

# THE ULTIMATE FACEBOOK CHALLENGE:

30 DAYS TO A THRIVING PAGE



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# INTRODUCTION

Having a tough time building a strong Facebook presence for your business?

Eager to make new contacts, boost engagement and drive more traffic, leads and sales through Facebook marketing?

You can do it! It just takes commitment, a success mindset and a little know-how.

Whether you only need to be pointed in the right direction -- or you need an entire Facebook reboot -- we are here to help.

Facebook is a powerful marketing tool that can help you take your business to the next level (IF you have a smart Facebook strategy in place).

According to Andrea Vahl, co-author of [Facebook Marketing All-In-One for Dummies, 3rd Edition](#) and #ViralChat guest, Facebook has 1 billion very engaged DAILY users.

With that many users, it's easy to see that there are potential customers everywhere on Facebook. It only makes sense that it should be part of your brand's social media plan.

Facebook has captured and grown their audience in a way that no other social media site has been able to do -- and it's time for YOU to tap into all that Facebook has to offer.

In this ebook, we invite you to take our Facebook 30-Day Challenge. If you follow these steps for 30 days, we are confident you'll be on your way to a thriving, successful Facebook presence with measurable ROI.

Each one of these tips is designed to help you discover amazing content, predict how it will perform, boost engagement and build a loyal and passionate following.

Ready to get started? Let's go!



# DAY 1

BUILD OUT YOUR BIO

Just because you build a Facebook business page doesn't mean people are going to flock to it. There are a few things you need to do in order for people to find and connect with you.

Your first step today is to craft your bio. Create a 150 and 300 word bio for your short and long description.



Add in details about your skills, talents, awards, who your perfect audience is and how you help clients, customers and/or users.

Be specific!

Don't forget to sprinkle in keywords. These words will help search engines and people know what you're all about.

Use terms and phrases that feel natural to say within everyday conversation. Think about top questions your clients and customers ask you on a daily basis. What recurring themes come up again and again?

**IMPORTANT:** When setting up your Facebook page -- you should be entering information that is going to present you in the best and most approachable light to potential customers.

It's not about showcasing yourself, but about presenting your business in a way that attracts the exact right audience.

You're not looking to build up a page with legions of fans uninterested in your product or service. Instead, you want fans who are eager to take that next step with you.

Give them the details they need to make an educated and informed decision.





# DAY 2

**WRITE A  
MEMORABLE TAGLINE**



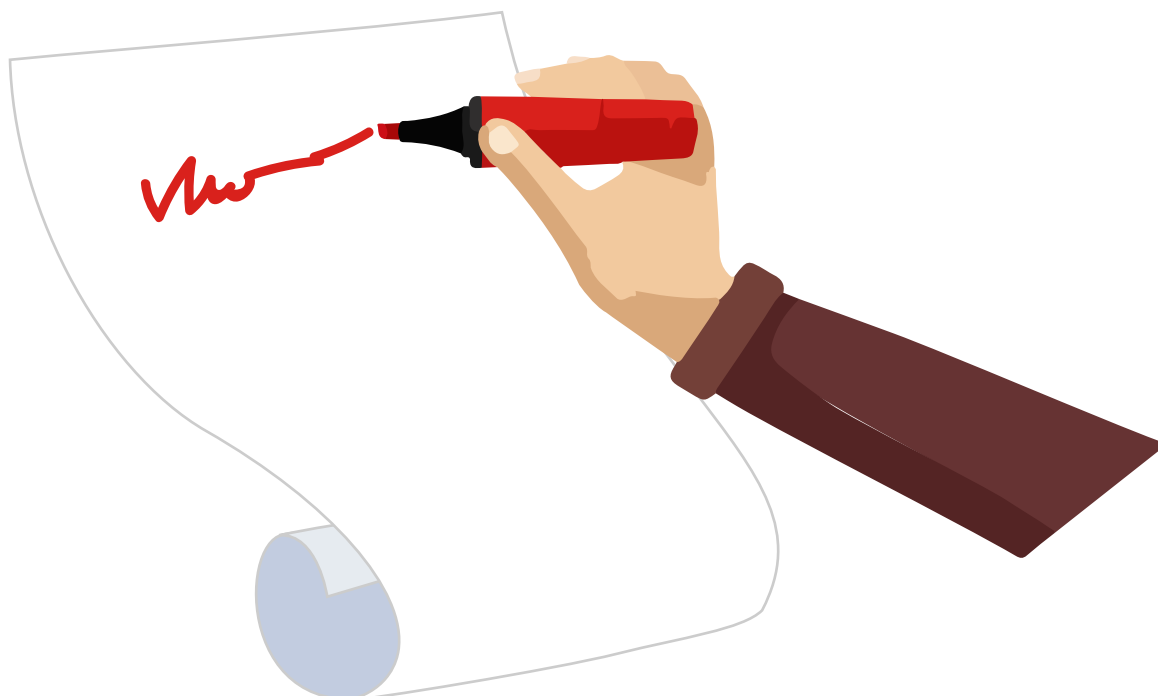
Today you're going to create a memorable Facebook tagline. A tagline will help brand your business and leave an indelible mark in the minds of your fans. Just think of the most popular taglines from companies like:

1. BMW The ultimate driving machine
2. BOSE Better sound through research
3. Bounty The quicker picker-upper
4. Capital One What's in your wallet?
5. GLAD Don't get mad, Get GLAD
6. M&Ms Melts in your mouth, not in your hands
7. Nike Just do it

Be sure you pick a tagline that you will want to keep. Choose one that is easy to remember and will make people think of you when they hear the signature phrase. What's one thing you do better than anyone else and how can you share that quickly and succinctly?

There are a few places you should use your tagline on your Facebook page. One is in the short description box. Another is within your cover photo. Another could be within your logo/profile picture.

The most important thing to remember is that it's clear, memorable and actionable.



A small green seedling with two leaves and a thin stem, growing out of a small mound of brown soil.

# DAY 3

CREATE A BRANDED  
COVER PHOTO

From your Facebook graphics to your logo, videos, and cover image – create a seamless look and feel that's a direct representation of your company.

One of the first things people will see is your cover photo. It's a perfect place to brand your business and tell your story.

But don't just stop there. Use it to promote your products, share what's happening within your business and talk about upcoming events.

And make sure you change out that cover often!

Take action and head over to [Canva.com](https://www.canva.com) - choose the Facebook Cover template and create your own unique design.



A small green seedling with two leaves and a thin stem is growing out of a mound of brown soil on the left side of the image.

# DAY 4

**ADD A CALL TO  
ACTION TO YOUR PAGE**

Today you're going to create a unique call to action. Facebook has a really cool feature called the "Call to Action" button. Here you can direct fans to a product, service, your latest webinar or even a book.

Begin by brainstorming what that next step is you'd like your fans to take. There are 7 call to action buttons altogether:

Here's what it looks like:



Here's How You Can Use It:

- Book Now: For consulting calls or intro appointments
- Contact Us: For brick-and-mortar businesses to grab local customers
- Use App: For app companies that want to attract new users
- Play Game: The best way to get people hooked on your game is to get them to play it!
- Shop Now: For any online store (ie. drive business to your Etsy store)
- Sign Up: To grow your essential email list (this should be the default button!)
- Watch Video: Could be the gold-standard choice to tell your story



# DAY 5

**SPICE UP YOUR PAGE  
WITH VIDEO**

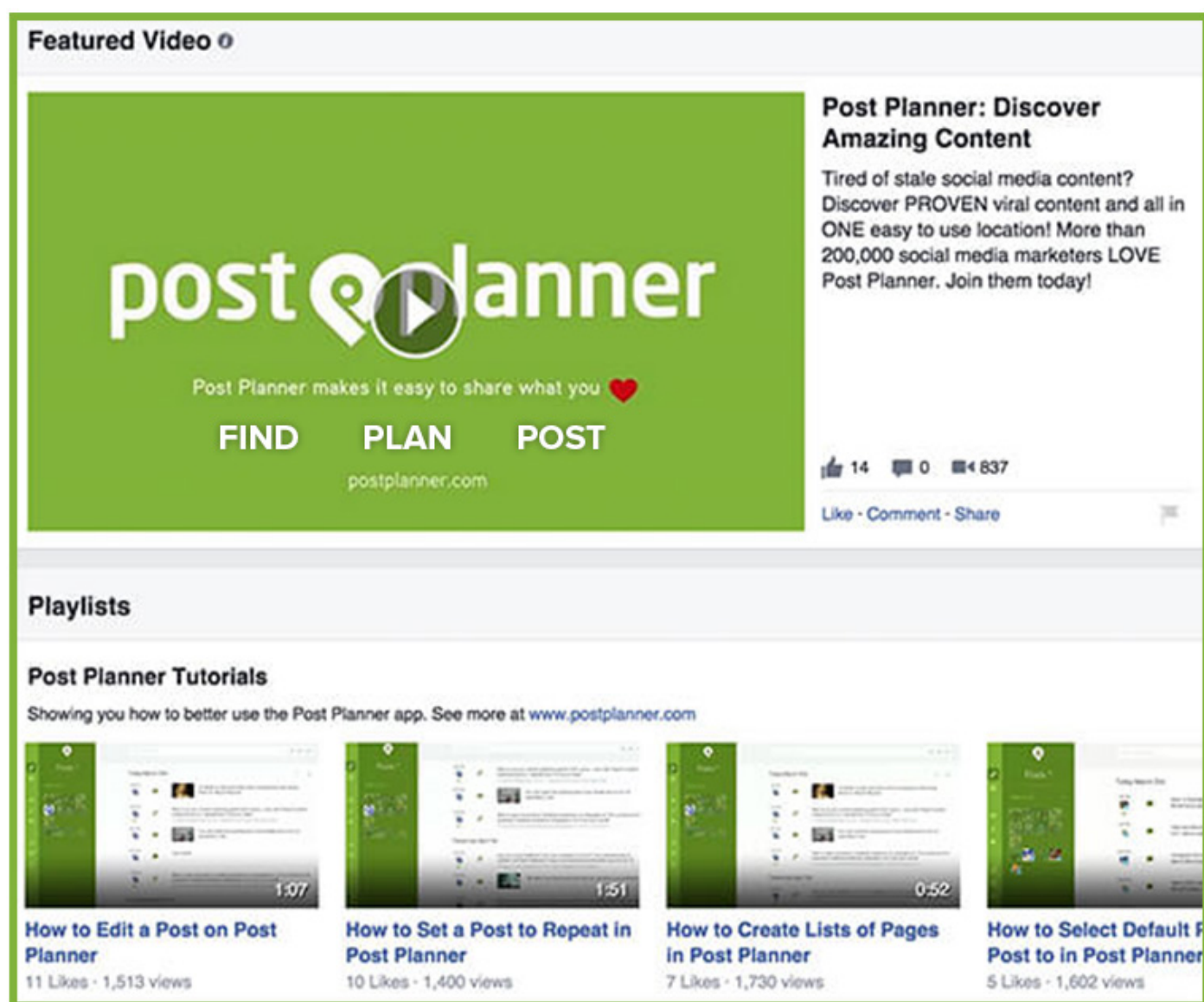


‘Spice’ up your Facebook page by using video.

Make sure your videos are short, entertaining, and captivating. Your goal with a video should be to leave the person who just watched it feeling like you helped them.

If you’re a blogger, think about the content you’ve already written. How can you repurpose that into a video?

Share a useful tip, offer your advice, share words of wisdom or brighten their day by making them laugh.



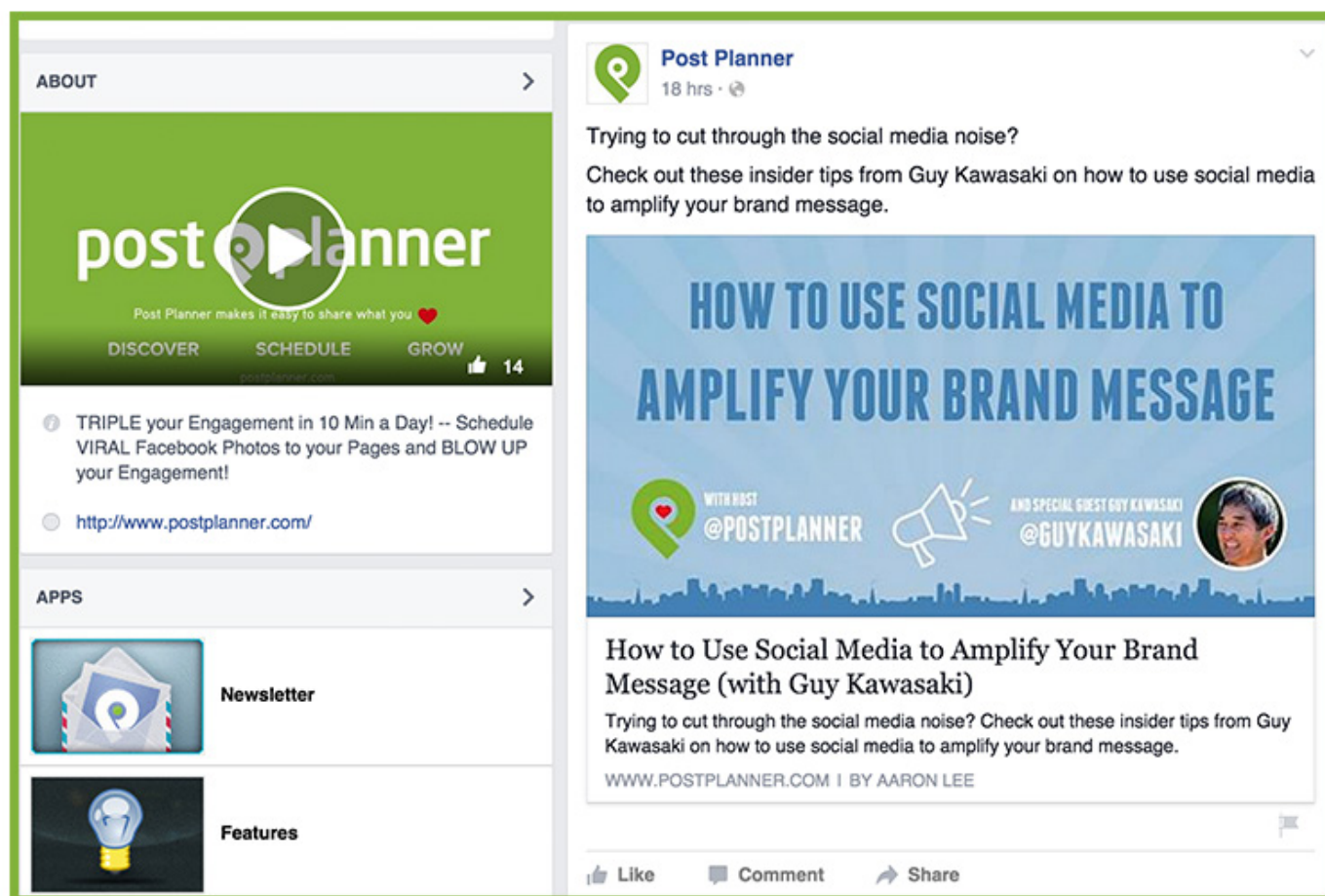




# DAY 6

SHARE RELEVANT  
CONTENT

Before you start adding fans, make sure you have content for them to find. As you consider what type of content to post, it's important to know the purpose of your page.



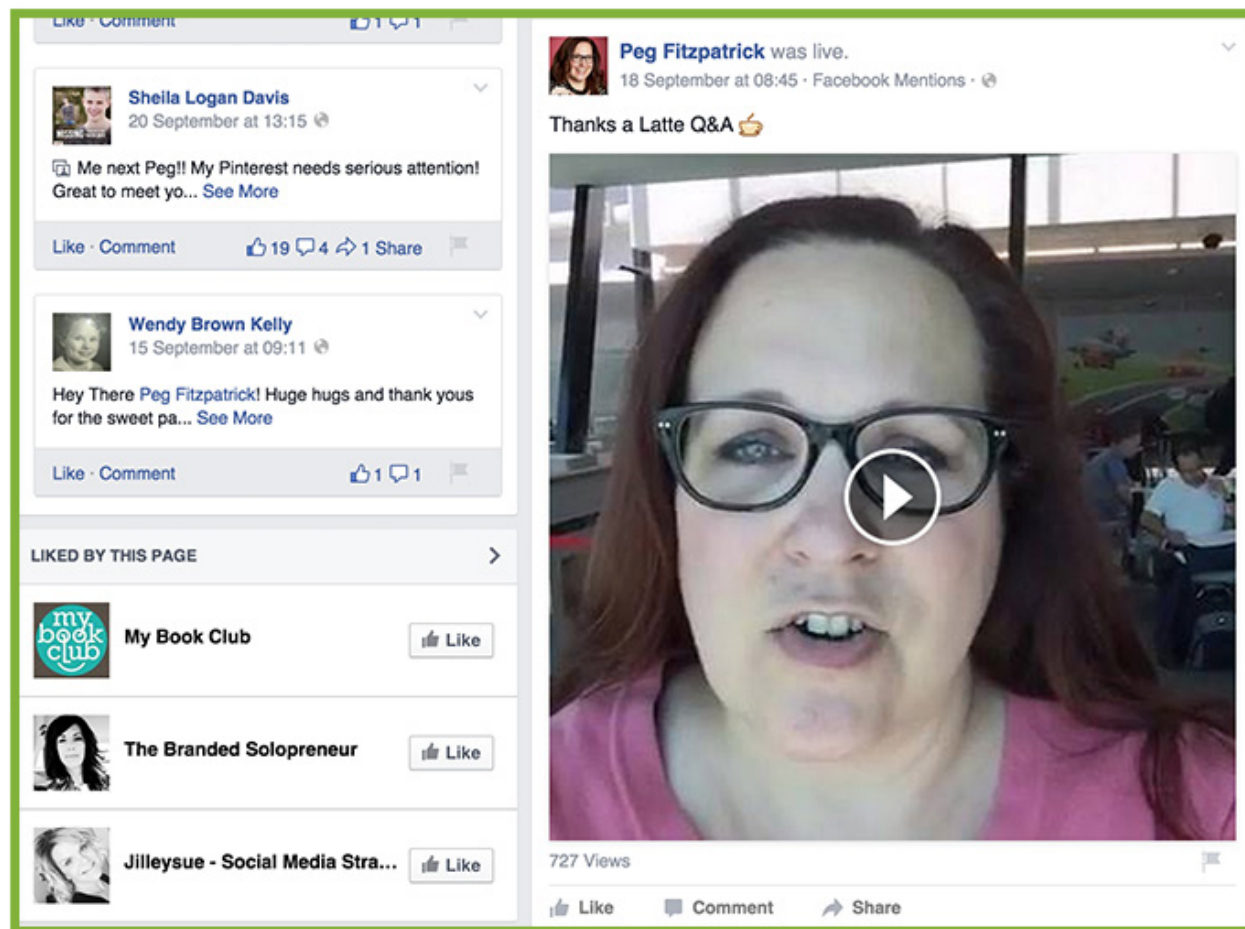
- The first purpose of your Facebook fan page should be to create a bond with your readers.
- The second is to create a valuable resource.
- The third is to drive traffic to your website through your product/service.
- The fourth is to make you and your business easy to find.

Today we're going to focus on creating a bond and promoting your products/services through your Facebook status updates.

Ways to use your Facebook status update:

- Ask what type of content your fans are looking for.
- Share tips and advice.

- Give a behind the scenes look into your business.
- Announce that you are running a fans only special one day.
- Answer questions on your page one day a week – free coaching Thursday or Thanks a Latte like Peg Fitzpatrick.



- Share a link to a new product on your website.
- Share a link to a new blog post and more.

Most importantly - don't do them all at once. Spread out the promotional content or your page will start to feel spammy fast.



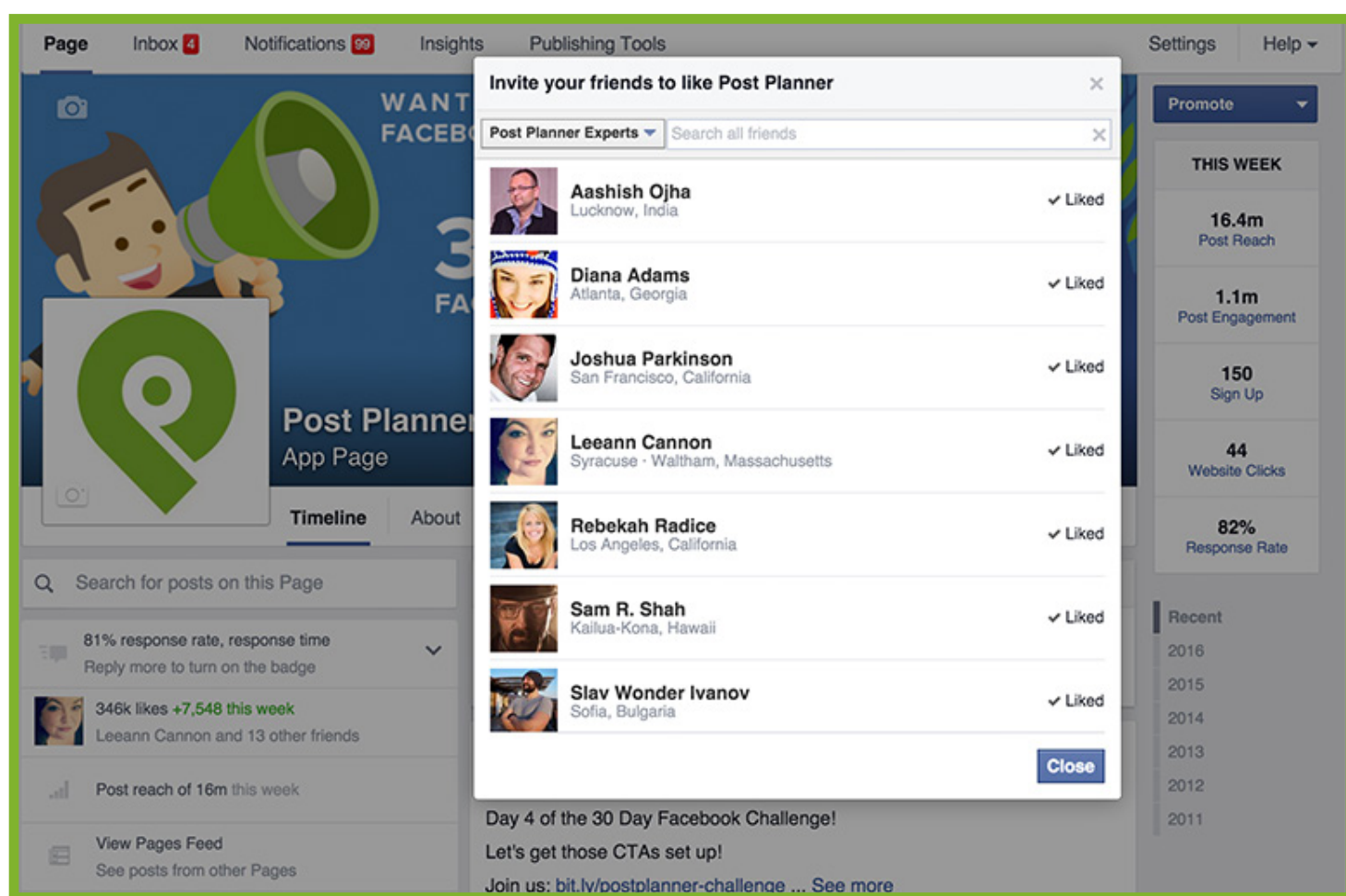
# DAY 7

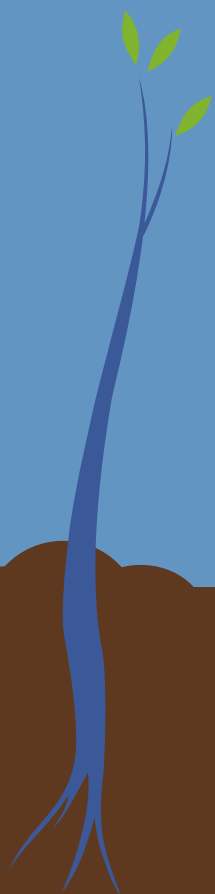
INVITE FRIENDS

One way to get people to your Facebook page and like it is by using the ‘suggest to friends’ option.

Remember, a personal and business Facebook page are two completely different things, but that does not mean that one can’t help the other. If you are creating a new business page, invite your friends to like the page.

However, use caution when doing this. Don’t send it to everyone on your friends list. Pick only those people that you think would benefit from your page and the information you’ll be sharing on the page.





# DAY 8

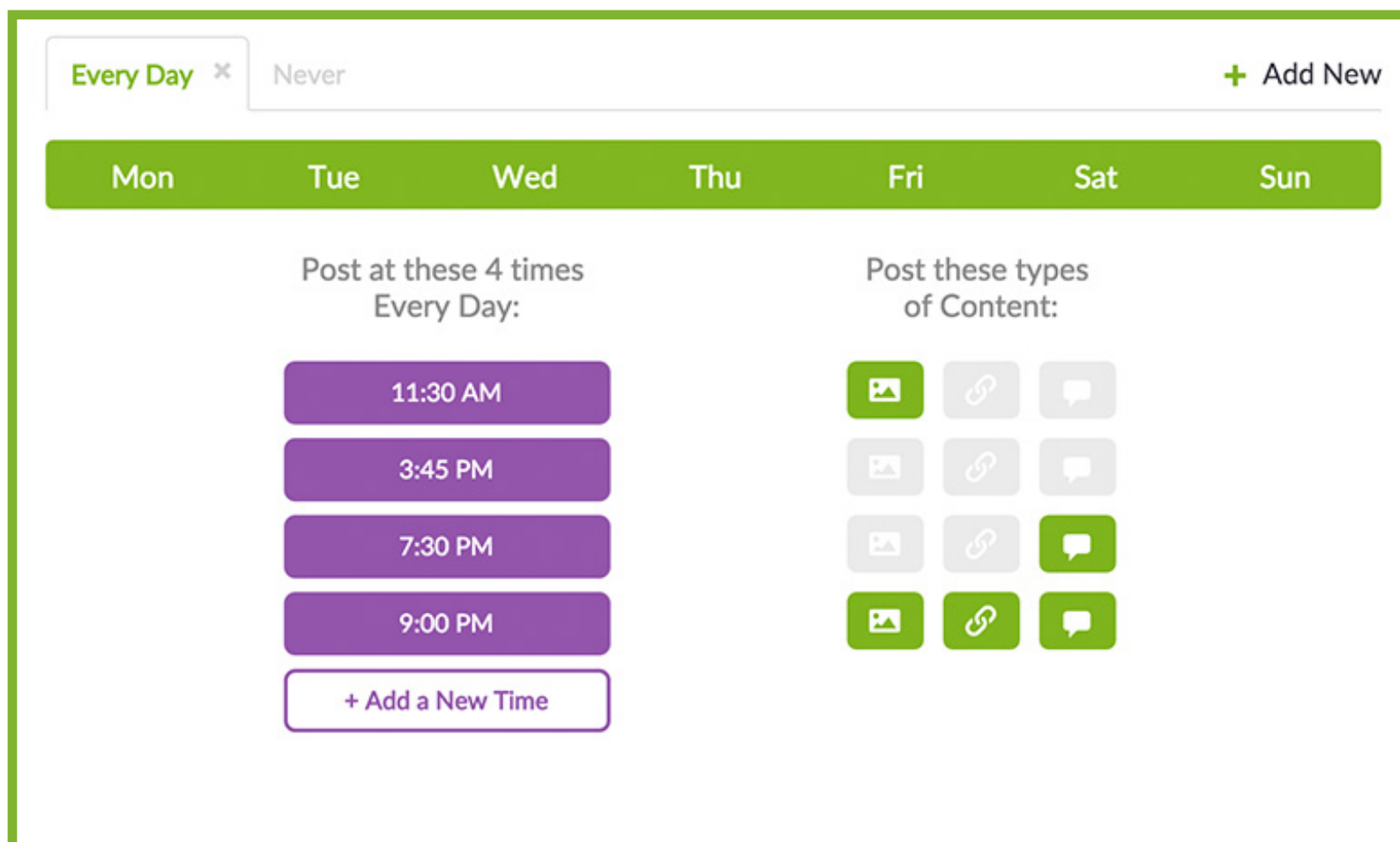
**PLAN POSTS TO  
BOOST ENGAGEMENT**



Use Post Planner to plan your posts in advance -- this will free up your time for interacting with your audience and other pages. Your Plan within Post Planner is going to be one of your most powerful tools. It will save you tons of time -- and allow you to post consistently.

Start by setting up [a variety of post types per time slot to keep things fresh](#).

For example: 7:30am (photo), 9:45am (link), 10:50am (status idea).

The screenshot shows the Post Planner interface. At the top, there's a filter bar with 'Every Day' selected (indicated by a green box and an 'x' to close) and 'Never' as an option. To the right is a '+ Add New' button. Below this is a header bar with days of the week: Mon, Tue, Wed, Thu, Fri, Sat, Sun. The main area is divided into two columns. The left column is titled 'Post at these 4 times Every Day:' and contains four purple buttons with the times: 11:30 AM, 3:45 PM, 7:30 PM, and 9:00 PM. Below these is a button that says '+ Add a New Time'. The right column is titled 'Post these types of Content:' and contains a 4x3 grid of icons. The icons represent different content types: a photo icon (green), a link icon (grey), and a status icon (grey). In the first row, the photo icon is green, and the link and status icons are grey. In the second row, all three icons are grey. In the third row, the photo and link icons are grey, and the status icon is green. In the fourth row, all three icons are green.

It's easy and fast to plan 7-10 days worth of content in less than an hour using a combination of our default content plus your own. Keep in mind that while planning posts and automating your Facebook content is a good thing -- it's not a replacement for engagement.

We recommend that you take 1 chunk of time per week to plan all your Facebook content for the whole next week. Now that you don't have to think about your content -- you can take 15 minutes twice a day during the week to answer questions, respond to comments and build rapport.

You can also get this info in an infographic at [How to Use Social Media for Your Small Business \[Infographic\]](#).





# DAY 9

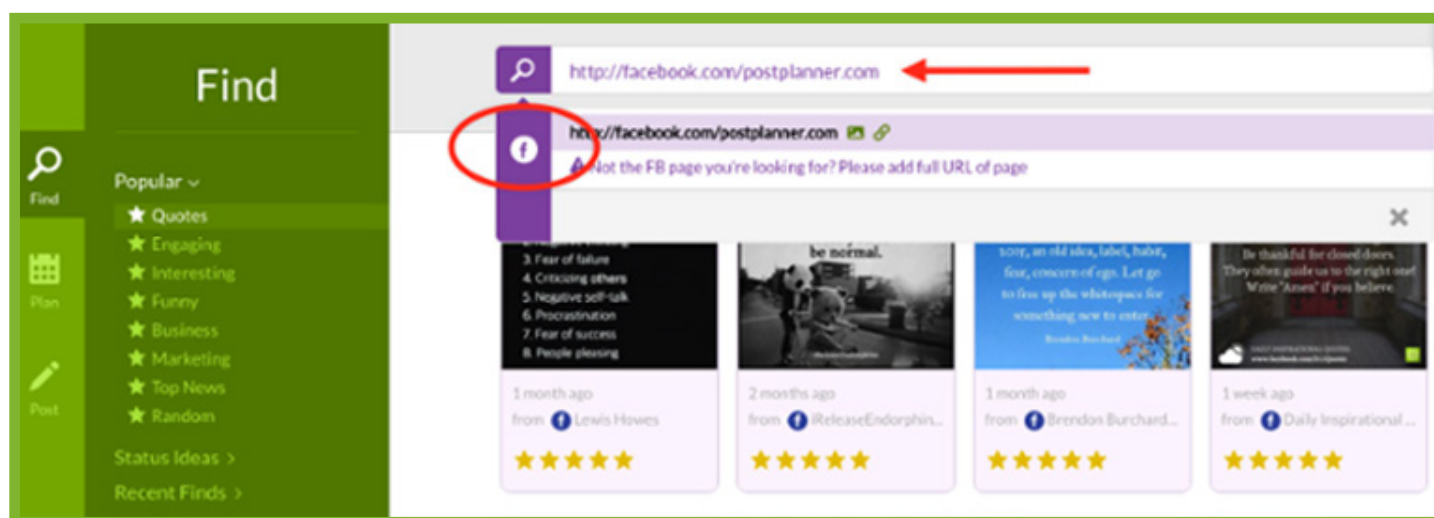
**FIND OTHER  
PEOPLE'S CONTENT  
TO SHARE**

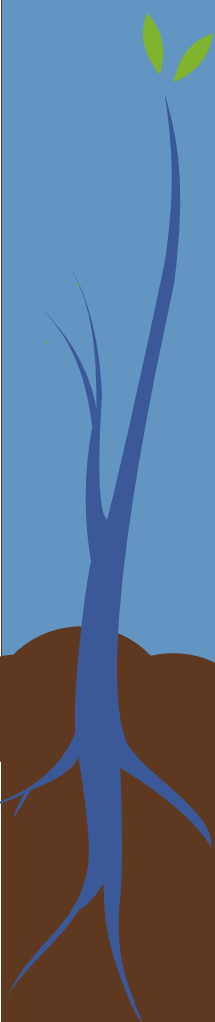
As you look to share other people's content, make sure it falls in line with the 3 Ps every Facebook page should follow.

Following this strategy will help you to adjust to whatever algorithm changes Facebook throws your way.

- Personal
- Purpose
- Promotion

Now head into [Post Planner](#) and look at any of the popular categories to discover relevant content your fans will love. Start by putting existing content into Post Planner from your favorite bloggers or find new content that's been proven successful already. You can do this in "Find" by adding anyone's Facebook page URL or by adding an RSS Feed, Twitter handle or even keywords.





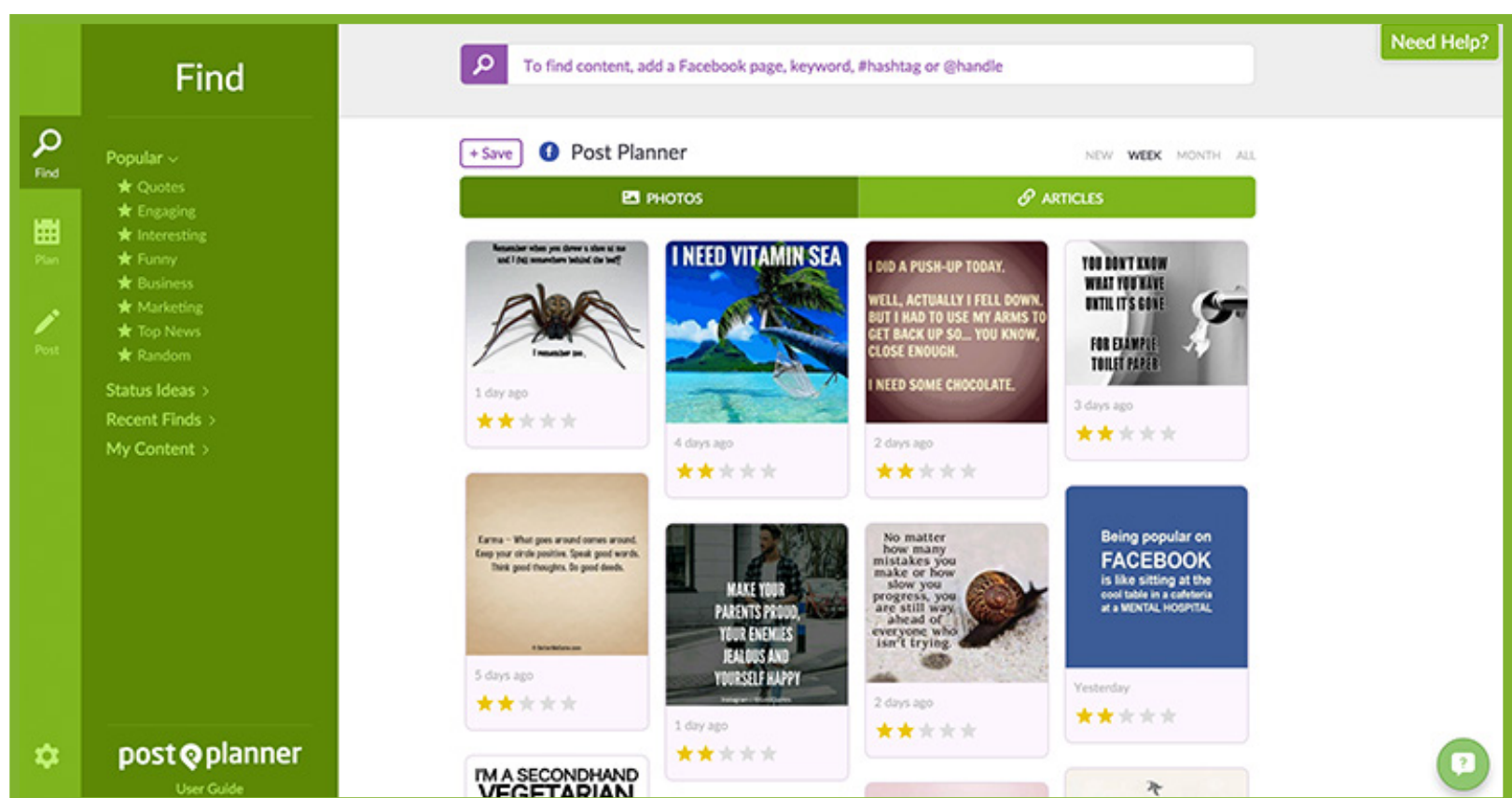
# DAY 10

ADD YOUR OWN  
CONTENT

As you begin to share content from other people on your Facebook page, it's critical that you spend time adding your own content as well. Did you know there are different ways you can share your content?

It's important to change it up so you keep your fans interested in your page. We suggest you read [How to Effectively Promote Your Content on Facebook](#).

Begin by adding feeds to Post Planner. You can do this in “Find” by adding your Facebook page URL, RSS Feed, Twitter handle or keywords!



If you need some ideas for feeds in your industry to add, just use Google! For example, if you're in the telecommunications industry, you could run a Google search for “best Facebook pages for telecommunications.”



# DAY 11

**ADD A CALL TO ACTION  
TO YOUR POSTS**

You've already added a Call to Action button to your page -- but it's also imperative that you add a Call to Action (CTA) to your posts.

While CTAs require a lot of testing and ongoing work, we find that questions and CTAs included with Post Planner's viral photos work very well. People have to see your content in order to interact with it, so work on increasing your fans and engagement right away!



If you need some help increasing fans, you might consider reading [45 Ways to Get More Facebook Fans This Month](#).

Then begin to organically introduce your CTAs. We'd suggest using visual content in the majority of your posts since it will help you get noticed in the news feed.

[Here's an interesting article about how one of our users recently took our advice to achieve phenomenal results.](#)



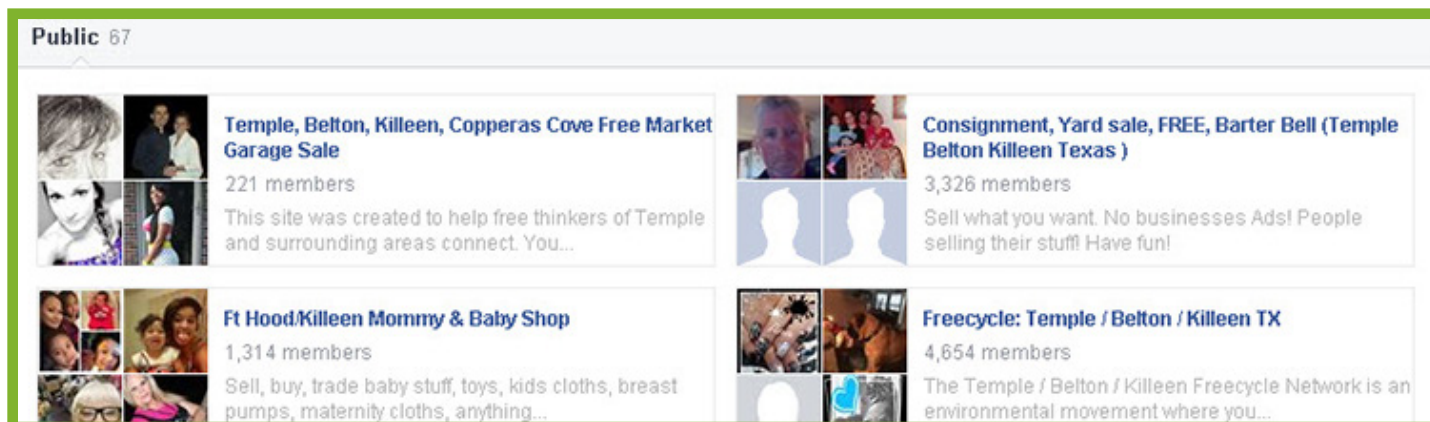
# DAY 12

JOIN FACEBOOK  
GROUPS



To grow your Facebook following, find groups/people/pages that are similar to you and friend them, like them or join the group.

Don't spam groups or pages or people though. A good rule to follow is to ask yourself "If I post this, is it going to benefit me or the other person?"



To Join a Group:

Go to the group you want to be part of and then click Join Group in the top right corner.

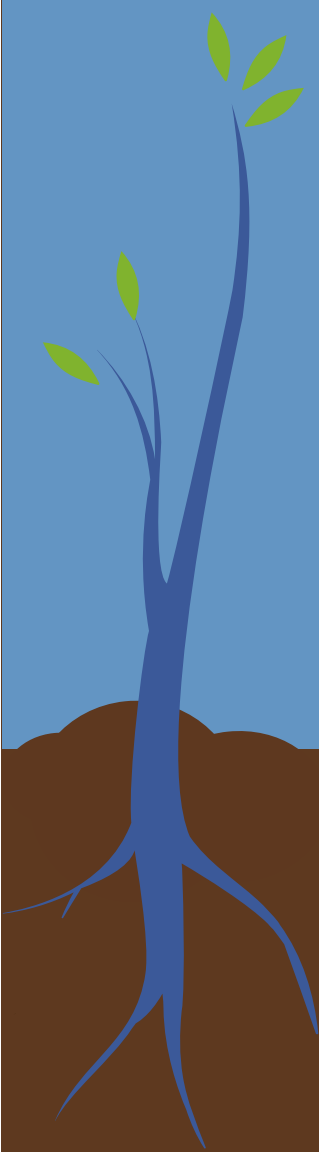
You can also join any public group that you see on the About page of someone's profile by clicking Join.

You may have to wait for a group admin to approve your request. In some groups, a friend who's already a member can also add you.

Keep in mind when you join a group:

- People may see when you join a [public or closed group](#) or that you're a member of that group, like in news feed or search.
- When someone adds you to a public or closed group, others may see that you've been invited (ie: in news feed or search). Once you visit a group you're invited to, you'll become a member and other people may see you joined.
- Certain groups on Facebook are secret and may not appear in search results. You can see them once a group member adds you.

Need some ideas for how Facebook Groups can help you reach your marketing goals? Read [6 Clever Ways to Use Facebook Groups for Marketing Your Business](#).

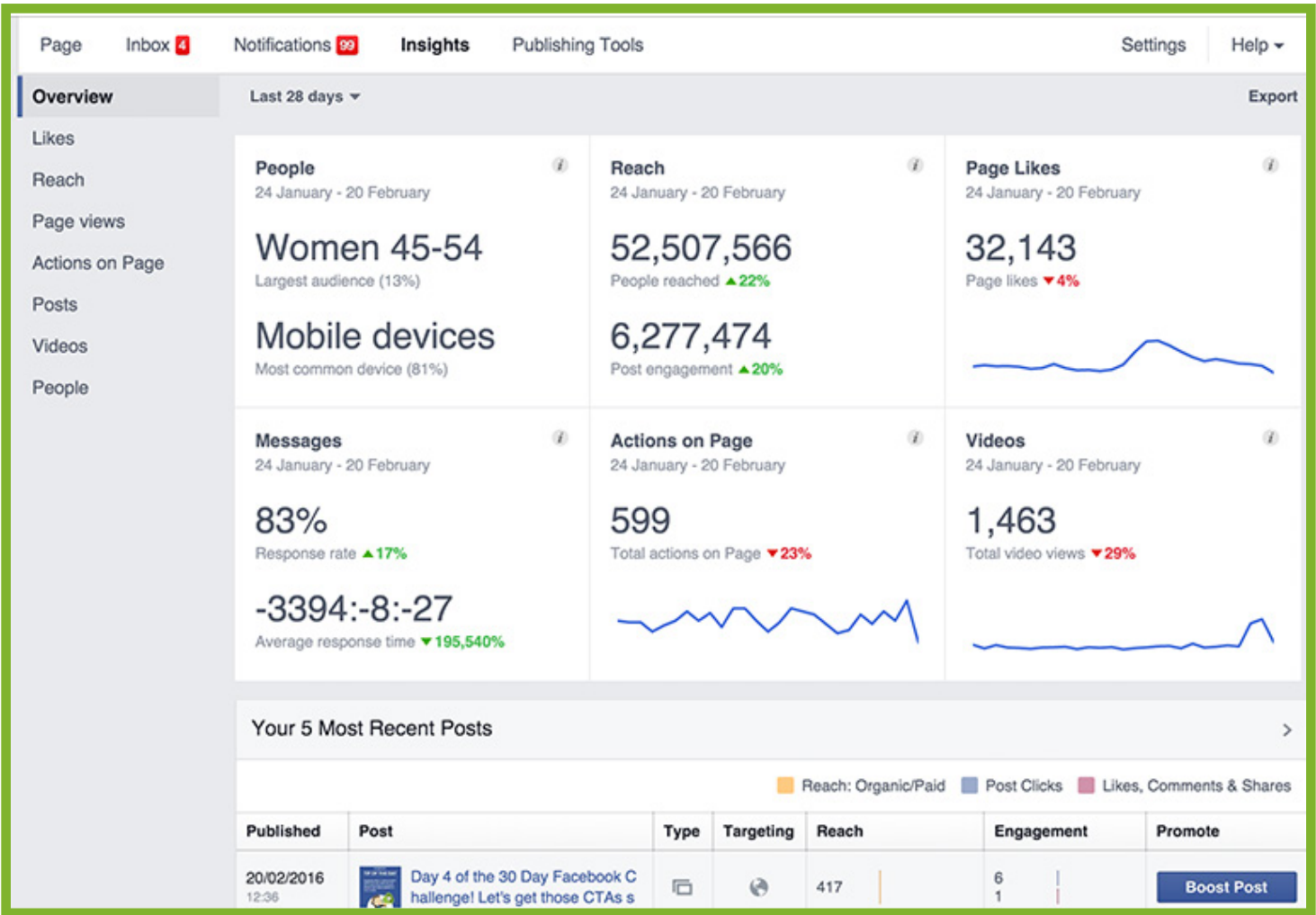


# DAY 13

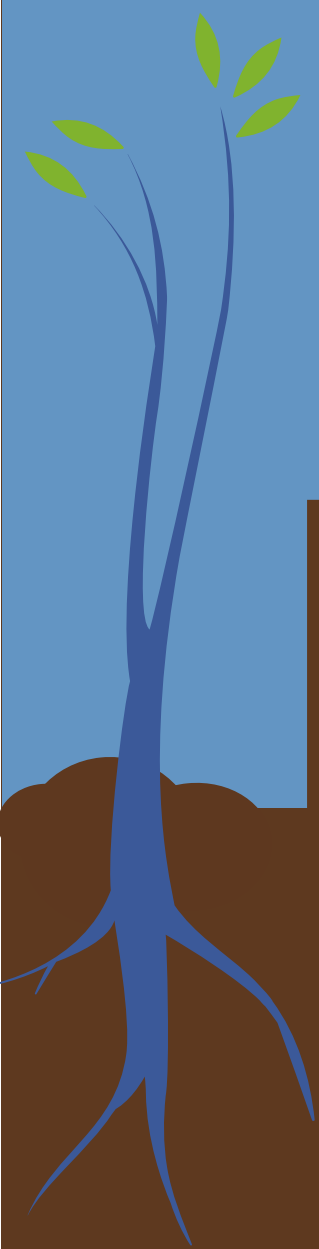
ANALYZE FACEBOOK  
INSIGHTS

Be sure to check your Facebook stats once in awhile so you can track how things are going.

You can do this by looking at the ‘Facebook Insights’ section inside your page.



This information will show you active users, number of likes and you can even see who has unsubscribed or hidden your posts.



# DAY 14

**STAY INVOLVED ON A  
DAILY BASIS**

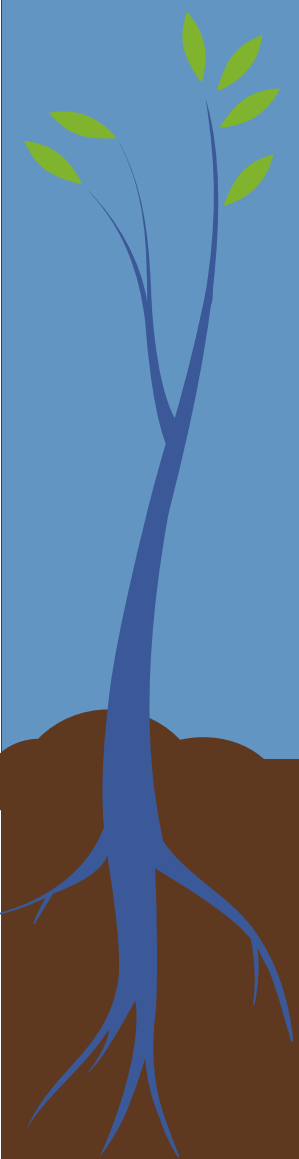
Once you have some fans, you need to engage them. Interact with them on a regular basis. Ask questions, create Facebook Notes, etc.

If someone writes on your wall or comments on something you wrote, acknowledge it. Even if all you do is like that comment, you've acknowledged it.



Credit them for tips or links they've shared. Every couple of comments that you do comment on, be sure to use a fan's name. This will personalize your interaction.

Visit their pages and comment or like something they've shared. If appropriate tag them in something.



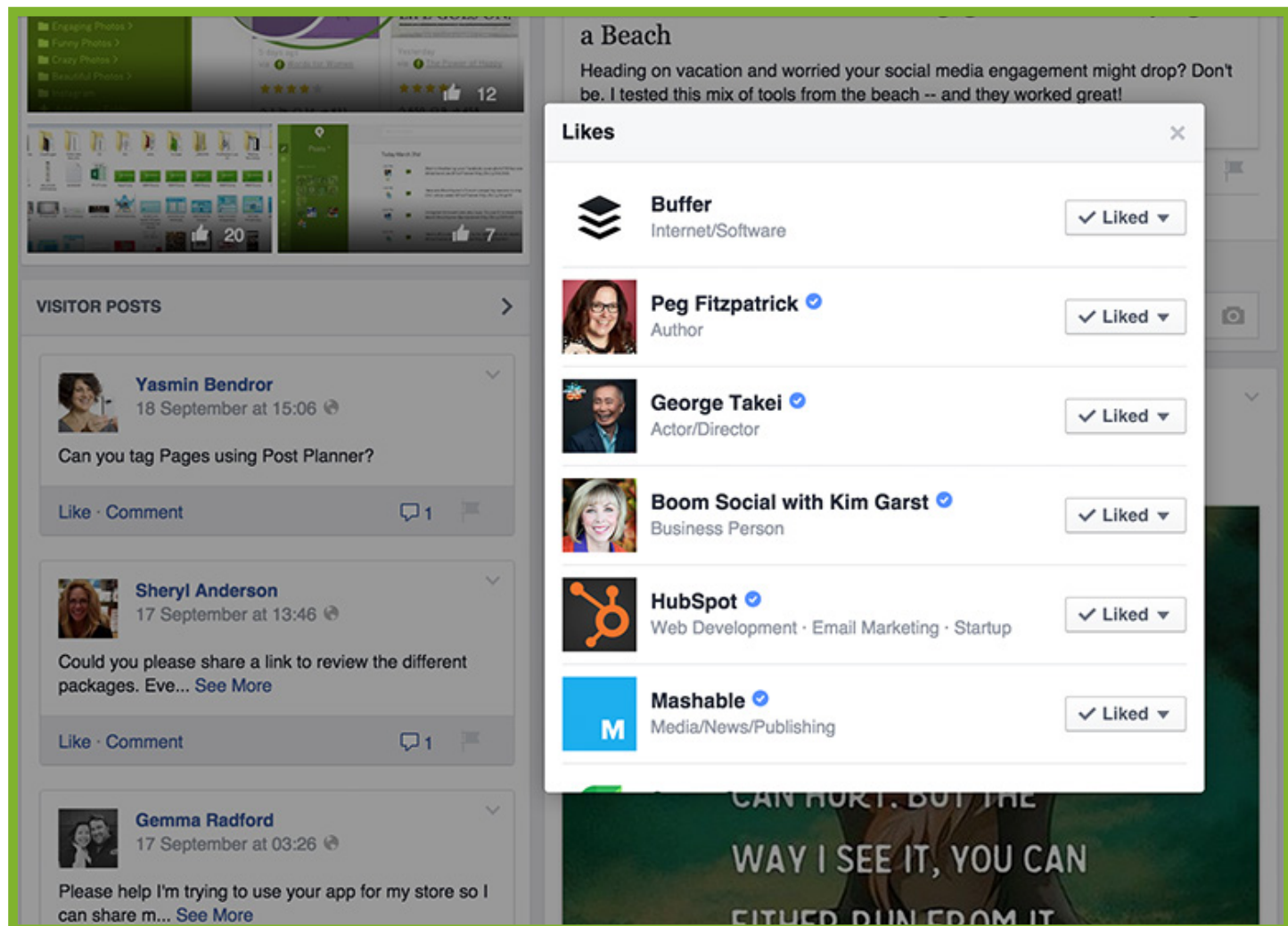
# DAY 15

**BUILD RAPPORT WITH  
RELEVANT PAGES**



Make a daily habit of checking out at least 5 pages or blogs and leaving a comment that mentions something specific.

Not only does it show you really paid attention to what they wrote, but you'll begin to build rapport with others writing and sharing content around your topic or niche.



The bonus in this interaction is that each comment creates a link back to your page. It also heightens visibility and raises awareness around your business.



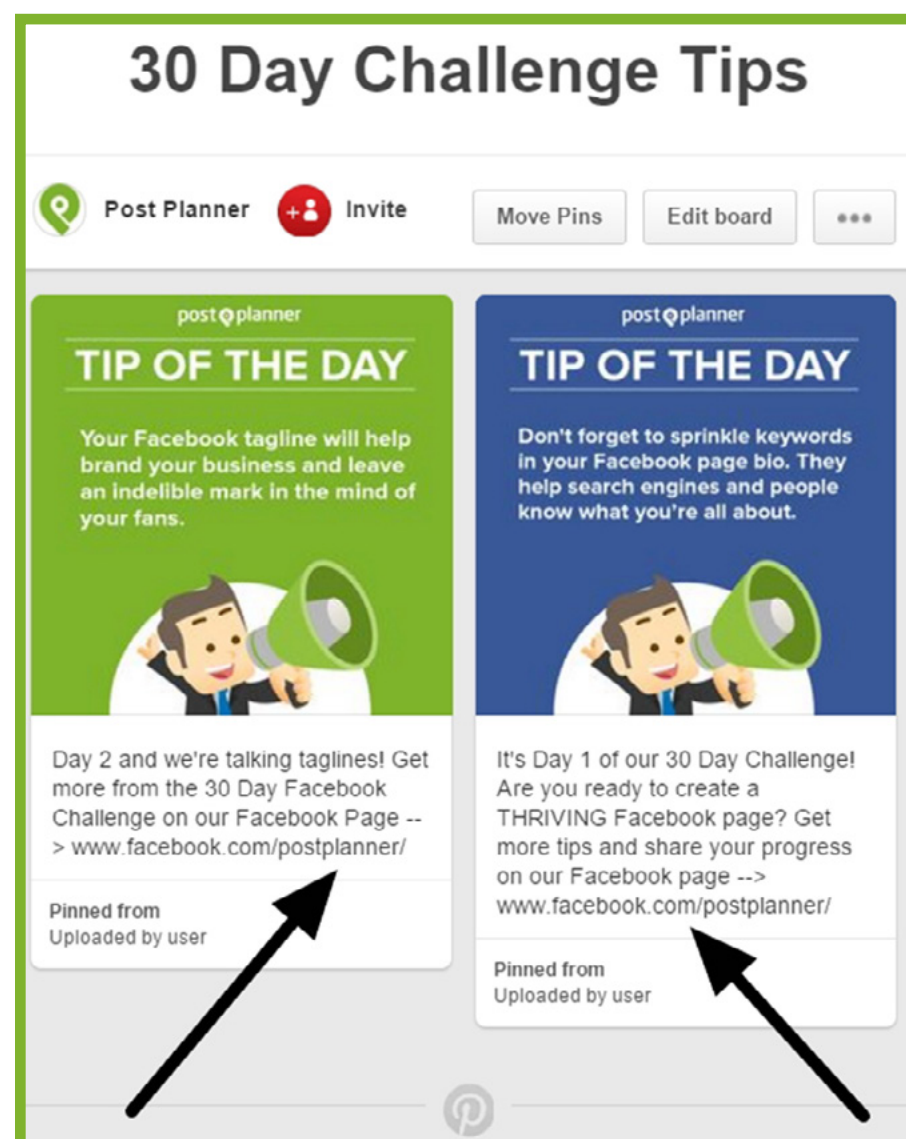


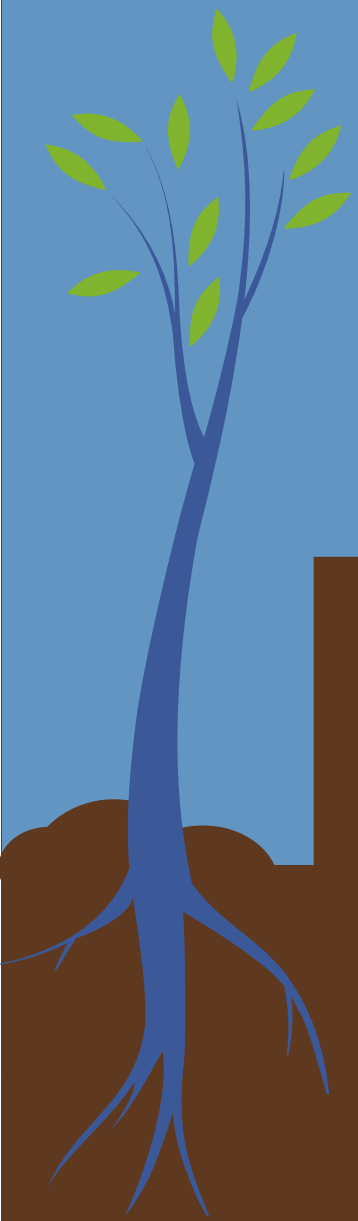
# DAY 16

**CROSS PROMOTE  
YOUR PAGE**

Use repetition to build your Facebook fans. Meaning -- share your Facebook page content across all of your other social channels. Take your Facebook content and pin it to Pinterest, tweet it on Twitter and share it on Google Plus.

Let people know where they can find you and what type of content they'll see when they connect with you on Facebook.





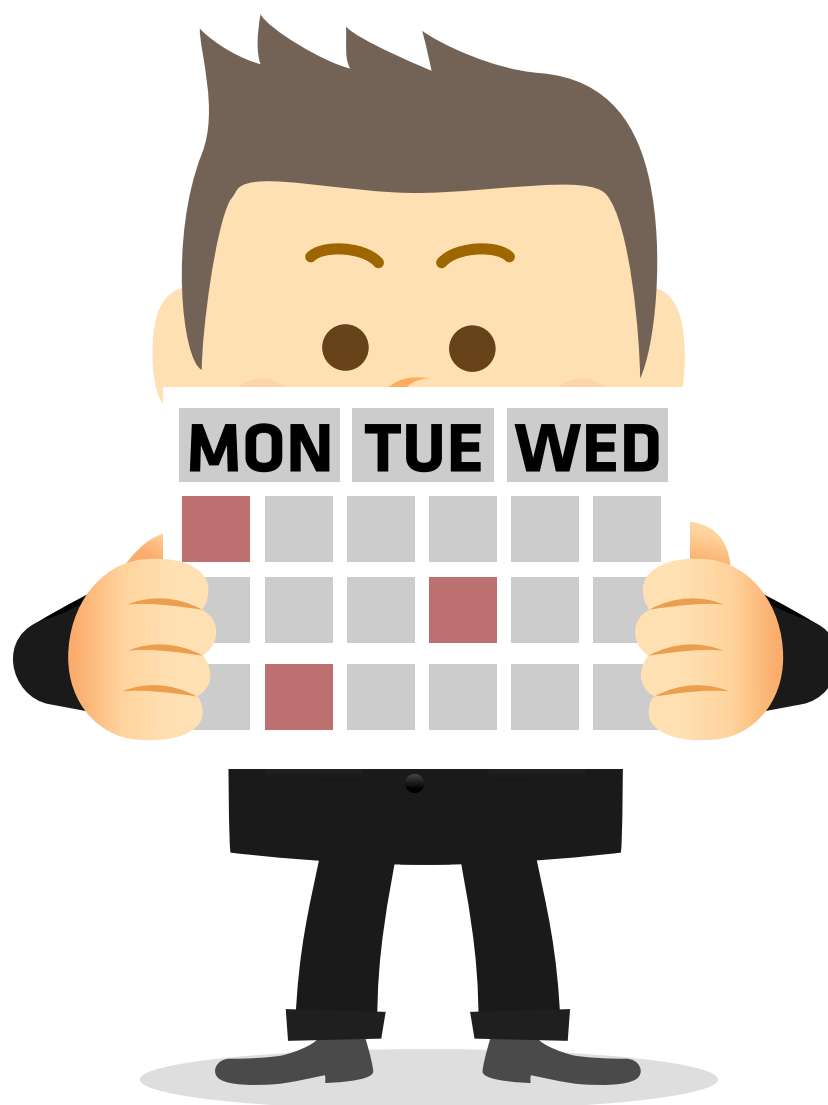
# DAY 17

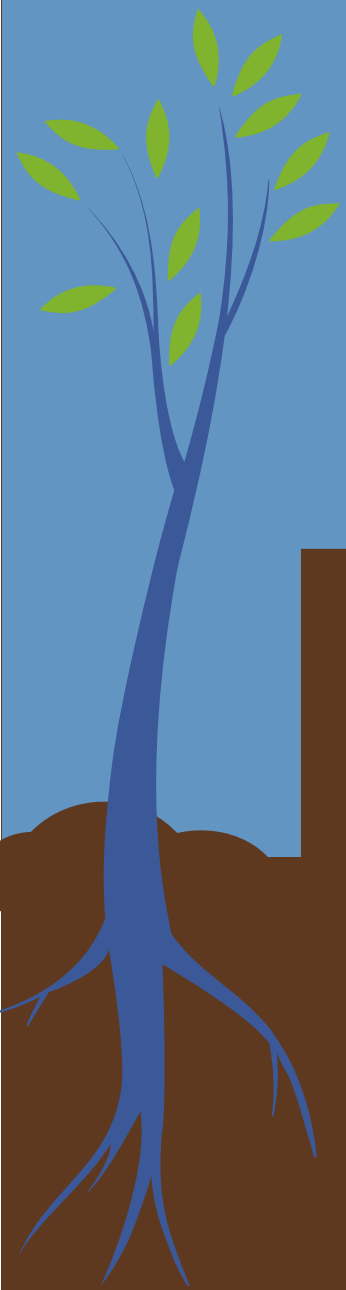
STAY CONSISTENT

An important thing to remember about Facebook (and social media in general) is that you can't post several times a day for a while and then 'fall off the face of earth' for the next few weeks. While you don't want to spend all your time on Facebook (even though many people do), you should set a specific amount of time that you'll spend interacting.

We recommend 15 minutes in the morning and 15 minutes in the evening. Add this time to your calendar. Make it a morning and evening ritual. The important thing is to create a system (and time of day) that works best for you.

Once you find a time that works, stay consistent with it! Create a schedule that you can stick with and get it into your calendar.



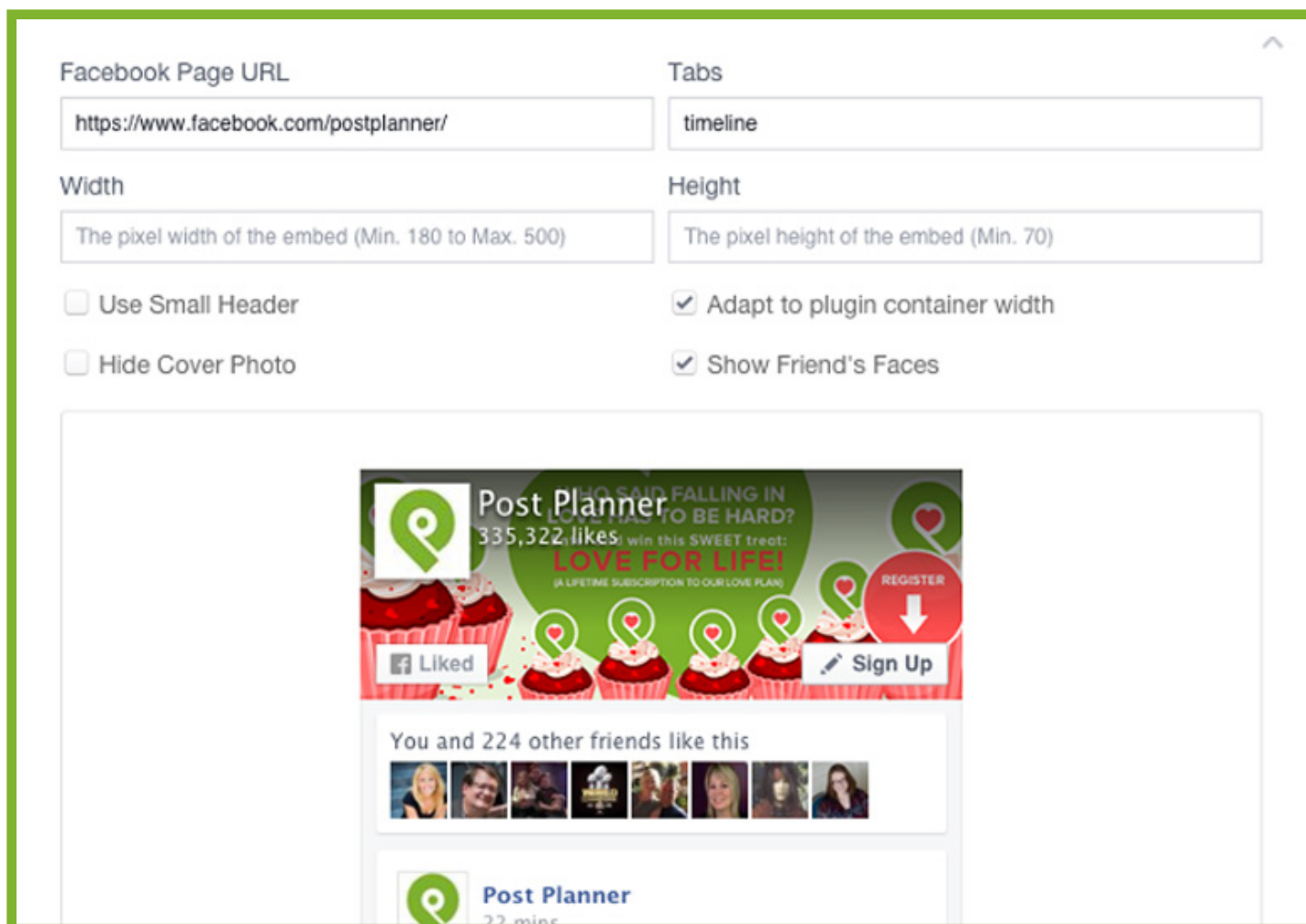


# DAY 18

ADD THE FACEBOOK  
PAGE PLUGIN

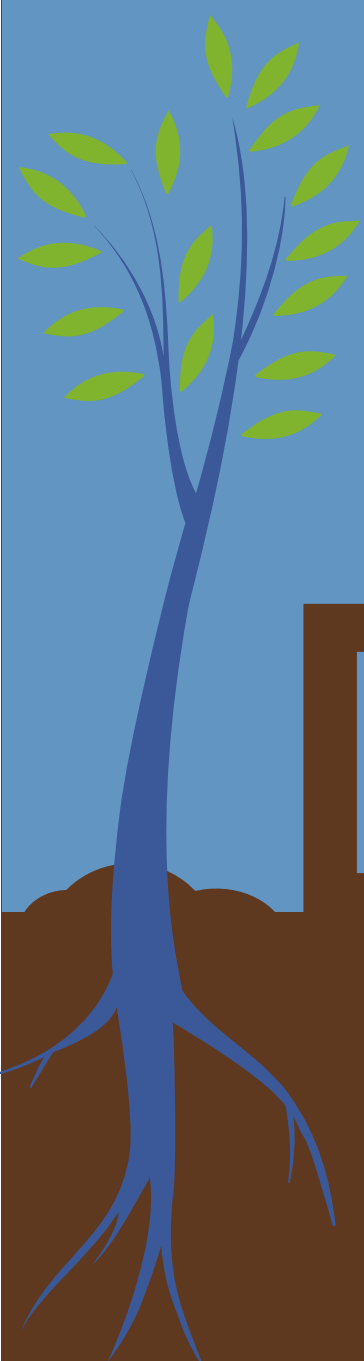
If your business has a blog or website (and you absolutely should have one), make connecting with you on Facebook easy. Add a Facebook Page Plugin to the sidebar. It will encourage readers or visitors on your site to connect with you on Facebook.

It's an easy and natural way to grow a following, build brand awareness, and make it simple for your visitors to find and follow you.



The screenshot shows the configuration interface for a Facebook Page Plugin. It includes fields for the Facebook Page URL (https://www.facebook.com/postplanner/), Tabs (timeline), Width (The pixel width of the embed (Min. 180 to Max. 500)), and Height (The pixel height of the embed (Min. 70)). There are also checkboxes for 'Use Small Header', 'Hide Cover Photo', 'Adapt to plugin container width' (checked), and 'Show Friend's Faces' (checked). Below the configuration fields is a preview of the plugin, which displays a Facebook post from 'Post Planner' with 335,322 likes, a 'Like' button, a 'Sign Up' button, and a list of friends who liked the post.

**PRO TIP:** Go to the [Facebook Page Plugin](#) and customize the look of your Facebook page like box. Once you're done, grab the developer code. Now add a text widget to WordPress. Copy and paste that code into your widget and voila -- you have a Facebook Page Plugin!



# DAY 19

**ADD FACEBOOK TO  
YOUR EMAIL**

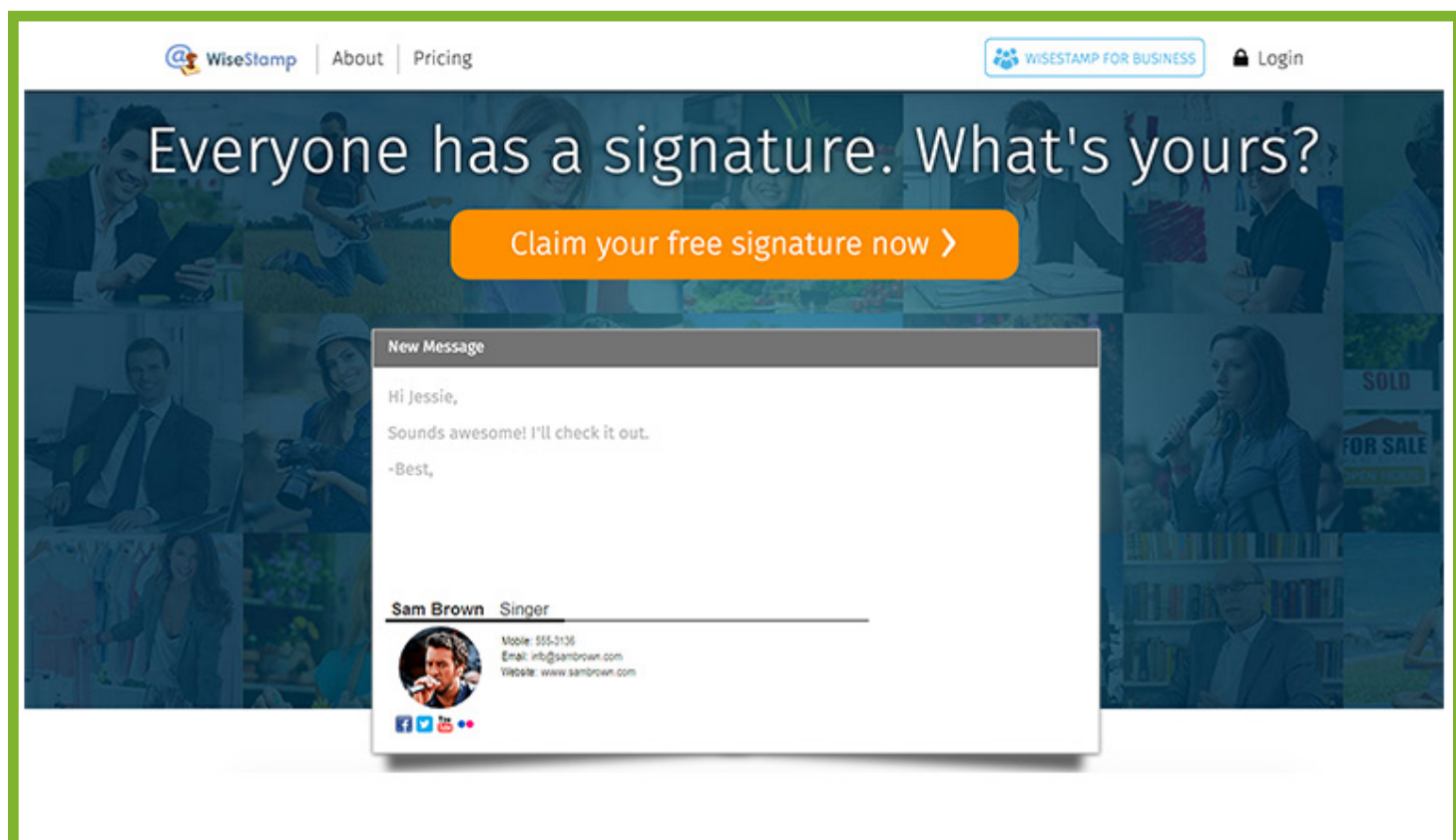


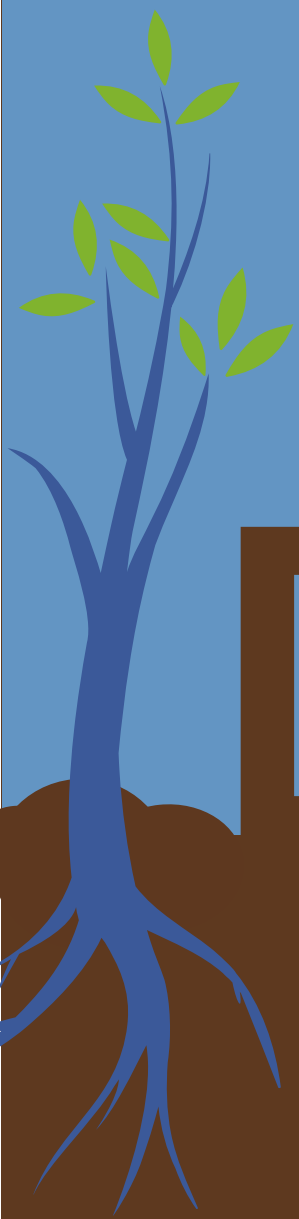
Adding your Facebook page to your email signature is just as easy as adding a like box to your website.

And think about how many people you're going to reach with this simple action. What do you send - 30, 50, 100 - emails per day? That's a lot of potential fans!

**PRO TIP:** If you use Gmail, there's a plugin that will make adding this a snap.

It's called [Wisestamp](#) and with it you can create a beautiful and professional signature that links to all of your social media channels.



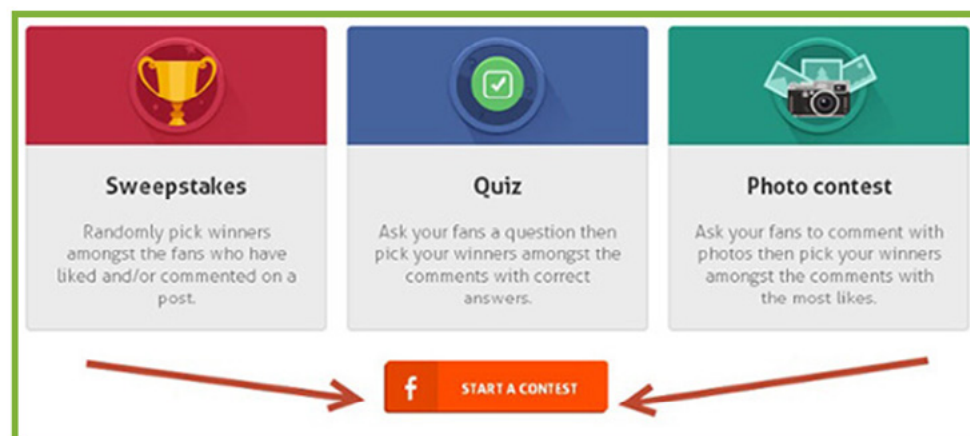


# DAY 20

**CREATE A CONTEST  
OR INCENTIVE**

Everybody loves incentives. Want to create enthusiasm around your product or service?

Create a contest or offer incentives!



This can take many different forms, depending on the nature of your business. It could be an offer to try a new feature within your app for free or download the first chapter to your book.

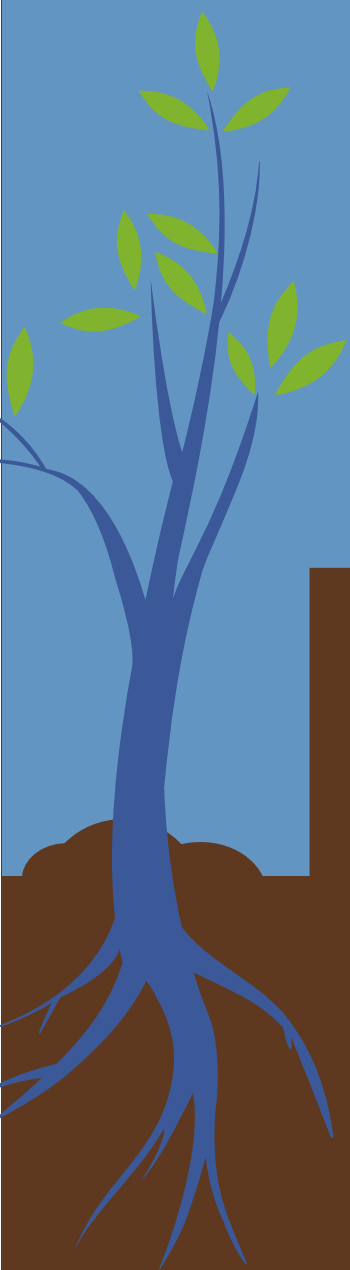


Make sure whatever you're offering is truly valuable!

Spammy giveaways have an adverse effect and will hurt you more than help you in the long run.

Need some contest ideas? Here's an infographic with a different contest for each month during the year - [12 Brilliant Contest Ideas for Facebook Pages](#).

**PRO TIP:** Use a tool like [Shortstack](#) to create Facebook optimized contests, sweepstakes or campaign landing pages.



# DAY 21

NETWORK LIKE  
A CHAMP

Get engaged with others in your field. This means finding Facebook pages, sites, and blogs of people in your field who have a large audience (your target audience) engaging with them, and possibly establishing a relationship.



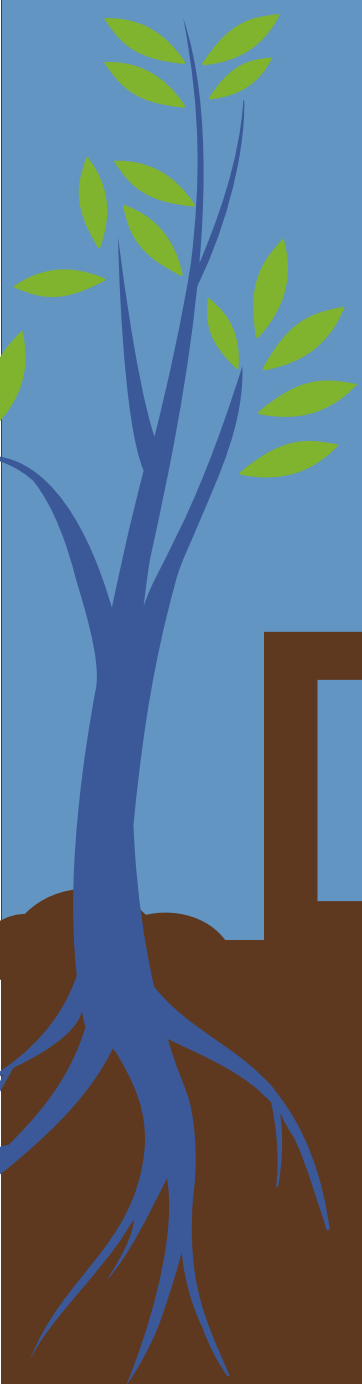
You can start out by commenting on their blogs and Facebook posts and getting yourself noticed. These comments should carry value and not be an advertisement for your page.

It is even possible to do cross-promotions with other admins in your field, reposting and sharing each other's content. Another great idea is to offer to interview the big names and influencers in the field.



By associating with them you will be attracting more attention from your target audience.





# DAY 22

POST FUN CONTENT

There is nothing wrong with posting content that's not related to your field, as long as it's fun and engaging. In fact, it's a step you can take to boost your Facebook engagement. Your audience will love quirky comments, funny pictures, and interesting questions.

This kind of content will attract attention, get your audience engaged and may even create a long and engaging conversation under your post.

Just take a [look at this post](#) on our Facebook page. WOW!





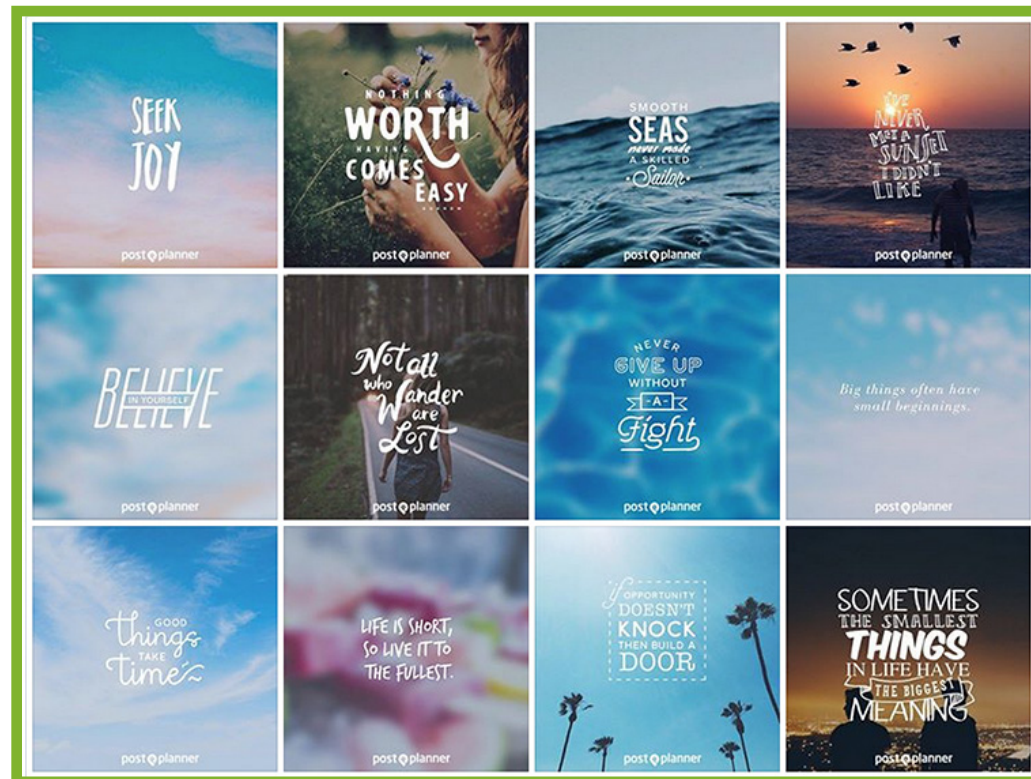


# DAY 23

**BRAND YOUR  
BUSINESS**

If you want to create a memorable brand on Facebook, you must clearly articulate who you are, what you do and how you help your fans and customers.

Not only that, you must keep your branding consistent. Better branding equals heightened awareness and that translates into better engagement.



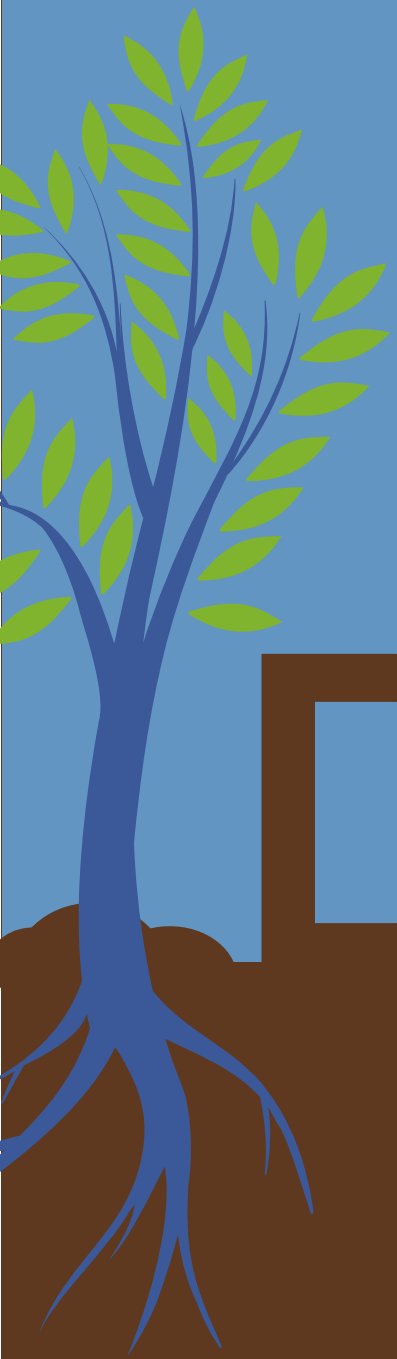
From your Facebook graphics to your logo, videos, and cover image – create a seamless look and feel that's a direct representation of your company.

One of the first things people will see is your cover photo. It's a perfect place to brand your business and tell your story.



But don't just stop there. Use it to promote your products, share what's happening within your business and talk about upcoming events.

And make sure you change out that cover often!



# DAY 24

KEEP YOUR  
CONTENT FRESH

Post daily to keep your content fresh and relevant. Change up your posts by using images, links, video and other media to monitor what works best in your community. And think through your content.

For example, a humorous message that makes your community laugh will often engage an audience in a way that keeps readers coming back. If people look forward to your posts, that's a hook that strengthens the ties to your page.

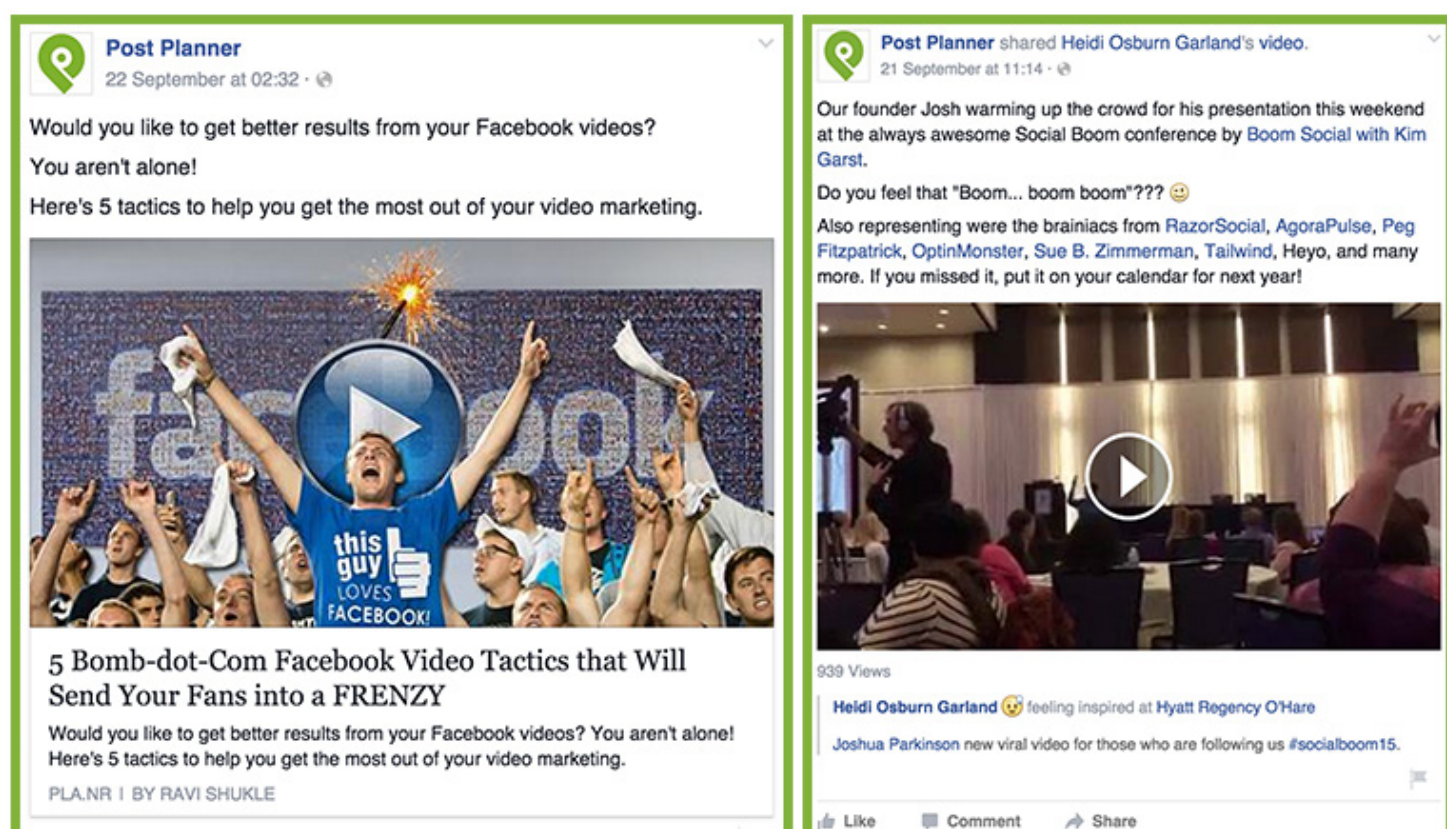
The multiplication possibilities on Facebook are similar to the magic of compound interest.

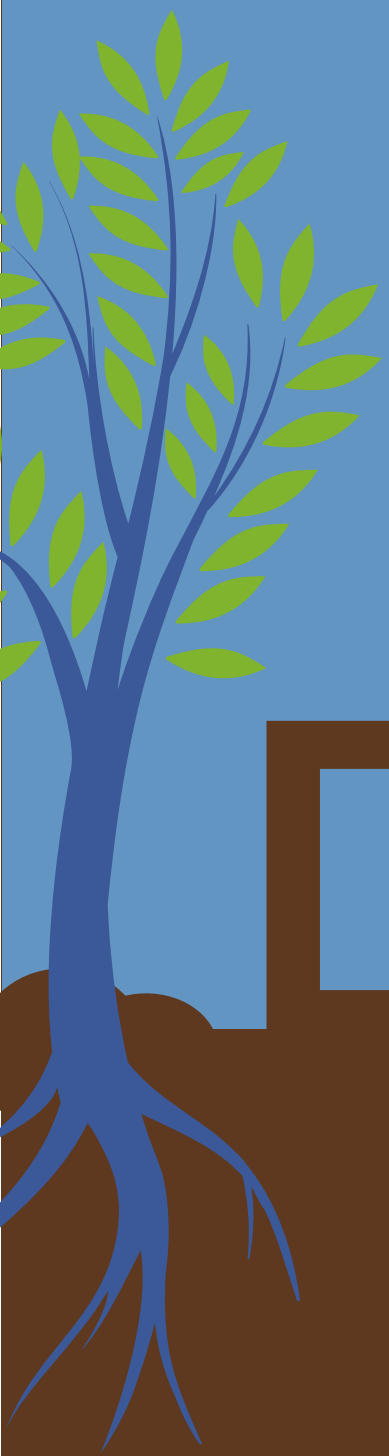
Here's how it works:

When your friends and fans repost and comment on your page, the information spreads to their friends, and can be picked up repeatedly by another "generation" of friends. In that way, the reach of your message can be unlimited.

It's the Facebook version of "going viral" -- but the only way it's going to happen is if you post often and share valuable content.

Need some ideas to get you started? Read [22 Facebook Post Ideas for Businesses That Practically Guarantee Engagement.](#)





# DAY 25

USE VISUAL  
MARKETING



As Pinterest has proven, people love eye candy. And we've seen that exact effect happen with images on Facebook.

Use images that are a banquet for the eyes. Bold, beautiful, eye-catching and simple to scan.



The goal here is to create an image that will immediately intrigue, delight and connect with your audience.

Take this post from Mindshift, a company committed to exploring learning and education. Wouldn't you agree that they know exactly who they're speaking with?



Find what type of visual content connects with your Facebook audience and then post that over and over again.



# DAY 26

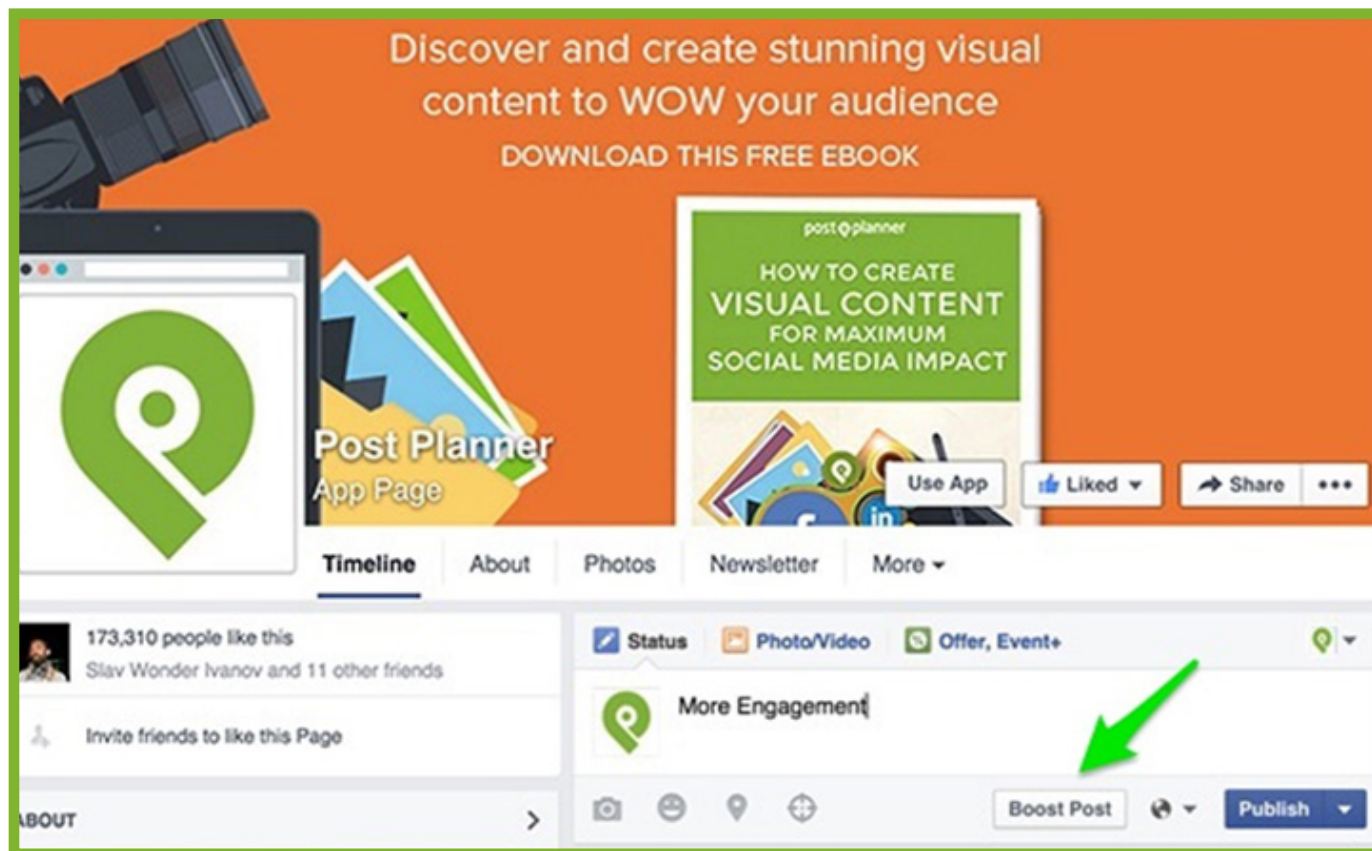
**BOOST YOUR POSTS...  
WISELY**



Many have heard (and you might be one of them) that boosted posts are a waste of money.

Our response? Not true!

At least not when boosted posts are targeted and specific.

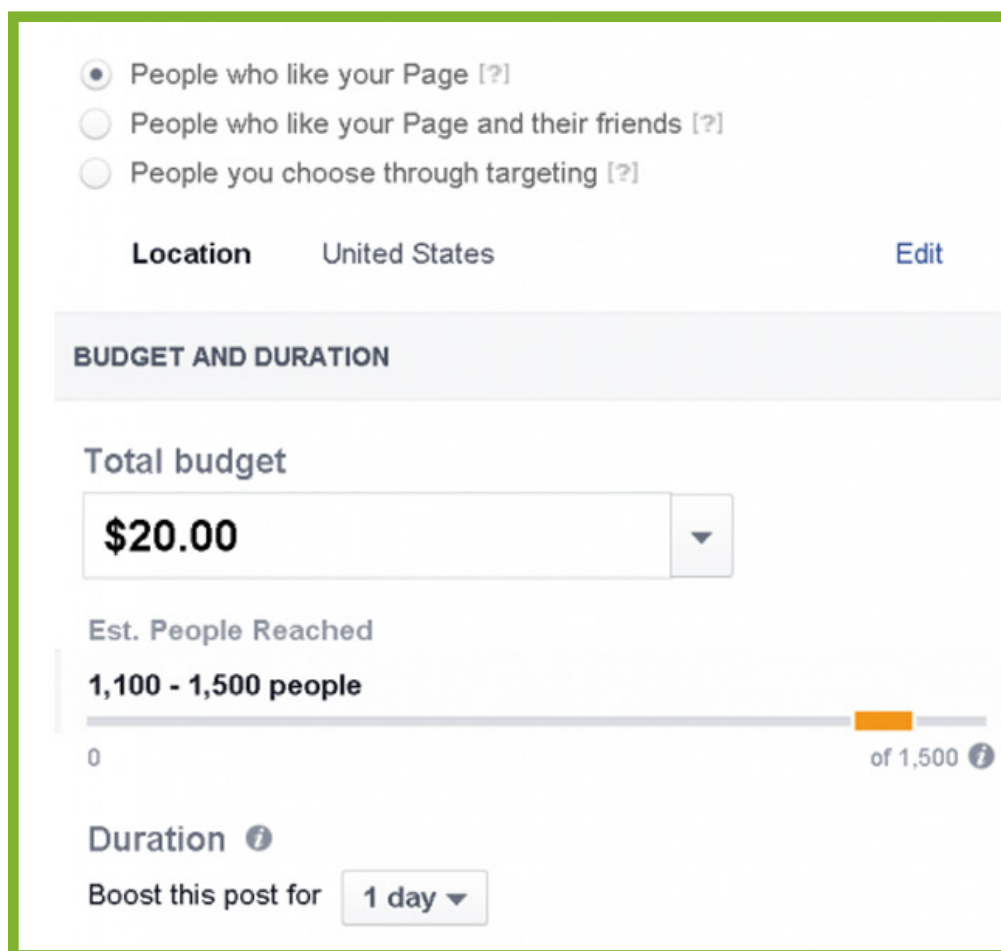


Want to see what this looks like in action? Scott Ayres, author of [Facebook All-In-One for Dummies, 2nd Edition](#) recently shared results from one boosted post campaign.

By spending just \$65 on Facebook, his boosted post results were:

- Reach – 13166
- Actions – 466
- Photo Clicks – 163
- Page Likes – 44
- Post Likes – 212

So how did he do it? Here's his explanation...

A screenshot of the Facebook Boost Post targeting interface. At the top, there are three radio button options: "People who like your Page [?]" (selected), "People who like your Page and their friends [?]", and "People you choose through targeting [?]". Below these is a "Location" section showing "United States" with an "Edit" link. A grey header bar labeled "BUDGET AND DURATION" is followed by a "Total budget" section with a dropdown menu set to "\$20.00". Below that is an "Est. People Reached" section showing a range of "1,100 - 1,500 people" with a progress bar and a maximum value of "1,500". The "Duration" section shows "Boost this post for" with a dropdown menu set to "1 day".

☒ People who like your Page [?]  
☐ People who like your Page and their friends [?]  
☐ People you choose through targeting [?]

**Location**    United States    [Edit](#)

**BUDGET AND DURATION**

Total budget  
\$20.00

Est. People Reached  
1,100 - 1,500 people  
0 of 1,500

Duration ⓘ  
Boost this post for 1 day

When you boost a post you need to be careful how you do it or you may end up wasting your money.

Clicking the “Boost Post” button on a post will show you something similar to this:

NEVER choose the “People who like your page and their friends” selection — unless your page/product is a global product.

Choosing “People who like your page” is great for reigniting engagement with people who may not have interacted with you in some time.

I tend to use the “People you choose through targeting” selection most often.

Facebook targeting allows me to choose a specific audience — which means a mix of existing followers and new prospects.

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Add audience name ...

Location

Cities ▾

+10 miles ▾

Waco, TX, United States

×

Age

24 ↕

-

65+ ↕

Gender

All

Men

Women

Interests

Add 4-10 interests...

Cancel

Save

I get the most return on my ad spend and when I target the ad by demographics.

Want to learn more? Read this detailed breakdown of exactly how Scott uses [boosted posts](#).

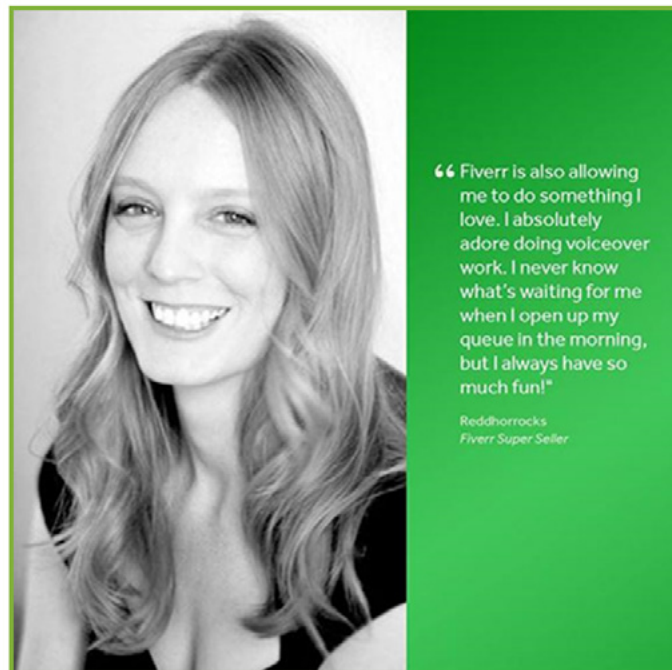


# DAY 27

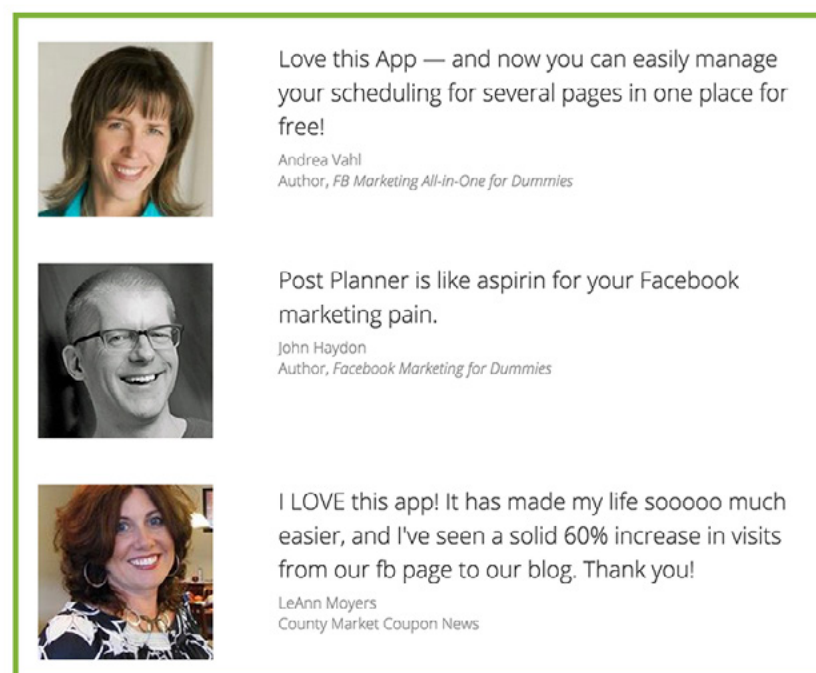
USE TESTIMONIALS

Testimonials sharing real-life experience with your company go a long way in building credibility.

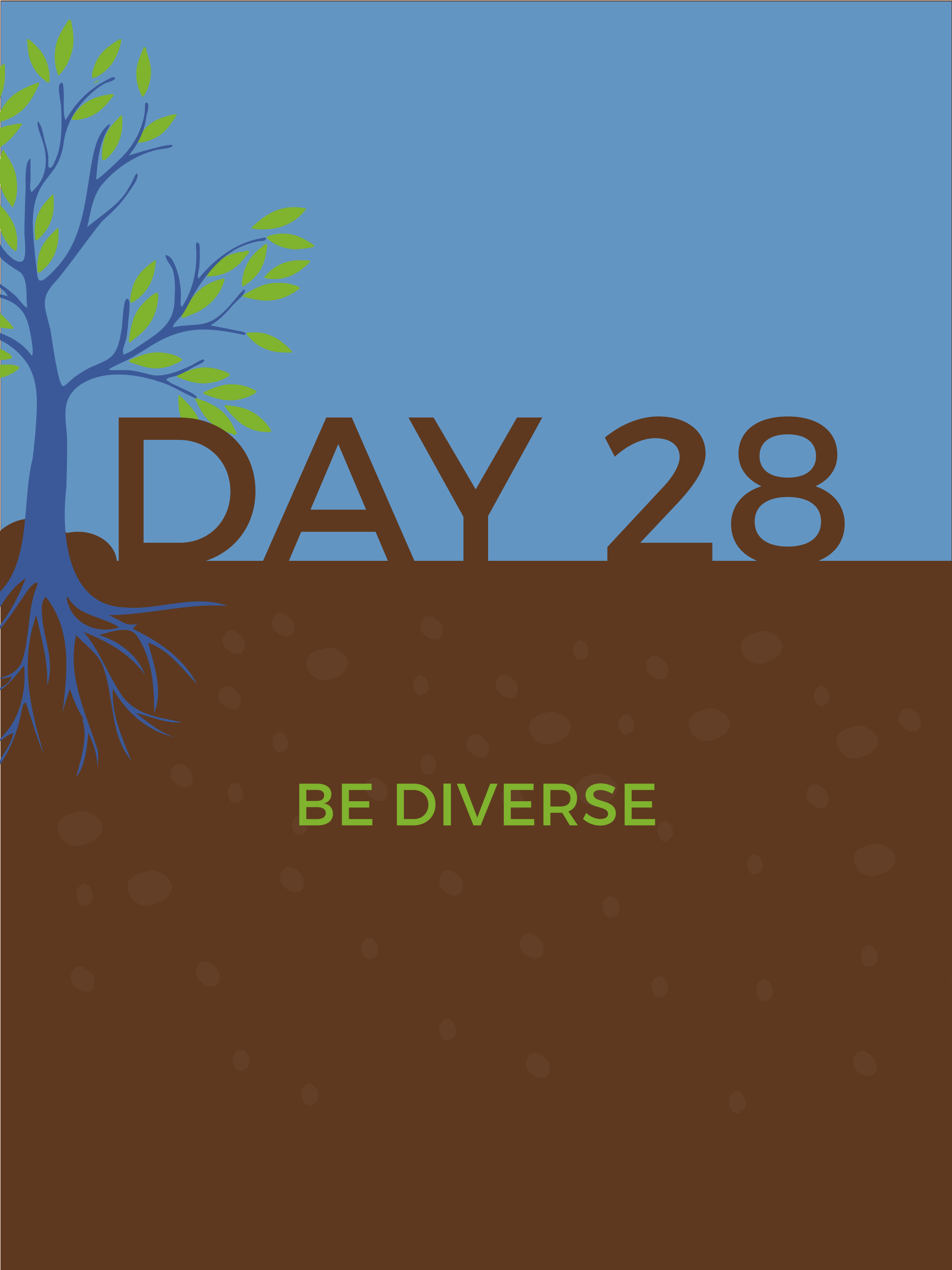
Get people excited about sharing their thoughts on your page. Then take those and turn them into shareable graphics.



Here’s an idea to get people interested in sharing testimonials on your page from [Wishpond](#).



“According to [Search Engine Land](#), “72% of consumers trust online reviews as much as personal recommendations. Asking your clients for written reviews of your product and having them post it on to your Facebook page gives you authentic confessions that can add a boost to your product sales. A positive review from a real consumer can be incredibly beneficial to your bottom line.”



# DAY 28

**BE DIVERSE**



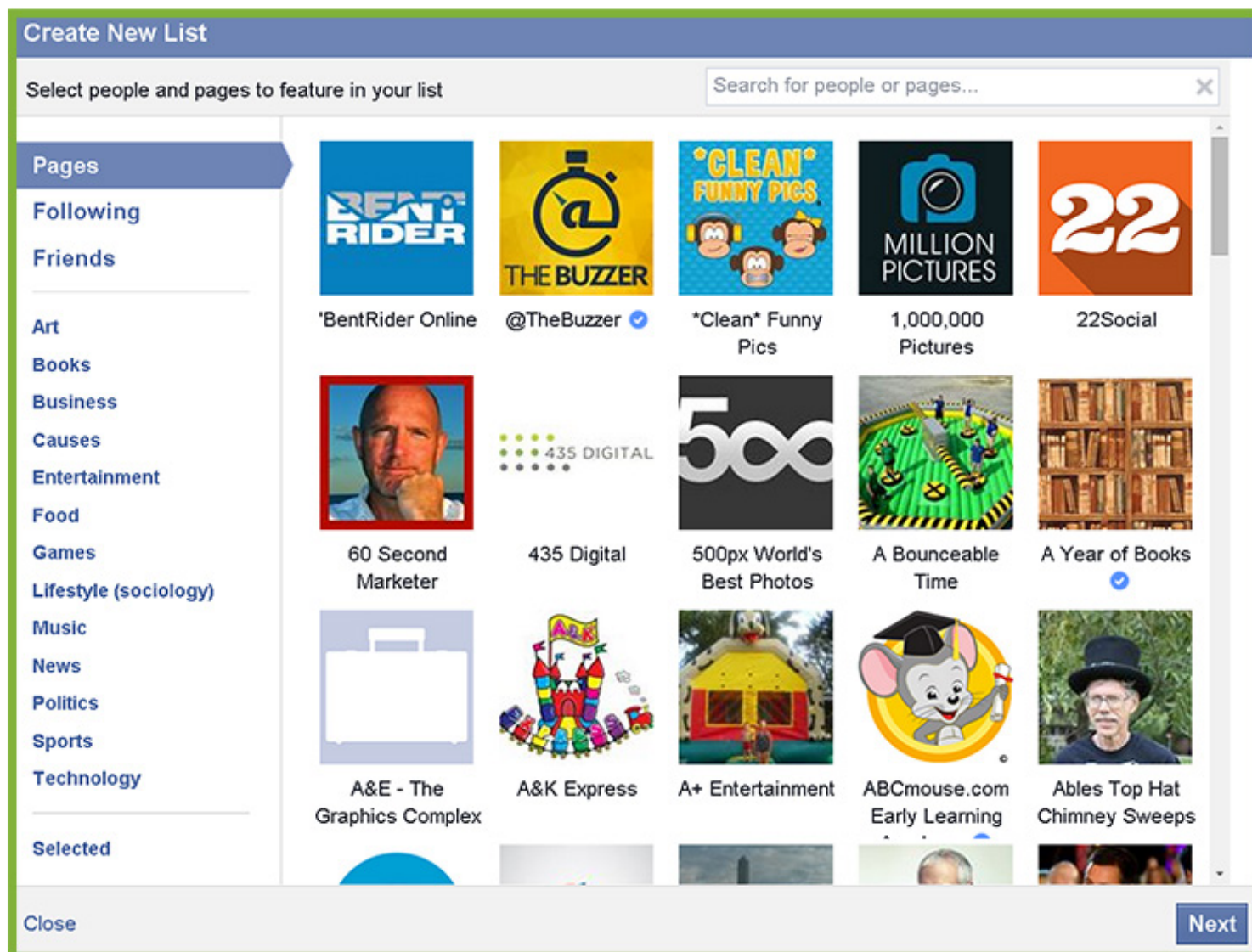
Would you be able to tell your story through a simple status update?  
Probably not.

Graphics, video and links all play a huge role in describing what you do and how you help, so don't forget to change things up.

And keep in mind, not everyone consumes content the same way.

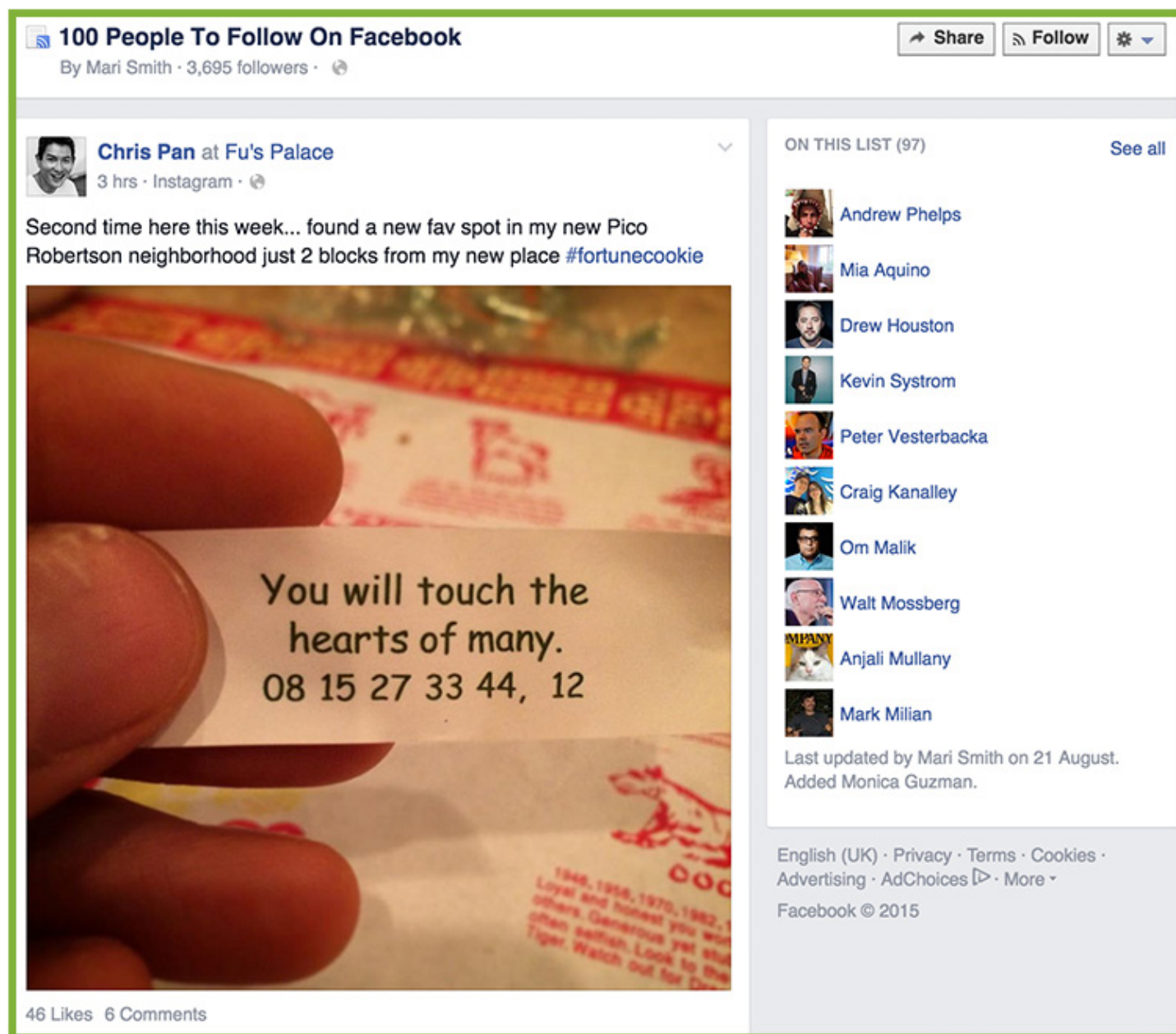
Using multiple media types allows you to reach a new audience and keep your fans excited to come back for more.

Here's one way to stay fresh! Follow Facebook Lists.





Lists + Facebook = Happy! Everyone likes to gripe about Edgerank (even us at times). But let's face it -- it's here to stay. So if you want to see more posts flowing through your news feed, you need to find other ways to open up the spigot.



How do you get a more dynamic and vibrant news feed full of diverse and ever-changing information? Subscribe to lists!

Need help coming up with some ideas? Read [11 Ways to Generate Fresh Content Ideas for Your Facebook Page](#).



# DAY 29

REPURPOSE YOUR  
CURRENT CONTENT

You don't need to reinvent the wheel when you more than likely have an amazing amount of content already available to you.

Whether it's offline marketing such as newsletters, flyers or emails -- or your blog posts, give that content new life by transforming it into quick graphics, Q & A posts or links to a video tip.

### **STEP 1: Take Stock**

Your first step is to assess your current assets. What content have you created in the past and how can you update, refresh or repurpose that content for another use? If you've been in business for more than a year, you have a stockpile of content at your fingertips. It's important to leverage that content in a whole new way.

### **STEP 2: Brainstorm Ideas**

How can you best refresh your current content into new media? Brainstorm what type of content will work best for your audience.

Here's a list of ideas to get you started!

- SlideShare of top tips
- YouTube video of SlideShare
- Infographic
- Shareable social media images
- Podcasts
- Webinars
- Google Hangouts
- Take one point and write an entirely new article around it
- SlideShare created for webinar
- Video tip or video series

- Podcast
- Checklist
- EBook

You can also read [11 Ways to Repurpose Blog Content into New Media](#) for even more tips.

As you can see, the sky is the limit, so get creative!





# DAY 30

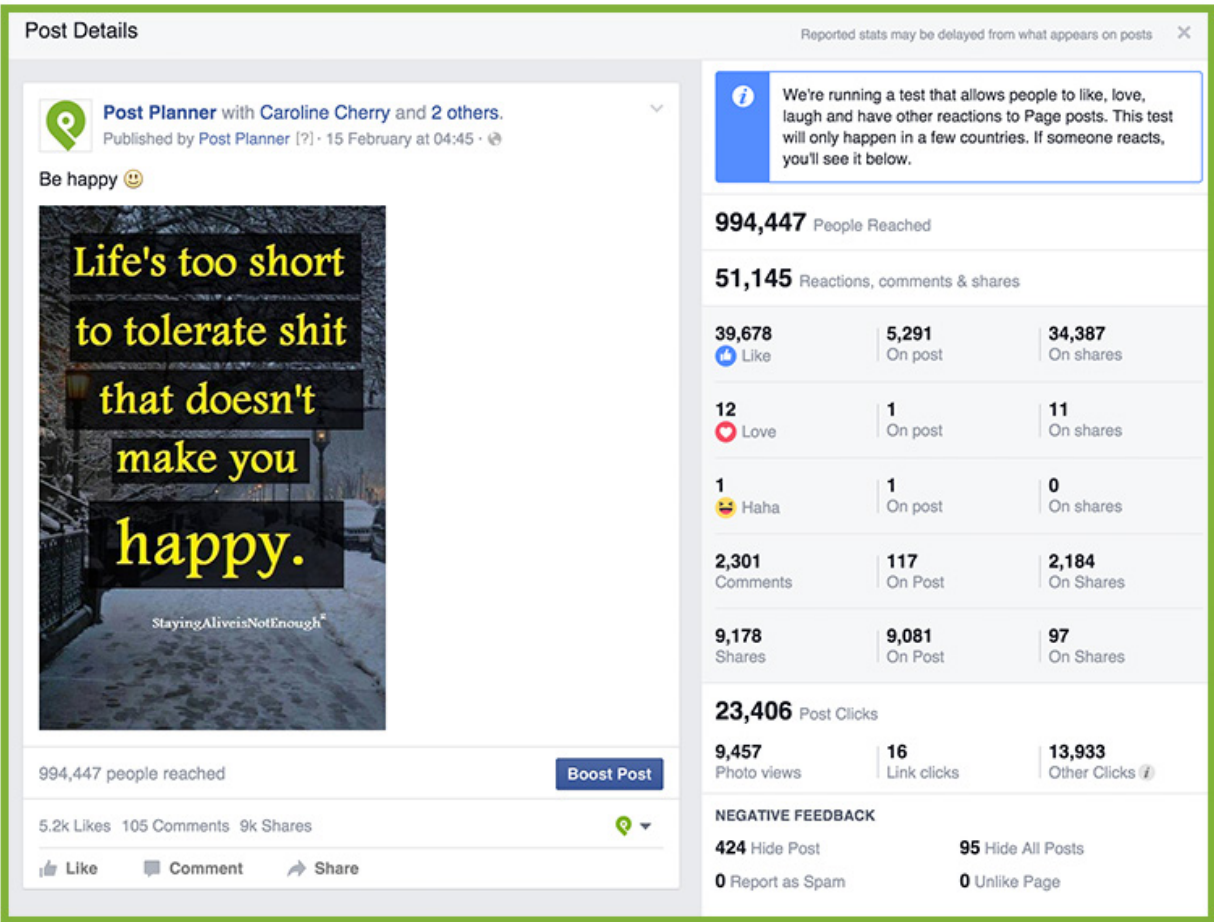
**ANALYZE, ADJUST  
AND REFRESH  
YOUR STRATEGY**

Building a Facebook community takes time. It takes time and commitment. Your Facebook page is an extension of your business. Just like any other social network -- you must make a commitment to being active and seen on a daily basis.



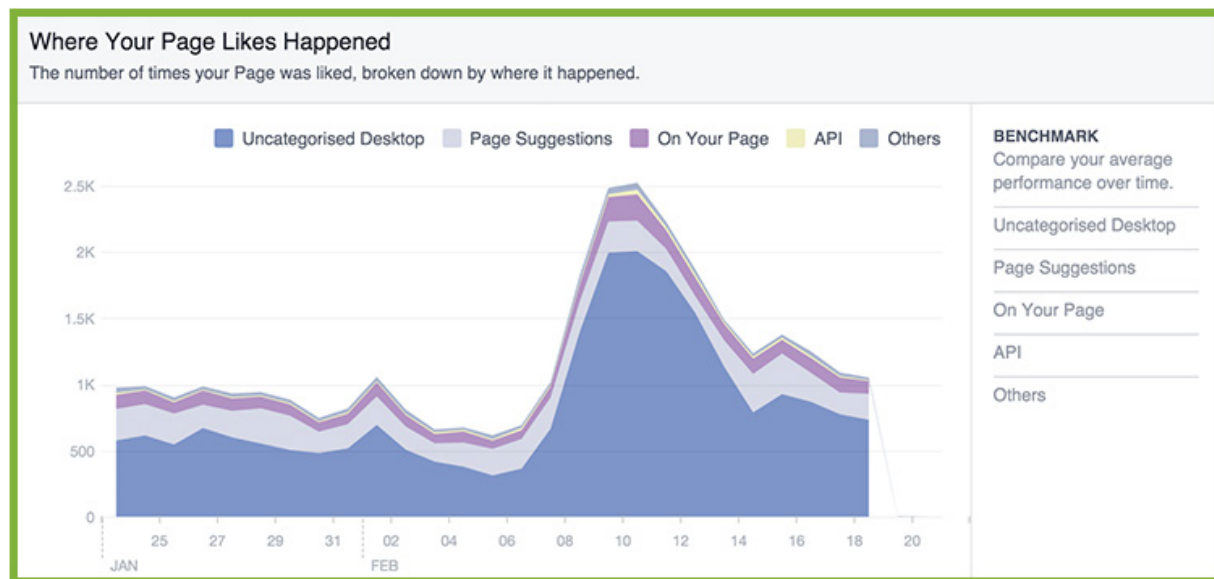
Facebook is a way to quickly grab the attention of fans and inspire them to take action.

If one type of post isn't working, try something new. The important thing is that you don't throw in the towel, even on those frustrating days.





To succeed, you must regularly analyze, adjust and refresh your Facebook strategy.



Follow this formula on a daily basis to stay true to your message and your purpose:

- Plan
- Consistently execute
- Analyze
- Adjust

Want some things to consider when analyzing your strategy? Read [43 Bite-Sized Facebook Tips to Improve Your Facebook Strategy Today](#).





# CONGRATULATIONS!

You just completed the Facebook 30-Day Challenge. Way to go!

You've built a thriving page by discovering amazing content, automating part of the process and connecting with potential clients daily. You've created a buzz - and your engagement is ready to soar!

You feel proud of what you've built -- and you should! Your Facebook page is finally an accurate representation of your business.

You have real momentum! The key now is to keep it going. Just because the 30-Day Challenge is over -- don't stop!

Take what you learned in this ebook and build upon it each day.

Track your results and progress often. Make tweaks along the way as you fine-tune your Facebook marketing.



# 5 FAST AND EASY WAYS TO USE FACEBOOK FOR BUSINESS

**This educational resource is our gift to you!**

You'll learn:

- ♥ How to get the most value out of Facebook Ads by targeting the right audience
- ♥ How a small business with limited resources was able to increase their Facebook engagement and get noticed in the news feed
- ♥ How to effectively use your "friend power" to build a tribe
- ♥ How to become a valuable resource in your niche
- ♥ How to express your brand's personality and have fun with your audience while still being professional
- ♥ And much more

**Grab this free training today!**

Don't worry if you can't listen now. Just save the link so you can listen to it later!

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