The 80/20 Rule

Don't choke the feed, but don't bore your audience!

When you post things, have a think about your fans - is this good quality, engaging, creative, and shareable content? Now don't let that scare you off! Instead just remember how people are using Facebook!

When people log onto the network and you enter their news feed - either by natural, organic reach or when you pay for the privilege, you are 'interrupting' their latest fix on catching up with their friends. I used the word 'Privilege' quite deliberately. Think of it like that, now think this - do you think they only want to see you advertise all of the time? Over and over?

Of course they don't. So don't do it! Remember you are being given access to do two quite different things simultaneously when you use Facebook.

The first is access to reach an audience who you've never come into contact with and attempt to generate interest from them in a car you have, but also build on the relationship you have with your current fans. Never, ever forget about these people.

It's these current fans who you want to come and see you when it comes to thinking about purchasing a new car after all.

So how do we make that happen?

Be in the forefront of their minds.

1. Do you best to entertain, teach, and learn from (by showing an interest) from one week to the next.

2. Do not just ram the sales message into their faces over and over - make sure you 'Mix it up!'

3. Think about who it is you are talking to! Take a look at your insights (see our video) and make the judgement on whether the majority of your fans would find it entertaining or 'way off the beaten track'.

If in doubt, leave it out!
This brings us nicely onto the 80/20 rule.

80% engaging content, 20% sales message.

The temptation is obvious, you want to sell, sell sell and use Facebook as a platform to do nothing but advertise cars - and this is where so many people go wrong!

Build relationships with other content that fits the demographic of your audience. Whether it is a post about something happening locally, a current news story, an amusing meme, a shared story and make sure it has it has a place in your ongoing Facebook transmissions.

Surely all of our posts should be about the motor trade? If that's what you've heard, then take it from our experience and our case study Jim - for the best results, think about mixing up the style of content. But if you find something of interest about the motor trade - then by all means jump on it.

And now for a statement that I bet will resonate with so many people who have been using already.

Your most viral posts, i.e. the post that have reached the most number of people ORGANICALLY (without paying for reach) will not have anything to do with your business!

If that is the case (and we imagine it will be for the vast majority of business pages) then don't worry.

If that content fits your brand - then you'll do just fine! Because your 'Edgerank score' will increase and as a result more and more people will come into contact with your BRAND by seeing the name of your business and seeing your logo from your page.

Remember - if you relationship build using 'Social' you will create trust. Exposure and brand awareness is a bi-product.

So - mix up the chat and give your fans (the advocates of your business) something other than just the sales message. No one buys a newspaper for the adverts, they buy it for the news.