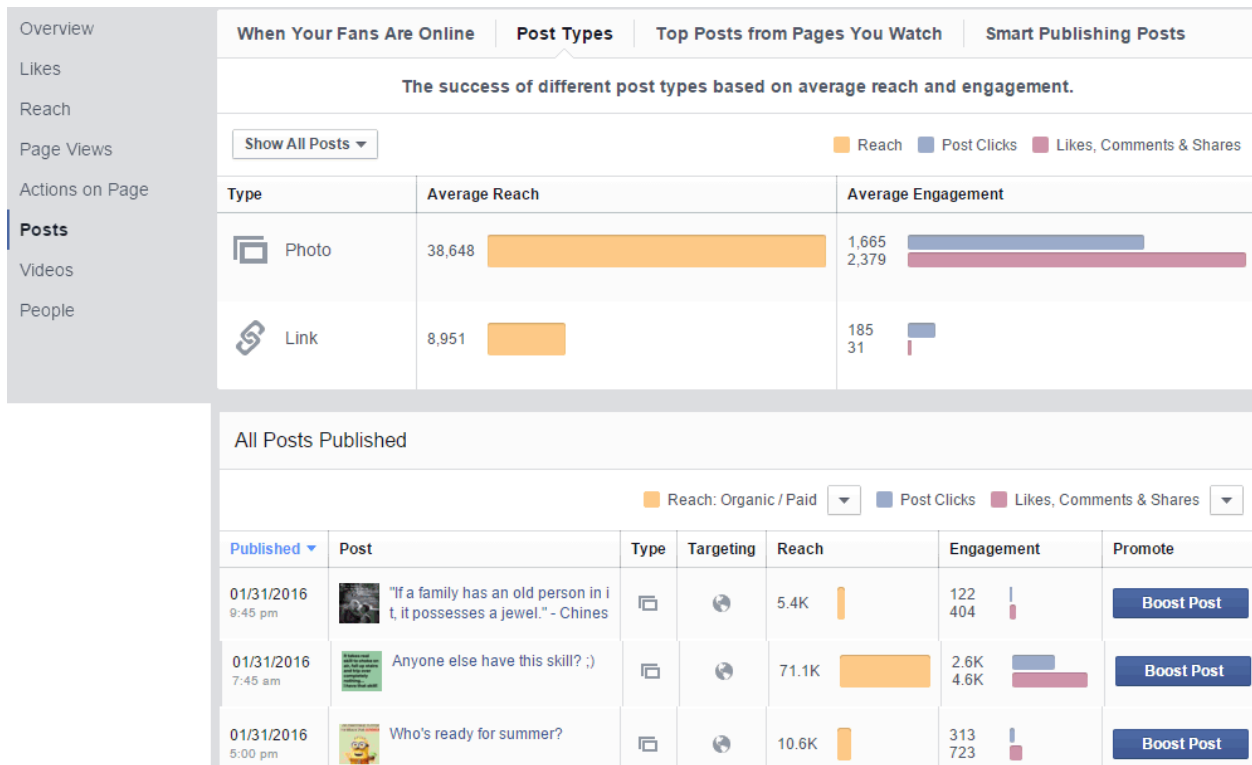


DAY 13 - ADJUST YOUR STRATEGY

On Day 8 you learned how to use Facebook Analytics to create a posting plan targeted for our audience.

Now it's time to review your results and adjust accordingly! You may see that certain types of posts are more successful than other - and want to share more of that! Or if certain items are duds - get them out of your lineup!

If you take a look at Post Planner's Facebook page, you can see that our photos posts slay the rest of our content. This tells us our strategy is working.



30 DAY FACEBOOK CHALLENGE

We also monitor our reach and likes/comments/shares of posts from the page on a daily basis.

Be the reason someone smiles today 😊



40,385 people reached

Boost Post

Like

Comment

Share



Juanita Cecilia Navogi, Verdon Gibbs, Ken Satterfield and 1,059 others like this.

Top Comments

723 shares

So take a look - see what's working and what's not. Test new strategies, write everything down, and compare results.

It may take a few tries but you'll eventually find a groove perfect for your audience and your business' engagement.

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