



Mastering Social Media

By Hannah Stonehouse Hudson

Attracting Your Ideal Fan

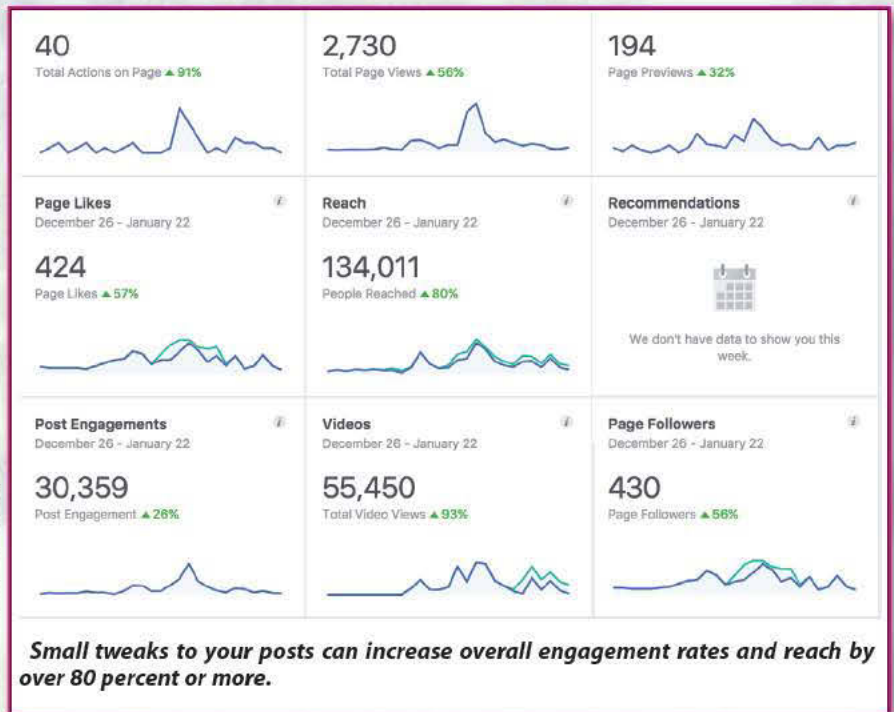
Facebook page management, oddly, is a lot like dating. What is attractive to one person is not to another. We all have our likes and dislikes. This is the same for Facebook fans who will create the most engagement for us. Facebook page fans will like one post type but not another and will engage more with one type of content than another. This can apply to links, native photos, videos, live video, text statuses, albums and one photo posts. Fans will interact with some posts consistently but ignore others that may work really well for other pages' engagement levels.

Much like with humans, there is no secret sauce or formula for every Facebook page. Every page is different in terms of what things make it interactive and what items get zero attention. The key is finding what does work for your page and what specific post types engage your audience and going from there. It will take a lot of trial and error at the beginning but once you find your mix of content and post types, you can build on that data to create a truly engaging page that has incredible organic reach levels.

When you are trying to find that perfect match for a page, it is very important that you have a clear picture of who you are looking for. You are not just looking for "vanity likes" or people who will like your page to increase fan numbers. This can actually hurt you in the long run. Your fans' likes and interests must match the type of person you want your posts to appear to. Facebook's algorithms determine where your posts show up based on the interests of your fan base as a whole. This is why it is very important to only ask people to "like" your page if they would be actual potential clients. Don't ask your aunt to "like" your page just for numbers.

To find the ideal fan, take a moment (or longer than a moment) to brainstorm. Who are the people who will actually buy from you, act on content you share and bring more fans to you? Resist the urge to be everything to everyone. Dial down the perfect person. Brainstorm their traits, find where they currently go on Facebook, create an avatar and start speaking to that person in your posts.

Once you have your avatar and ideal fan, start experimenting with different post types, times and topics related to your page. Ask lots of questions, create engagement in the posts themselves and keep notes on what works best for



your audience.

Once you have figured out what works for your ideal fan and you have created an engaged page that has good organic reach based on those specific types of posts and content, keep posting on a schedule. Increased engagement on a page leads the Facebook algorithm to show your page to even more people and your reach will be increased exponentially. The increased reach is a snowball effect.

Now it is time to do some research. Take a look in your Facebook insights at what other pages your fans like, where they shop, their ages and their other demographics. With this info, do a few things:

- Take a look at the content that works for the other pages that your fans like. What works for those pages organically and what falls flat?
- Create audiences to target in your Facebook ads based on the demographics in your Facebook insights.
- Check out what kind of buying trends and incomes these people have. What kinds of products or services could you offer them that you haven't thought of yet?
- Look for the Facebook groups these people might be in. Join these groups as yourself and engage with those people. See what they are looking for as well as what kinds of content they engage with and work those things into your overall Facebook strategy.

Page Likes
Facebook Pages that are likely to be relevant to your audience based on Facebook Page Likes.

Page	Relevance #	Audience	Facebook	Affinity #
ATA Trade Show	1	1.8K	32.9K	6380x
DLC Covert Scouting Cameras	2	1.7K	49.4K	3934x
North American Whitetail	3	1.5K	44.8K	3736x
The Wild Outdoors	4	1.6K	52.2K	3479x
Midwest Whitetail	5	2.6K	83.3K	3336x
Whitetail Properties	6	2.4K	81K	3224x
Antler King Trophy Products Inc.	7	2.5K	87.3K	3201x
Whitetail Freaks TV	8	2.2K	80.8K	3036x
Scent Crusher	9	2.8K	106.4K	2933x
Lumenok	10	2.5K	101K	2712x

See More

(New Audience)
16.2K monthly active people

People on Facebook
Country: United States of America

Demographics | **Page Likes** | Location | Activity | Household | Purchase

Top Categories

1	Magazine	North American Whitetail
2	Media/News Company	Midwest Whitetail • BowhunterPlanet.com
3	Real Estate Service	Whitetail Properties
4	Company	Radneck Hunting Blinds
5	Sports & Recreation	DLC Covert Scouting Cameras • Muddy Outdoors • Midwest Bucks
6	Government Organization	Ohio Division of Wildlife
7	Teacher	Team Fitzgerald Keepin' It Real
8	Commercial & Industrial	X-Stand Treestands
9	Sporting Goods Store	Antler King Trophy Products Inc. • Nature Blinds, LLC • Woodbury Outfitters
10	App Page	Buckscore

Check out who your audience also likes and start seeing what works and what doesn't for those pages. You can also use that page info for targeted Facebook ads.

Now that you have done the work of finding and engaging your ideal fan and you have learned their likes and dislikes, what gets them going and what turns them away, you can build your fan numbers and engagement for much less than if you have to boost posts to reach anyone. Your page will have excellent initial organic reach numbers in a time when organic reach is trending toward zero.

Resist the urge to use Facebook as a billboard or just a selling tool. Instead, give great content to your audience. Treat them well and with respect rather than just

Job Title
Likely industries where people work based on self-reported data on Facebook.

Job Title	Selected Audience	Compare
Construction and Extraction	12%	+200%
Installation and Repair Services	20%	+150%
Protective Services	7%	+133%
Farming, Fishing and Forestry	12%	+100%
Production	25%	+92%
Transportation and Moving	10%	+67%
Government Employees (Global)	20%	+43%
Architecture and Engineering	7%	+40%
Veterans (US)	7%	+17%
Business and Finance	7%	-0%

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as potential buyers. Giving your ideal fans the content they seek leads to increased organic reach because they will be ready to act on and engage with what you post. This leads to Facebook's algorithm's determining that your page is important to these fans and should show up higher and in more people's newsfeeds. In turn, when you do have an offer, it will show up to more of your fans in their newsfeeds and those fans will be actual potential buyers who will act on your offer because you have done the work to attract those specific people to your page.

Editor's Note: Hannah Stonehouse Hudson is the Director of Social Media and Digital Strategy for Bast Durbin Advertising, a full-service ad agency in the hunting, fishing and conservation industries for over 20 years. Bast Durbin specializes in media planning, public relations, social media, design and photography.

For more information about Bast Durbin Advertising, go to www.bast-durbin.com.

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