIKES, COMMENTS AND CLIENTS

- ❖ For your promotional posts **always add a CTA.**
- ❖ Post at **least once a day** or at least five times a week
- ❖ **Boost your posts and test it.** For me boosting to my audience and their friends has worked really well.
- ❖ **Comment, like and share any posts** that are posted **by thought leaders or experts in your industry** – get visible to them as well.
- ❖ Don't use a **scheduling tool** as Facebook doesn't like it
- ❖ Respond to every comment and start conversations – **ideally first hour**
- ❖ Do a really transparent and personal post where audiences can relate.

HOW TO GET LIKES, COMMENTS AND CLIENTS

- ❖ Do A-D type posts/123 I have seen these work super well as they are short concise answers and they require little effort
- ❖ If you are creating videos you can use <https://www.kapwing.com/> to add captions as a lot of people watch videos on silent
- ❖ Quietly ask family and friends! Or start an engagement pod – you can ask MM!
- ❖ Share to your personal page when appropriate and do a direct post It isn't allowed but I still do. Make sure all social media links are updated and you have linked your business pages to your title.

HOW TO GET LIKES, COMMENTS AND CLIENTS

- ❖ **ADDING CAPTIALS FOR THE TITLE** along with emoji's and bullet points can increase engagement on a post!



Asian Female Entrepreneur Collective ***

Published by Sharn Khaira [?]

Page Liked · February 12 · 🌐

Hey Everyone!

It's about time I did a little intro of myself as there are so many new people here!

Hi I'm Sharn:

I was never meant to be born. Yep that's right my parents were told that they potentially wouldn't have children. I suppose I was 10 years in the making!

I grew up on the roughest street in my hometown

I was raised in a family dominated by male family members. Never really knowing where I fitted in. Being a girl back then sucked as I was treated differently to other family members!

HOW TO GET LIKES, COMMENTS AND CLIENTS

- ❖ **Promote** your value led **posts in groups** where your ideal audience hang out in – such as Professional Asian group.
- ❖ Identify **5 people you want to connect** with and at least a few times a week comment on their posts and build relationships. Keep a spreadsheet and do daily if you are starting out!
- ❖ **Videos from influencers** work really well and I have noticed I get more likes.
- ❖ Place your **Facebook icon** wherever you can – your newsletter, blog, email signature to name a few.
- ❖ **Add a share widget to your blog posts.**

HOW TO GET LIKES, COMMENTS AND CLIENTS

- ❖ Write **blog posts or Facebook posts that include experts in your industry.** My top 10 MUA's post got shared nearly 60 times on Facebook and went viral!
- ❖ **Use amazing imagery that is in line with your brand.** Engagement to increase by 2.3 times more if it has an image.
- ❖ Tell people what you do **ALL THE TIME!** Talk in a voice as you would usually.
- ❖ For big launches or value led post **get industry influencer to share them.** You do this by commenting on industry influencer posts consistently and when you have something to offer ask them. E.g. my launch.
- ❖ Give a reason for people to like your page. If I just shared my own weddings I wouldn't get very far! You need **to share your life and your voice.**

EXAMPLES



2,398 people reached

Boost Post



Like



Comment



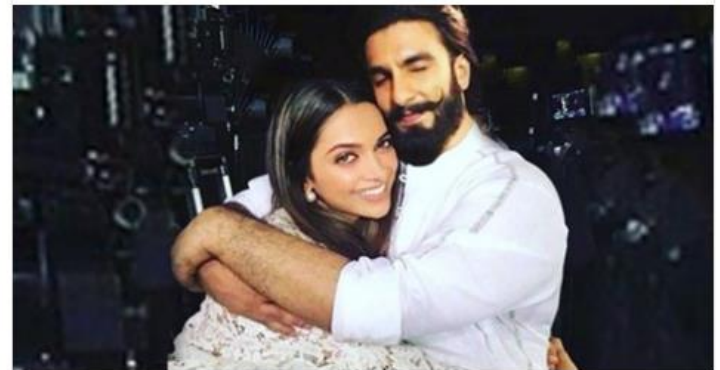
Share



Desi Bride Dreams, Rani Devgun, Aman Mudhar and 85 others

4 Shares

Deepika Padukone and Ranveer Singh are getting married, folks. Here's everything we know



ELLE IN

Deepika Padukone Ranveer Singh wedding confirmed!

3,996 people reached

Boost Post



Like



Comment



Share



Kavita Birdi, Zakiyyah Khalid and 191 others

Most Relevant

USING FACEBOOK INSIGHTS

Look at the basic “Insights” for your Facebook page. To access this data, go to your page and click on Insights at the top.

Key areas to review:

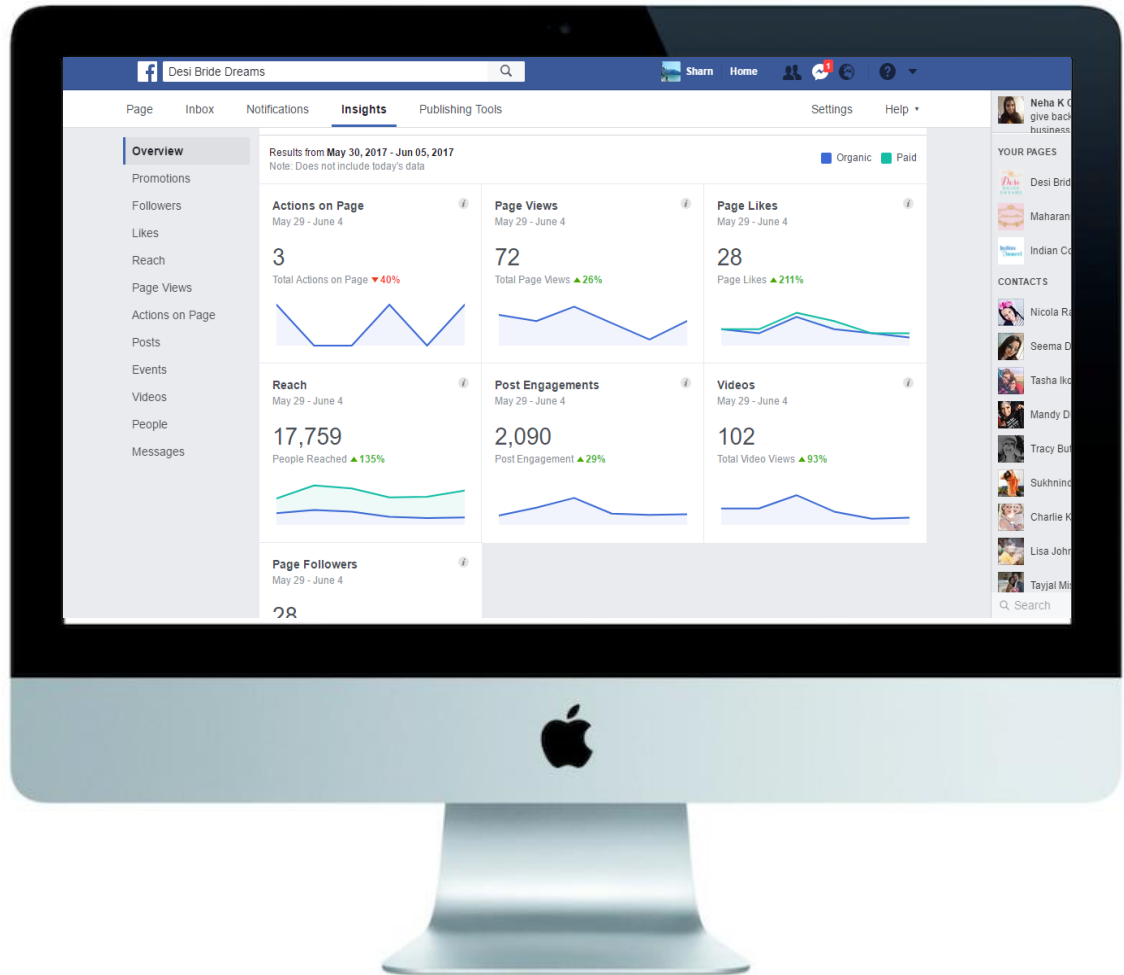
- ❖ Reach
- ❖ ENGAGEMENT



USING FACEBOOK INSIGHTS

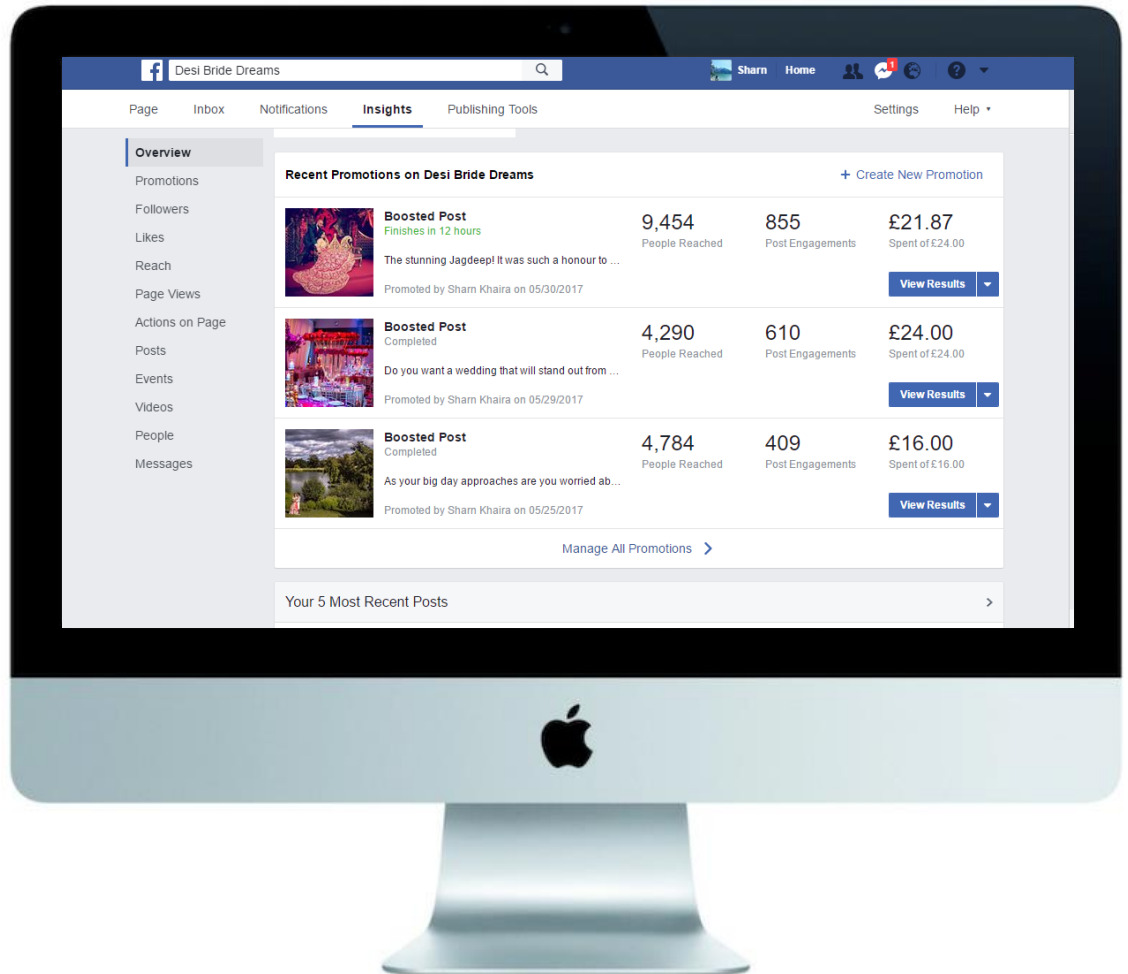
The Page Summary section shows you:

- ❖ Key metrics of your Page for the last seven days, such as **Page Likes, Post Engagement, and Reach**
- ❖ **The percentage change** from the previous period
- ❖ **Graphs** for the period
- ❖ You can also see the **times when your audience are online**

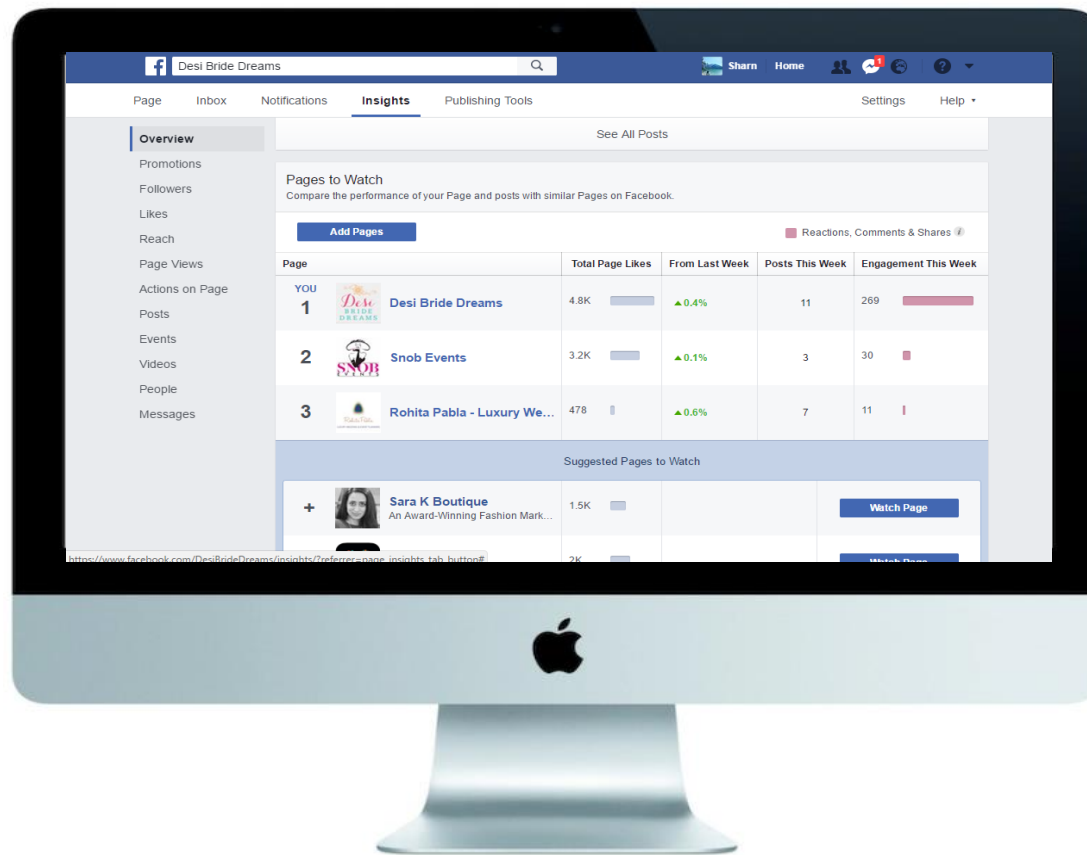


USING FACEBOOK INSIGHTS

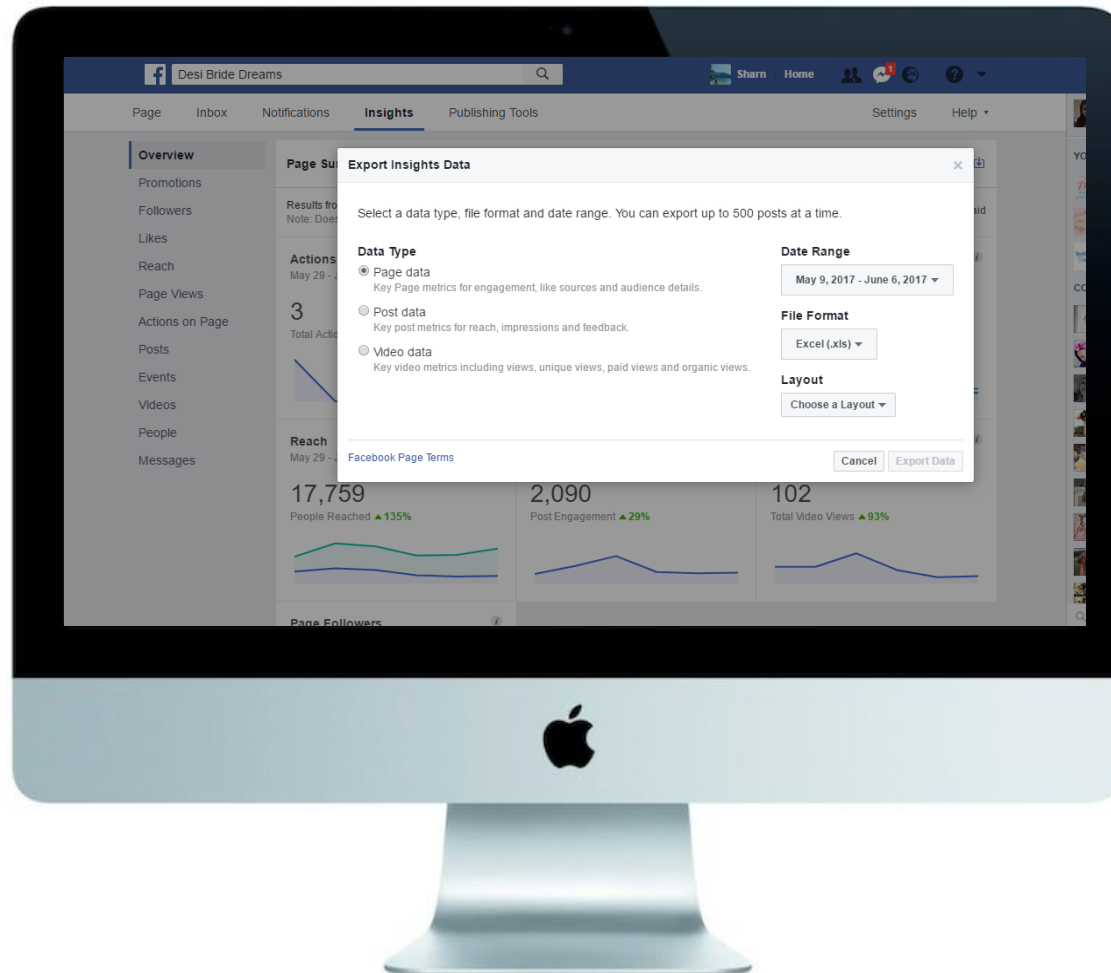
Shows key information of your latest five posts — published date and time, post caption, post type, reach, and engagement.



PAGES TO WATCH



YOU CAN ALSO EXPORT DATA



FACEBOOK LIVE

- ❖ Why Facebook Live? Well video posts have increased **94%** in US over the last year!
- ❖ Live video is another piece of content however its more intimate. It allows your audience to see you in a deep and raw way. It then creates that **genuine human connection**.
- ❖ It's a great way to **expand your audience**.
- ❖ Live content drives **10 x more comments**. Unfiltered content growing hugely. Can give sneak peeks and BTS. Go Live, wow your audience and engage. I sold workshops simply by going live – no website, no social media channel.
- ❖ Facebook **prioritises** lives over posts.
- ❖ Your fans can also **get notified** when you go live. Go to publishing tools>videolibrary>then schedule it

BEFORE GOING LIVE

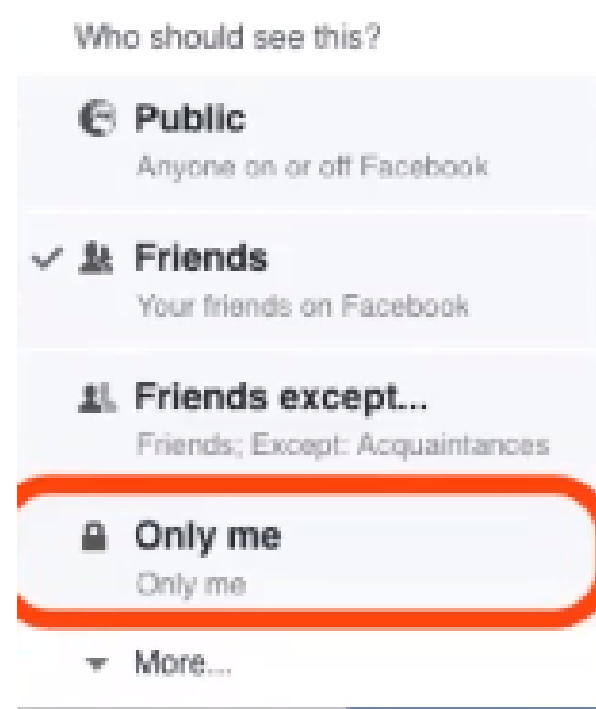
- ❖ Who do you want to reach?
- ❖ What is your message and purpose?
- ❖ What value are you providing?
- ❖ Why would your audience watch it?

WHAT SHOULD YOU SAY?

- ❖ Behind the **scenes**
- ❖ **How to** videos
- ❖ Exclusive **launch content**
- ❖ Latest news in your industry for example when we thought **Style Me Pretty** was going to close down
- ❖ **Interviews**
- ❖ **Q&A**
- ❖ **Top ways** to do xxx
- ❖ **Controversial/Raw** honest posts

THE FEAR FACTOR

- ❖ We all struggle with this **including me!**
- ❖ **Practice makes perfect!** Use video at home or use the mastermind group
- ❖ You can then just change your **privacy settings** to just you on your personal profile. Once you have done your live then check it back. Don't be too harsh yourself.
- ❖ **Channel the fear into energy!**



HOW TO NAIL IT

- ❖ **Turn up your energy!** The way to capture your audience is having high energy in front of the camera. Still be you but have a amped version of yourself
- ❖ Your **first few videos** you wont like but you need to push through!
- ❖ Make sure you have a **captivating headline**. Don't just use "Hi" or "Hiya" or worse nothing
- ❖ Have a **lighting or backdrop check**
- ❖ Make sure you are in a **quiet place** you don't get disturbed
- ❖ Try not to say **"Not sure how to use this"**
- ❖ Greet **live viewers and re-players**. Don't worry about the counter at the top as it can be demoralising! But its going to be a piece of **evergreen content**
- ❖ Talk about the **topic and what you will be discussing**
- ❖ You can say if you **stay till the end** I will be sharing XXXX – I did this with my webinar/lives for the mastermind

HOW TO NAIL IT

- ❖ Keep your topics **short and snappy**. Have notes if you need it.
- ❖ Don't get **distracted by comments**. You can say "I will come back to the comments later" because you don't want to get flustered
- ❖ Always go back to all of the **comments and comment back**
- ❖ Always think about **the re-players**. There will be so many people that watch the replay!
- ❖ Make sure you **always look at the camera**. It looks weird looking at yourself and make sure you make eye contact.
- ❖ You can do it from your **desktop** and it then comes up as landscape.
- ❖ Test your **duration with your audience**. For my group the long ones do really well but start with at least 5 minutes.
- ❖ **Don't be scared** to ask for questions, comments etc
- ❖ If you can **regularly show up each week** with value on a set day you will explode!

FACEBOOK GROUP VISIBILITY

- ❖ Personally I wouldn't be in tons of groups. At the beginning of the year I left so many! **Focus on 2-3 groups** where you think influencers/your ideal audience is hanging out.
- ❖ Don't rely on groups for business. It should **complement your strategy** but it shouldn't be your only strategy.
- ❖ Show up in **groups weekly** and add value. So if there is a post about your industry demonstrate your expertise. In the AFEC group you can share your work but just make sure its not spammy. You will get a lot more engagement. Contribute to conversations and share real human wins!
- ❖ **Don't** ever say like this page!
- ❖ If you doing **value led posts** then post in the group. Like Charul did. Link to your Facebook page as well and say you can find more useful content like this over there!

FACEBOOK GROUP VISIBILITY

- ❖ Look daily in **relevant Facebook groups** and if there is a post about your service. You can search in the search box within the group.
- ❖ If there is a **requirement for your service** then you should pitch something similar to this and add your most epic work via an image.
- ❖ **Example copy-** Hi xxxx I hope you are well and congratulations on your engagement – how exciting. I am the founder of the luxury Asian wedding planning company @desibridedreams and we specialise in luxury weddings and events internationally. Our work has been featured in global magazines and blogs such as the Khush and Perfect wedding mag. We have excellent client testimonials we are happy to share with you. Excellent customer experience is at the heart of everything we do. We would love to have a chat with you about your dream day and we offer a free consultation call. You can email us at XXXX and our website is XXXX.
- ❖ Even if you feel like you get 0 engagement in the group people are **ALWAYS watching**. My first destination wedding came from Recommend Asian.