

# MASTERING FACEBOOK MARKETING

## STRATEGIES TO GROW, ENGAGE, AND CONVERT YOUR AUDIENCE

### BEST TIMES TO POST

Tuesday & Thursday: Between 1 p.m. – 3 p.m.

High-Engagement Slots:  
Lunch break (12 p.m. – 2 p.m.)  
Late afternoon (5 p.m. – 6 p.m.)

**Weekend Tip:** Live content still performs well Saturdays and Sundays



### MAIN OBJECTIVES

- **Boost Brand Awareness:** Stay top of mind
- **Generate Quality Leads:** Attract your ideal customers
- **Build an Active Community:** Drive conversations and loyalty
- **Increase Sales:** Turn engagement into conversions



### WINNING CONTENT STRATEGY

- **Value-Driven Posts:** Share tips, trends, and industry updates
- **Video First:** Focus on Reels, Live Sessions, Tutorials, and Behind-the-Scenes
- **Interactive Content:** Run polls, quizzes, giveaways, and surveys
- **Two-Way Communication:** Ask open-ended questions and reply to every comment
- **Post Consistency:** Minimum 3–4 posts per week
- **Cross-Platform Integration:** Repurpose content from Instagram, TikTok, and YouTube
- **Group Marketing:** Build micro-communities with Facebook Groups
- **Mobile Optimization:** Prioritize content that looks great on mobile feeds



### FACEBOOK ALGORITHM PRIORITIES

**Meaningful Interactions:** Comments and replies over simple likes

**Video Retention:** More watch time = Better distribution

**Shares & Saves:** Boost organic reach

**User History:** Content seen by users with past engagement

**Location Targeting:** Perfect for local businesses



### RECOMMENDED GROWTH TOOLS

**Meta Business Suite:** For scheduling, inbox, and analytics

**Canva / Adobe Express:** Design eye-catching posts

**CapCut / InShot:** Edit short-form videos easily

**Metricool / Buffer:** For post scheduling and data tracking

**Facebook Ads Manager:** For audience targeting and campaign optimization

