



LIKE, SHARE, & GROW YOUR BUSINESS

JUNE 27, 2023



Carly Stroud
Marketing Consultant

YOU HAVE A FACEBOOK & INSTAGRAM

... NOW WHAT?

- ACCESSING META BUSINESS SUITE
- CONTENT & WHAT TO POST
- HOW TO POST EFFICIENTLY
- META BUSINESS SUITE
TIPS & TRICKS

Agenda

ACCESSING META BUSINESS SUITE

The screenshot displays the Meta Business Suite interface. On the left, a 'Select Profile' list includes 'Carly Stroud', 'CCAF Designs' (with 1 notification), 'Dan Holmes Music' (9 notifications), 'Krewe of Freret' (8 notifications), 'Capital City Improv' (1 notification), and 'Exhausted Paint' (4 notifications). The 'CCAF Designs' profile is highlighted with a green box and an arrow. The top right corner shows a profile circle, also highlighted with a green box and an arrow. The main area is titled 'Manage Pages and profiles' and lists 'CCAF Designs' (highlighted with a green box and arrow), 'Post reach' (389), 'Post Engagement' (110), 'New Page likes' (0), and 'Create promotion'. The right sidebar, titled 'Manage Page', includes 'Professional dashboard', 'Insights', 'Ad Center', 'Create ads', and 'Settings'. At the bottom, the 'More tools' section is expanded, and 'Meta Business Suite' is highlighted with a green box and arrow.

- From your home page, click your profile circle in the top right hand corner to select your page profile.
- From there, look for "manage pages & profiles" and click on your page
- This will take you to your Manage Page view – click "Meta Business Suite"



What Should I Be Posting?

- Create Content Pillars
 - Define your mission
 - What Do I Want To Be Known For?
 - Who Do I Want To Be Known To?
 - Pillars
 - What Do I Need To Share To Be That Thing To That Person?

Example Mission

I want to be known for having the best arrangements and gifts by men and women in my town and surrounding areas

Content that will prove my mission to my audience

Arrangements & Flowers

- Different arrangement types
- Seasonal Flowers

Products

- Add-Ons to Arrangements
- Specials/Sales

Sales & Special Dates

- Seasonal
- Overstock
- Order Deadlines

Happy Customers

- Customer Pick Up
- Customer Drop off
- Reactions

DIFFERENT WAYS TO POST

There are several ways to post organically, across your social media accounts with different benefits & reasons for each!



- **Schedule your content to post automatically | No time, one person shop!**
 - Set it & forget it, post at key times when you may be busy with something else
 - Consistent presence from a distance



- **Post as you feel the need | Love social or have someone dedicated!**
 - Capture organic reactions from customers or magical bouquets
 - Keeps you mentally present on social



- **Create drafts & post manually | Little time but love social!**
 - Consistent presence mentally, without the hard lifting
 - Flexibility to change as you go

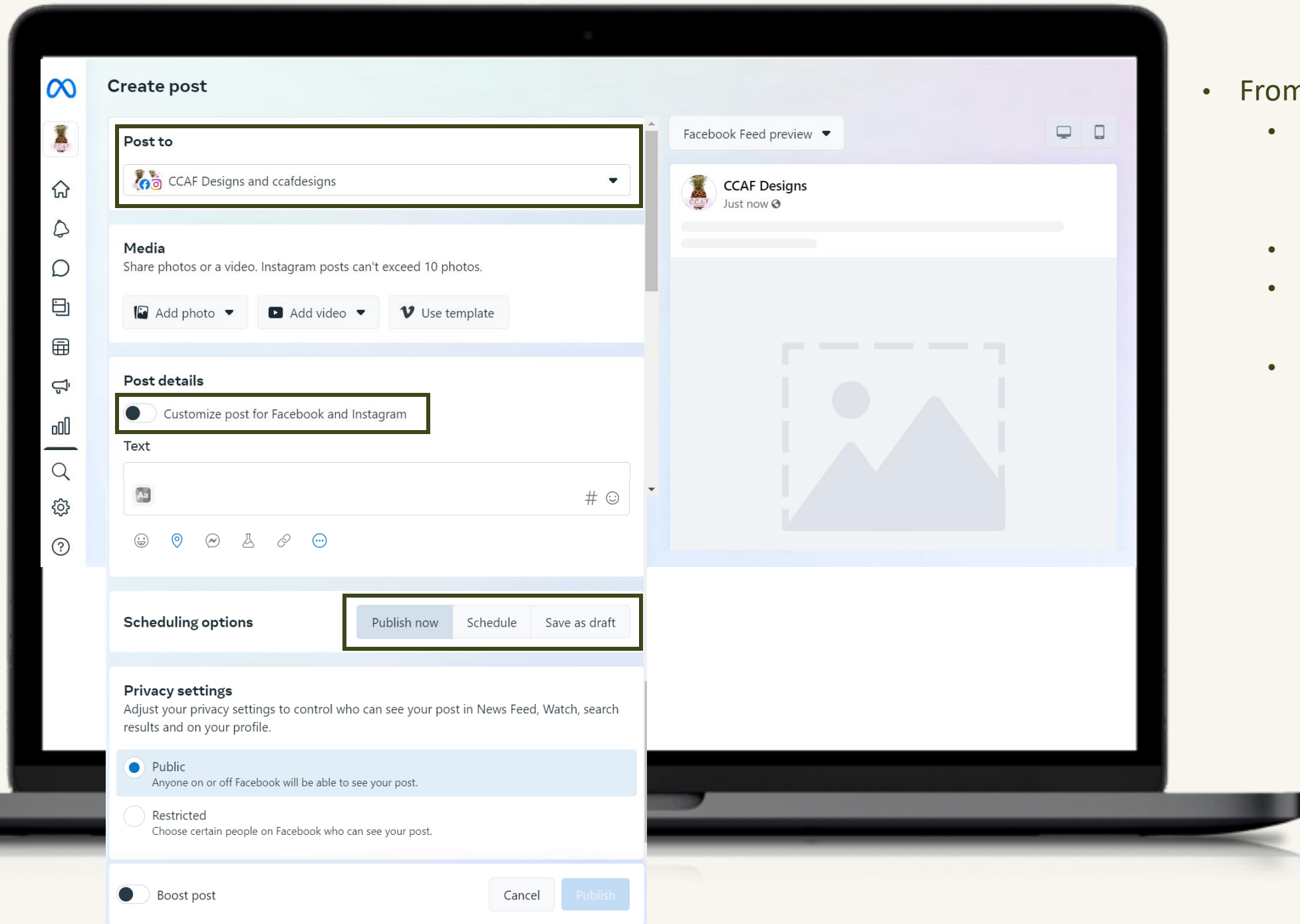
**Don't forget to add strong calls to action in your content!*

Link to your order form, phone number to call in orders, link to your website to see more...

META BUSINESS SUITE TRICK #1: USE THE CONTENT PLANNER TAB CREATING & SCHEDULING POSTS OR DRAFTS WITH CONTENT PLANNER

The screenshot displays the Meta Business Suite Content Planner interface. At the top, there's a 'Planner' header with the subtitle 'Plan your marketing calendar by creating, scheduling, and managing your content.' On the right, there are buttons for 'Create ad' and 'Create'. The main area shows a calendar for June 2023, with a dropdown menu for scheduling posts, stories, reels, and ads. A 'Moments' section is visible on the right side, showing upcoming moments for June 2023, including 'Father's Day' on Sun, Jun 18.

- Schedule Posts, Stories, or Ads to Facebook &/or Instagram
- Quick view of all content to be posted
- Tips from Meta – Moments & Active Times

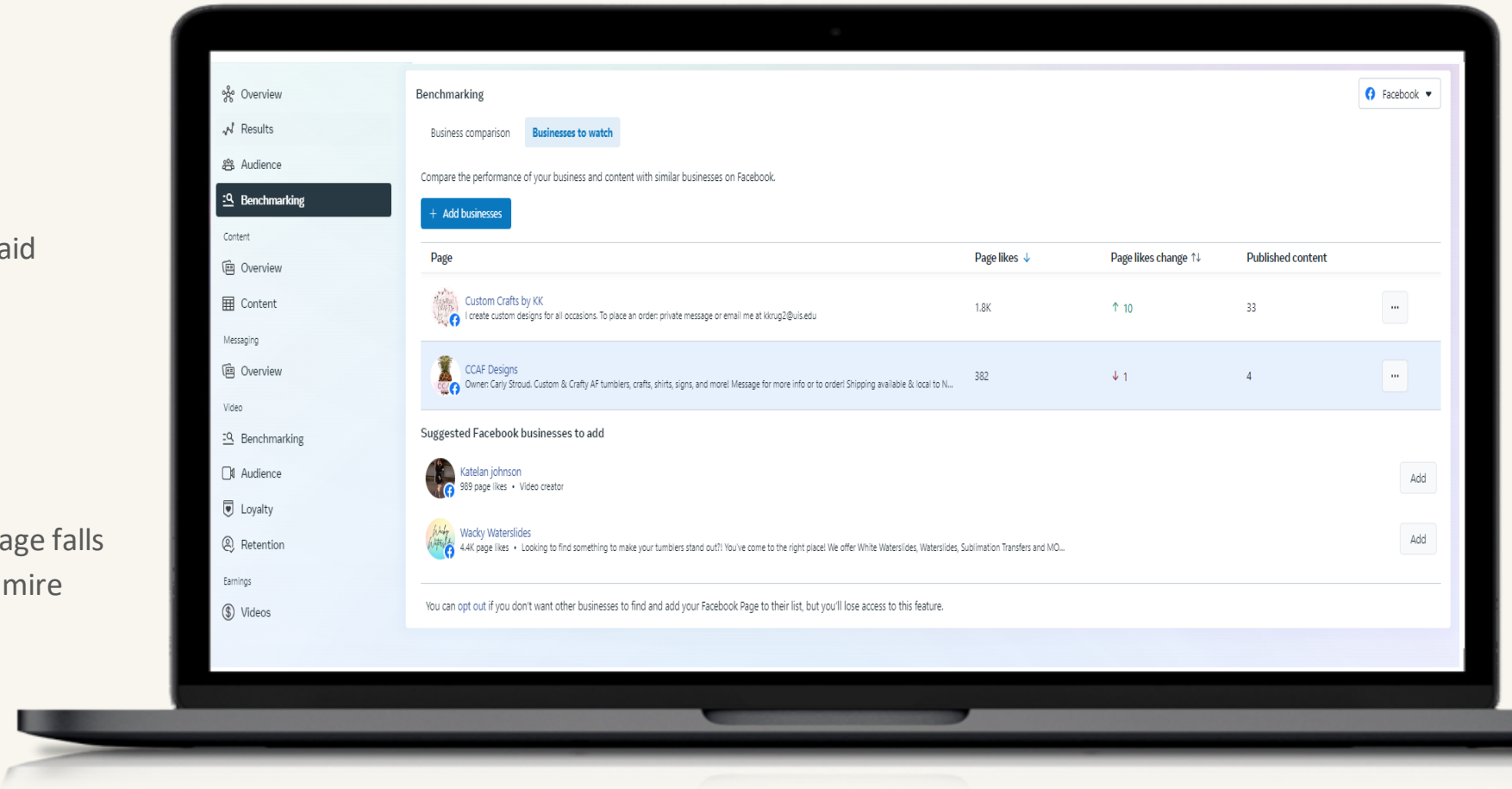


- From Create:
 - Post to Facebook & Instagram together or separately
 - View feed previews
 - Customize the same post for each platform
 - Schedule, Publish Now, or Save Drafts

META BUSINESS SUITE TRICK #2: THE INSIGHTS TAB... NOT JUST FOR ADS! MONITOR YOUR PAGE PERFORMANCE, AUDIENCE, AND OTHER BUSINESSES

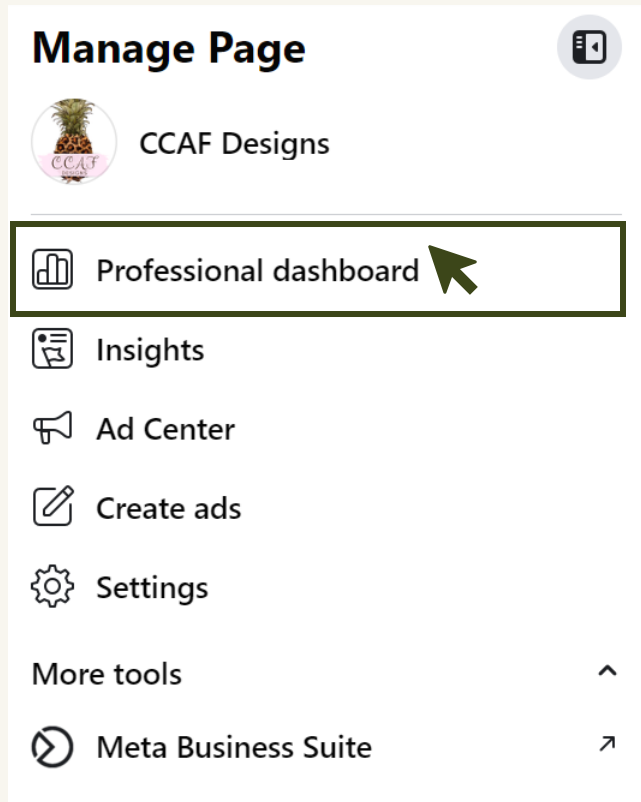
The insights tab is a great place to track how your page and all the content you share is doing!

- Overview Page
 - High level overview of your page(s).
 - Reach across platforms, organic & paid
 - Date modify to track YOY or MOM
- Audience
 - Demographics
 - Top Cities
- Benchmarking
 - Add businesses to see where your page falls against competitors or pages you admire





Meta Business Suite has its perks, but if you're uncomfortable with it, use the Professional Dashboard instead!



Insights, management tools and inspiration in one place!

- Professional Dashboard gives a high-level overview of your pages' reach, engagement, likes, and followers!
- Scheduling & Drafts MUST be done from Meta Business Suite
- Inspiration Hub
 - Top Songs
 - Trending Hashtags
 - Popular Topics

WHY IS A SOCIAL PRESENCE IMPORTANT?

Having a presence on social media is more important than you think...

- 50% of Floral Shoppers have used Facebook to search for information about local businesses; including hours, phone number, location, reviews & more
- 46% of Floral Shoppers research a business online before purchasing offline
- 62% of Floral Shoppers took action after seeing an advertisement on a social network, in the last 12 months
- 62% of Floral Shoppers read reviews and comments from others who've purchased from businesses they're considering
- 44% of Floral Shoppers share positive experiences with friends and family using social media, or post a positive review

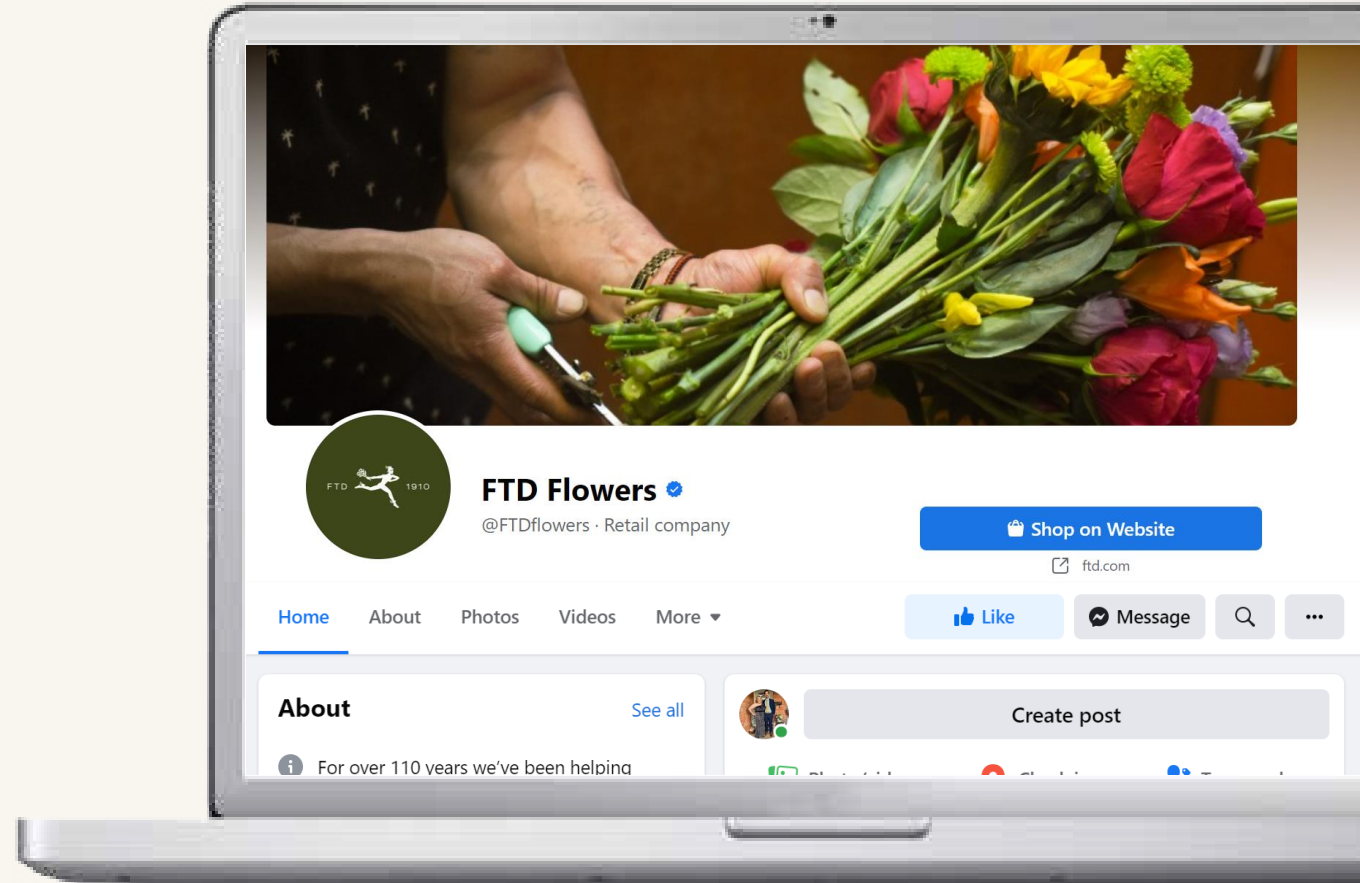
78%

of Floral Shoppers
utilize Facebook & 55%
utilize Instagram

Planned Celebrations i			
In the next 12 months, I expect to attend at least 2 of the following celebrations.			
	Audience	All US	Difference
Wedding	34.3%	23.1%	+48%
Fewer than two of these events	33%	42.7%	-23%
Graduation	31.1%	23.8%	+31%
Baby shower	21.8%	14.7%	+48%
Bridal shower	16.2%	8.7%	+86%
Retirement party	15.2%	9%	+69%
Bachelor or bachelorette party	14.1%	8.7%	+62%
Engagement party	12.8%	8.8%	+45%
Bar or bat mitzvah	8%	5.8%	+38%
Quinceanera	7.3%	4.6%	+59%

KEY TAKEAWAYS

- Content pillars will make your life easier!
(Feel free to borrow the pillars I've started!)
- Meta Business Suite best uses: Content Planner & Insights Tool
- You don't have to be a social wiz to have a strong page
- Your audience is there
- A little dedication and finding what works for you will take your page to the next level!



FTD



1910