

Facebook Page Video Review Transcript:

Hey there, Mike Gingerich here! It's time for another Facebook page review. So, what I'm going to be doing in this review is taking a look onscreen at a Facebook page, business page and going through a number of components from my twelve-point checklist on what you need to do to really update and make sure your Facebook page is using links, tools and features. So, I'm going to do it live for one Facebook page that has submitted on our TabSite fan page, request for this and hopefully Michael's make it very practical for you so you can get some tips out of these and you can use for your own.

As always, you can always download the free twelve-point checklist yourself to put through those, just go to our blog tabsite.com/blog and you can see the call-out, the gift in the right side, you can download that there.

(The screencast video of a Facebook page is shown onscreen)

Hey, this is Mike with another Facebook page review. Helping you improve your Facebook page by taking a look at what others are doing and helping them out as well. Alright, here we are, we are taking a look at M.D. Hair & Beauty, they're in the UK, they have a hundred thirty-one fans and we're going to take a look at their page.

Alright, so as I come in, I see the cover image as an outside picture of their service and then I have the M.D. Hair & Beauty logo. So, that's fine, I understand the place that I'm doing. I'll just encourage you to mix up the cover image a little bit. I mean, maybe there's a good interior photo. I know that it says hair and beauty, so I have an idea of what you do. Maybe by taking a look at the inside, a nice photo of the inside that would give me a clear glimpse and entice me to want to come in. The other thing I always recommend is that you mix up your cover image, perhaps, changing it out twice a month and maybe using modified image a little bit so that you're using as a call-out.

So, I understand you're in hair and beauty, but what in particular do you do? Maybe there's a call-out that pushes me down towards your tabs and we'll take a look at your tabs in a moment. You do have a set-up as a retail location, so that's great, let's just click on the retail location. Going into a little bit here, there's your detail, there's an email address and your website, which is good, your hours okay, and then there's your description. Boutique hair salon, vintage feel, stay world away from the hustle and bustle, friendly and professional, okay.

Basically, I would encourage you to add more content to your "About" section. This is indexed by search engines like Google and Bing as well as in graph search. So, if somebody is searching for, you know, hair and beauty salons in your area, you want it to be able to come up. So, you need to describe a little bit more of what does hair and beauty boutique salon mean to you. What types of services that you do? Hair colouring, you know, treatments, perms, styling, do you help people get ready for, you know, special dance, wedding, parties, that type of thing. So, outline more details here about what you do and that will help you be indexed better to be able to come up, to be found by others in search.

Alright, coming back to the page, so we have notes and events. Alright, so there's a little bit in here in the price list. You go into, okay. Just for easy views, I mean this is the kind of thing I would recommend that you bring out to a Facebook page tab. I do a couple of clicks to get in there to that, so you use a Facebook page tab app like caps side and easily list all that information. So, that's one click, click, click on this and go into and plus, this would have a little clear call out to say what it's about, maybe your product and services, they can find that. We have an event tab, we have a Twitter tab.

Let's see on the Twitter tab, you obviously then have your tweets, yeah pretty standard there and your Instagram, and I'm not putting anything up there. So, maybe something you want to look at if you trying to pull-in your Instagram feed.

One thing I don't see on here is for hair and beauty salon, is an email capture list. So, something I often recommend, that you use some type of promotion, a coupon or incentive to help them be ready to sign up for your email list.

So, if you offer a fifty-percent discount on their next appointment, hair appointment by you know, signing up to get this via the email list, and that way, by offering a simple incentive that is not going to break a bank for your company, it is enticing people to use your service or come in or at a minimum just to sign up for your email list. This is a very valuable feature because once they are on your email list, they're no longer just an anonymous fan, they are now a lead that you can nurture, you know marketing.

And so, what you need to post on your Facebook pages are things that you can then talk about in a weekly email newsletter. It goes out "Hey, we're doing this or here are some things going on, or here's a new product that we got in that you want to be aware of."

So grow your email list, and use your Facebook page tabs to do that. The other thing you need to do then is to create post on Facebook which drives people to those tabs.

Let's take a look at your posts here a little bit. "Good morning, busy day ahead." You have that one shared. And that's alright, you got some comments. You did respond which is very good, I want to see responses. If they're going to comment and you want them to come back, you need to respond.

Alright, here's a post by your pamper party. Excellent, okay! This is great! Fourteen people liked it, there are some interaction going on there. Make sure you like those comments, reply to those comments. This is great because it's a part of that attraction mechanism.

The thing is, you need to do more postings like these to show what's happening that's outside of simple sales and special offers. You know, hair and beauty tips that's just outside of you offering the latest product. This part of attraction marketing and I really like your approach here, you're stating what's happening with us, things that we're involved with, things that we're dealing. Excellent! That's beautiful, you got good pictures there. You have a number of comments, people giving you good reviews. That's excellent; make sure that you respond to them, thanking them to those. You have seven

comments at once, so that's good stuff. You tried to create a funny there, that one didn't go really far but that's fine.

You want to keep trying those because it's a trial-and-error method. You want to find things that engage with your audience. You want to try some things and then review what happened with it. Alright, you had a Valentine's day fun focus. I like this, because this is different. This is tied into a holiday, and you're just trying to do something that is unique, that people would interact with. You get them to comment on. On the one on the right here, you did have some comments there, so that's good. Lovely offer for today and tomorrow, treat yourself. "Wash, blow dry and manicure, 39 pounds. Okay!"

I think that you want to keep mixing your posts up and find ways to interact. You're doing quite a bit with photos. If you have a website and you have some different things on there as well, if you have a blog on your website, then you should be linking out to that website at times and definitely taking a look at your tabs usage there just because there's more features that you could be utilizing on your Facebook page tab. And hopefully by filling out the "About" section, maybe mixing up your cover image a little bit more and directing two tabs below, you gain small attraction and can be more of a lead capture tool for you.

So, remember that you want to use attraction posts in the top phase, these are posts that even like that princess event that you had and the Valentine's Day. Those are attraction postings that you post to get engagement and people connected to you; they see your personality and your style and then you want to mix in some posts which are some of those lead-capture ones.

Sign up for our email newsletter list and get a fifty-percent off coupon on your next hair treatment would be a suggestion. You know whatever that is, that's a little incentive that helps them to buy and to want to give you their email address so that, then, you can, nurture them along further in email marketing and offers there.

So, hopefully, this gives you some tips for your Facebook page. This was Mike from TabSite, signing out!

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