

PODCAST

Generating Leads On Facebook

WITH AARON HOCKEL

YES! YOU SHOULD HAVE A FACEBOOK PAGE. WHY?

- It's a good way to connect with your customers
- When your business is searched via Google, your Facebook page will rank highly
- The default “**must**” is now to have a social media presence (in the past it was to have a website)

FACEBOOK ADS

- You can target your specific audience by location, demographics, interests
- It's an affordable strategy -- as little as \$1 a day
- It's very powerful -- you can target the right people for a reasonable price
- You can adjust your advertisement on the fly, unlike print mailers
- It's an intuitive system that is user friendly

TIPS

- Download the Facebook App on your mobile device to manage your page on the go
- Showcase old jobs from the past when you are struggling to find content
- Take a quick picture while on a job site (before or after) and post it to highlight your work
- Schedule as many posts as you'd like all at one time through the publishing tools on Facebook (or use an app that will do it for you, i.e. Hootsuite)

NOTES:
