

7 SECRETS
to Highly Effective
FACEBOOK ADVERTISING

**FOR SMALL
SOUTH CAROLINA
BUSINESSES**

AYCOCK MARKETING
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ABOUT AYCOCK MARKETING

You know how small local business owners spend so much time managing their employees and working on their craft that they tend to struggle working on growing their business and spreading the word? Aycock Marketing sets up a strategic game plan for each business's digital presence from website design to social media marketing. Small business owners that have worked with us have successfully launched their businesses, learned how to spread the word using proven social media marketing tactics, and grew their business at rapid rates.

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1. BE CONSISTENT

Posting on Facebook consistently is one of the easiest ways to make a big difference in your Facebook Advertising efforts. If you can find the time or delegate this task to someone else, it is ideal to post 3-7 times per week to your South Carolina audience. This will let people know that you have a heart-beat and are open for business. Alternatively, you could leave people wondering if you're even still open.

1. BE CONSISTENT

(continued)

Another important factor that ties into content consistency is the act of **BRANDING** and **IDENTITY**. Try keeping a consistent theme in most of your posts. It's okay to go outside of your norm (we actually recommend it!), but be sure that people could recognize it's you by the look and feel of your content. If you have a graphic designer, you can have them overlay your logo on each post with the same positioning on every single post.

2. IMAGES & VIDEO

Every single post made by your business should include an image or a video. Text can often be overlooked in today's digital world. People won't read what you write unless the image or video is interesting enough. In a split second, a person's brain decides how pleasing the imagery is. If it's not, their thumb continues to scroll through the News Feed. Videos tend to typically do better than still photos and graphics.

3. BOOST EVERY POST

Boosting your posts are the best way to reach people on Facebook. Back in the day, you could post something and almost all of your followers would see it. Now only 2-6% of your followers will ever see it. UNLESS you boost your post. We recommend \$2-5 per day for your everyday / every-other-day posting. Make sure to target people in your area. Since you're local, don't narrow your audience too much (by interests, etc.). Type in your city or zip and target a 5-20 mile radius.

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4. **CALL TO ACTION (CTA)**

Every single post you make should include a Call to Action (CTA). Here are some examples: 1. Call us now to ...! 2. Comment 'me' if you want to win. 3. Message us today to get started. 4. Visit our website to ... 5. Watch this video now!

People enjoy being told what to do. And frankly, they won't do anything if you don't tell them to. If you're sharing your restaurant menu to your followers, at the end of the post, tell them to **GET THEIR BOOTY THERE AND DIG IN!**

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5. CALL OUT YOUR AUDIENCE

At the beginning of your posts, call out the people you're speaking to. It tells that certain person that you're talking directly to them. It will make them listen to what you have to say. This will increase your overall engagement on each post.

Examples:

- Attention South Carolinians:
- CALLING ALL COLUMBIANS!
- Listen up Hard Working Moms:
- Charleston Foodies -
- Rock Hill Brew Lovers:
- Hey Lake Lovers!

6. CREATE CONVERSATION

Decide who it is you're talking to and talk to them as if you would in person. If you have to dumb down things or use more words for explanation than usual in person, then do the same on your posts. It's important that there is congruency between online and in person. Create value for your potential customers by talking on a level they understand.

7. USE FACEBOOK INSIGHTS

If you're not using Facebook Insights to look and learn more about what's working, what's not, when your customers are online, and what types of posts your followers like, you're missing it completely. It's incredibly important to analyze your account at least once per month. Go to your Facebook Page and click on Insights at the top. Use the tabs to find trends and helpful data on your audience. When are they online? 9PM? 7AM? It will differ depending on the type of business you run. Explore.

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THANK YOU!

Thank you so much for being so generous to take the time out of your day to download our eBook on Facebook Advertising for small South Carolina Businesses. Keep a look out for more tips in your inbox from Aycock Marketing in future weeks.

Have questions?

Email us at

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