# **Facebook Checklist**

* **search on Facebook related to your business,** eg. outsourcing, remoteemployee, virtualemployee, virtualoffice etc find more hashtags that are related to our business. this will show POSTS, PEOPLE, GROUPS. You can Filter by location (U.K, U.S.A etc) Now comment in the post, like post, make followers and join with targeted Groups (>1k member, high engagement).
* Comment on other targeted Page Posts for added visibility. (Check the Pages Feed and see if there are any recent posts you can comment on to enhance your visibility with your

target audience)

* Quick Review of posts that are getting more Reach and Engagement in Post Insights area and possibly adjust what you post if certain things are getting more engagement.
* Share any important posts to your personal profile
* Check your competitor facebook page how they are growing, Engaging etc.
* Engage with your Targeted facebook groups(like, comment, share).

**Create Facebook Business Page**

A customized details section of your business page will encourage the users to dig deeper and search more about your business.

**Post different types of content**

Next on our checklist for Facebook marketing involves the content you post. Once you have your profile set up, you can start posting content for your audience, but you want to ensure that your content is optimized for engagement. Creating engaging content means:

* Post twice a week to show your authority & credibility in your niche. Use canva or other tools to make Image or video.
* Creating videos on how your product works or giving a tour of your office
* Sharing helpful blogs about industry-related information
* Sharing high-quality photos of your products or someone using your products

**Create a Relevant Group and Share your post**

Tons of Facebook page owners have groups related to their brands. If you want to build an ever-lasting, loyal customer base, then this is the way to go. The group should be related specifically to your product or service niche.

For instance, if you sell products related to fitness and health, the group can become a hub for thousands of fitness freaks.

Inform your customers about various offers. The Facebook group will help you hear the voices of your customers.

**Build Your Follow List**

Another great way of letting the world know you’re on Facebook: interacting with other profiles in your industry, those local to your neck of the woods, your business partners, or related to the interests of your target audience. Do some Facebook research and make a list of pages that might be useful to keep tabs on. To follow as a page, click on the menu button with three dots at the top of the page you want to follow. You should see a dropdown menu with the option “Like As Your Page.”

**Source websites**

<https://www.webfx.com/blog/social-media/facebook-marketing-checklist/>

<https://altosagency.com/blog/article/social-media-launch-checklist-facebook-edition>