

14 Tactics To Get New Customers Using Facebook

Facebook is taking the hatchet to organic Page reach ([you can read more about that here](#)). Basically, they are making it very hard going forward for your fans to see your posts unless you are actually paying them money. However, Facebook is still the best source of targeted low-cost traffic out there though. Here are 14 tactics you can implement that will help you get more customers from Facebook that should work despite the recent changes.

Organic Page Management (Applies Most To Local Businesses)

1. Setup a Facebook Check-In Program

While decreasing organic reach, Facebook is putting a greater emphasis on what users share with their friends being seen in News Feeds. That means check-ins are one of the best ways to get your business into the News Feed without paying Facebook. At the same time you benefit from powerful referral marketing since check-ins are a way for people to recommend your business to their friends.

You simply 1) set up check-ins on your Facebook page, 2) incentivize people to check-in when at your location – think about a very modest discount like 10% or free soda upgrade, and 3) post a sign at the checkout counter letting people know about the discount. Then watch as you get friends of customers coming in!

2. Setup Frequent Facebook Events

This works much like the Facebook Check-In program. You post an event and as people click they are interested in it or attend that gets shared with their friends. You can set up several events per week to try to maximize the organic reach from your page. These will also be particularly important as more and more people download the Facebook Events app (see point #4).

3. Start Generating A Facebook Messenger List

Some of you collect emails, and fewer probably collect phone numbers for text message blasts. But very few are taking advantage of the new Facebook Messenger feature. Much like text messages, Facebook messenger broadcasts are getting insanely high (around 90%) open rates; and, more importantly, other marketers are not yet hitting them over the head with Messenger blasts.

To get someone on a messenger list you only need to get them to message you on Facebook (which can be done on Facebook through your Fan Page or using a widget on your website) or to get them to comment on an ad or post. You can also run ads where you have them to interact with the messenger when they click “Learn More” which is a relatively new feature that ties in with the increasing importance of the Facebook Messenger. Once you have them connected to you in messenger, you can send them messenger ads consistently with no cost (much like email).

4. Actively Ask Customers To Leave Reviews On Facebook

Facebook is becoming an increasingly important review source just like Google My Business (Maps Listings). If they go to your page, they will see the aggregate rating and reviews. So you want to prospectively ask people to leave reviews. If you really want to streamline the process you can utilize software that asks for a review and only sends them to Facebook to leave the review there if you get a

4- or 5-star rating.

I will also point out that more and more people are searching for businesses in their area on Facebook, and it is becoming much like Google Maps as a general research tool to find places near them. By increasing the engagement on your page, you are more likely to appear higher in the results. Additionally Facebook is rolling out its Events app which many believe will become an increasingly important avenue for people finding local businesses. Not all businesses will be included in it at this point, and increasing the profile and engagement of your page is a way to try to make sure you get a prominent piece of this valuable real estate.

5. Get Your Business Verified And Make Sure Your Business Information Appears Properly

Most businesses do not realize that they can get a “Verified” sign next to their page listing. It is an extra source of credibility for people who come to your page. Also remember that your Facebook listing accounts as a very important “citation” which can help you appear more frequently on Google Maps listings in your area. So make sure the information matches what is on your website and on your Google My Business listing (and do the same for other sites).

6. Post Shareable Engaging Content, While Avoiding Click-bait

Since user shares and activity are going to become a bigger metric for Facebook, you want to post stuff that Facebook users will find interesting and share with others, and not just put up the latest specials of the day.

Moreover, it is important not to put up content that tries to get the Facebook user to click even though it has no relevance to your site or value. “Click here if you are a Patriots fan!” or “Click here if you are a Gemini!” are specifically the types of posts that Facebook is trying to turn down the engagement from in the new algorithm.

7. If You Post Regularly, Plan To Spend Some Money On Ads If You Expect It To Be Seen

More importantly, expect to “Pay To Play” if you want your posts actually seen in the future. Local businesses have gotten a lot more organic reach (meaning more of their fans see their posts) than national pages; however, according to Facebook, that is changing. They expect you to actually pay for ads if you want your posts seen by more than like 0.5% of your fans in the future.

The good news is that it does not take a lot of ad spending to increase your reach and at the same time bringing up your organic reach right now. However, that is just based on results as of January 2018. By the time March rolls around, that might not be so true. If you are going to spend money on ads, and have the budget for it, we suggest a more comprehensive ad strategy like those mentioned below that actually can generate results that are trackable. If someone likes or comments on a post, it really is hard to say if that brought you any business. If they fill out a coupon redemption form or fill in a lead form, then you know exactly where that customer came from.

8. Social Selling: Actively Engage Customers

If you are going to post regularly, it pays you to engage with your customers when they make comments. Prospectively ask them to like your page or come in to the store. Our social media team has found just this act of engaging with customers can really make a big difference in getting more customers in the door.

Facebook Ads (To Really Grow Your Business)

9. Run Retargeting Ads On Facebook

Facebook retargeting ads are literally the best return on your investment paid ad on the planet. You are only targeting people who have visited your site, and therefore the ad is highly targeted while at the same time building your brand by presenting it to people over and over. To learn more read this article: [Retargeting: The Magic Ad That Recovers People Who Did Not Buy From Your Website.](#)

10. Run Targeted Ads To Lookalike Audiences Generated From Your Website Visitors

One of the benefits of collecting data about the people who visit your website using retargeting, is that Facebook can analyze the data to identify common characteristics among your viewers. This information can then be used to target similar types of people (age, interests, net worth, etc.) on Facebook to get more new people to your website.

11. Run An Evergreen Birthday Marketing Campaign

Birthday marketing is a very effective ad for businesses like restaurants that attract a wide range of frequent customers. The idea is to target only people with birthdays coming up in the next 7 days on Facebook and present a great offer to them for coming in on their birthday. Normally a business running a big discount like this on Groupon is going to be losing money trying to get someone in the door. However, birthday meals tend to have the highest tickets because people generally bring their friends and splurge on their birthdays. In this way, you can recover a lot of the discount through the meals of the friends of the people who are also visiting your restaurant, in addition to exposing your restaurant to more people. And if you have an internal birthday club as well (where people sign up for your mobile mailing list and give their birthday so they get an offer when it is that time as well) you can get a lot more people on your mailing list.

Another great thing about this type of campaign is that it is relatively easily to manage because it can be run as an “evergreen” campaign. The only people seeing the ad are people with birthdays that week, so you do not have to worry about switching an ad that works around to combat “banner blindness” when people see the same ad over and over.

12. Make Sure To Run Trackable Offers To Dial In Your Return On Investment

This is a tactic that applies to most ads you run. But it is so important, I thought I would break it out as a separate tactic. Most business owners I see that try doing paid ads themselves make the mistake of sending people right to their website. First of all, most websites are not matched to the offer you are making, which decreases the chances of someone following through. Second, it makes it difficult to separate who came in through your ad versus those who found your site through other means in terms of tracking the results of your marketing.

Ideally you send each ad to one page that matches the message of that page. You can have a custom trackable form there and/or a custom tracking number that allows you to identify who is calling in from that page versus your regular website. If you are gathering leads for your business, a more direct way is to use a Facebook Lead Form to directly capture the data right from Facebook which can be tied into your database using an application such as Zapier. The great thing about the Facebook leads form, it is easy for people to sign up and you get their real Facebook email address instead of some throwaway

email address.

13. Run Consistent Economical Campaigns To Further Develop Your Ideal Audience To Remarket To

Not every business has a lot of visitors coming to their website, particularly if they are not regularly investing in marketing or search engine optimization for key terms in their industry. For these businesses they will need to start to build a custom audience using inexpensive and effective ads such as video views or slide shows. Those people who take the time to watch a large percentage of the video then can be identified as people to remarket to through Facebook.

14. Run a Likes Campaign To Get More Likes Than Your Local Competitors

If you are looking to be perceived as the “best” in your local market, you can attempt to achieve more likes than your competitors. You can run like campaigns relatively inexpensively if you run them correctly through paid ads. They will not usually get you a lot of business themselves; they are purely for reputation if that is important for your business.

Note: avoid buying “fake likes” as many businesses do to inflate their number of likes. A lot of these fake likes are generated by fake bots that Facebook will likely eventually identify.

Implementing These Suggestions – Our FREE Offer

Implementing one or more of the suggestions above should help you to leverage Facebook to expand your business.

If you are intrigued by the possibility of what Facebook ads can do for your business, you can schedule a free consultation with us by clicking the button below. We can answer your questions and determine what might be the best type of promotion for your business.

While we believe that Facebook ads are the best long-term solution for businesses who want to expand genuinely, we do offer page management services for local companies as well. For qualified companies that (1) have an existing Facebook page and have tried marketing on Facebook in the past, (2) are struggling to get their Facebook page engagement up because they either do not have the time to post or cannot get the reach they want, (3) are local based businesses (i.e. not national, network marketing, consulting etc.), and (4) we believe we can actually help, we do offer a free Facebook makeover and one week marketing trial as well. If you are interested in that, you can click the button below to schedule a talk with us to go to your page and see if you qualify.

[Click the here to get started making more money from Facebook!](#)