

Facebook - a customer's necessity

Do you already have a fanpage, but it's not bringing any profit? Are you wondering how you should be communicating via Facebook? Are you thinking, how are some brands achieving success through social media and others go unnoticed? We will tell you what areas and actions to focus are the most important and decide of your success in social media.

Take a look at aesthetic issues



The first thing you notice on a fanpage is its appearance. Its up to someone's personal taste whether they will like our cover photo or not, but keeping consistency between the graphics materials and brand identity has great impact on reception.

Graphics materials published to your profile should not only be aesthetic, but also consistent with your established concept and strategy. It is important to establish a precise graphics line in the early stages - colour, type of photos, and fonts, as well as other elements that comprise graphics materials. That way you will be sure that your fanpage visually stands out from the competition's profiles.

Engaging materials are a basis



When communicating, its worth inducing and preserving positive associations with your brand, which will help build an engaged community around it. This helps build a fanbase that actively take part in discussions, share their opinions about the company and products, but also share content with their friends, which in turn increases the number of people to which information about your brand reaches to. And that's what you should want.

Fanpage communication should be based on:

- Presenting services/products in a non-standard way, referring to current events or trends
- Conveying valuable information, tidbits, or advice pertaining to the brand we represent
- Convincing followers to interact by asking questions and engaging them in discussions
- Inviting the community to help build your fan page by organizing contests, polls or quizzes.
- Influencing increased sales by offering followers by giving them the chance to take part in events organized specially for them, such as promotional campaigns, sales, or loyalty programs.

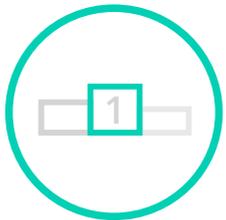
Reach representatives of your target group



There are currently 14 million Poles registered on Facebook. They share information on their age, sex, place of residence, interests, passions, hobbies, and also places they visit. Thanks to that, Facebook offers a wide range of marketing tools, which can help you achieve great sales results. The biggest advantage is the ability to precisely determine target groups who you want to reach. Using target ads on Facebook your campaigns will reach people who are your potential customers. You can direct ads to any group of users by defining age range, demographic data or interests. However you need to remember about creating a strategy that is adequate to your available resources, and later monitor the results and manage the ads accordingly.

Apart from adequate targeting, ad content is also important. Both text and graphics design play a role in attracting attention which has influence on the success of your campaign.

We will help you succeed



So you see, there are three things that determine the success of your Fanpage:

- Attractive graphics
- Engaging communication that stands out
- Effective ad campaign

That is why we have a team of specialists at our Agency, who are responsible for social media strategy. We know how to create a company's image and with a well planned marketing strategy we can accomplish a lot. We offer support in two areas. We can help run your brand's communication in social media, or prepare a strategy and training for you, so successfully take action on your own.

If you wish to build a strong brand on social media, contact our specialist.

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