



Free Report: 5 Tips on How to Use Facebook For Your Farm/Ranch/Horse Business

**Open the gate to your customers with social media.
The Social Stockwoman shows you how.**

Tip #1: Create a Facebook Page

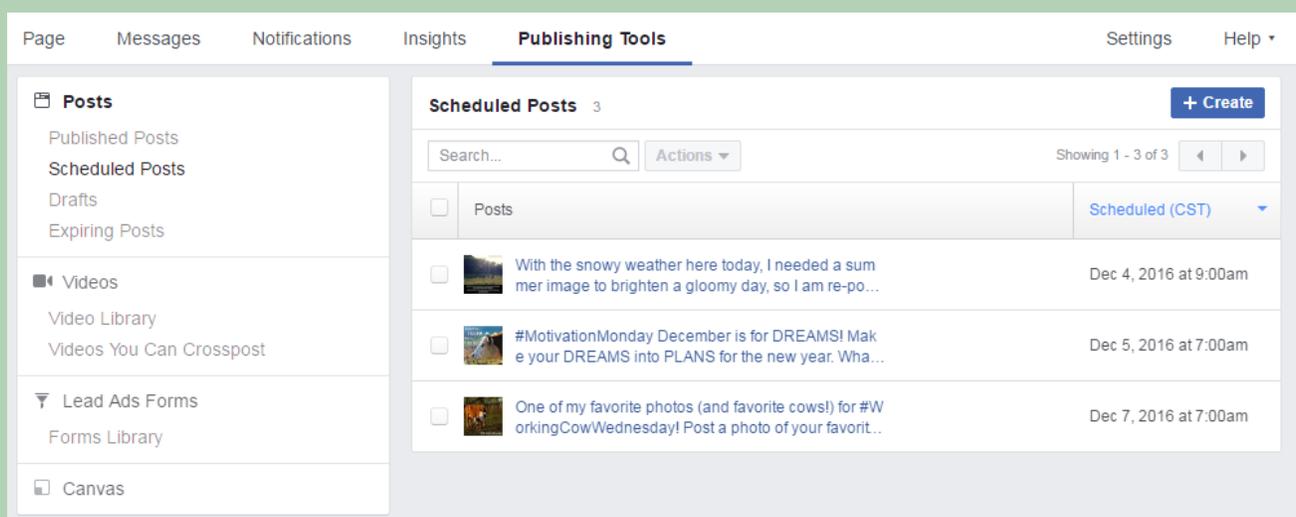
Your customers are on Facebook, and if you do not have a Facebook page for your business, you are being left in the dust. Creating a Facebook Page is easy, and provides an easy way for customers to get information about your products and services and how to contact you.



Tip #2: Use Your Page Regularly

Facebook algorithms control what content people see on their news feeds. If you have a Facebook page that you are only using to advertise right before a show or sale, your posts will not be seen by customers. Post regularly, at least once a week, to make sure that you customers are seeing your content.

Tip: Use the Scheduling Posts tool to schedule your posts ahead of time!



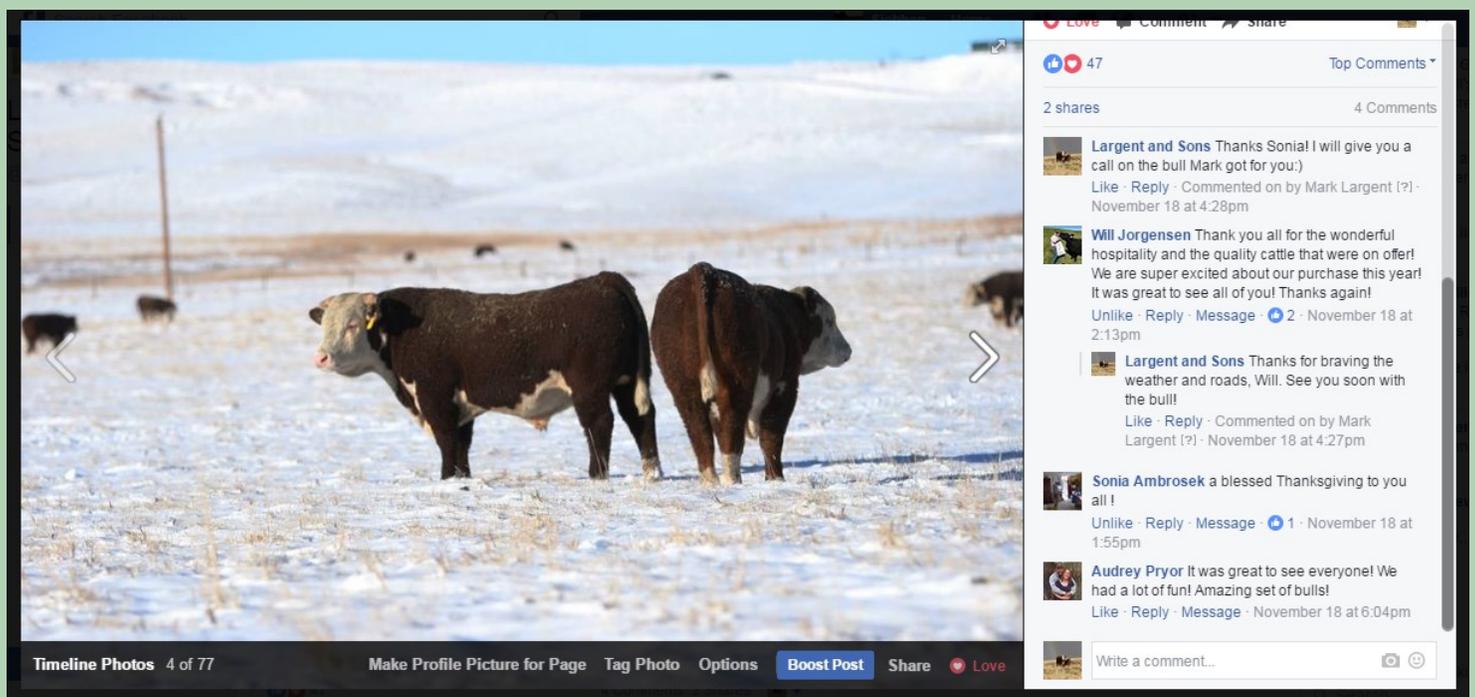
Tip #3: Follow the 80/20 Rule

Don't always sell to your customers. If every post is selling, your customers will lose interest. Follow the 80/20 rule. 80 percent of your posts should be content that is interesting, educational, or entertaining, and 20 percent of your posts should be promoting your business.



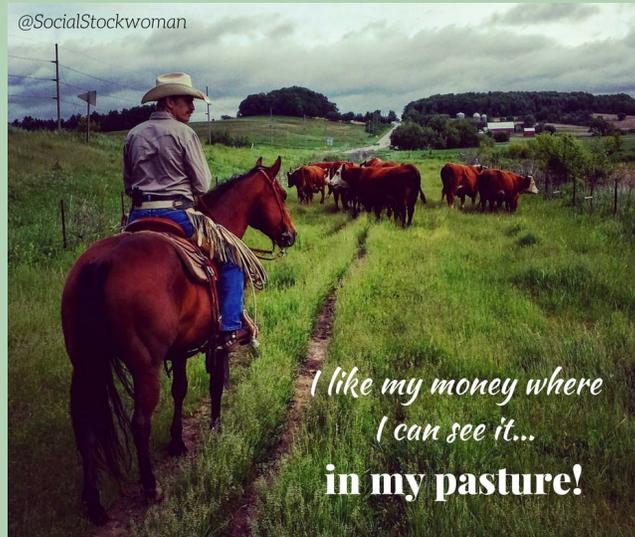
Tip #4: Use Facebook to engage with your customers

Engage with your customers when they like and post comments on your content-that is the point of social media! By responding, it makes your customers feel appreciated, and builds customer loyalty. It also makes your posts appear in their friends news feeds too!



Tip #5: Make it fun!

Your customers browse Facebook for entertainment and to relax. Make your Facebook page fun to encourage them to visit. If you are looking for ideas of fun posts, visit the Social Stockwoman Facebook page-there is an album of fun memes and inspirational quote photos that you can swipe to keep your page fun and entertaining for your customers.



Meet The Social Stockwoman:

A Virtual Helping Hand for Farmers and Ranchers

Hello! I am Siobhan “Chevy” Allen, and I would love to help you with your social media management. Unlike traditional social media marketers, I understand the equine and cattle business, as I am part of it myself! I ran my own horse training, boarding, and lesson barn, and currently operate a registered Hereford cow/calf program with my husband. With this understanding, I can tailor your social media marketing to horse and cattle people that want to know about your livestock and services.



Visit my website at

www.socialstockwoman.com

to learn more.

Also make sure to like my page on Facebook,

www.facebook.com/socialstockwoman