



TIPS TO HELP YOU TURN BROWSERS INTO BUYERS

I have the privilege of talking with Brand Ambassadors daily and putting together strategies to strengthen business. This allows me to get the inside scoop on what's working (and what's not), and then compile best practices that are producing results on our path to profitability at Zindigo. One of my roles is to share these secrets to success... so here are some actionable items to help you turn browsers into buyers!

How To Get Facebook To Work For You & Your Zindigo Business

Facebook is the world's largest social network with over 1.3 billion users. It can also be one of the most frustrating social networks, especially for a business.

With changes to Facebook's algorithm, only a handful of the people now who like your page actually see the content you are sharing with them. That is because Facebook wants you to spend money on their various advertising programs. This new "pay to play" strategy, which opens the door for your content to be seen by more eyeballs, is how Facebook is making millions in revenue. But it's not necessarily the avenue recommended to get more visibility to your shop.

There are a variety of best practices that can assist you in getting exposure without having to get out the credit card. Here are a few tips:

- **Keep Your Posts Short.** Just because Facebook gives you more room than Twitter to write content doesn't mean you should use it. Always include short URLs and keep your posts under 250 characters. *Studies show this can lead to 60% more engagement.*
- **Post Videos.** Facebook loves videos! Posting videos gives your content much more weight as compared to the exposure you will garner through photos alone.
- **Stay Away From "Sale-sy" Messages.** Facebook doesn't want individual news feeds turning into a "coupon feed" social network. Words like "sale" and

“discount” should be limited from your Facebook vocabulary as those posts could get red-flagged by Facebook and get seen by even fewer of your followers. Instead use the term “gift cards”.

- **Hop On The Trending Topics Bandwagon.** Facebook always shows Trending topics that are going on through its social network. Create relevant posts that involve these trending topics. By adding to the overall conversation of what people care about can help get more eyeballs on your post and your page.

Facebook marketing can be very tricky. That doesn't mean it should be ignored. Try these various strategies to maximize exposure!

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