Facebook Flop to Facebook Fabulous

WORKBOOK

INTRODUCTION: TURN DULL FACEBOOK RESULTS INTO FABULOUS RESULTS

This workbook will walk you through the process of transforming your Facebook presence from barely-visible to forefront.

The steps in this guide are designed to help you clean up, optimize, and re-energize your Facebook pages, groups, and newsfeed to present a branded presence that potential clients will notice and enjoy.

No matter how comfortable you are with social media, this workbook will help you clarify your message, attract more followers, and improve your brand.

If you are experienced with social media use, use this workbook as a handy, time-saving refresher. If you've been wondering why Facebook is giving you such mediocre results, then this workbook is especially for you!

Be sure to work your way, step-by-step, through the workbook. Don't skip any steps, and keep track of results from all your changes. (We'll even show you how to do that too.)

Once you've gone through each step and completed the corresponding worksheet, you should notice a positive difference in your Facebook following – and experience more leads and better engagement. We hope this makes a difference to your business' bottom line!

Ready? Let's get started!

STEP ONE: GET REAL ABOUT WHAT'S WORKING...AND WHAT'S NOT

The first step to creating a powerful Facebook presence is to clean up your Facebook history. Facebook has evolved since your first sometimes-naïve posts – and so have you. Facebook is working hard to bring AI into its modus operandi, so be sure there's nothing on your profile that can harm your reputation – or upset others.

Remember also that Facebook has changed its terms to grant itself what could be viewed as loopholes when it comes to their right to use content you've shared! So, before you do anything else, take the time to review Facebook's new Terms and Conditions – especially section 3, paragraph 3.

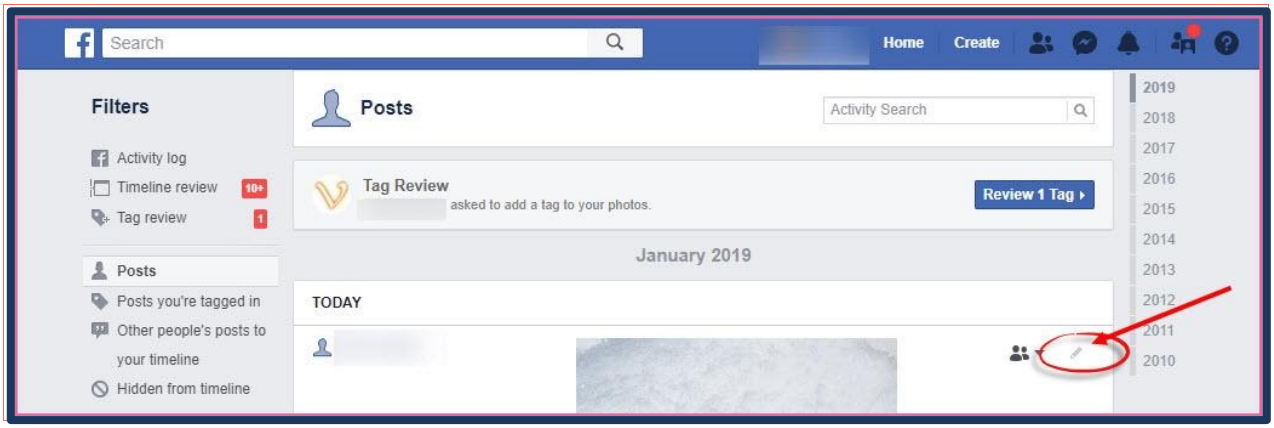
Find and Remove Old Posts

First, nothing you delete on Facebook is ever truly deleted, even when you "delete". But what that does, whether your press a "Delete" link or "Hide Post" – is make sure that others no longer freely have access to it. They won't be able to see the content you've deleted/hidden, so

do take the time to delete/hide old posts that don't jive with your brand and current Facebook focus.

How to find and remove old posts:

1. Click on your name and profile photo in your top Facebook menu
2. Click on the red "Activity Log" button in the bottom-right corner of your cover photo. Your feed activity will open up.
3. Click on "Posts" in the left-hand menu beside your posts.
4. Press the little pencil icon for a drop-down menu.



5. Hide-from-timeline or delete posts that no longer fit your branding

Resolve not to accept new Facebook Friends too easily. Many Facebook users report an increase in stalking and hacking – not to mention those who want to steal your content, if you're fond of sharing niche material. Remember that just because a new Friend Requester knows 3 or 4 of 10 of your Friends does NOT mean they know him! They might have added him just as you're about to do – because you've (until now) been reassured to see that you have friends in common.

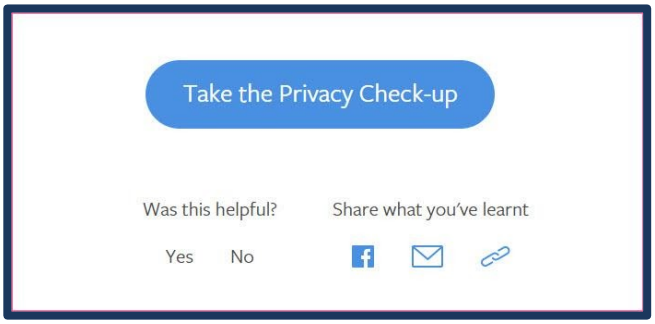
Check out profiles thoroughly before accepting a friend request. It's a good rule-of-thumb that if you haven't a clue who the person is, don't say 'yes' – but if you have a large following, that rule may no longer apply. So, checking out profiles can quickly tell you if a friend request is likely to be legit – and if the requester is someone you really want to add (or not!)

- If you're using your personal newsfeed to add niche friends, ask yourself, "Do I want them to see photos of my kids? Do I need to share photos of my kids? Graduation photos? Birth photos? Laments about dead relatives or pets I miss?"

- If the answer is ‘no’, keep your newsfeed personal and be ruthless in turning down Friend requests.

Decide in advance what types of posts you need to remove – what doesn’t fit with your branding. And remember that political, religious, or emotional rants never enhance your brand (unless that is actually part of your business persona).

Manage Your Privacy Settings



Check and adjust all your Facebook settings, particularly those pertaining to privacy. Even if you think your settings are fine, take a moment now to review them – you may be surprised by what has changed.

Follow these easy directions to adjust your Privacy Settings for your Friends list.

Go through the mini-wizard and click on:

Tagging Others

Pay attention to tagging when you go through your Facebook settings. You can set who is allowed to tag you, whether or not posts with tags can appear on your timeline, and more.

Remember that tagging has a specific purpose in Facebook guidelines:

- To alert someone appearing in a photograph, to let that person know you’re posting a photo with them included
- To alert people who were with you for an event or occasion
- To alert someone who has specifically requested you tag them when you make a post about a certain topic

How Not To Use Tagging

Posting an event, an image, a link, or a writing excerpt and then tagging dozens of Friends to ‘force’ them to click on your post is regarded by Facebook as spamming. It’s true that Facebook allows you to tag up to fifty people – but be careful how and why you do this if you tag more than one or two.

Don’t tag multiple people who you simply want to force to notice your post – you risk getting your account flagged and deleted.

Suggested Reading:

Facebook Privacy Settings:

Facebook Privacy Settings: A Quick & Easy Guide for 2019

The Complete Guide to Facebook Mentions and Tags for People and Pages

Decide What to Share

Look through your old posts and decide which ones or types are relevant to your ideal audience and which ones are not.

Consider different post types and test them out on your Facebook group, page and newsfeed. Share a variety of different types – just a couple, consistently, every day.

- Image quotes
- Infographics
- Short video clips
- Tips
- Cutting-edge niche news
- Inspirational posts
- Event news and photos
- Invitations to events
- Relevant memes (don't overdo these!)
- Livestreams
- Relevant personal posts that are really about your ideal follower's interests

POSTS MY AUDIENCE WOULD LIKE	POSTS TO AVOID!

Keep this short list pinned up somewhere you can see it.

If you have a habit of oversharing or posting too many memes (because they're easy to share) stick up a note reminding yourself to limit those.

While you are cleaning up your Facebook presences, start posting more relevant (and less irrelevant) posts now.

Spend at least ten minutes a day posting and quickly checking notifications.

Manage Your Lists

While it is true that Facebook has put lists on the back burner, you can still create and manage Lists on Facebook so that you can designate certain posts as visible only to a specific list.

And do remember to change the permissions back to your usual settings on your next post!

***How to manage or create lists in your Facebook newsfeed**:*

1. Select "Home" in your top horizontal menu. Your feed will open up.
2. Look over at your newsfeed's left-hand, vertical menu.
3. Find "**Explore**" and select "**See More**".
4. Scroll down and select "**Friends Lists**" (around the fifth selection from the bottom of this menu section)
5. Select "+**Create List**" to make a new list OR click on one of the existing lists
6. Edit your lists, adding or removing people by clicking on their photographs
7. When your list has the right people on, click "Finished" to save it.

Read more about using lists in Facebook Help's page, "How can I use lists to organize my friends?"

Suggested Reading:

How Can I Use Lists to Organize my Friends?

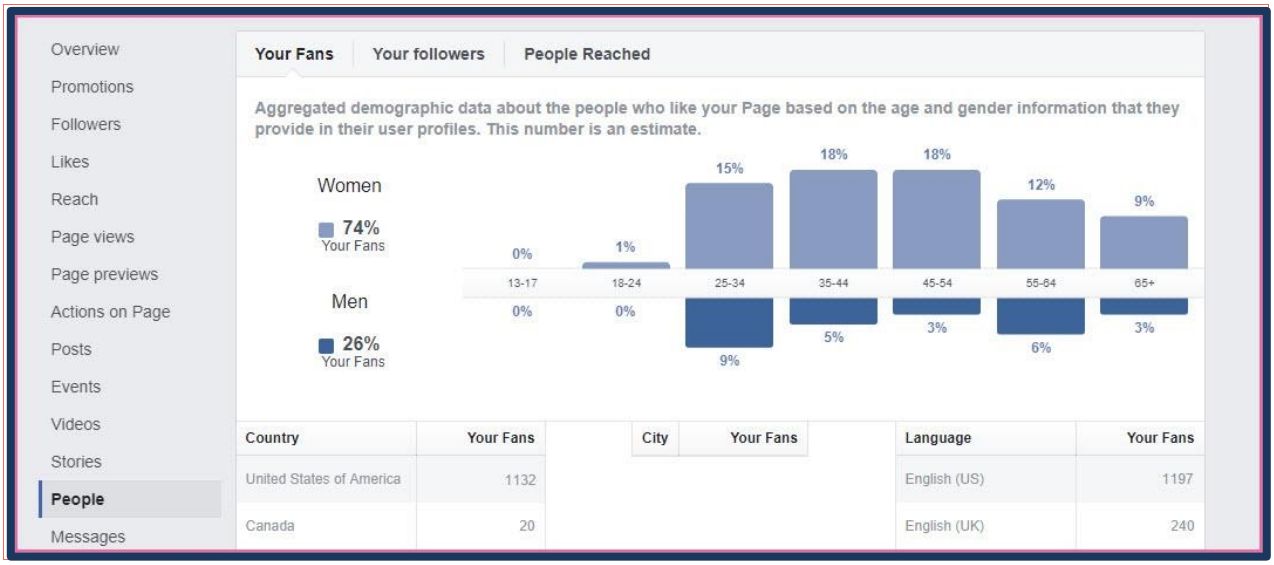
Track Your Post Performance

If your page has over 100 likes, check your Facebook Insights.

1. Click on "**Posts**" in your left-hand, vertical menu
2. See which posts are getting the most views and especially actions (clicks, shares)

3. Check when your followers are most present on Facebook

4. Click on "**People**" and check your demographics the first time you study your Insights



Tip: Create a slot in your schedule for checking Facebook insights at least once a week.

We'll get into more specifics further on in the workbook, but for now, this is a good start.

Study Your Competitors

Decide who your closest competitors are – and where you fit in among them. If you're not already doing so, Follow them on Facebook. Take an afternoon or a day to study their Pages (and Newsfeed, if you are already Friends with them).

1. Install Fanpage Karma

2. Plan to use it extensively to try out all the features as well as track your competitors during the 14-day free trial

3. If you have found it a useful and easy way to keep up with competitors and research their markets, select the plan that is right for you at the end of the trial

Suggested Reading:

4 Free Tools to Analyze Your Social Media Competitors (Social Media Examiner)

STEP TWO: REBRAND YOUR PRESENCE FOR TOTAL ALIGNMENT ACROSS ALL CHANNELS

Time to clean up your visual branding. Taking the following steps will ensure your presence matches your core mission and keeps things real for your followers.

Update Your Images

Arrange for a professional photoshoot and plan to re-do all your website, advertising, landing pages, and social media images during this photoshoot.

Set a budget for your photoshoot and find a photographer whose prices fit within that budget.

Use a contract. Spell out what you want included in the shoot, whether or not you want location shots, and so forth. Make sure you understand what the photographer includes – and what is extra.

Resource: Here is a great video from Jasmine Star. How to Prepare for a Branded Photoshoot.

Your photoshoot should include:

- Your Profile photos
- Photos of you doing brand-relevant activities
- Brand-relevant original images
- Photos with brand-relevant backgrounds

Bring a selection of accessories and outfits in your brand colors.

Everything you wear doesn't have to be in your brand colors: Just make sure that you represent them within photographs in some aspect – for example, a necklace; the sign behind you; a cushion on your couch if you're doing a casual shot, et cetera.

Update Your Brand Text

And don't just update your images: Update your textual branding elements too:

- Your "About" section
- Headlines
- Titles
- Your website description and metadata

- Social media profile descriptions
- Book descriptions
- Facebook group description
- Facebook page description

Document Your Branding

As you update your brand, document the changes. Make sure you create a Style Guide.

Be sure to include:

- Keywords
- Descriptions
- Screenshots
- Repeating elements (things you can copy-paste without adjusting)
- Filename where you can find particular images
- Screenshots

Clean Up Your Following

Take the time to go through your Newsfeed and remove people you don't know – especially those you added because you seem to have a handful of friends in common. If you are unsure, check out these unknown Friends' profiles properly.

How to hide your Friends List:

1. Click on your profile photo in the top, horizontal menu bar
2. Select "Friends"
3. Select the pencil icon
4. Select "edit privacy"
5. Choose "Only Me" under "Who can see your Friends list?"

How to separate family and personal friends from other Friends and Followers:

1. Go to the "Explore" section in the left-hand, vertical menu in your Facebook feed

2. Select “See More”
3. Select “Friends lists”

How to set your newsfeed preferences:

1. Select drop-down arrow to the far right of your top horizontal menu
2. Select “News Feed Preferences”

How to hide or remove redundant or inactive Friends:

1. Visit the timeline of the person you wish to unfriend
2. Select the Friends button
3. Select “Unfriend”
4. Confirm that you do want to Unfriend that person
5. Select “Remove from Friends”

WORKSHEET: YOUR CORE MESSAGE

Take a second look at your mission statement. Has it changed? If so, how?

Ask yourself the following questions:

1. What has changed about my life?

2. What has changed about my interests?

3. What has changed about my business?

4. What has changed about the market?

5. What has changed about my followers and fans?

Write a mission statement that applies to your business and to your life:

- Write a personal mission statement referencing your core beliefs and values
- Write a mission statement for your business
- See if you can combine the two into one Master Mission Statement

Suggested Reading:

How to Write a Personal Mission Statement in 8 Steps

Brainstorm Your Mission Statement

- My central, single, over-riding belief

- My core values

_____

_____

_____

- My life motto (bible verse, affirmation, quote, etc.)

- My Personal Mission Statement

- My Business Mission Statement

- My Life Mission Statement

CHECKLIST: SET UP FACEBOOK POSTING ROUTINES

Use this checklist to make sure you are focused outward on your community.

- I have studied my followers and determined what they want from my posts
- My posts are all about:
    - Supporting my community
    - Building and nurturing relationships
    - Sharing (and living by) my core message
    - I have created posting and interaction routines on Facebook that:
    - Generate the right leads for my business
    - Attract the right followers
    - Provide a reliable, easy way for me to interact with my tribe
- I am interacting by:
    - Creating posts that are all about them (focused on their interests, goals, problems and needs)
    - Listening and acknowledging
    - Praising attributes and achievements

- Caring about their problems and what is important to them
- Providing information they will perceive as highly valuable
- Filling in gaps with what they need
- Posting at least 1-3 posts per day on Facebook in my Groups, Pages, or Newsfeed
- I am posting when my audience is most active

- I have checked my Page Insights to find out:
  - My follower demographics
  - When they are most active
  - What post types they respond best to
  - I am including a good mix of post types
  - Image quotes
  - Video
  - Audio files
  - 360° photographs
  - Question of the Day
  - Facebook Livestreams
  - Facebook Livestream regular weekly Q & A session
  - Links to blog posts
  - Stories
  - Hot tips
  - Breaking niche news
  - Other_____
- I am tracking which types they respond to the best

STEP THREE: REVITALIZE YOUR ASSETS AND MAKE THEM SHINE

Now that you've tweaked your brand and Facebook followers, it's time to do a brand reality check. No matter how diligently you research your audience and create your Facebook branding, it is vital to realize one key fact:

- People who follow you decide for themselves what your brand is all about

It is they who create your brand's reality – not you. Take a second to quickly write down:

What I think my brand is about	What I think Friends think it is about

WORKSHEET: FRIEND AND FOLLOWER BRAND PERCEPTION

Ask yourself – and ask your close audience (those in your groups):

- What do people think about when they hear my name or see my photo?

(Don't be shy about telling them you are doing a Brand Reality Check!)

Record the responses here:

Advertising

If you haven't already done so, set up your Facebook tracking pixel for when you start advertising. The following articles and video will help you do this like a pro.

Suggested Reading:

How to Set Up Your Facebook Pixel for Beginners In 2019 | Easy Facebook Pixel Tutorial (YouTube: Jason Wardrop)

Set Up Your Tracking Pixel

Facebook advertising is always in a state of flux. Find out what has changed and what new advertising features and options are available by checking out the following links and deciding which of these options will work best for you:

11 Facebook Updates You Need to Know for 2019

Be aware also that Facebook has now made Facebook Stories advertising available to everyone. Consider using Stories and its advertising capabilities to increase brand identity and recognition:

Introducing Facebook Stories Ads

Get a Handle on Advertising Basics

Learn how to raise brand awareness using Reach ads, Video ads, and other brand awareness ads. Learn about advertising costs and budget setting.

And make sure you gain a good grasp of the basics for 2019.

Suggested Reading:

The Beginner's Guide to Facebook Advertising

How Much It Really Costs to Advertise on Facebook

Raise Awareness of Your Business with Facebook

CHECKLIST: BUILD YOUR BRAND WITH LIVESTREAMS AND VIDEOS

Using livestreams and integrating video is one of the hottest strategies used on Facebook today. Use this checklist to calculate whether or not this is a good strategy for you, and if you are using them to maximum efficiency.

- I am aware of – and using – video advertising through Facebook
- I am keeping my video ads as short as possible
    - Less than 30 seconds
    - Less than 15 seconds
    - 5 seconds or less
- I have a clear strategy mapped out for when and how I use Facebook Livestreams
- I am using Livestreams in the following Facebook locations:
    - In my Facebook Groups
    - On my Facebook Page
    - In Facebook Events
    - In Facebook Stories
- I am using Livestreams for:
    - Discussion
    - Instruction
    - Q & A sessions
    - How-to
    - Teaching
    - Updates
    - Special features
    - Other_____
- I am planning the following in advance:
    - Livestream themes and topics

- Livestream cue cards or informal scripts
- Resource-link list to be shared during the Livestream
- Ads that will be inserted within my Livestream
- A list of questions that people want answered
- Other_____

- I have:
  - Dug really deep and become specific when deciding on niche Livestream topics
  - Ensured my Livestreams deal with current hot topics or active evergreen issues
  - Create polls in advance of Livestreams to double-check what will be of most interest to my audience
- I am:
  - Blogging about my Livestreams – both before and after
  - Using keywords and strong descriptions when talking or posting about them

WORKSHEET: HELPFUL CONTENT

Find or create content that really interests your Facebook community. Take some time to research the following:

1. **Articles explaining concepts or issues they are struggling with**

   Title: _____

   URL: _____

   Title: _____

   URL: _____

   Title: _____

   URL: _____

   Title: _____

   URL: _____

2. **How-to articles**

   Title: _____

   URL: _____

   Title: _____

   URL: _____

   Title: _____

   URL: _____

3. **Cutting-edge niche news**

   Title: _____

   URL: _____

   Title: _____

   URL: _____

Title: _____

URL: _____

4. **Tips and strategies**

Title: _____

URL: _____

Title: _____

URL: _____

Title: _____

URL: _____

Title: _____

URL: _____

5. **Humor and inspiration**

Title: _____

URL: _____

Title: _____

URL: _____

Title: _____

URL: _____

6. **Anything that can help your Facebook follower move forward**

Title: _____

URL: _____

Title: _____

URL: _____

Title: _____

URL: _____

Your Facebook Focus

Newsfeed	Pages	Groups
Relaxed and personal but still staying true to your Life Mission Statement and core values	Official vehicle for your business. Niche and business focused. Should still feel personal, with your voice.	Focus on main group topic and interactivity. Feeling of privacy and security for members. Feeling they have special access to you.
Make 1 post per day minimum. Focus: Entertainment, connection.	Post as needed (at least twice a week) but check and respond daily.	Post at least 1-3 times per day. Check at least once a day. Respond daily.

WORKSHEET: PLAN YOUR FACEBOOK GROUPS CAREFULLY

While it's true you can have a Facebook Group for every paid or free program or course you create, consider in advance what the emotional, financial and time cost will be to you, if you run multiple groups – particularly if you are planning to create multiple programs and courses over each year.

It can easily become confusing to remember what you've posted for each group. It can also become easier to miss important comments and questions, if you're trying to handle multiple groups – especially if they feel like duplicate groups!

1. Drill down to brainstorm and plan your groups in advance!

GROUP BRAINSTORMING	
Common Group Name Element	Unique Group Name Elements
Examples: *Artists All About*	*Watercolors*
	Drawing
	Oil Painting

2. To create and manage fewer groups, take it back up a notch.

Look at the groups you brainstormed, above. Can you lump the unique elements into broader categories?

ALL-PURPOSE GROUP BRAINSTORMING	
Common Group Name Elements	Unique Group Category Name Elements
Artists All About	*Fine Art*
	Graphic Design

3. Will it work for you to make one overall Mastermind group? (Good if all your courses or programs focus on one clear topic with an overall niche focus.)

MY GROUP

The easy way to handle multiple groups:

- Have an assistant monitor these groups and answer basic questions
- Make her your co-admin

- Have her alert you when someone asks you a question by name or she feels something needs your personal response
- If the group grows larger, add one or two other admins or moderators. (Choose trusted founding members of your group or programs.)

Consider also if it would work better for you to create broader groups – best if your courses or programs have common resources or topics.

CHECKLIST: BUILDING YOUR FACEBOOK ROUTINE

Use this checklist to make sure you've built an ironclad, regular Facebook routine – one that will neither distract and take up too much time or leave you neglecting your Followers and fans.

- I have decided on a daily Facebook routine that will work best for:
    - Me
    - My ideal audience and group members
- I have:
    - Written my daily Facebook time into my actual schedule
- I have:
    - Decided on post types that work best for my audience
    - Scheduled their creation
- I am spending _____ per day on Facebook interaction
- I have found a solution to spending too much time on Facebook by:
    - Making a commitment to stick to my schedule and setting alarms
    - Using an app such as Strictly Workflow to block me from Facebook during work periods
    - Changing the time of day I post and setting this to:
        - Lunchtime
        - After work
- I have found a solution to never wanting to 'waste time' on Facebook by:
    - Turning my daily posting into a same-time, every-day habit
    - Making my posts more interesting for myself – as well as my audience!
    - Creating efficient, healthy routines to make post creation easier and more fun
    - Assigning a team member to help me by filtering and taking care of posts, comments or questions that do not need my personal attention

- Changing my own Facebook mindset and realizing it's all about my community and how I can make their lives brighter/help them reach goals!

STEP FOUR: RE-ENGAGE YOUR CORE AUDIENCE AND GET THEM EXCITED AGAIN

If you want to freshen up your Facebook presence and get your core audience excited again, you have to be proactive about it. You've already learned powerful tweaks and strategies, but now it's time for direct action!

Invite Them to "Like" Your Page

Don't be shy about this – even if you have been, in the past. Send out direct invitations – but there's a trick to this that will ensure a much higher response.

- When someone comments or likes a post on your page, Facebook will prompt you in the notifications to "Invite" them to like your page. DO THIS.

Experience will quickly show you that people who have just posted on your page are already invested at least in that one post – the chances of them accepting a personal invite are close to one hundred percent!

So, go ahead – invite your friends directly, both when they have just liked or commented – and in batches. (Target those who you know would find it interesting but have not yet clicked "Like" on your page.)

How to send out multiple invitations:

1. When on your page, select "Community" from the left-hand, vertical column
2. The "Community" section opens up. In the middle part of your page, you'll see all the friends who already "Like" your page. In the far right, you will see a list of friends with "Invite" buttons next to their names and profile photos
3. Press the "Invite" button next to the friends you want to invite

How to invite people by email:

Email your list and tell them about your new or updated Facebook Page.

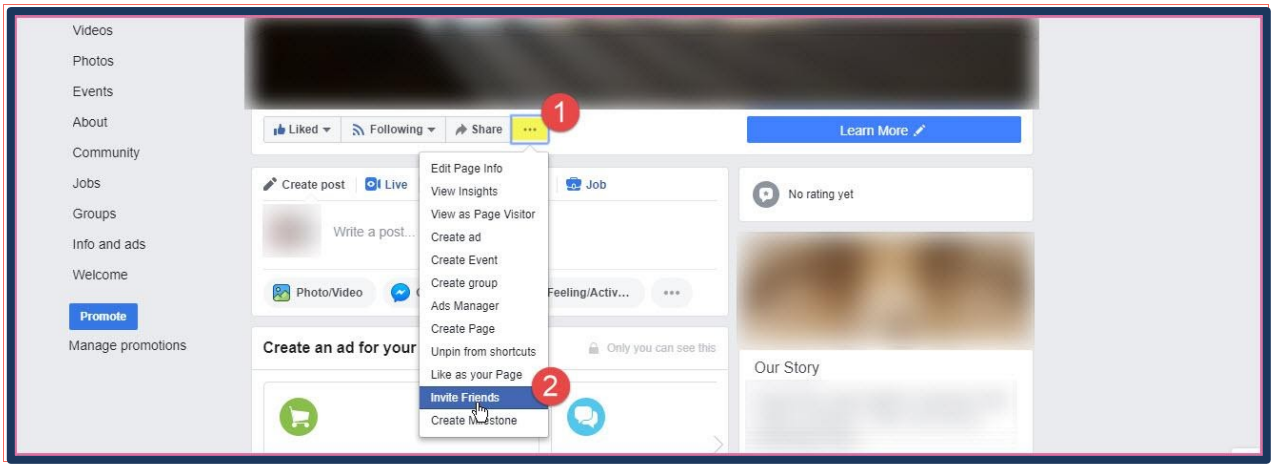
1. Tell them about your page and its benefits
2. Include a direct call-to-action to like it
3. Include your page URL and a button they can simply press
4. Only email your existing subscribers!

(Your Autoresponder or any SaaS such as Squarespace should provide the option to insert a button or use a plugin when you create emails or email templates.)

How to share the page to your newsfeed:

1. Press “Share” next to the three dots in the horizontal menu under your cover photo.

2. When you select “Invite Friends, a regular, blank post will pop up, containing a picture of your Page’s cover photo.



3. Be sure to write a personalized invitation in the post (above the photo of your page that it will include). Tell them why you think they will like your page.

How to invite people from your website:

You can still invite people to “Like” your Facebook page on your website if you use the newest Facebook plugin.

Invite Them to Join Your Group

You can no longer invite people to join your group from your website (most likely due to the GDPR laws), but you can still invite them to join from your email list.

There is also a Facebook plugin for group invitations. Invite clients and subscribers to join your group.

Leverage Other Groups

Join groups in your niche that already exist and contain the sort of members you'd like to attract. Focus on helping them – and helping the group owner. (That's the way to attract a good JV partner too.)

Follow basic group rules of engagement:

1. Visit regularly (preferably daily)
2. Treat other group members as equals – there are a lot of experts; you're not the only one!
3. Make the group owner and admins look good
4. Uphold their rules and guidelines
5. Keep ego out of your interactions
6. Focus on helping, encouraging, interacting, sharing, and enriching the group members
7. Turn comments off on posts that are announcements or attract volatile answers
8. Delete any posts that cause dissension or threaten to down-spiral
9. Avoid the former by avoiding sensitive topics
10. Take screenshots of great posts with useful information
11. Take screenshots of your own posts – keep a record of what you said (and ideas you shared)
12. Avoid groups that focus on promotion – the only people you will find there are people who want to promote – not buy or join!
13. Keep it positive, interesting, and short
14. Create and/or use group hashtags, if allowed
15. Create regular fun features for the group (e.g. #FeedbackFriday)
16. Never cop out by posting memes someone else created because you don't have anything to say
17. Use memes sparingly

18. Avoid memes that you have seen more than once in the last couple of days – be the person who discovers the meme in the first place!

19. Pre-schedule certain types of posts in your own group

20. Pre-schedule posts with links to blog articles at the same time you pre-schedule the actual blog article

21. Remove disruptive members of your own group

22. Report posts in other groups that cause real division or dissension (or blatantly break group rules)

23. Set strong group rules and clear guidelines

24. Create elite groups for your paid programs, courses, or books with exclusive content

25. Create a group for subscribers or interested followers and fans

26. Invite your most positive, active members to become admins or moderators, if you are finding the group too large (or it's growing every day!)

27. Comment as much as possible on members' posts

28. Give shout-outs and real, valid feedback – no 'token' answers!

CHECKLIST: PROMOTING WITH FACEBOOK ADS

Use this checklist to make sure you are up to speed with Facebook advertising.

- I have studied the ads Facebook serves up to me in my own groups, pages, and newsfeed to get a feel for optimal Facebook ad placement
- I have studied Facebook ad placement to familiarize myself with what is available
- I have considered placing ads in:
    - Newsfeeds
    - In-stream videos
    - Right-hand columns
    - Marketplace
    - Stories
- I am aware that right-hand-column ads are not visible on mobiles (only on PCs)
- I have read Maxwell Gollin's article, "Facebook Video Ads: Best Practices for 2019", to familiarize myself with essential topics such as:
    - New information
    - How to set up ads
    - How to choose the right objectives
    - Specs and sizes
    - Tips
    - Data handling
- I am tracking all my ads
- I have considered letting Facebook automate my ads
- I have set an advertising budget
- I am ensuring that all videos and photographs are relevant to the actual ad copy, and enhance or support it

- I have considered hiring an ad manager or assigning an advertising-experienced team member to deal with advertising

WORKSHEET: CREATING A CHATBOT FOR YOUR PAGE

Decide whether or not creating a keyword or menu-driven chatbot in Messenger would be a helpful or harmful strategy for you.

Ask yourself the following questions:

1. Do I have an ecommerce store?
2. What function do I want the chatbot to do for my visitors?
    - Offer them a free gift
    - Visit my store catalogue
    - Sign them up for an event
    - Provide basic but handy information
    - Initiate conversations with members of my Facebook custom audiences
    - Schedule an appointment
    - Answer FAQ-type questions
    - Give directions
    - Other_____
3. Define your Chatbot trigger words (keywords the bot will respond to when someone types them)

My Chatbot Triggers

PREPARATION:

1. Install Messenger's latest update
2. Sign up for Chatfuel (or outsource your bot creation to Chatfuel)

Suggested Reading:

How to Create a Facebook Messenger Chatbot

This article includes step-by-step instructions with diagrams on how to build a chatbot in Chatfuel.

Remember that Facebook is, above all, about connection, friendship, and interaction. Stay positive, keep your branding in mind – and prepare to see your fans and followers grow.

To your success!