

How to generate leads using Facebook

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Provide Engaging Content

Your goal for every one of your Facebook posts should be lead generation. As such, it is imperative that you are able to offer valuable and engaging content that will motivate your readers to respond and interact with you and each other.

The more comments that a post receives, the more popular it will be on your follower's timelines. Additionally, each time a reader "likes" or "shares" your content, a story will appear on his or her friend's news feeds which will then compel more people to view your posts and your page.

Consider asking questions of your readers, holding contests, and always be aware that photos tend to illicit higher response rates than other types of posts.

Be Conscientious of Time

Time is a huge factor when posting information to Facebook.

Studies have shown that users are more inclined to view and respond to statuses, photos, videos, and links that are posted from 12pm - 3pm (Central Time), with Wednesdays at 2pm being the absolute best time to post.

Besides taking advantage of this valuable information, it is wise to post at regular intervals so that your readers have more opportunities to respond to and share your content.

Host Events

Are you holding a seminar in the near future?
Got an upcoming open house for a new listing?

Create an open Facebook event and invite all of your friends and followers to attend, encouraging them to share the event with others and invite more people who might be interested in attending.

This is an especially efficient form of lead generation, as you are allowing others to spread the word and do the heavy lifting for you.

Organize a Chat

Marketing your business can be very exciting, but also very stressful. Most of your prospective clients have lots of questions about the process.

Announce that you will be hosting a live Facebook chat session each Thursday, or on the first Wednesday of the Month from 7-8pm in order to answer all of their questions.

Your followers will certainly inform any of their friends who might be planning a move to participate, bringing in new leads for you to build relationships with.

Interact with your Followers

Likable and accessible businesses are far more successful at lead generation than those who remain aloof.

Use your Facebook account to talk with your readers - not at them. Acknowledge those who have recently liked your page, respond to user comments and questions, and always listen to any useful feedback or suggestions that you receive from your friends.

By proving yourself to be someone who truly cares about your clients, your followers will be more inclined to refer their friends to you.