



8 Tips To Determine The Right Pricing Strategy For Your Business

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Article Of The Month: Facebook Marketing



Being the most used social media platform as of January 2022 (source: [Statista.com](#)), Facebook might be a beneficial platform to consider for your business to attract more customers. Here are some tips on how to grow:

- Content is the primary tool that you will use to communicate news, information, and offers with customers. Your posts should provide value to your target market. Some examples of valuable posts might include tips on how to use your product, a new feature, discounts, or even a humorous or inspirational post. In addition, consider posting well-designed photos to cause users to stop scrolling and notice your post (source: [Fastcompany.com](#)).
- Short, informative videos typically capture the attention of users. A 15-second video is enough to keep your audience interested (source: [Facebook.com](#)).
- Captions are helpful to add to posts because they make them look more professional and be more understandable. Keeping them short and adding a couple of relatable hashtags would make the post more popular (source: [Facebook.com](#)).
- Sponsored posts will attract users to your business. You can boost already existing posts by choosing:
 - A target audience based on age, region, or interests
 - The number of users to reach
 - A goal that you would like to achieve, including more traffic to your website, increased calls and messages, increased visibility of your posts, and more.
 - As a note, the above mentioned can all be

customized to your budget.

- To try to build engagement, consider consistent posting (source: [Forbes.com](https://www.forbes.com)). Daily or near-daily posting of *valuable* content will probably attract new users, and regular posting will likely make them want to see more. You can create your own posting schedule, and you can determine the time of the day when your followers are online by going to your page's **Insights** -> **posts**.
 - We offer a free, on-demand Marketing Calendar Creation course that can help you create a marketing schedule and drive sales all year long: [Register \(idahosbdc.org\)](https://www.idahosbdc.org).
- Create a Call To Action for your followers by asking questions in your caption, answering comments, and interacting with your audience through your page.
- Remember to undertake due diligence before using or purchasing any product or service. We do not recommend or endorse any products, services, or organizations.
- Need social media help? [Let's talk](#)

We are here to help with COVID-19. The Idaho SBDC remains open to provide consulting support for Idaho businesses during this time. Some of our consulting will be held virtually, but our expert staff across the state can still help you navigate this situation.

We do not offer legal services, legal advice, tax services, or tax advice, for any legal/tax questions, issues, or advice, please contact a qualified attorney and/or certified public accountant.

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