

SOCIAL MEDIA MAKEOVER

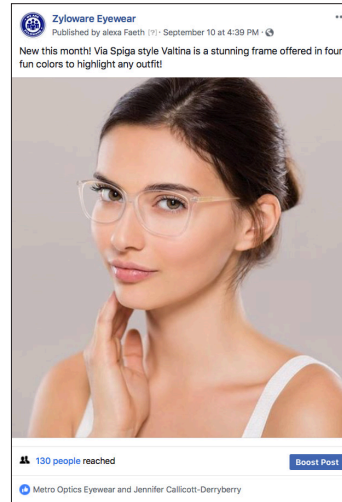
4 TIPS TO CREATE A SUCCESSFUL FACEBOOK PAGE FOR YOUR BUSINESS

1 POST CUSTOM CONTENT

ZyloWARE's Marketing team will customize content based on the styles you carry! Choose from the best-selling styles you'd love to see created into social media content for you to use on your own social platforms!

[Visit our social media kit for information on posting to Facebook.](#)

BONUS: The WeAreZyloWARE blog features a great social media kit full of already curated content that is ready for you to save and re-share to your social platforms! Simply right click to save (or screen-shot on a smartphone or tablet), and post to social!



2 ENCOURAGE RECOMMENDATIONS

Encouraging your customers to leave a positive review on your Facebook Page, Google Business Page or Yelp Page is an extremely valuable resource for gaining new customers. Many people read product and service reviews in advance before making a purchase or visiting a new store – having glowing reviews online will help generate new business! Learn how to recommend a business on Facebook [here](#).

3 RUN A PROMOTION

Upcoming sales, trunk shows, and more are great ways to attract new customers through social media.

BONUS: you can also create a Facebook event and invite your patients –they can easily RSVP to a trunk show or special in-store event with the click of a button.

[Find out how to create a Facebook Event here.](#)



4 CREATE A BUZZ WITH A SOCIAL MEDIA GIVEAWAY

Win a FREE pair of Randy Jackson Sunglasses by Liking the ZyloWARE Eyewear Facebook Page!



A giveaway is a great option for generating new social media engagement. Creating Incentives for your patients to enter by “liking us on Facebook” or “following us on Instagram” not only directs more traffic to your social platforms, but it lets you interact with your customers on a new level.

BONUS: ZyloWARE can create custom 4x6” post cards for you to handout to your customers in-store, then when they ‘like’ your page on Facebook they can be entered to win the giveaway! You can also run this ad on your Facebook page and promote it using Facebook advertising.

[Learn how to ‘boost’ your Facebook posts and get results.](#)

6 WAYS TO IMMEDIATELY IMPROVE YOUR FACEBOOK

Here are six easy ways to instantly improve your company's Facebook page and help you grow your audience!

ENSURE YOUR ADDRESS IS ACCURATE

Your address is how customers find your store, so it's important to have it accurately displayed on your Facebook page. If you have recently relocated, note this on your page for the first few months so old customers can still find you.

What to do if you have multiple locations:
Add multiple locations to your Facebook page that way the address is listed for both stores. Find out how [here](#).

ADD A PROFILE PICTURE

Use a logo to help your customers quickly identify your Facebook page. Learn how to add a profile picture [here](#).

UPDATE YOUR COVER PHOTO

There are many options when it comes to customizing your cover photo. You can use your company logo, an image of your store front, showcase latest releases, or even make it seasonal! If you choose to feature new releases or seasonal content, we recommend changing this quarterly, and to stay away from content that can become outdated.

Bonus: Coordinate your profile picture and cover photo with the same theme for a cohesive look!
Learn how to change your header on Facebook [here](#).

CUSTOMIZE YOUR FACEBOOK URL

Your Facebook URL will start off as a randomly assigned link. Change it to reflect the name of your Facebook page. Find out how to claim your vanity URL [here](#).

Example of a Facebook vanity URL:

<https://www.facebook.com/ZyloWAREEyewear/>

USE A CALL TO ACTION

You should have a call-to-action (CTA) in your page's header. A lot of businesses choose one CTA and stick with it year after year, but you should test them to get the best results.

CTAs can be implemented to encourage people to sign up, use apps, make a purchase, watch a video, and contact your company. Gauge your metrics as you test the different CTAs to see which one works for you.

PAY ATTENTION TO THE 'ABOUT US' SECTION

A lot of businesses ignore the "About Us" section, but that's a huge mistake. When people visit your page, they want to know more about your business. That includes your business's values and the benefits your products offer. Include that information in the "About Us" section.

Don't go crazy with this, though. Keep it within 155 characters so it will show up in its entirety in the search engine snippet.