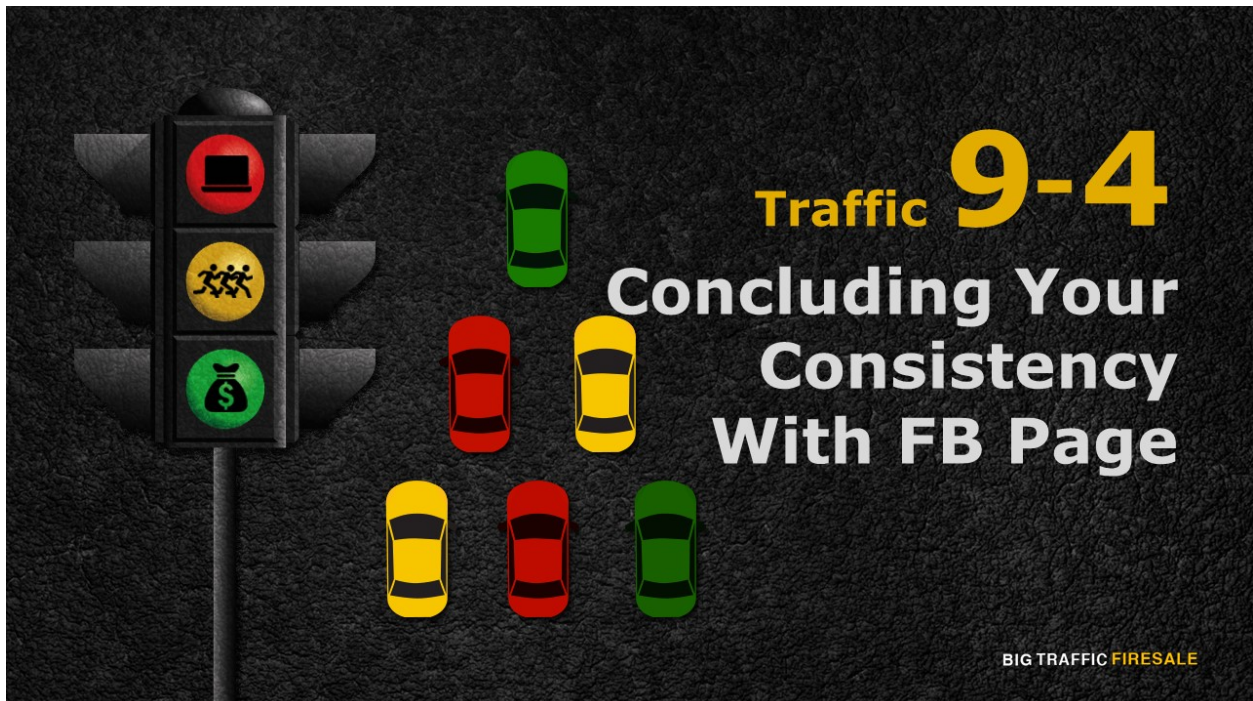


9-4 - Concluding Your Consistency With FB



S1: We've reached the concluding segment of generating traffic using Facebook.

Your Previous Actions

- ▶ You've settled on new fundamentals for your FB Page & created one
- ▶ Branded your FB Page – logo as your profile photo & exclusive images as your cover photo
- ▶ You've updated your contact details
- ▶ Prepared up to 10 post – importing & linking them from your main website



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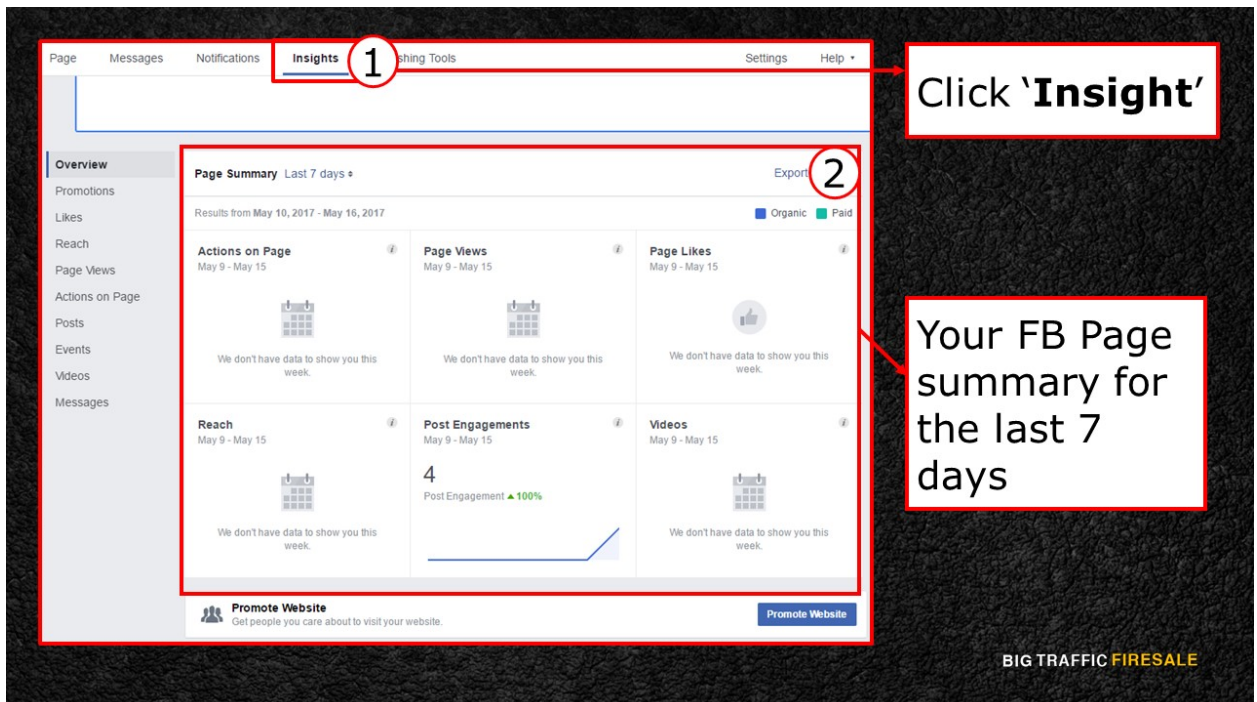
S2: So, you've settled on new fundamentals for your FB Page and created one. Branded your FB Page using your logo as your profile photo, and uploaded exclusive images as your cover photo. You've edited your username, and

updated your most important item of all - contact details. Plus, you've prepared up to 10 post, importing and linking them from your main website.

What's next?



S3: Facebook Insights.



S4: Click on 'Insight' at the top of your Page screen. Insight assists you to

understand your audience. You will see a 'Page Summary' for the last 7 days of your activity. You will be shown, your 'Actions on Page', number of 'Page Views', number of 'Page Likes', amount of 'Reach', 'Post Engagement' and 'Videos'.

1 **Actions on Page** – amount of clicks you are generating. The list is viewable by age, gender, country, city & device

2 **Page Views**– where users coming from to get to your Page & where they went on your page after that

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S5: 'Actions on Page' shows the amount of clicks you are generating. These clicks are generated from users who want directions, phone numbers, your websites and action buttons. The list is viewable by age, gender, country, city and device.

Over at 'Page Views', you will see where users coming from to get to your Page, and where, on your Page, they went once they are on it.

1

Page Likes– monitor the number of likes you are getting, especially the organic likes

2

Reach– shows how your post gets more likes, comments & shares

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S6: ‘Page Likes’ lets you monitor the number of likes you are getting – both paid and organic likes. In this case, we are aiming for that organic likes.

‘Reach’ shows how your post gets more likes, comments and shares throughout users’ News Feed.

1

Post Engagement– allow you to understand how people are responding to your post

Type	Average Reach	Average Engagement
Photo	0	0

2

Videos– amount of views generated from it, including the number of minutes they viewed

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S7: ‘Post Engagement’ on the other hand, allow you to understand how people are responding to your post.

Finally, 'Videos'. You will see the amount of views generated from those videos you posted, including the number of minutes they viewed.

Facebook Insights Making It Easier

- ▶ You will be able to **identify** what kind of post generates more response from your followers
- ▶ Did they click on the link provided with the post?
- ▶ Does it reach other users' News Feed?
- ▶ Did you manage to drive users to your main website?
- ▶ You will be able to craft an effective post – based on your followers' interest & concerns

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S8: Inevitably, Facebook Insight is making it easier for you to identify what kind of post generates more response from your followers.

Did they click on the link provided with the post?

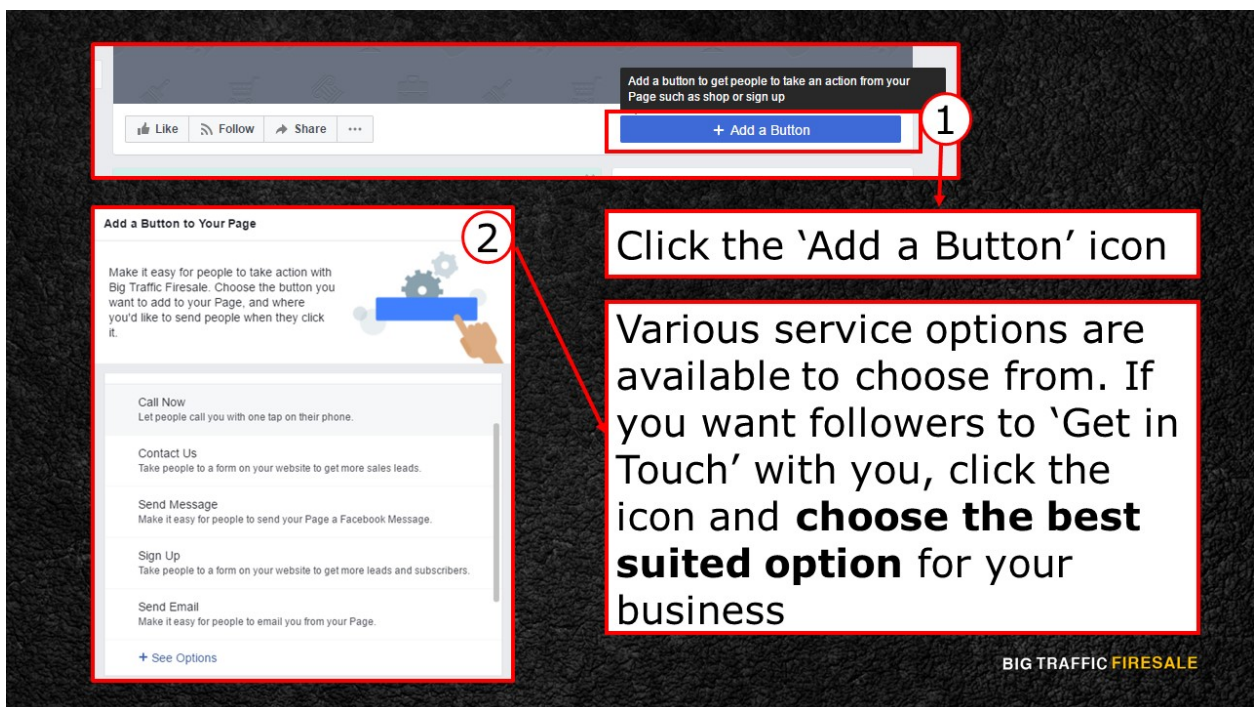
Does it reach other users' News Feed?

Did you manage to drive users to your main website?

All this information about users who visited and followed you is important in your business decisions. Once you have managed to get a grasp of your followers' interest and concerns, you will be able to craft an effective post.

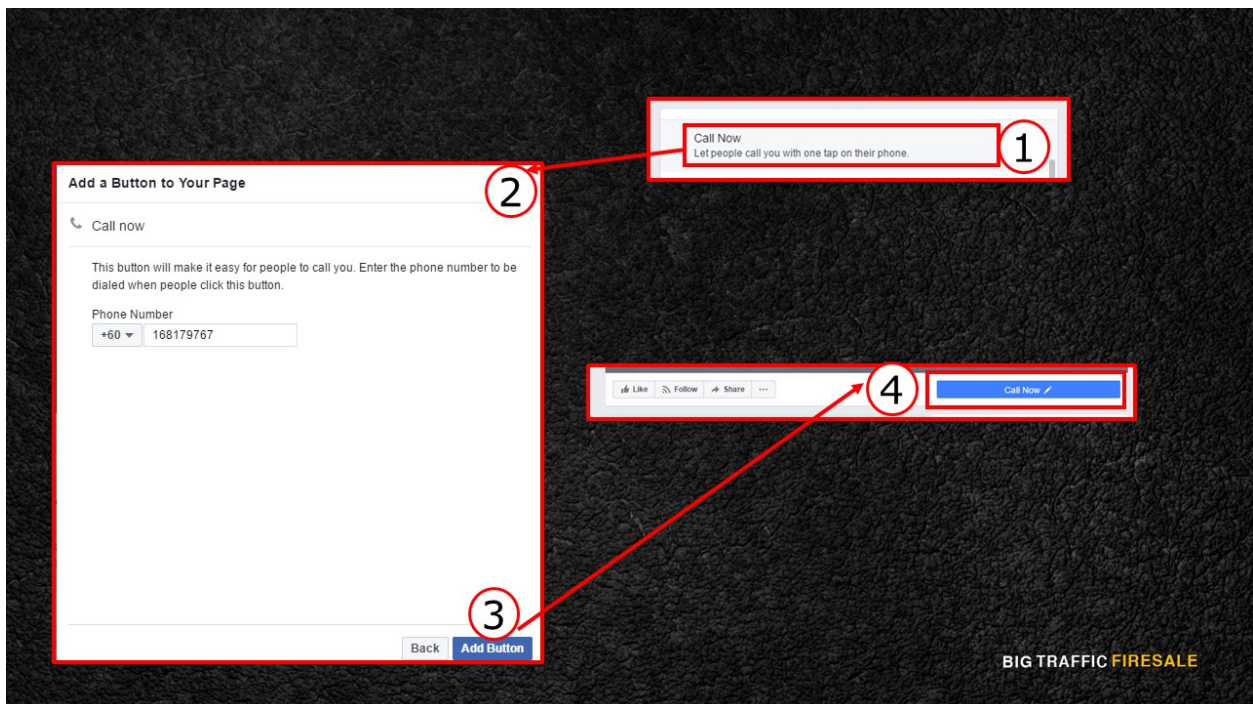


S9: Do not forget the call-to-action button.



S10: Head back to your Page and click the 'Add a Button' icon. This makes it easier for users to take action.

Various service options are available to choose from. If you want your followers to 'Get in Touch' with you, click the icon and choose the best suited option for your business.



S11: If you click 'Call Now', the phone number you've filled in at the 'About' section of your page will appear. Clicking 'Add Button' will allow an instant button to be created as, 'Call Now'.

And you are all set!

Utilize all the options on FB Page to ensure you get everything covered. Never leave your page 'empty' as this discourages users to follow you. Insights help to analyze your followers and users' demographic background. Finally, be engaging.