

5 Tweaks To Your Facebook Page That Can Increase Black Friday Sales

Today's article on upgrading your Facebook page for Black Friday shouldn't take you more than 15 to 20 minutes to complete.

The next step is to setup Facebook so we can generate even more buzz through social media channels.

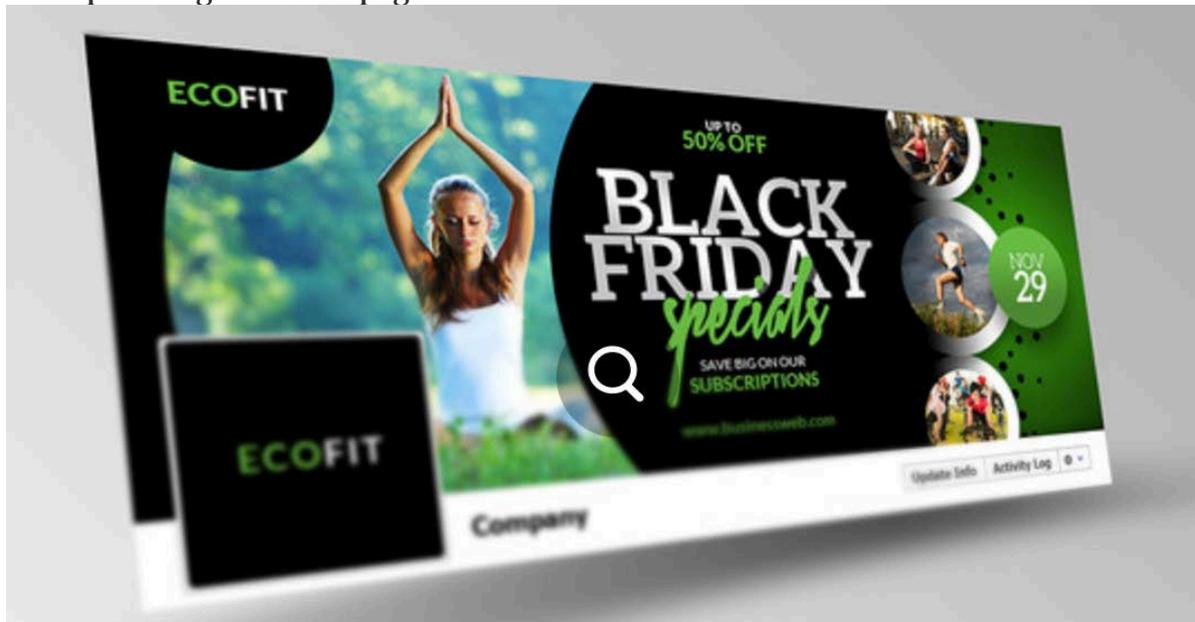
Let's start with sprucing up our Facebook cover image...

#1 - Create a custom Facebook cover image

According to recent research conducted by EyeTrackShop for Mashable.com, participants spent less time looking at your Facebook Wall posts and more time looking at the cover photo on timelines than the old Facebook Walls.

The new Facebook Timeline restricts branding space, and the cover image needs to be well designed.

Example of a great cover page:



In fact, if you don't want to hire a designer, [click here](#) to buy the above template for \$2.

Key points to this cover image are:

- Black Friday is dead center, easy to read, and
- the date is clear
- The images are inviting and represent the brand
- 50% off is at the top of the cover, so it's clearly visible

Once you have your cover image setup, it's time to setup a 'Call to Action' button.

#2 - Create a Post and Pin It

You can now 'pin' a post to the top of your timeline. This will ensure the post is read first.

In fact, pinning a post results in higher views.

The folks over at Buffer reported that, ***“For pinned updates on Facebook, we noticed 30 extra views, three extra likes, and three extra shares in a 24-hour period. This would mean an extra 150 views, 15 likes, and 15 shares were a post to be pinned throughout the workweek.”*** - Buffer

TIP: Add a Picture to Your Post

Make sure you include an image on your pinned post. Hubspot discovered that posts containing an image resulted in:

- 104% more comments
- 54% more likes
- 84% higher click-through rates

In addition, mention the specifics of your sale in the post, such as:

- Date of the sale
- Percent Discount
- List of item or items
- Picture of Item or Items

Once you have created the post, you can now pin it, here's how:

You'll need to be an [admin](#) or [editor](#) to pin Page posts. To pin a post to the top of your Page's Timeline:

- 1 Go to the post on your Page's Timeline
- 2 Click  in the top-right corner
- 3 Select **Pin to Top**

About Pinned Posts

When you pin a post:

- The post will move to the top of your Page's Timeline
-  will appear on the post
- The post will stay at the top of your Page's Timeline for 7 days. After that, it'll return to the date it was published on your Page's Timeline.

Note: You can't pin a post on your personal Timeline.

Next, let's add a 'Call to Action' on your Facebook Page...

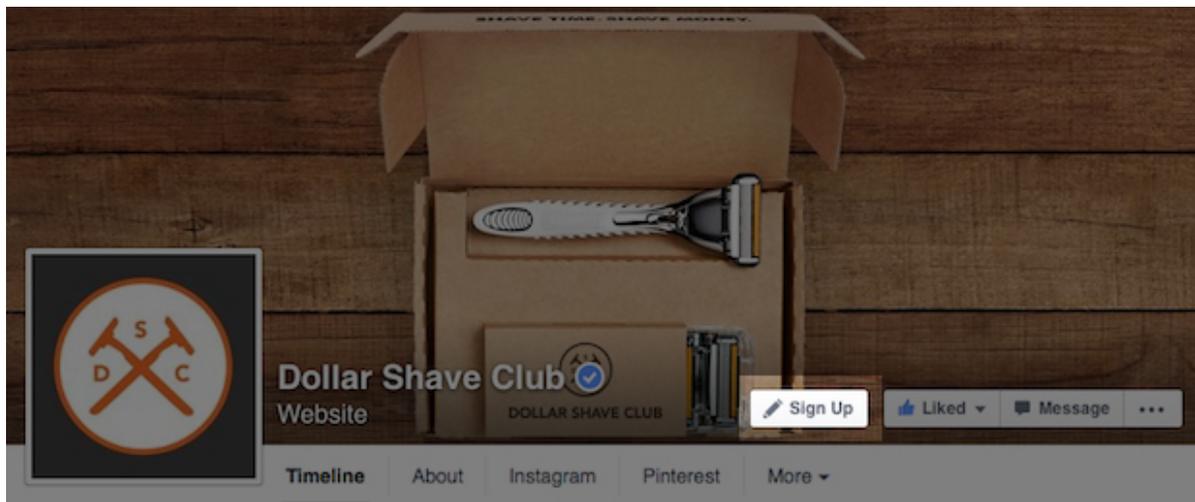
#3 - Create Your Call to Action Button

Facebook has created a new Call to Action feature you can implement on your Facebook page.

This is great because it allows you to employ a few lead generation tactics like:

- Book Now
- Contact Us
- Use App
- Play Game
- Shop Now
- Sign Up
- Watch Video

In fact, Facebook uses the Dollar Shave Club as an example. Here's a screenshot of the Call to Action at work:



As you can see, the 'Sign Up' box is highlighted above.

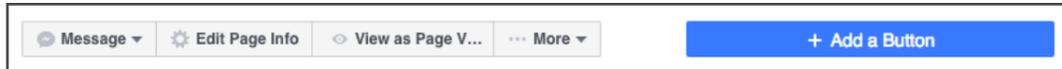
Dollar Shave Club is a big fan too, here's their Director of Acquisition praising it:

“Over the course of a three-week test, the Sign Up call-to-action button delivered a 2.5x higher conversion rate versus other comparable social placements aimed to drive new user acquisition.” —Brian Kim, Director of Acquisition, Dollar Shave Club

Here's how you can implement the Call to Action:

To add a call-to-action button on your Page that directs people to your website:

1. Go to your Page's cover photo and click **+ Add a Button**.



2. Choose your call-to-action, and enter the URL for your website.
3. Click **Create**.

Next, you need to make sure people can reach out to you for questions they may have...

#4 - **Activate Your Messenger**

Facebook has even made it easier for shoppers to contact you to ask questions.

This is important because it gives you an extra channel to reach out and complete a sale.

But first, you must turn on the Messenger feature inside of your Facebook Page. That's easy...

You'll need to be an [admin](#) to turn messaging on or off for your Page. If you're an admin:

- 1 Click **Settings** at the top of your Page
- 2 From **General**, click **Messages**
- 3 Click to check or uncheck the box next to **Allow people to contact my Page privately by showing the Message button**
- 4 Click **Save Changes**

When messaging is on, a [moderator](#), [editor](#) or [admin](#) can send a private message from the Page to anyone who's sent the Page a message. Private messages can also be used to [respond to comments on a Page's post](#).

Keep in mind that Pages can't send messages to other Pages or to people who have blocked the Page.

The faster you respond, the better your rating on Facebook. Here's an example of badge that Facebook will post on your Page if you respond quickly:

 **Very responsive to messages**

Pretty cool!

You can achieve this rating by:

- A response rate of at least 90%
- A response time of 15 minutes or less

The next item is more of a tip, but it's an important one you should consider...

#5 - Cover Images with faces get more attention

Make sure your cover image has people and faces. Here's a few examples of highly rated Facebook pages:

Example 1:



Example 2:



You'll notice the Dollar Shave Club we used as an example above doesn't use an image with a face... maybe they should show a man shaving and that would help boost their views?

I hope you take just a few minutes and implement one or all of these tweaks. They are easy and shouldn't take very long at all.