



SOCIAL MEDIA TUTORIAL: ACQUIRE CUSTOMERS VIA FACEBOOK

Step 1: Is Facebook your channel?



Know who your target audience is

Think about who your products or services are suitable for. Consider the characteristics of your customers, such as region, age, profession. What are their interests and how do they match your business?



Where is your target audience?

Each channel has its own characteristics and types of users. Which social media channel does your target audience use? Also, look at where your competitors are active.



Does Facebook suit your business?

On Facebook, users share videos, photos, ask questions and search for useful tips. You have to enjoy this and make time to regularly post such content.

Step 2: Setting goals

What do you want to achieve?

Do you want more brand awareness, draw attention to your service or product, or do you have another goal?

Write down your goals and make them concrete so that you know which messages to post.

For example:

- I want more brand awareness. My goal is met when I have 100 new followers within a month.
- I want to launch a new product. My goal is met when I have sold 50 copies through Facebook within 2 weeks.



Step 3: Make a plan



Come up with content

Start brainstorming and come up with great content ideas. Keep your goal from the previous step in mind. How are you helping your target audience, what is relevant to your target audience and what content are you good at creating?



What suits you?

What is your vision and mission: what are the characteristics of your company and brand that set you apart from others? Share that in your posts. See also: [Vision, mission, and strategy: the basis for success | KVK](#)



Scheduling

Write out the content ideas. Think about how often you will share any new content and what that should look like. In between, of course, you can also post spontaneous content, on a topic that is trending at that moment.

Tips for Facebook

Corporate design

Extend your corporate design to your appearance on social media as well. Think for example about your way of communicating and use of colour.

Videos and visuals

Visitors are more likely to respond to visual content such as images and videos than to written content. With your video or visual, encourage them to click on a link to your website or to a product in your online shop.

Facebook groups

Join groups where your target audience is. Share your knowledge here and answer questions so that you can gain their trust.

Events

If you are organising a meeting or other get-together, you can create an event. You can include a registration form or link to a ticket shop. Your target group can also indicate whether they are interested or going. This then appears on their timeline which other Facebook users can see.



Tips for Facebook

Content ideas for Facebook

- From time to time, organise contests where you ask participants to share your post and 'like' your page.
- Use subtitles with your videos. Not all visitors have their sound on when they are on Facebook.
- Post interesting messages and news updates regularly. Posts that are useful to your target group. So, not something you want to tell, but what do they want to know. How can you tack on to that?
- You can also use Facebook to collect feedback. For example, give x number of customers the opportunity to try your product or service for free, in exchange for their opinion.
- Encourage satisfied customers to post a review on your page or share experiences.



Step 4: Advertising

Try out what works

Advertising on social media is relatively cheap. This allows you to try out what works:

- Think about the purpose of your ad
- Work out the budget
- Place several ads with different texts and videos
- See which ads work best and continue with these

Under Ad management, you can schedule ads. You can use Facebook's tools to select who sees your ads and when.



Step 5: Adjust if needed



Statistics

You can set up a business page in Facebook for free. In Meta Business Suite, you find comprehensive statistics about your posts and your target audience.



Check regularly

Regularly check how often your posts are viewed, what people respond to, what gets forwarded and who views your posts. Always keep statistics in mind when coming up with new content.



Reschedule

Adjust your content schedule: when did you have the most views or comments? Take this into account in your new schedule.

Do your clients also use other social media channels? Check out the other tutorials on [KVK.nl/en/marketing](https://www.kvk.nl/en/marketing).