

GOING LOCAL ON FACEBOOK

Three easy steps to begin
creating a local following on
the world's most popular
social network.

ALINE
INTERACTIVE



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A-LINE's Guide To Going Local On Facebook

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As the most popular social networking site, Facebook provides ample opportunities to engage with potential and existing customers on a near daily basis. In fact, hundreds of thousands of Facebook members list Upstate SC and Western NC as their home. This is an engaged, local audience perfect for targeting and a number that's too big to ignore.

Why is Facebook so Powerful?

According to eMarketer, Facebook is predicted to have 169.2 million users in the U.S. by 2018 — that's more than half of the U.S. population using the site. 77% of B2C companies and 43% of B2B vendors have acquired customers from Facebook, making it an integral part of growing a loyal customer base.

Join the Global Crowd (Then Start Standing Out Locally)

In order to fully reap the benefits of Facebook, you'll need to start with the basics: get an account started and populate it with appealing, on-brand content that engages local visitors and establishes a sense of trust.

Three Steps to Begin Attracting Local Fans on Facebook

To help our friends and fellow small, local businesses, we've put together this simple guide with three easy steps to begin creating a local following on Facebook.

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169.2 million U.S. Facebook users are expected by 2018. That's more than 1/2 the nation's population.

What are you doing about it?

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1. Understand why users become fans of businesses and organizations on Facebook. (Behave Accordingly.)

Research by Syncapse shows that three top reasons people like brands on Facebook are:

- 49% to support a brand they like.
- 42% to get a coupon or discount.
- 41% to get regular updates from brand they like.

When you translate this into creating content that attracts local customers, it's a pretty simple equation. Be likable to like-minded community members, update your fans and offer relevant incentives for becoming a local fan.

Be Likable



Update Often



Give Incentives



2. Get Social with your Neighbors.

Wallflowers never stand out! Reach out to, connect with and share the content of local nonprofits, community organizations, regional media outlets and businesses. Spend a few minutes everyday scoping out news and events from other these pages, then like, share and promote their content among your followers.

You'll become a source of "in-the-know" community information, while fostering relationships with other groups that might help you both gain exposure to each other's fan bases. (Not to mention, you'll also save time by not having to always create original content!)

3. Remember that We're All Friends Here.

Too often, brands have a hard time loosening their ties and being personable online. But in order to attract and engage with fans on Facebook, it's important to not only be local but to also be "real."

Sponsoring an AYSO team this fall? Share their scores like a proud parent. Host an open house, take pictures, create an album* and tag attendees. Go ahead and post compliments or testimonials from local clients.

Sharing "real world" news online can help position your organization as a relatable, friendly hometown brand.

*Photos on Facebook get 53% more likes, 104% more comments and 84% more click-throughs on links than text-only posts.



Do More with A-LINE.

With these three steps, you're on your way to becoming a local fan favorite on Facebook.

If you're ready to dig deeper, [contact A-LINE](#) and we'll be happy to develop a custom social media plan for you to increase brand awareness, attract fans and track your efforts in growing a local following online.

About A-LINE Interactive

A-LINE Interactive helps brands create and maintain successful web presences. We are dedicated to elevating the online presence of businesses and organizations in Upstate SC and Western NC – the communities we call home.