



Promote Your Business on Facebook & Instagram:

Finding & Attracting New Clients

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TODAY'S AGENDA



ATTRACTING & PROMOTING

Who is your ideal customer? How should you promote your business to them?



PROSPECTING

Finding new contacts via social media.



SCHEDULING

Planning for success.





Attracting & Promoting



Ideal Customer

Who is your ideal customer?

In your effort to serve everyone, you'll end up serving no one.

Finding Your Ideal Customer



AGE/GENDER



**OCCUPATION/
EDUCATION**



LOCATION



RELEVANT BEHAVIORS

Finding Your Ideal Customer

CONDUCT A SURVEY

SKILL 01 : 90%



SKILL 02 : 85%



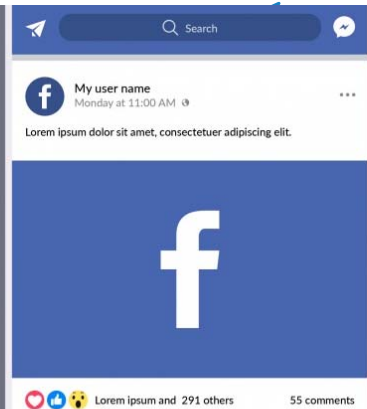
How to attract your Ideal Customer

Meet them where they are.





Three ways to attract



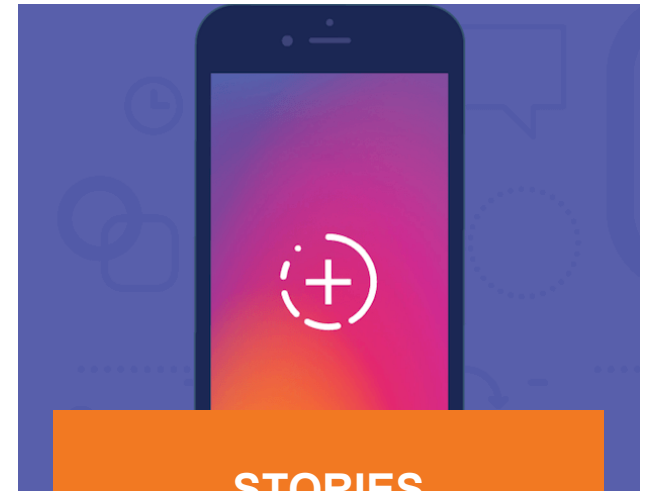
POSTS

Goal: comment, like,
save our posts



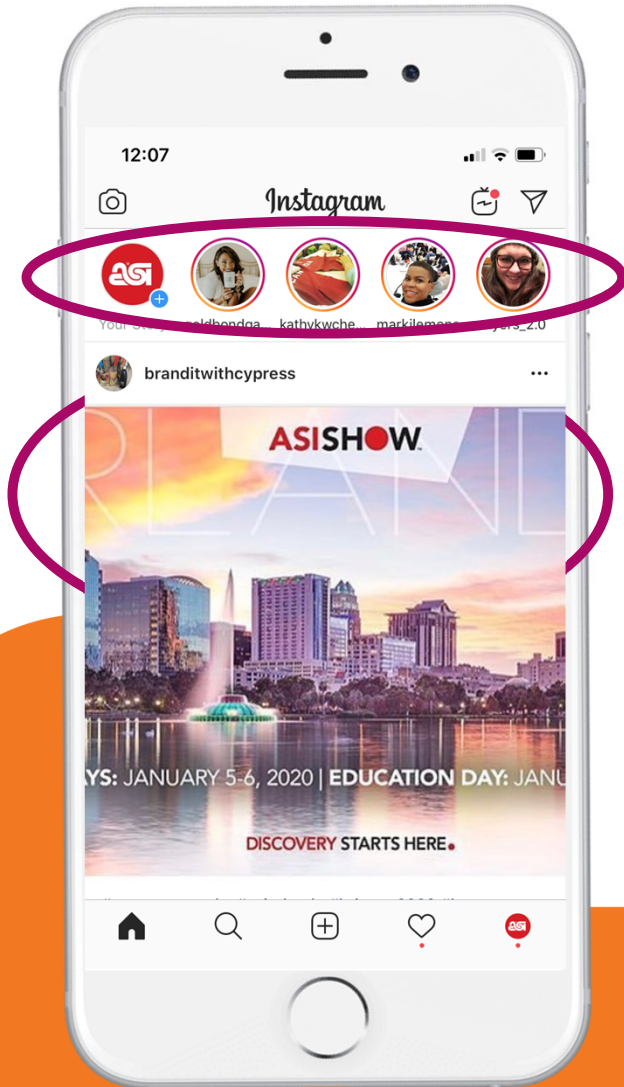
DIRECT MESSAGES

Goal: engage in direct
1:1 conversation



STORIES

Goal: watch every story
in our sequence



What are Stories?

Facebook and Instagram

Photos and videos that disappear after 24 hours

- Facebook – rectangles
- Instagram – circles

Highlights

Choose from archived stories so people can see them after they've expired

Viewing

Tap left to go back, tap right to move forward, hold with thumb or finger to pause.

Swipe left or right to skip an entire story

Extending Brand Awareness

Connect with your
followers



New, real & personal way



Show different aspects of
you/your brand

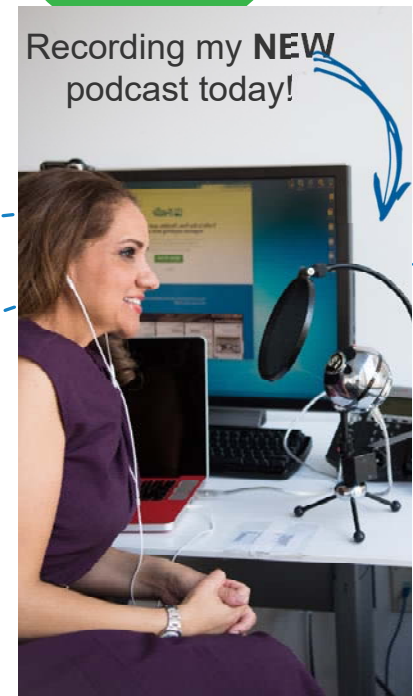




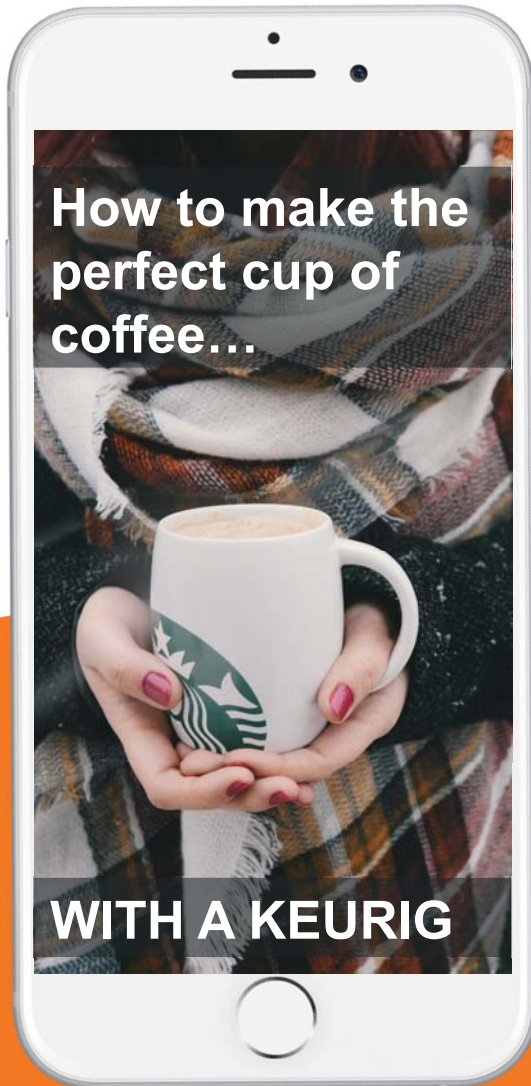
Educational



Promotional



Behind the Scenes



Educational

Effective for Engagement

- Offer helpful tips, tutorials, and how-tos that'll make your followers love you.
- 5-6 stories (slides)

Introduction

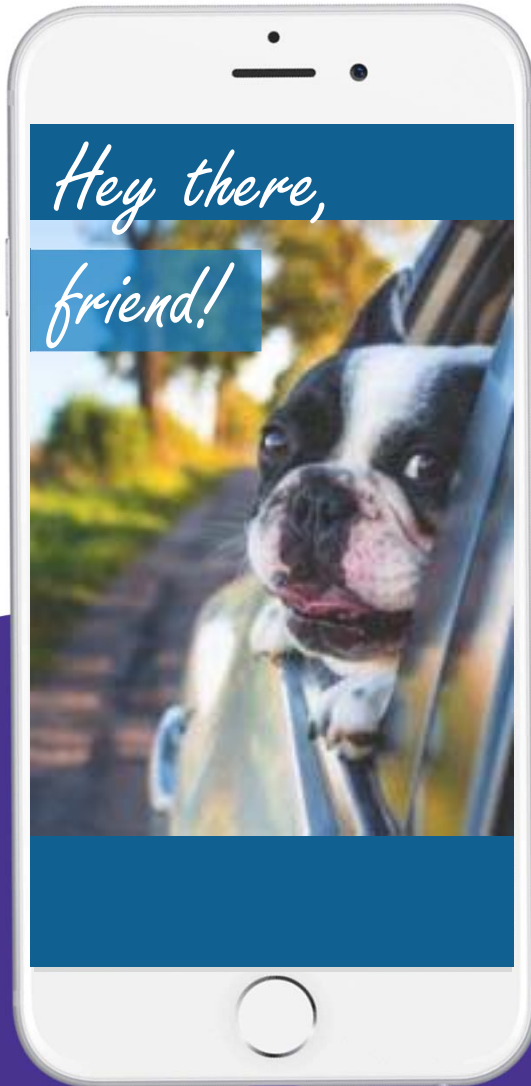
Tip 3

Tip 1

Why it's important

Tip 2

Closing



Promotional

Start Conversations with Followers

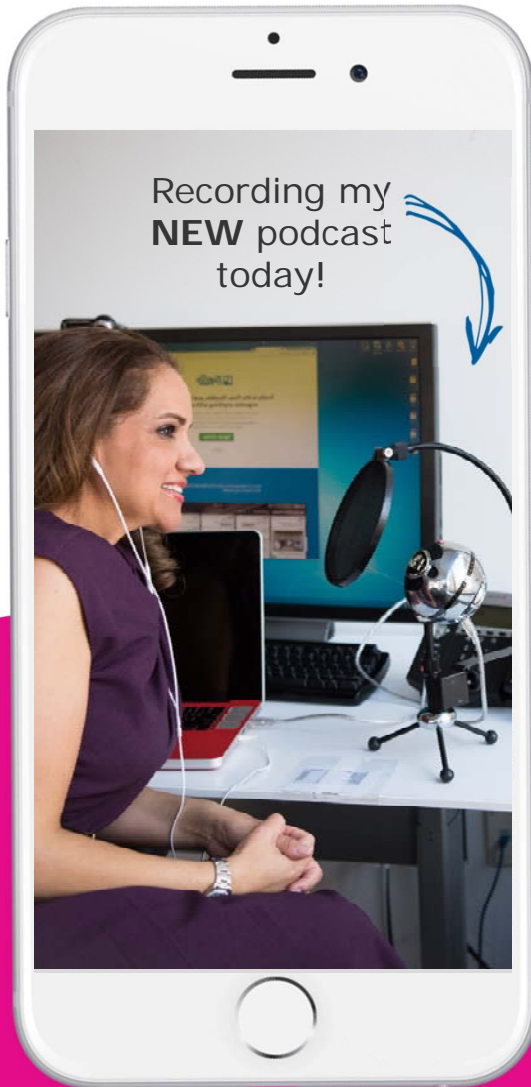
- Request for your viewers to take action, to do something on behalf of your business
- 3-4 stories (slides)

Announcement

What's the benefit?

What/where/when?

Call to Action



Behind the Scenes

A sneak peek into your business

- Point back to what your business does and what makes you special
- 1-3 stories (slides)

New aspect of business

Favorite part of your business day

Customer insights

Personal aspect of your business



Three ways to attract



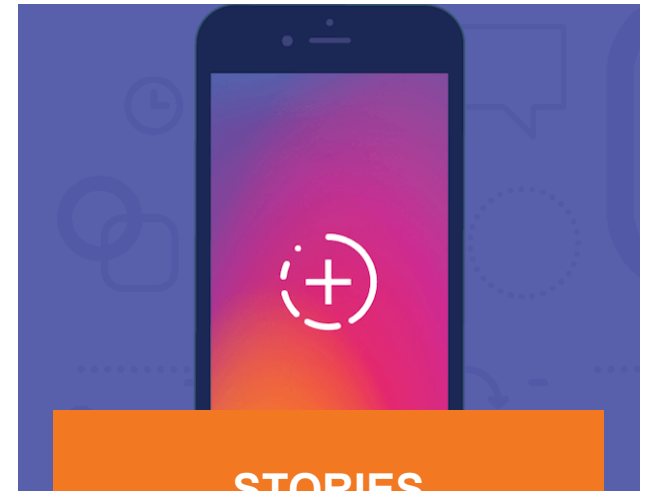
POSTS

Goal: comment, like,
save our posts



DIRECT MESSAGES

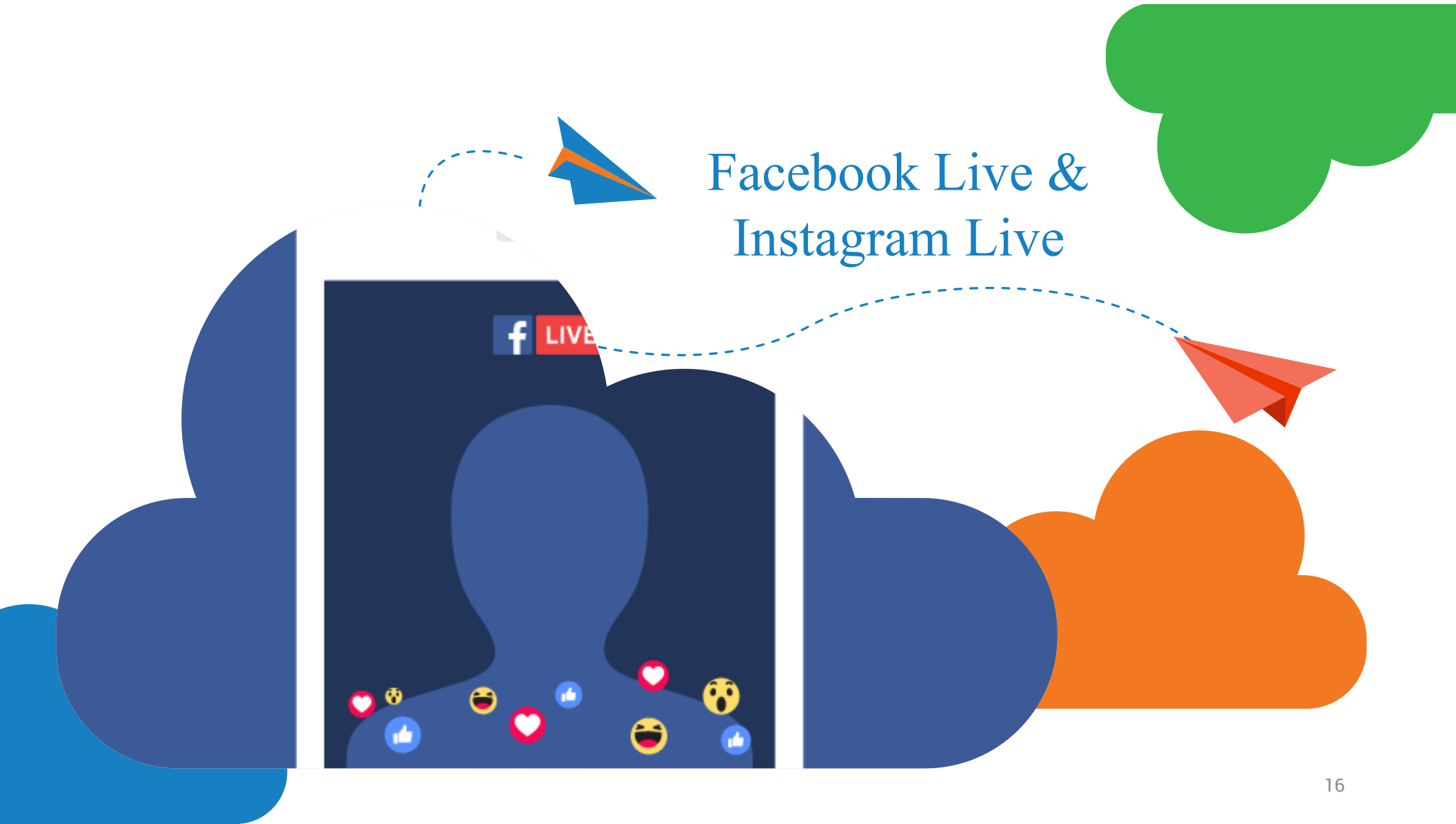
Goal: engage in direct
1:1 conversation



STORIES

Goal: watch every story
in our sequence

Facebook Live & Instagram Live





What is Facebook Live? What is Instagram Live?

Live video streaming service that lets anyone broadcast from their mobile devices (or computer) straight to their Facebook News Feed or Instagram Stories Feed.



Why use Facebook Live?



Live videos see 3X the engagement of traditional videos shared on Facebook. Millions of users livestream on Facebook around the world.

Use the power of video to communicate our brand stories, and build authentic relationships with fans and followers.



**Tease or
launch new
products**



**Why you got
into the
industry,
what you
love about it**



**Behind the
Scenes**



**Answer questions
& educate**



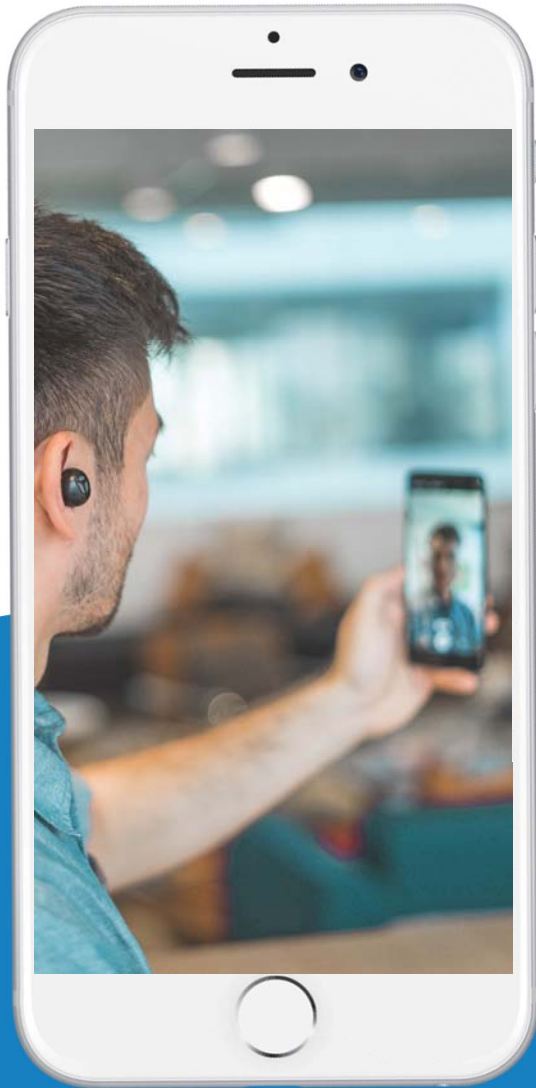
**Benefits of
working with
you**



**Endless
possibilities**



**HOW to
show up?**



Go Live!

Opportunity is out there!

- Grab the attention of your followers

Personalize the caption & content

Interact

Increase chances of being discovered

Smile! Have fun!



Prospecting

Facebook – Events & Groups

EVENTS






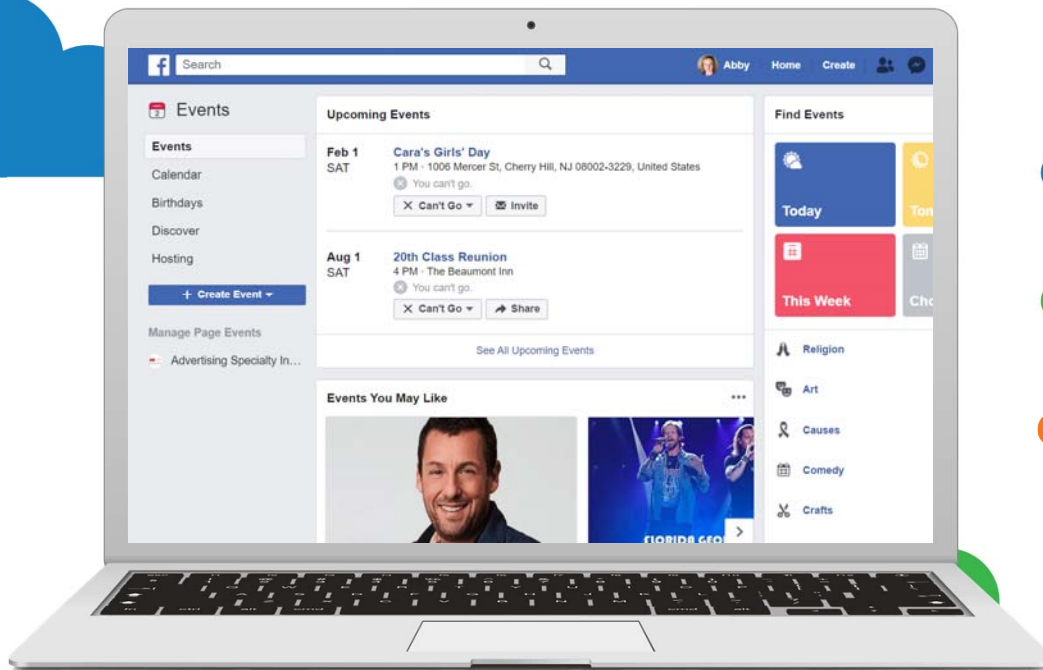
GROUPS



Facebook Event

What is it?

-  Feature used to create calendar-based invitations to an event
-  Privacy settings
-  Can help create commenting & buzz about an event



Events – Why should I use them?

NETWORKING





How to Implement



Find Events in your area



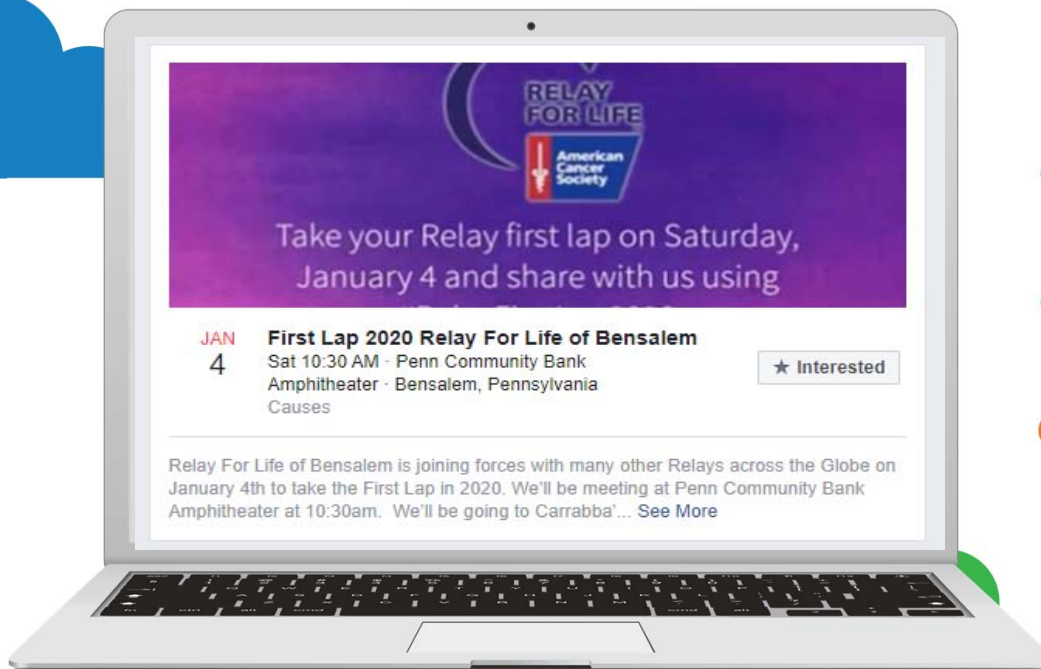
Search/filter to narrow results



Time, Location, Category



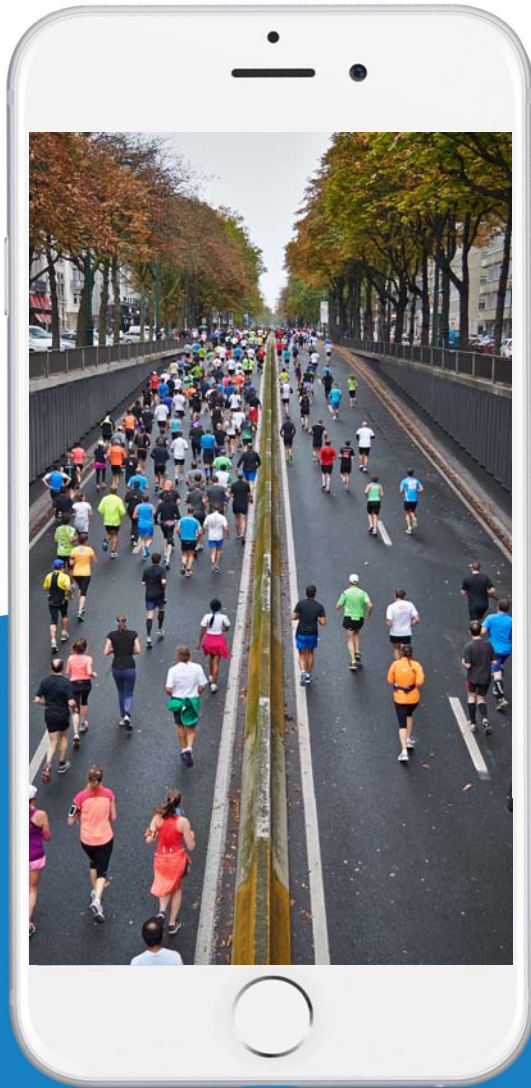
Develop a system



Events - Strategy

Search & Follow-up





go.asicentral.com/promoteonsocialFTW

Go to the Event

Attend the Event. Follow-up.

- Go to the event. Collect the promo items.

Follow-up

Self-promo kit

Introduction

Showcase your creativity

Facebook – Events & Groups

EVENTS



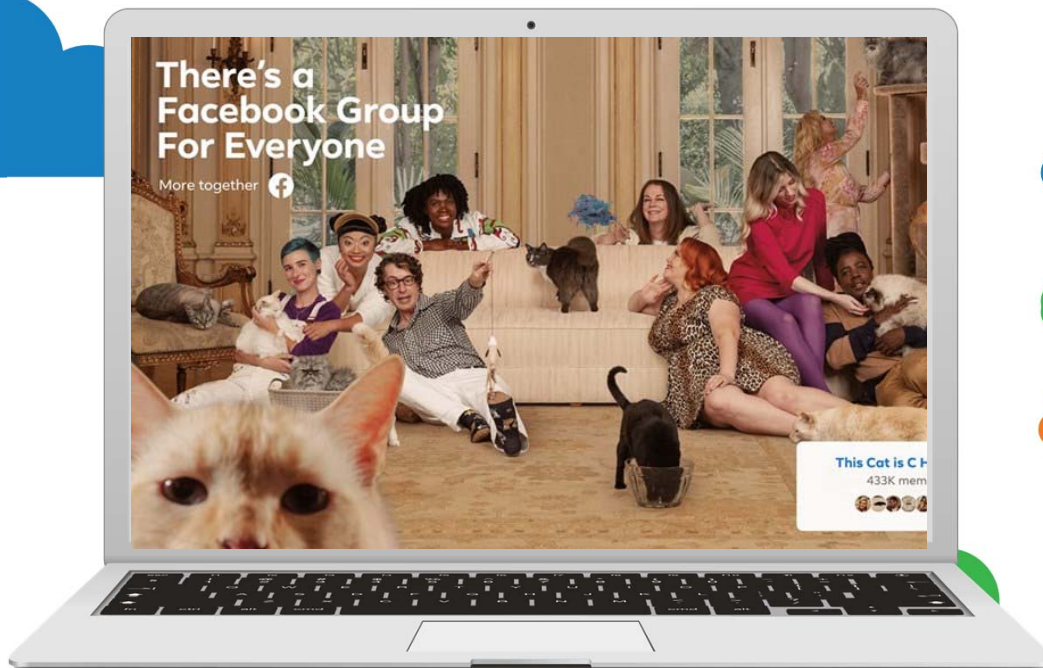
GROUPS



Facebook Groups

What is it?

-  Feature used for group communication
-  Public or Private
-  Community – common interests



Groups – Why should I use them?

Network Growth

- Connect in meaningful ways

1.4 billion people use Groups

A Group for everyone –
10 million Groups



**1. Find 5-7
Groups to
join**



**3. Connect
further**



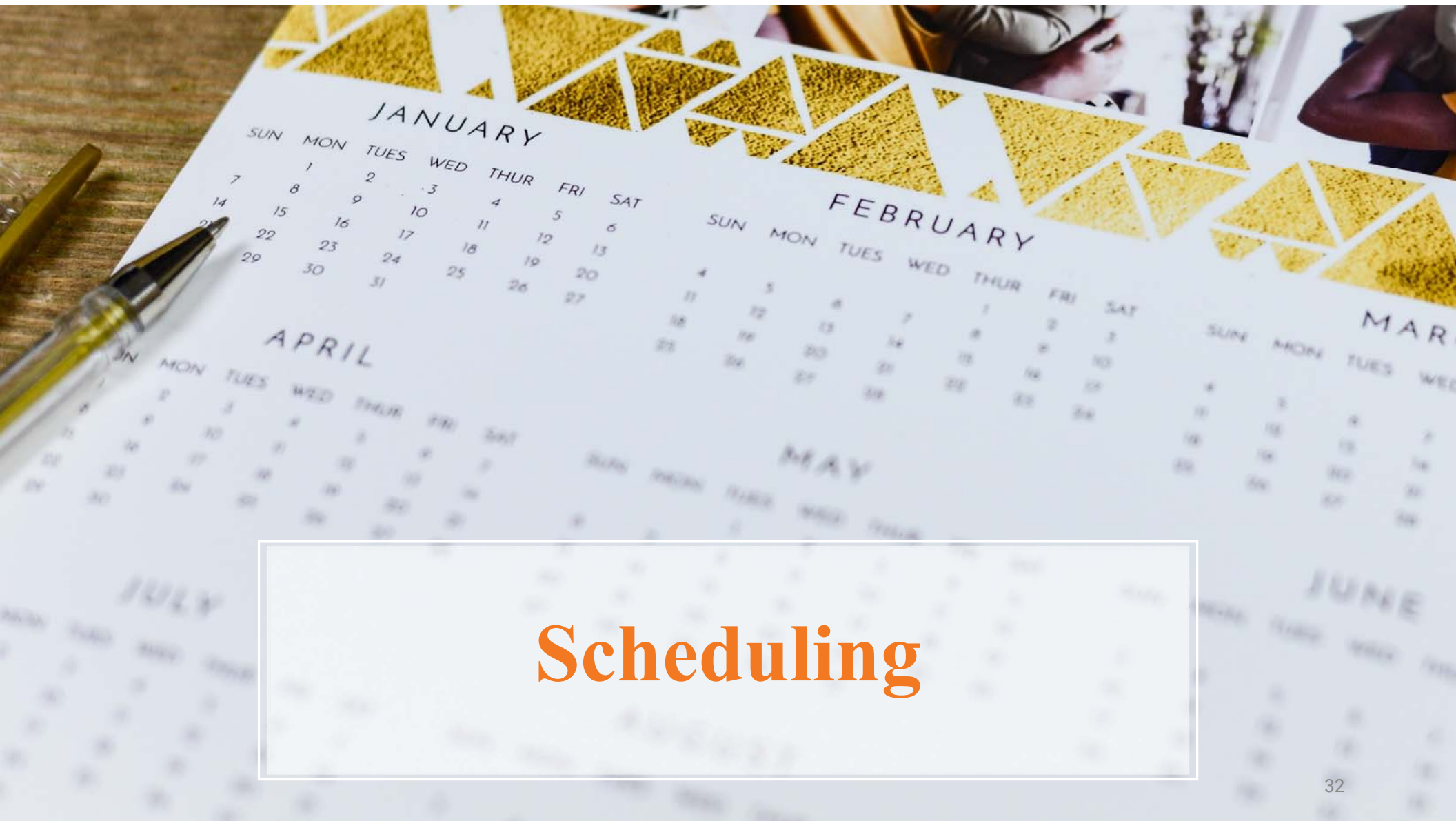
**2. Give value
and engage**



**4. Be
intentional**



**HOW to use
Groups for business
– 4 steps**



Scheduling

Plan Your Marketing Calendar



1. Behind the scenes/tutorial



3. My why



5. Showcase products/ services



7. Inspiration/ encouragement/ motivation



2. About me



4. Benefits



6. Personal insight



Content Creation – Categories

Create & Reuse

Website/blog

Email/e-newsletter

Social Media



Prospecting

- 15 minutes per day
- Schedule it
- Make a game





THANK YOU

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