



STAND OUT



BUILD RELATIONSHIPS



GROW



SUPPORT EACH OTHER

Day 6: Setting up Events, Offers and Other Facebook tips

Today we are going to use some additional tool inside Facebook to grow your business. We are going to create an event and offer in Facebook.

1: Facebook Events:

Creating events in Facebook can be a really low-cost way to market your business or any events coming up, even if it is a sale, webinar or workshop. However you must make sure you set the event up correctly and don't over-look the smallest of details:

Setting up the event:

There are a couple of different ways to set up your event however one of the easiest ways is to:

Go to your status update on your page click on the tab offer/Event:

You will get a drop down menu with Offer, Event, Milestones

Click on Event and fill in details:

Details of Event: Give them benefits of why they should attend the event. Interesting grabbing headline and copy.

Where: Be specific. If it is at an address give the exact address so Facebook can show a map. If it is online.. copy and paste the url (link) into where section.

Time: Note your timezone as Facebook doesn't do this. So if you are AEST put this in!

Images: Make sure your images are compelling and suit your target market. You may have to do two images. 1 for the event, the other for the thumbnail.

Allow comments and posts to the event – this encourages interaction:

Tips to creating a successful Event:

1: Keep in mind users can join the event on Facebook but you might want to take them elsewhere to register. So if you have an external link or URL (Domain link). Make sure you make it clear what they have to do and repeat the link several times throughout the description.

- 2: Make the Calls to Action STAND OUT! REGISTER HERE or REGISTER NOW
- 3: Make it easy for someone to register

Promoting your Event:

There are several different ways to promote your event but here are just a few ideas:

- Share your event on your business page and on your personal page
- Send messages to people on your personal profile you think may be interested and personally invite them. (See templates)
- Promote the event on your Timeline cover picture with link in description
- Facebook Ads , promoted posts or boost posts
- Keep promoting right up until the event.. and even during the event (great for social proof and branding)
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2: Facebook Offers:

Facebook offers are basically another form of Facebook advertising. Up until recently only a local business could set one up but now as long as you have more than 100 likes on your page any type of business page can.

Offers can be used to drive people to your business or build a database: When someone claims an offer they get an email explaining how to claim it. Although you don't get the email address of the person claiming the offer. The offer has more of a chance of going viral as people share it and a social story (Kerry Fitzgibbon just got claim offer) goes out to friends.

Setting up a Facebook Offer

Go to your status update on your page click on the tab offer/Event:
You will get a drop down menu with Offer, Event, Milestones
Click on Offer and fill in details:

You can create an offer on just about anything: Might be a bootcamp, webinar, workshop special, or Bonus eBook!

Note: Offers work best if you are giving away something for Free! However test and measure your offers and see what works best in your target audience.

Create your Offer:

Use compelling copy and images:

Promote Your Offer:

You have an option to promote via the link, however choose to promote later and go to the Facebook Ads management and promote through there as you are able to target your audience better:

Now it is your turn:

- 1: Think about what event you can hold in your business that will attract your target market and set up an Event:
- 2: Set up an offer and promote:

Day Two: Action Plan

1. Download PDF document
2. Watch Video 1: Intro to Set up an Event and Offer in Facebook
3. Watch Video 2: How to Set up an Event and Offer in Facebook to grow your Business
4. Post on Facebook Business Page you have completed
5. Any questions on our Group Page

[Link to Social Media Chix Facebook Page](#)