SAG monthly Action Focus & Awareness

Facebook: Profiles vs. Pages
Part 3 of 5 in a series

Readers: If you read June and July's Action Focus, this is the 3rd in the series of 5 and is very beneficial in how you handle you Social Media!

By Roger McManus

Think of Facebook as a microsite that you can use forcommercial purposes. But, Facebook isnot a direct sales tool. It's not likeeBay. Consumers are wary of using a social posture to make a sales pitch.People need to be persuaded about a business's authority, knowledge andpersonality before committing to a sale. A social medium like Facebook allows abusiness to show its audience who it is, what it's about, what valuableknowledge it can share and what support it can offer. The topic of automotive care will playpowerfully among certain members of your community. There is no need to attempt to speak toeveryone.

To most effectively accomplish this, you need to link yourwebsite, include images representing your business that are of high quality foryour cover photo and profile and completely fill out the "About" section. Include your business address and contactinformation and both a short description of your business and a longer one inthe appropriate places.

People are curious and when someone has found your businessthrough Facebook they want to check you out and learn more about you beforefollowing the link to your website. Your objective is to be as helpful aspossible to provide them with everything they are looking for.

While you can showcase your services, it is a bad idea toattempt to directly sell

anything on Facebook. In fact, Facebook has adjusted their complicated algorithm to make itharder for businesses to organically gain traffic in a bid to stop them frombeing salesy. The strategy is notarbitrary. Facebook wants to push youtoward their paid advertising services. The good news is that Facebookadvertising is not like any medium that has ever existed in the history ofmarketing. Never before could you definealmost exactly those to whom you want to send a message and target that preciseaudience.

Use the 80:20 rule where 80 percent of your content shouldbe more "fluffy" or educational social material. The other 20 percent can bepromotional. Promotional does not mean,"Buy This!" It means "Wow, we have justadded a top-notch air conditioning technician to our team and we are excitedabout the addition to our staff!"

The key is to keep a steady flow of information comingthrough your Facebook posts. Toaccomplish this, you need only to produce posts that play to the interests ofan audience that is likely to need auto service or tires – almosteveryone. You can write these yourself,re-post items written by others on Facebook or subscribe to a program thatproduces and personalizes auto-care-specific content on a daily basis. This type of program was recently introducedby the Automotive Marketing Foundation called AMF Social. (www.automotivemarketingfoundation.com)

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Next month: **Part 5: Facebook's Free Tools for Agencies**

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Links & PDF's available:

Link to Automotive Marketing Foundation

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