

DAY 16 - HOW TO CROSS-PROMOTE FACEBOOK

An integrated social media marketing strategy is crucial to success on social media and cross promoting your FB page on other social networks is key to making sure your content gets maximum engagement.

One of the first things you should do is completely fill out all of the other social media profiles and include links to your Facebook page.

Most of the social networks let you link back to Facebook, and Youtube even gives you an icon to go with it. So, don't pass up this opportunity to encourage users to explore your Facebook profile too.

Another thing you can do is link back to Facebook on some of your posts on other social media platforms. This will help people see where they can find you and other content similar to the one you posted.

However, make sure not to link back to Facebook every time as that will make you look over-promotional. In fact, don't make your content more than one out of every ten posts.

Cross-promoting events is another super-effective cross-promoting strategy. If you are hosting some event on Facebook, such as a Live Streaming Q &A with your fans, you can easily promote it on the other social media networks.

Run campaigns, provide teasers and get as many people excited about your event as possible. Just make sure that you customize each of the promotions specifically for each platform so that they get maximum visibility.