



Are you getting value from your Facebook presence?

Insights Paper
Brand & Marketing
2018

Today, 79% of Australia's population now use social media, with an overwhelming majority spending their time on Facebook (94%). Facebook if used effectively can be a vital tool to enhance your business' relationship with your customers and clients.

The following tips will help your company receive value out of your company's presence on Facebook.

Start with a plan

A strategic social media plan will deliver valuable customer/client relationships, rather than short-term attention.

Do you want to:

- Increase your engagement with your existing customers
- Increase your exposure to potential customers or clients
- Establish an online conversation to generate awareness
- Promote or generate excitement for a new product or service
- Attract potential employees.

Engage you audience

A successful Facebook Page is one that engages and interests followers.

Simple ways to increase engagement:

- Encourage followers to comment on a post or image
- Promote a Facebook Event
- Ensure every post is timely and relevant to your audience
- Adopt a personable persona to encourage interaction with followers
- Post frequently to remain engaging and top-of-mind.

Increase your reach

Significantly improve your reach by leveraging Facebook's EdgeRank algorithm. EdgeRank is the method Facebook uses to determine content displayed in each user's newsfeed, based on the number of likes, tags and shares. Content posted by a business with a high EdgeRank will be seen by more people.



To increase your Edgerank:

- Engage in conversations with followers
- Post engaging images and content
- Use the 'Pin' or 'Highlight' function to extend the longevity of your posts.

Review and improve

Understand how your followers have engaged with your Page to determine what has or hasn't worked. Use Facebook Insights to analyse information including follower base growth, demographics, popular posts and virality of your posts.


With a dedicated digital and online strategy focus, Phillips Group can provide strategic advice and support to review your engagement and identify areas for improvement, and ultimately, ensure your content will reach and engage your followers.

“Today, 79% of Australia’s population now use social media, with an overwhelming majority spending their time on Facebook (94%).”



17, 100 Edward Street, Brisbane QLD 4000
GPO Box 1564, Brisbane 4001

 +61 7 3230 5000

 www.phillipsgroup.com.au