

12 - How To Reach Thousands Of Followers With Your Facebook Page



HOW TO REACH THOUSANDS OF FOLLOWERS WITH YOUR FACEBOOK PAGE

S1: Hello there! In this module, I will walk you through on how to reach thousands of followers with your Facebook Page.

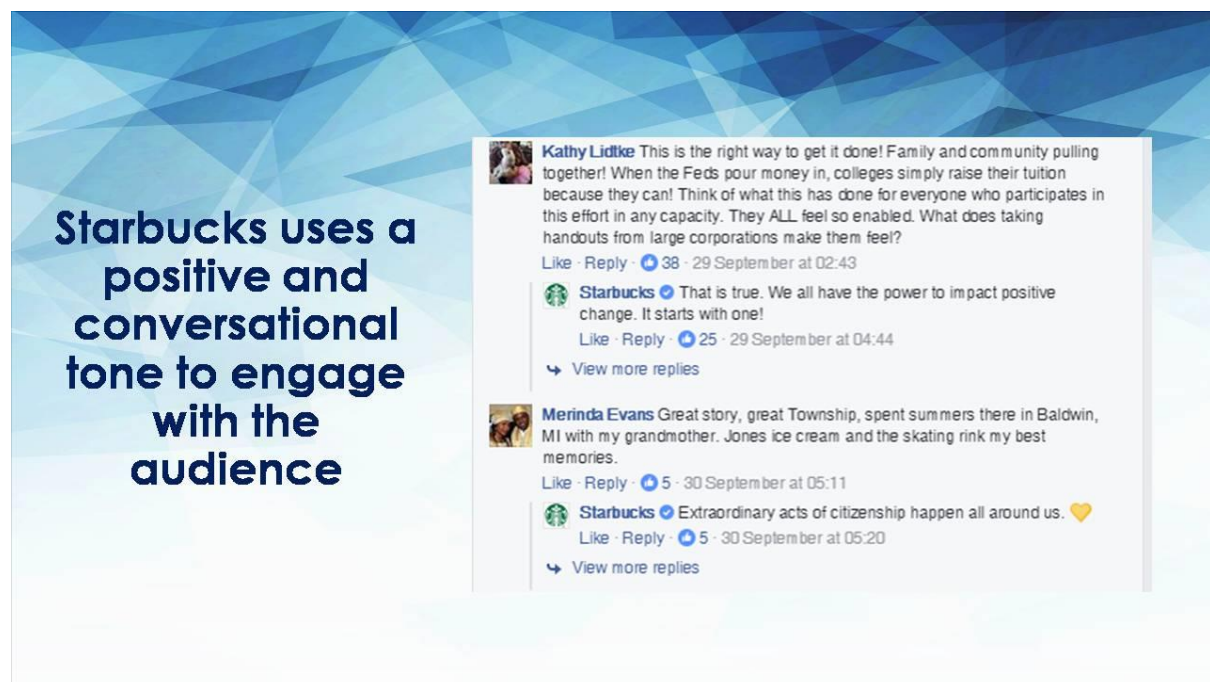
WHAT YOU WILL LEARN

- ▶ Using the right tone of voice to engage with your audience
- ▶ Utilizing images to enrich your posts
- ▶ Recognizing your audience
- ▶ Addressing customer inquiries and feedbacks



S2: At this point, you may have created and optimized your Facebook Page and you have started running your Facebook ads. You are getting a lot of visitors

and leads who then turn into customers that buy stuff from you. The next stage is creating loyal followers.



S3: Branding is important especially when it comes to social media. You would want to project a positive impression of your brand in the mind of your audiences and to do that, your brand or your business needs to have a voice.

That voice is defined as the way your brand speaks and interacts with customers online and it needs to match your brand values. Would it be serious, casual, conversational or something else?

Once you have crafted a tone of voice for your brand or business, the key is to be consistent because it represents the personality of the brand. To maintain top of mind recall amongst your target audience, you need to be consistent.

A good example is Starbucks where they maintain a positive and conversational tone of voice in engaging with audiences on its page. They also take the effort to reply to comments instead of just overlooking it and ignoring it. This creates engagement and helps to build a connection between brand/business with consumers.

DreamWorks Animation Studio posted a behind-the-scene on their Facebook page



S4: You could also use your Facebook page to show your audience a behind the scene of your business. This works as it is something that they normally would not have the chance otherwise.

The idea is to take your audience on a personal journey because it is through such a journey that credibility and trust is built. You could also use this opportunity to elevate your perceived brand value.

For example, if your business has a very high standard in quality management, then you would want to show it to your audience and to the world that you have such standards. It is a selling point.

And in this case, its a behind the scene photo at DreamWorks, one of the greatest animation studio that has produced many great animation classics. With a brand name as such, people would be curious to see how it looks production looks like.

Robert Downey Jr crediting the artist for sharing on his Facebook page



S6: Recognizing and appreciating your audience on your Facebook page is another good way to turn them into your raving fans. Unless it is a complaint about the product or service, people generally do not expect a reply to their general comments as there are hundreds and sometimes thousands of comments.

So a reply to a seemingly random post can sometimes result in a pleasant surprise. In this example, Robert Downey Jr. who plays Ironman in Avengers, credits an artist for sharing his art on his Facebook page.

Now the easy way out is to ignore the posting because there are just so many to reply. Understandably, celebrities are busy people but Robert went out of the way to credit the artist which then puts Robert in a positive light.

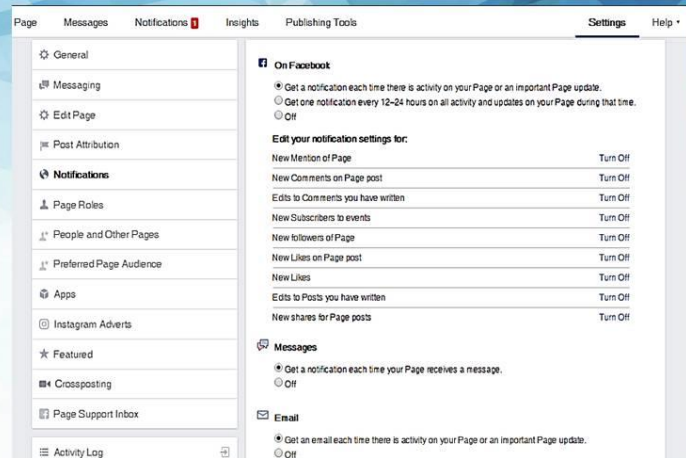
Inquiries can be solved by directing them to the right person



S7: Direct engagement is another way in bringing your audience closer in becoming your loyal follower. What you do is to reply to posts and questions on your Facebook page as promptly as possible.

This is a different take towards customer enquiries and it is a break from the norm of calling up a customer service centre, press a couple of numbers and be on hold for the longest time to get one answer.

To access your notifications, go to Edit and click Notifications



S8: Keeping track with every comment and request can be overwhelming if you have a lot of engagements on every post. You can better manage this by utilizing your notifications setting where you can be notified only when a comment is posted.

Subway acknowledges the customer feedback on their Page with the appropriate and encouraging response



S9: The trickiest part is probably dealing with negative feedback and responses. Most businesses and public figures would either turn a blind eye or remove or hide the comment from the comment box.

So what do you do when you receive negative feedback or a rant on your Facebook page?

Well first of all, it is impossible to please everyone. The energy of the business is better focused at creating and adding value to your customers. The understanding is this, what you focus on expands.

The more you focus on the negative part, the bigger it becomes. Likewise when you focus on the positive side of things and amplify it.

Of course, if it is a legitimate enquiry or a complaint about your product or service, do not shy away from it or ignore it as the customer may turn into a negative raving fan and spread more negativity. Take it as an opportunity to serve the customer at the highest degree and solve that problem.

You are recommended to take it offline and speak directly with the customer to solve the problem. Then post up the solution in the comment box as closure to the problem.

Last but not least, have fun with your audience.

And this is how you would want to build thousands of followers on your Facebook Page. In summary, you are maintaining a long term conversation with your followers on Facebook and because it is long term, add value and make it meaningful.