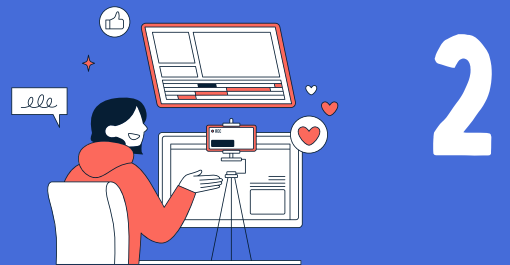


# 7 WAYS TO PROMOTE YOUR BUSINESS ON FACEBOOK FOR FREE



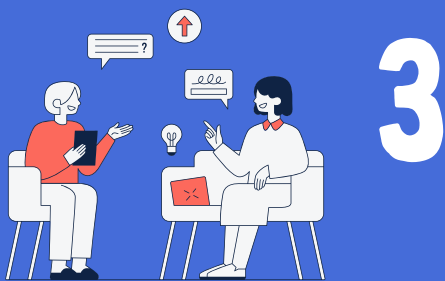
## ESTABLISH FACEBOOK BUSINESS PAGE:

Optimize with logo, cover, and updates. Engage with comments.



## CULTIVATE PERSONAL PRESENCE:

Go beyond your page. Share stories, engage with Q&A, and use Facebook Live.



## LEVERAGE YOUR NETWORK:

Invite friends, encourage sharing, and collaborate for visibility.



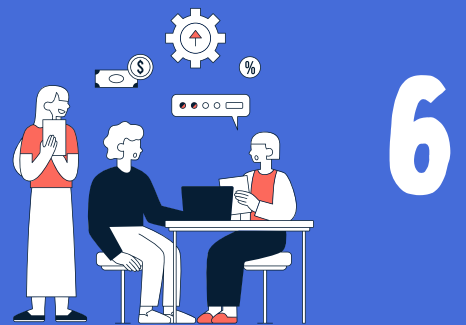
## MAINTAIN CONSISTENT BRAND PRESENCE:

Post regularly, schedule, and monitor metrics.



## FOSTER COMMUNITY ENGAGEMENT:

Create interest groups and encourage discussions.



## PARTICIPATE IN RELEVANT FACEBOOK GROUPS:

Join industry groups, provide value through comments.



## RUN FACEBOOK CONTESTS:

Organize contests for engagement. Set goals and encourage user-generated content.