

How to Grow Your Business Via Posting To Your Facebook Page

15 Minutes that will finally make Facebook make sense for your business



Koala Media

Koala Media
support@koalamediasc.com

What we're covering in the next 15 minutes...

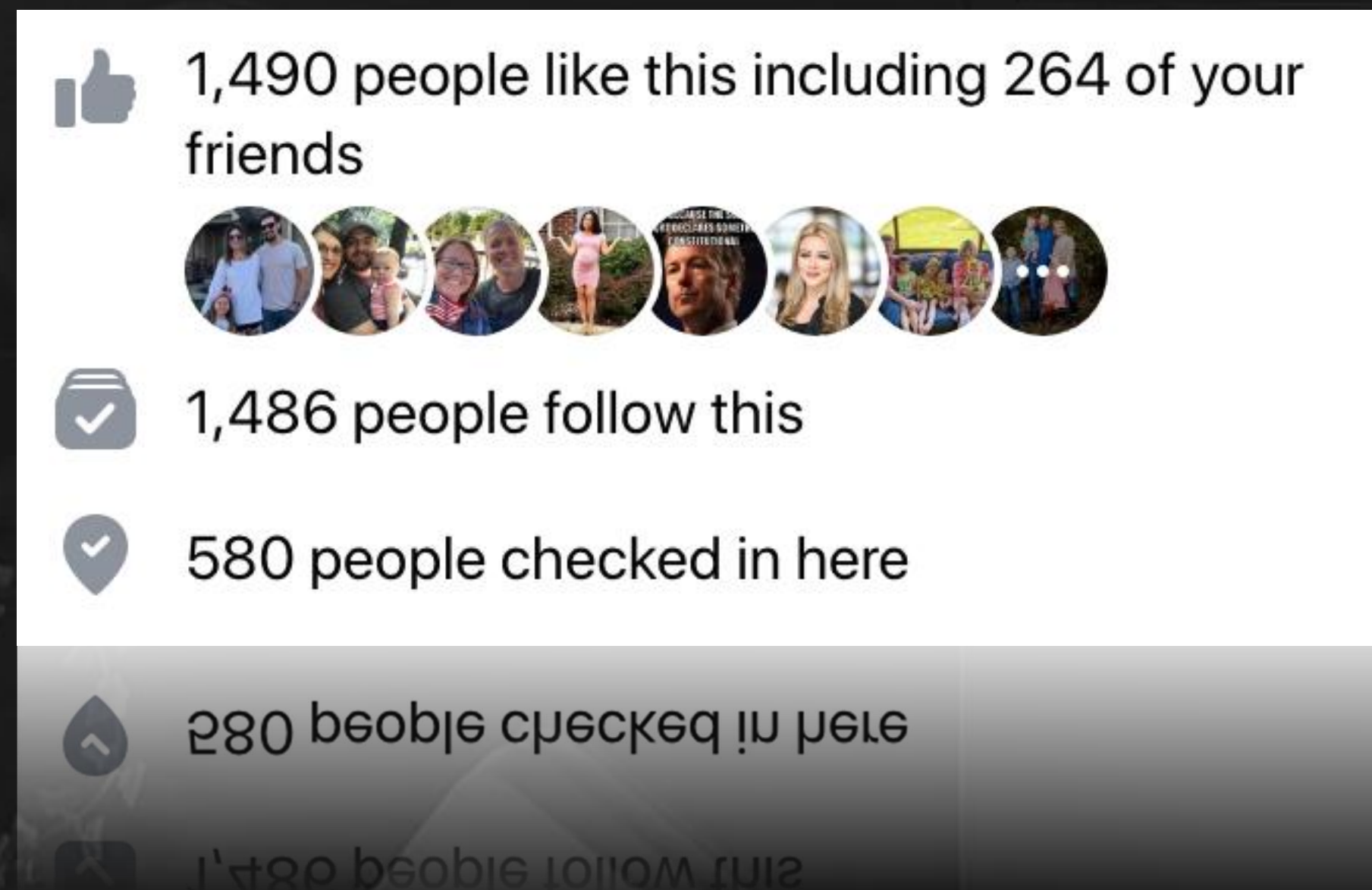
- **Part 1:**
Why Facebook Pages Actually Matter in 2022.
(Hint: it's not about "likes" anymore, it's about search.)
- **Part 2:**
Why Daily Content is so Important for getting New Customers via FB.
- **Part 3:**
How simple "Social Promotions" change small businesses.
- **Part 4:**
How to take all the work out of your Facebook Page Forever
(and get all the benefits of having an active page).

A dark, top-down view of a desk with a laptop, a coffee cup, and a printer. The laptop is open in the center, with a hand visible on the keyboard. To the right is a coffee cup on a saucer. To the left is a printer. The background is a dark, textured surface.

Part 1: Why Facebook Pages Actually Matter in 2022

(Hint: it's not about "likes" anymore, it's about search.)

What Facebook marketing was about 5-10 years ago...

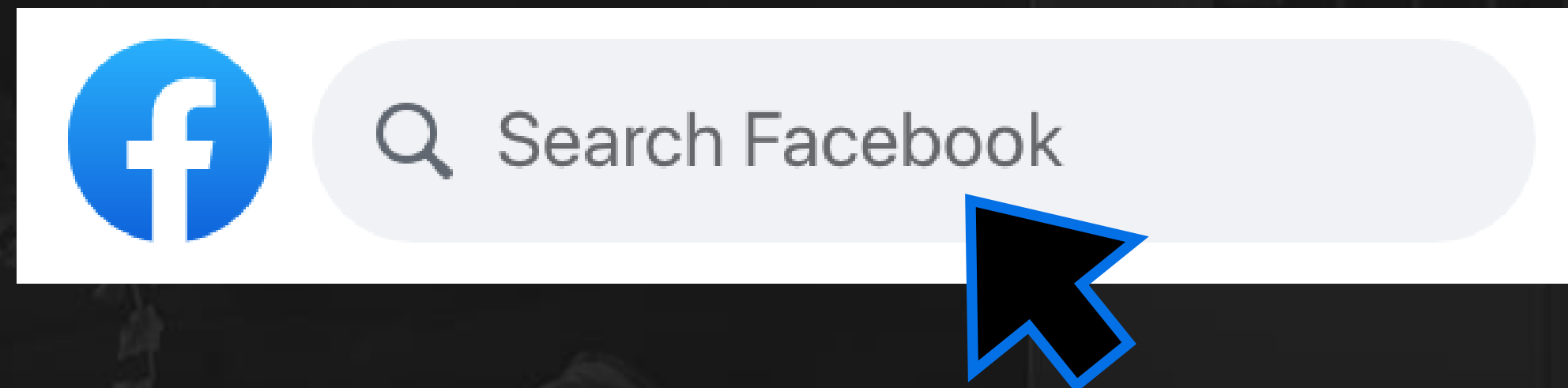


Back when most of us started our Business Facebook pages, it was all about getting likes and then showing up in the newsfeed of the people that liked your page.

That just isn't the core of how Facebook works now (it's still nice to show up in newsfeeds, but it isn't the engine that's getting businesses lots of new customers).

What's Happening Right Now...

Every day, people are taking time out from their newsfeeds and they are using the Facebook Search Feature... to look into businesses and what is happening right now.



The perception is this...

A business' website is the business putting its best face forward and it's "static and unmoving."

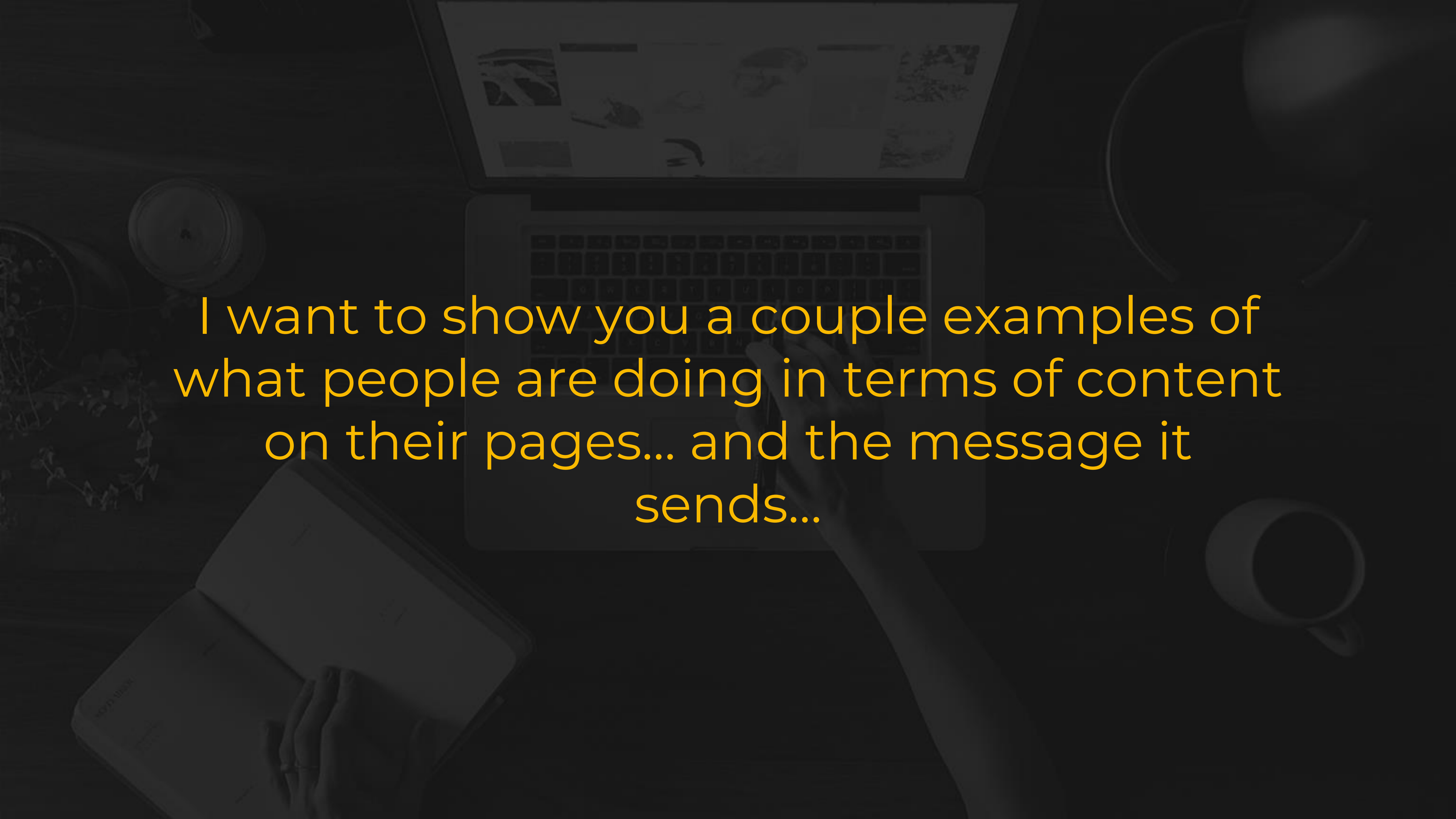
Their FB page is a window into what's happening inside the business **RIGHT NOW.** (It's living and breathing)

A top-down view of a workspace. In the center is an open laptop with a hand holding a pen over the keyboard. To the left is an open notebook with a hand on the page. To the right is a white coffee cup on a saucer. The background is a wooden desk with a small potted plant and a container. The text "Make sense?" is overlaid in the center in a yellow font.

Make sense?

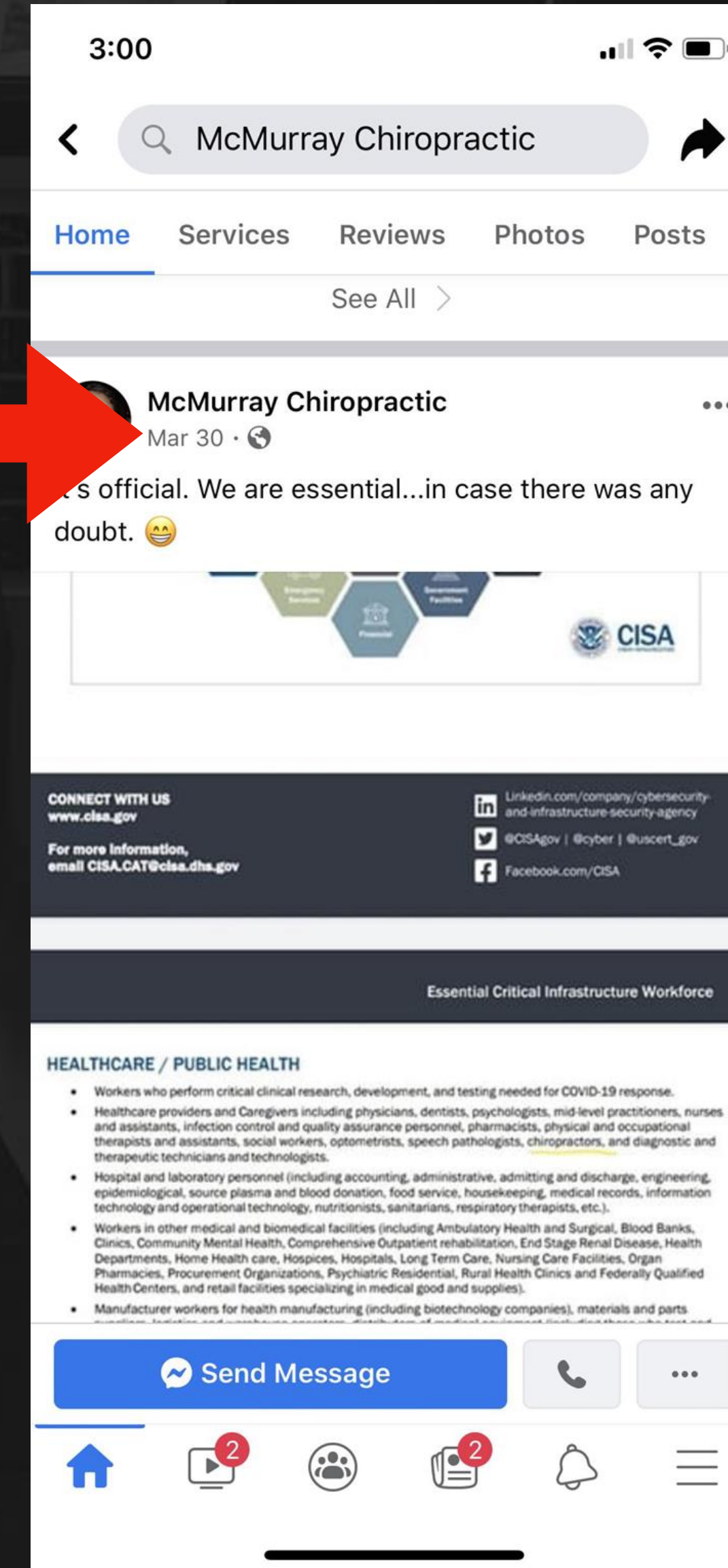
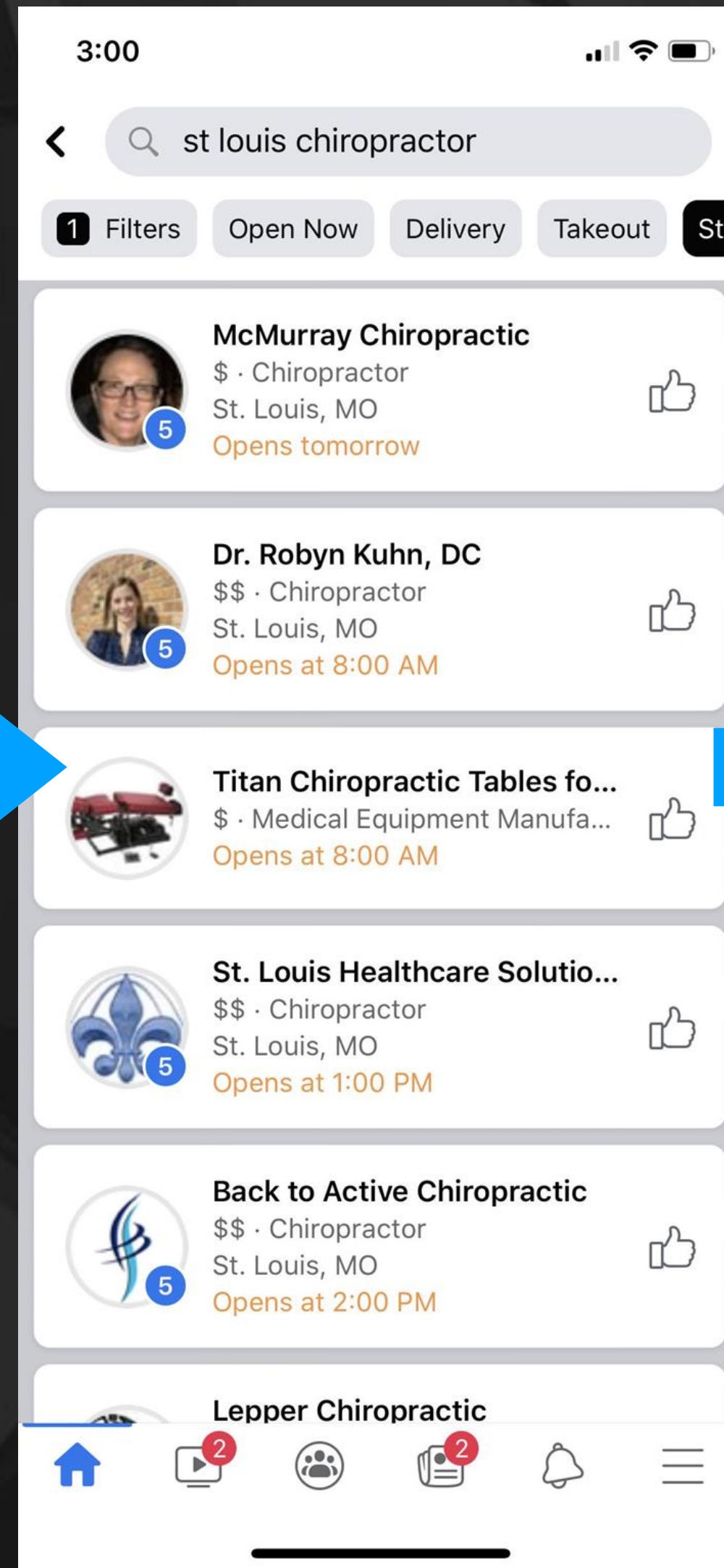
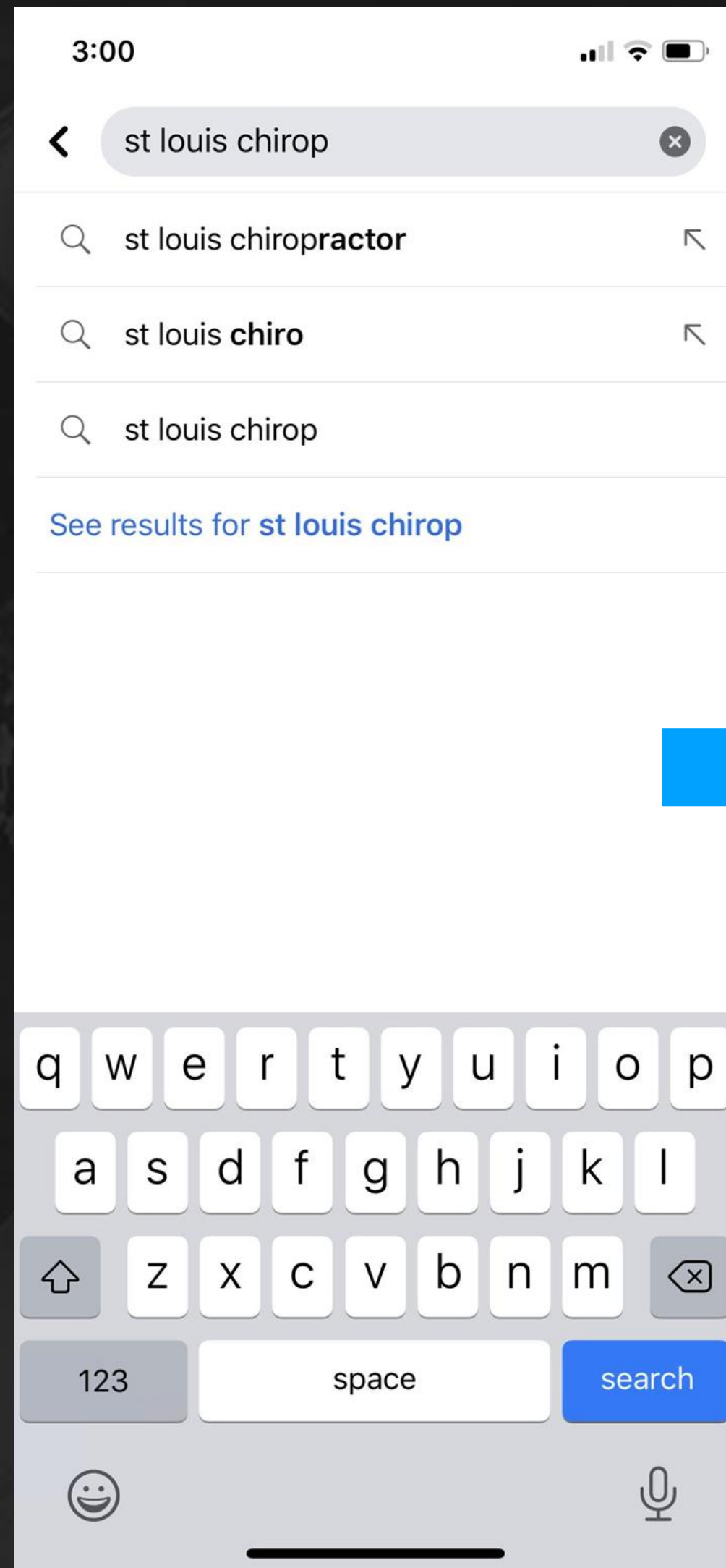
A dark, top-down view of a workspace. In the center is an open laptop with a keyboard and a screen displaying a grid of images. To the right is a white coffee cup on a saucer. To the left is a notebook with a pen resting on it. The background is a dark, textured surface.

Part 2: Why Daily Content Is So Important for Getting New Customers Via FB

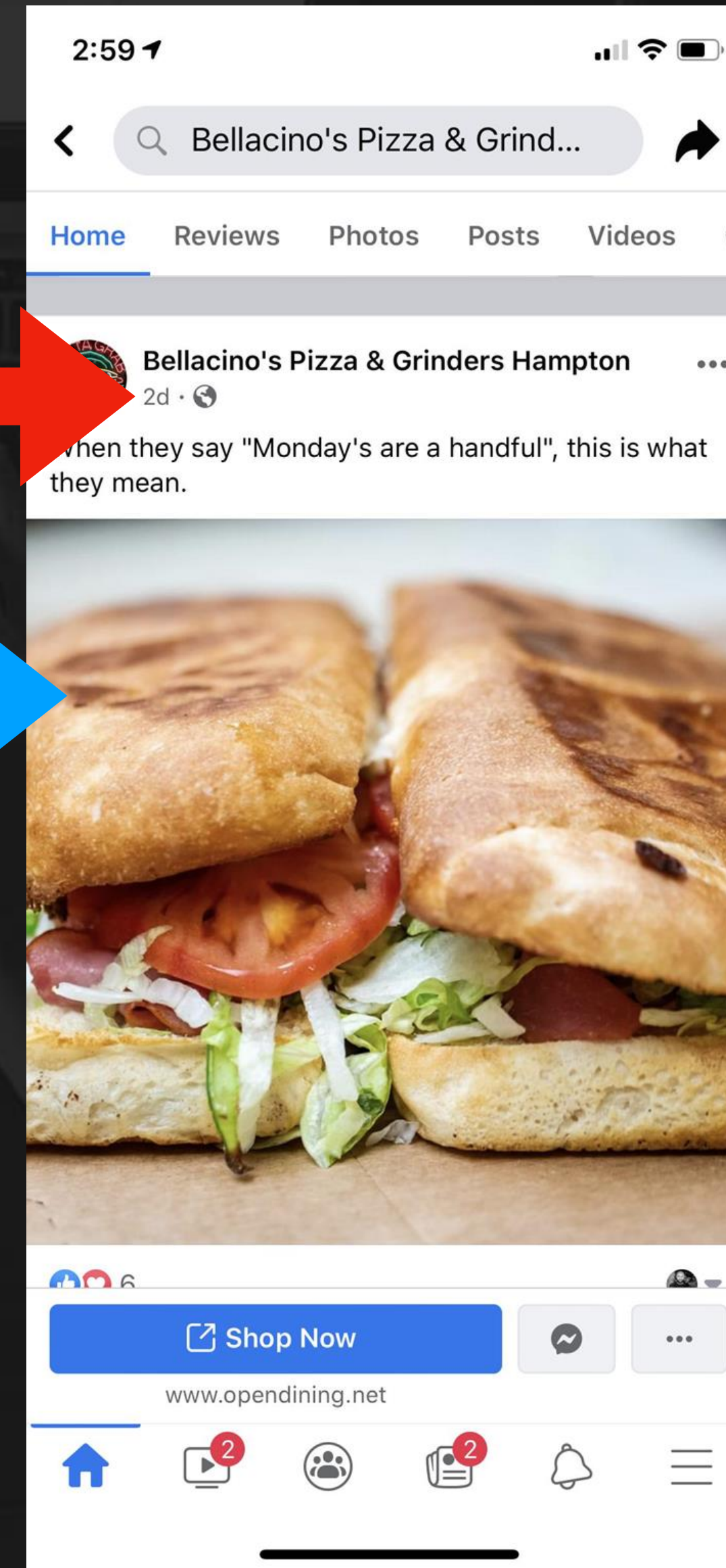
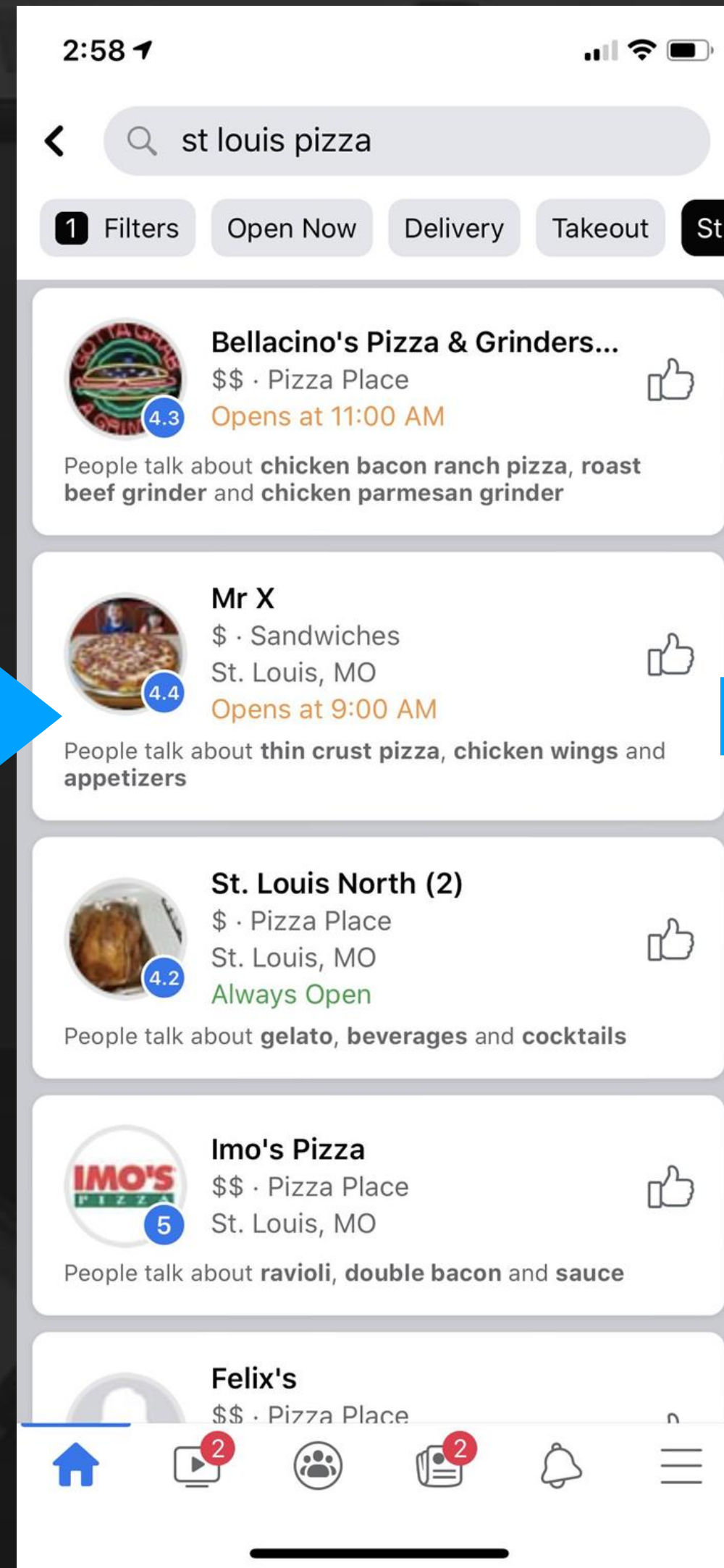
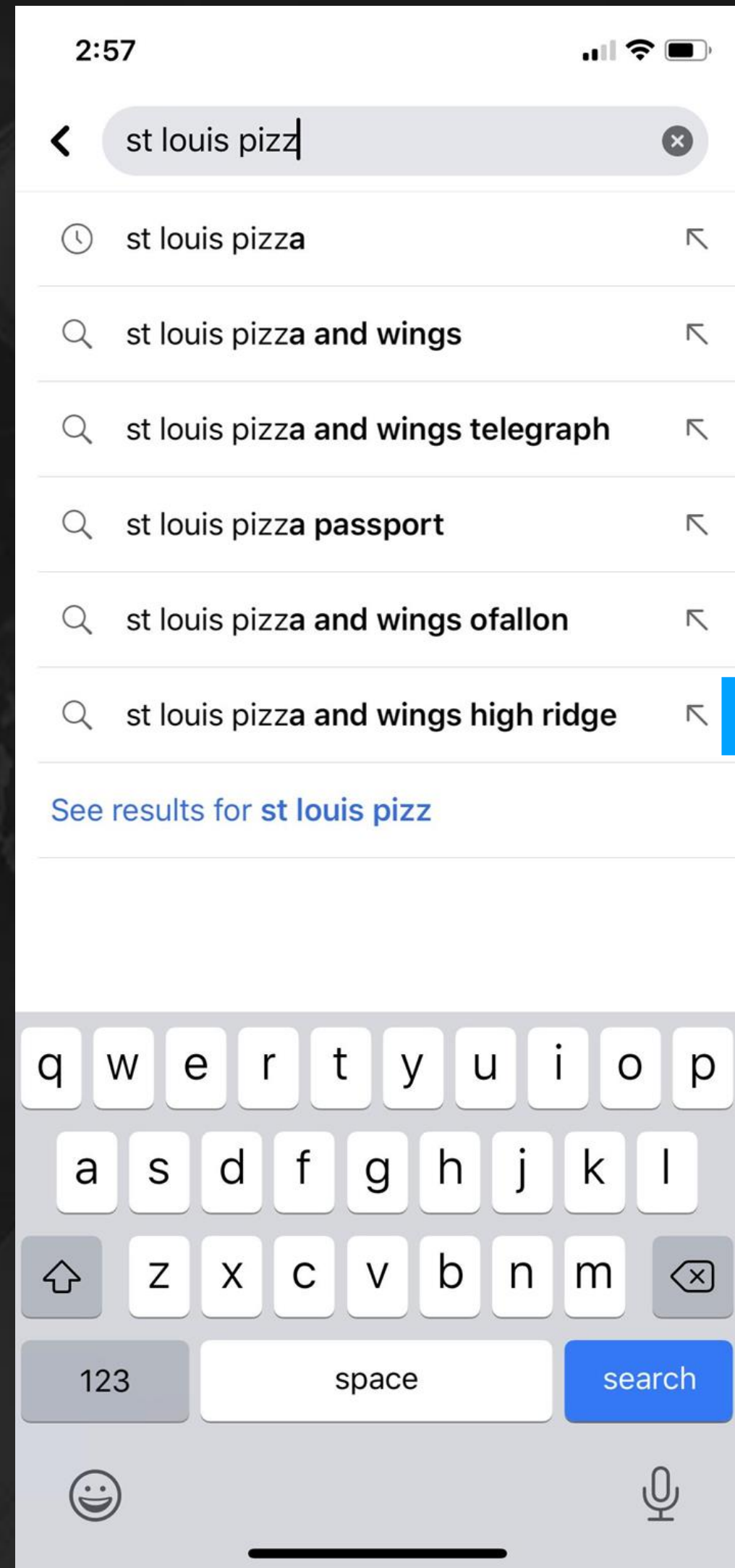
A top-down view of a workspace. In the center is an open laptop with a hand on the keyboard. To the left is a notebook with a hand on the cover. To the right is a coffee cup on a saucer. The background is dark and slightly blurred.

I want to show you a couple examples of what people are doing in terms of content on their pages... and the message it sends...

What's actually happening right now...



What's actually happening right now...




A dark, top-down view of a workspace. In the center is an open laptop with a hand on the keyboard. To the left is a notebook with a hand on the cover. To the right is a coffee cup on a saucer. The background is a dark, textured surface.

Which is more appealing to
you as a potential customer?

A dark, top-down view of a workspace. In the center is an open laptop with a hand on the keyboard. To the right is a white coffee cup on a saucer. To the left is a notebook with a hand on it. The background is dark and textured.

Does it make sense why regular content on your page is just as important as your “open sign” during business hours?

A dark, top-down view of a workspace. In the center is an open laptop with a hand on the keyboard. To the right is a white coffee cup on a saucer. To the left is a notebook with a hand on it. The background is dark and textured.

Part 3: How Simple “Social Promotions” Change Small Businesses

On top of all that...



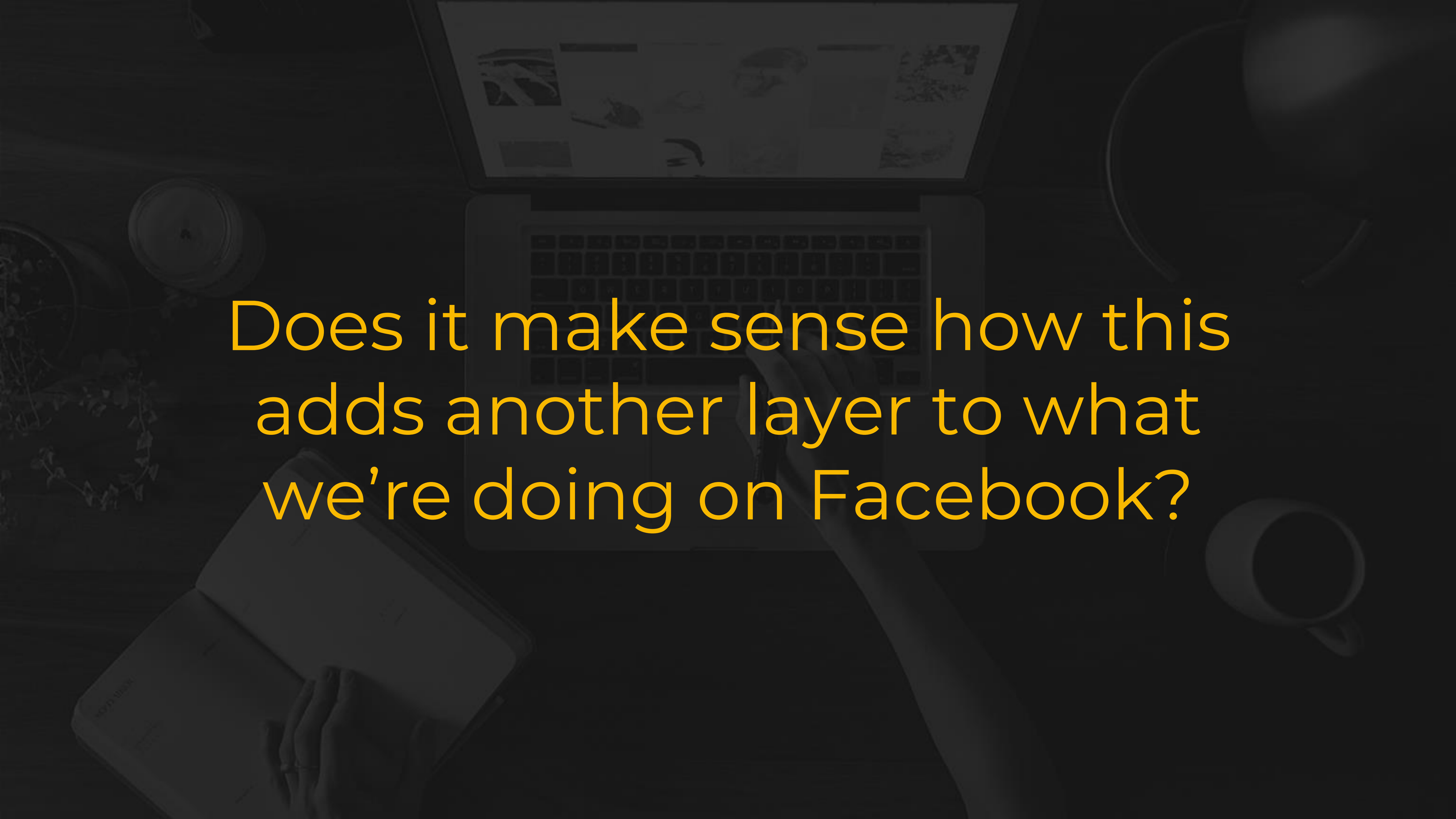
Free Cookie Day

**COME GET YOUR FREE COOKIE
THIS FRIDAY AT MAGELLAN
CHIROPRACTIC**

Giving people an excuse to visit your business and having your social media profiles reinforce that is huge.

We make sure that all our clients have daily social posts and that they also have a simple “excuse to come in” promotion every single month.

**CHIROPRACTIC
THIS FRIDAY AT MAGELLAN
COME GET YOUR FREE COOKIE**


A dark, top-down view of a desk. In the center is an open laptop with a hand on the keyboard. To the right is a white coffee cup on a saucer. To the left is a notebook with a hand on the cover. The background is dark and textured.

Does it make sense how this adds another layer to what we're doing on Facebook?



Part 4: How To Take All The Work Out Of Your Facebook Page Forever

(and get all the benefits of having an active page)

A dark, top-down view of a workspace. In the center is an open laptop with a hand on the keyboard. To the right is a coffee cup on a saucer. In the bottom left, a hand holds a tablet. The background is a dark, textured surface.

The Problem with everything I
just showed you... is that it's a
ton of work on the business.

(On top of all the things you're supposed to be doing to serve your existing customers)

How we make Facebook work for you... Instead of you working for Facebook...

- **Step 1:**

We create high-quality and relevant content for your business and brand it with your business' logo (which keeps competitors from stealing it).

- **Step 2:**

We schedule 2 posts per day for your business so that you always look as active and organized on your Facebook page...as you do inside your business.

- **Step 3:**

We sit down and plan out 12 monthly promotions with you and schedule the Facebook content to Support each Promotion.

A dark, top-down view of a desk with a laptop, a coffee cup, and a notebook. The laptop is open in the center, with a hand visible on the keyboard. To the right is a coffee cup on a saucer. To the left is a notebook. The background is dark and moody.

The Result?

Your Facebook page becomes an attraction engine for potential customers

(And it takes the pressure of creating FB content off you and your team!)

A dark, top-down view of a workspace. In the center is an open laptop with a keyboard. To the left is a notebook and a pen. To the right is a coffee cup. The background is a dark, textured surface.

We would love the opportunity to
help your business outdo your
competitors on Facebook...

(And to turn your FB page into the asset it's supposed to be... without the stress on you!)

Any Questions?



Koala Media

Koala Media
support@koalamediasc.com