Mike Marko Posts on ?How to Promote Your Facebook Page?

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Mike Marko with IM Consultant Services in Cincinnati, Ohio has just announced the publication of his new post on ?how to promote your Facebook page?. He says that this article is for business owners who want to promote their Facebook business pages effectively on the platform. He says that it seems hard to be seen on Facebook because there?s huge competition on it now. Currently, there are already 60 million business pages on the platform. That can represent a massive hurdle in most Facebook marketing neophytes? minds. In spite of that, Marko assures his readers that it?s possible to overcome this challenge.

In his article, Marko proves that it is not as hard as many imagine to do Facebook business marketing. He says that he also struggled when he first started his Facebook marketing. But when he found the secrets of how to promote a Facebook page, the task got much easier. At present, he claims to be passing on these secrets to his readers so that they can also effectively promote their Facebook business pages and get more attention from their target customers.

Marko?s first piece of advice on how to promote business on Facebook is for business owners to enhance their company pages. He advises business owners to keep up with the competition in this area. He further

informs them that their Facebook company page is their digital shopfront and is arguably the center of their online presence. As such, it represents the image most customers will initially have of their business, and may use to compare them to their competitors.

Marko goes on to say that business owners should continuously improve their shopfronts if they don?t want to be dominated by the competition. In his article, he gives secrets on how he promoted his own Facebook page to get noticed. Aside from enhancing the company page, he also suggests that his readers start spending more time online and on their pages. This is an important part of how they can promote their Facebook page for business effectively, which a lot of business owners fail to do.

?If business owners seldom check their Facebook page, their brand engagement will be affected, and worse, their credibility,? Marko emphasizes. ?But if they are active most of the time, it will show that their online presence is authentic. Depending on their activity, they can also show that they value their brand?s fans. For instance, they can offer valuable information or promos to their audience in the course of their activity.?

He then suggests that business owners post industry updates, publish original content, or offer special promo discounts. According to Marko, these are particularly effective at getting businesses targeted engagement on Facebook.

The next tip that Marko suggests is to post informative content about topics that interest the business?s target audience. This is so that when people click on a post from their newsfeed out of interest in seeing more, they will be directed to the business?s Facebook company page. Marko further says that interesting content can greatly contribute to the number of people who will see the page. He says that this is the reason putting out interesting content is always part of guides on promoting Facebook business pages.

Concerning the types of content that business owners can use, Marko suggests to use all of them if business owners are serious about learning how they can promote their Facebook page. He says that being a multimedia platform, Facebook allows posts of a variety of content types. Users can post status updates, photos, videos, and plain text.

Marko gives a tip to business owners that regardless of what kind of business it is, a video post on Facebook usually gets a 6.01% engagement rate. That rate is higher than the ones for photos, status posts, and links. He also mentions that the most straightforward way to know which content is right to an audience is to follow trends in the business?s niche. Watching these trends is very important when learning how to promote a Facebook page.

Aside from that, Marko says that there are other ways to pinpoint topics for material. The first one is checking out influencers? content since these influencers are often tuned into the trends in a niche and know how to

get lots of engagement. For that reason, inspecting their posts gives an idea of the right content to offer to the audience. Aside from that, Marko suggests talking about the brand?s products/services to impress people.

According to Marko, another great way to promote a Facebook page is by interacting with the target audience. He says that it shows them that the business owner is not only on a Facebook page for business to talk up the brand but is also there to talk with the audience. Marko advises his readers to interact with their customers, thank them whenever possible, and answer any concerns they might have in public if appropriate. Potential customers will greatly appreciate it if they see a Facebook company page showing a lot of activity along these lines. Marko says that it tells potential customers that the business is dependable and it can be easily reached.

With myriad marketing services including website design, search engine optimization, and social media marketing, Marko and his firm IM Consultant Services help small- and medium-sized companies reach success in Internet marketing. Marko also helps business owners by providing information, advice, and tips on various aspects of digital marketing, one of which is Facebook business marketing. He says that business marketers who are ready to learn more about online marketing can refer to his website. Marko has a collection of informational articles, one of which is this new guide on how to promote the Facebook company page.

Business owners interested in learning more about marketing are free to consult Marko?s website. He offers articles that discuss social media, email marketing, affiliate marketing, how to blog, and a lot more. Those interested in learning practical information about such matters may visit Marko?s website and choose from his comprehensive and valuable topics.

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