

HOW TO IMPROVE YOUR ENGAGEMENT RATE ON YOUR FACEBOOK BUSINESS PAGE

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ARE YOU HEARING CRICKETS???

Let's shine some light on what you're doing wrong and what is preventing your engagement...

Build engagement with the RIGHT audience in the RIGHT way.

WHY DO YOU NEED ENGAGEMENT?

With high "Talking About #s" and high reach, Facebook shows your content to EVEN MORE PEOPLE.

Facebook algorithms favor those pages that are getting higher engagement. Posts receiving little engagement are shown to even LESS PEOPLE in the newsfeed.

TIP: Where do you go to see your engagement numbers? Go to your page **INSIGHTS** >> Reach Tab. Compare your page's engagement and growth to others in the "Overview" tab by scrolling to the very bottom "Pages to Watch." See how your engagement is doing compared to your industry peers and use this as a baseline to improve!



GOALS = ENGAGEMENT

- 1 Likes = Handshake 2 Comments = Hug 3 Shares = Kiss, First Base

5 Reasons You Aren't Getting Engagement

1. **"Dead End Posts"**. Declarative statements that don't give any reason for fans to interact. It doesn't evoke any kind of emotion.
2. **Too Many Sales Posts**. All you post is about what YOU have for sale and outside links about YOU... and affiliate links... No relationship building. No one talks back.
3. You're **sending people OUTSIDE OF FACEBOOK** and asking way too much of your audience to come back.
4. **You gained followers in the WRONG WAY**. You gained an untargeted audience through Facebook Ads or ... you gained the coupon clippers from a giveaway, foreigners, bots... They just aren't the right people for your page and thus they will never interact with your page.
5. **You are a Stranger**. Are you relatable? Are you the survey lady in the mall with a clipboard people want to avoid? They don't know you.



4 Things You Can Do To Improve Your Engagement

1. **Stop hiding behind your Facebook page**. Change your profile pic to YOU (unless you are a story). People need to see you and hear your voice. To become potential customers, they have to know, like and trust YOU.
2. **Do Facebook Lives**. Live streaming is THE BEST WAY to build engagement with Facebook giving your x6-7 more reach. Read my **60 Facebook Live Ideas**.
3. **Do non-business related posts**. Mix it up... include motivating, encouraging, humorous posts that make someone's day better. Have your page be a source of entertainment, not just BUSINESS.
4. **Create a "ME-TOO FACTOR."** This is 100% irresistible. They interact because they understand and empathize. They will like, comment, share or tag a friend when you are transparent, relatable and human.

It's definitely worth it to build a community with your social media platforms. Focus on consistency. Focus on engagement. It's not too late! Make these changes and watch your engagement numbers go up.

XOXO, Jen