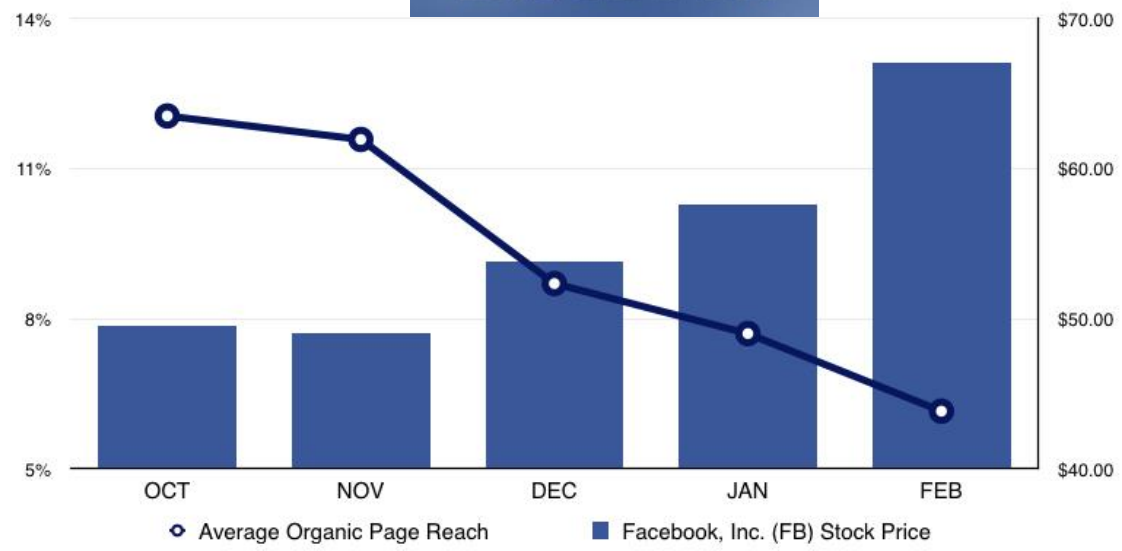
The problem with facebook today.



Organic reach dropped from 12% to 6% (now often 1%)

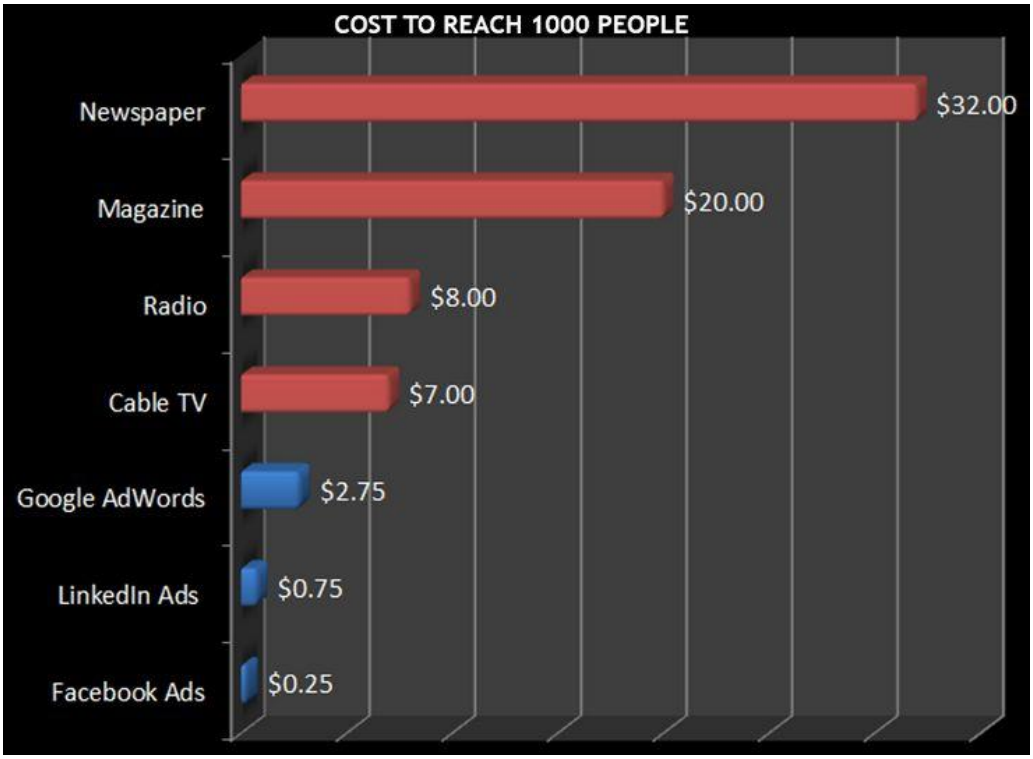
3 Things You Can Do

1. Stop using Facebook as your key social media hub

2. Pay for the reach you used to get free

3. Get better at Facebook

*Facebook is still highly cost effective!



It can cost just pennies to reach highly-qualified leads. Facebook targeting allows you to reach precisely who you're looking for.

Rented Land

Facebook encouraged businesses to build and reach audiences for "free" on their platform (until that free ride ended). In the meantime, you optimized to Facebook's advantage. Print, social media, and broadcast messages should refer people to your website. Build on your own land!

So you think you Know Facebook?

August 13, 2014 at Northeast Wisconsin Technical College Terra L. Fletcher will be offering a Facebook course. Though many companies have been using Facebook to promote their business for months or even years, changes in the network's algorithms require marketers to change their approach. This course will get you up to speed. We'll discuss when and what to post, how to use Facebook's analytics, increase your fans, and how to integrate Facebook with the rest of your marketing. Fletcher will cover Facebook misconceptions and best practices, social media etiquette, and paid promotions. *More classes at terralfletcher.com/events.*

Fletcher Consulting

FletcherConsulting.com
terra@fletcherconsulting.com
(715) 584-6773