

# facebook

## Marketing Strategies

### FANS

- 1 Feature a Fan of the Month
- 2 Ask questions of your fans
- 3 Do market research
- 4 Ask for fan content
- 5 Ask fans to Share your content
- 6 Ask fans to Share on same day
- 7 Ask for their biggest challenge

### EVENTS

- 8 Debut a product launch
- 9 Throw an online party
- 10 Stream a press conference
- 11 Stream a panel webinar
- 12 Guest post on other pages
- 13 Host a scavenger hunt
- 14 Coordinate a joint challenge
- 15 Add a media room

### CONTESTS

- 16 Award a prize to fans who share
- 17 Integrate contests on all social platforms
- 18 Host a joint contest
- 19 Crowdsource new product ideas
- 20 Crowdsource content & videos
- 21 Host a reality-television-type competition
- 22 Issue a fan challenge
- 23 Hold a Favorite Things contest

### ADS

- 24 Ask a question
- 25 Include a person's photo
- 26 Add a call to action
- 27 Target your ad to interests & likes
- 28 Local? Target geographically
- 29 Have ad clicks link to custom landing tab
- 30 Advertise an event
- 31 Include a video in ad



### SHARE

- 32 Reward fans who tag your biz
- 33 Link to an article, video, or resource
- 34 Give away a checklist
- 35 Offer a fan contest for sharing
- 36 Sponsor contest for charity: Pepsi Refresh
- 37 Add a Like box to your website
- 38 Host a video contest
- 39 Ask face-to-face contacts to Share

### QR CODES

- 40 Display on trade show signage
- 41 Link to page with product line
- 42 Show product options
- 43 Link to your website URL
- 44 Map to store location
- 45 Link to welcome video
- 46 Display custom landing tab
- 47 Take buyers to virtual tour
- 48 Use on product packaging

### COLLABORATION

- 49 Guest post on clients' pages
- 50 Review colleagues' products
- 51 Host a panel chat
- 52 Joint contest & giveaways
- 53 Host a Facebook Shop Hop
- 54 Use Featured Likes
- 55 QR code link to joint info
- 56 Host a blog tour & integrate it

### ONGOING

- 57 Offer coupons for fans only
- 58 Display QR code on profile photo
- 59 Ask how you're doing
- 60 Host a photo contest
- 61 Use photo profile strip to display specials
- 62 Share, share, share
- 63 Hold a monthly contest
- 64 Add special events to your page

