



Facebook has massive marketing possibilities for businesses looking to increase their reach. Did you know users spend an **average of 50 minutes** on Facebook every day? With all that time spent on a single network, your dealership has to increase opportunities to reach its audience by following essential Facebook best practices.

<https://sproutsocial.com/insights/facebook-best-practices/#infographic>

6-Fundamentals for Facebook Posting (Facebook)

1. VIDEO - Take advantage of Facebook Videos

- 135% More Reach for Videos than Images
- 85% of People watch videos without sound
- Go Live – 300% More Facebook Live Videos are Watched (Compared to Pre-Recorded)
- 100% Increase in post shares in 2017 alone

2. KISS - Keep it short and specific

- 100-Character limit in link titles
- 40-Characters – Get 86% More Engagement than those with more
- 80-Characters – Get 66% more Engagement than those with more
- Posts asking questions between 100 to 119 Characters Drive More Engagement

3. Know your Target Audience - Pay Attention & Understand Facebook Analytics

How to: https://www.facebook.com/business/help/697694370291354?helpref=faq_content

- Research your audience's Gender, Ages, Income, Education, Location, Language
- Use Audience Insights Tool to gather data to figure out which posts received the most clicks, likes, shares and overall engagement. Replicate and test post content and evolve your posting strategy based on findings

4. Post Frequently & Timely (Refer to Facebook From the Dealership Strategy)

- Post at least 2 times each day Monday – Sunday
- Prime posting time Early afternoon to Early Evening i.e. Noon to 7pm
- Trending – Use trending topics or Hashtag (with caution) – Stay Relevant
- Include videos and images more than status posts (87% Interaction rate)
- Entertainment primary – Educate Secondary – Sell use less than 20% of post

5. Engage with Customers – Ignoring users can be detrimental to your business.

- 1 in 3 users will go to a competitor if they are ignored
- 89% of Social Messages are ignored by brands
- 34.5% Of FB users choose social media as their top choice for customer service

Get notifications of comments and private messages and reply back. Click link to learn how to setup your notifications <https://www.facebook.com/help/172901342767609>



Tips to engage more effectively with users on Facebook

- Highlight your customers, use their names, share the user posts, give them credit for ideas/posts/images/videos
- Like their comments
- Reply and engage with them when they comment
- Answer their questions, provide links to things they ask about
- Thank them when they share your posts

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Contact us:

John Vaughan-Chaldy – Phone: 760-494-0294 or john@maxoppmarketing.com