

# Sharpen the Saw

DOING WHAT YOU DO & MAKING IT EVEN BETTER

## Getting Started On

# facebook

## FIRST: IS YOUR PROFILE PAGE OK FOR BUSINESS?



Think of your most conservative, easily offendable customer...

Now, picture them scrolling through your Facebook page.

### **Do they still trust you with their money? With their referrals?**

We're not judging or saying what you can or cannot put on your own Facebook page, but if you're overly political, use profanity or have photos that you wouldn't want your grandmother seeing, consider starting a new page.

# DO

- ~ Start a new page if you think it's appropriate.
- ~ Add a new PERSONAL PROFILE - not a business page.
- ~ Invite your friends & family to be FRIENDS on your page.
- ~ Be professional, fun, engaging & charming. Share your life if you're comfortable with that.

# DO NOT

- ~ Use KUNES COUNTRY in your name in any fashion - 1: this is your personal page, 2: you're not the company and 3: it messes with search engines.
- ~ Use profanity at any time. Watch spelling & grammar, too.
- ~ Share photos or posts or opinions that may be offensive. You're looking to earn business and referrals - don't give anyone a reason not to like you.

## SECOND: TAKE PHOTOS OF YOUR CUSTOMERS IN THEIR NEW CAR (being in the photo yourself is a bonus!)



# DO

- ~ Check in at the store (make sure it's the correct Kunes Country location)
- ~ Post the picture on YOUR page
- ~ Tag your customer in the photo
- ~ Also send the photo to your manager to post on the store's page.

By posting it yourself and tagging your customer, YOUR FRIENDS and YOUR CUSTOMER'S FRIENDS see the post!

Only about 2-5% of the people who like the store page will see an organic post from the page. You have the power!

Questions or Comments? Call your Marketing Department (262) 728-5544

