

Engage Your Audience! How to Get Known on Facebook

What?

So, you've got a Facebook Page. Now what? Facebook is a powerful tool, but when the average Page reaches under 3% of its fans, getting in front of your potential customers isn't so easy. If you find yourself saying "my business is doing amazing things, but no one seems to know about them", you've come to the right session. This session is designed to simplify your social media posts, so you can stop wasting time online and get back to running your business. Learn how you can use compelling content on Facebook to drive more likes, clicks, and sales, and finally get your business known.



Attendees will leave with:

- An optimized Facebook Page that provides potential customers with information and ways to work with you
- A clear picture of your goals, your message, and your audience
- A weekly content template to guide all your social media efforts
- Your first set of engaging Facebook posts

Objectives:

- Pinpoint your 3-point social media strategy
- Implement a weekly content template
- Kickstart your Facebook content to accomplish your goals
- Measure your results

Where?

21 Industrial Crescent, Suite 101, Carbonear

When?

Monday, March 19, 2018 9:00 am. - 3:00 pm.

Important Information

Please bring along a **laptop** to participate (recommended), or a tablet if no laptop available.

RSVP

Please RSVP as space is limited to Debbie.george@cbdc.ca; call 596-3849. Lunch will be provided. Please advise if there are any dietary concerns.

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