

# 8 Keys to Professional Facebook Marketing



## Understand your audience

Good Facebook marketing needs to be tailored. Ask questions, use a monitoring tool like [Mention](#), and get to know the people you're talking to.

## Talk with them, not at them

Facebook users want engaging content, not constant commercials. Share stories, foster discussion, and keep people happy they followed you.

## Know when to post

Use a social scheduling tool, and find out when your followers are most active. Schedule posts to reach them at the perfect times.

**Tip: 1 - 4pm is generally considered the best time to post.**

## Keep it on-brand

If you're a laidback brand, post funny things. If not, be careful. Followers expect a certain tone from brands on social, and a tasteless comment can go viral in a hurry.

## Share great content

People follow you because they like what they see. Create, find, and share content that keeps them interested and makes you look good.

Sharing other users' content is a win for both parties.

## Break through with video

Moving pictures are eye-catching and take up valuable space in the feed. And if it's good, Facebook users will share it far and wide. Ps, don't forget the subtitles.

## Work with influencers

We think of influencers on Instagram, but they're all over Facebook too. Find power users in your industry, and see if they're share your posts. Often, you only need to ask.

## Be personal

Address users by name, using a conversational tone. Don't post like a robot. This is social media, and users enjoy a familiar touch.