



How to Improve Your Facebook Reach

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Introduction

Did you know that there are 1,310,000,000 users on Facebook every month? (Source: <http://app.easybrander.net/c/96140>) And there are 50 million different Facebook Pages, with half of those being small business Pages. (Source: <http://app.easybrander.net/c/96142>) With so many people and businesses socializing on Facebook, how do you know your posts will get seen by users?

The goal of every Page on Facebook is to have everyone see every post they make. But the sad fact is that people only read a certain amount of their newsfeed each day, and the competition for space in the newsfeed is becoming limited.

The days of getting free Reach on Facebook just might be numbered. It's been in the news for months now: Facebook's newsfeed has had a new algorithm applied that directly affects the organic Reach of your Pages.



With all the changes you may be seeing a decline in the number of people who actually view your posts. For example, if you have 1,000 fans, it's likely only 10 to 12 of them are actually seeing your Page posts.

Small business owners are having trouble reaching all their fans with each of their updates. There are some ways you can make sure your posts and updates are reaching as many of your fans as possible.

Don't despair. There are ways to improve your reach, many of which don't involve paid advertising. In this report, we'll look at what Facebook Reach is, how it's changed over the last few years and ways you can improve your Reach.

How do I Find My Reach Analytics?

Your Reach analytics can be found in Facebook's Insights on your Facebook Page. It can give you a clear idea of who your fans are and when they are online. The Insights can tell you where they are located, their age and what other Pages they like. It gives you a look at both organic and paid Reach.

Go to the Admin Page of your Facebook Page.

Click on Insights. This gives you an overview of your analytics.



Click on the Reach tab for a more detailed look at your analytics.

Page Insights gives you pertinent information on how your audience engages with your posts. The post types section lets you see the kinds of posts that have the highest Reach or engagement. You can use this information to create more of these kinds of posts that your audience wants to see.

A screenshot of the Facebook Page Insights 'Reach' tab. The 'Reach' tab is circled in red. Below the navigation bar is a legend: 'Reach: Organic / Paid' (orange square), 'Post Clicks' (blue square), and 'Likes, Comments & Shares' (pink square). Below the legend is a table with columns: 'Post', 'Type', 'Targeting', 'Reach', 'Engagement', and 'Promote'. The table lists five posts from February 2014.

Post	Type	Targeting	Reach	Engagement	Promote
12/2/2014 pm: I don't often eat packaged soups, but when I do, I'm always dumfounded that they always list a serving	Text	Global	61	0 6	Boost Post
29/2/2014 pm: How do you use up leftovers? I just throw them in soup. Tomatoes, spinach and black japonica rice	Text	Global	76	5 9	Boost Post
27/2/2014 pm: These are super yummy: vegan peanut butter cookies...no flour! The kids have demanded I make	Text	Global	14	0 0	Boost Post
15/2/2014 pm: Vegan Black Bean Brownies - no flour or egg. Still haven't told the family what they are. They just said,	Text	Global	160	17 8	Boost Post
14/2/2014 pm: Here's the Valentine version.	Text	Global	179	9 14	Boost Post

What is Facebook Reach

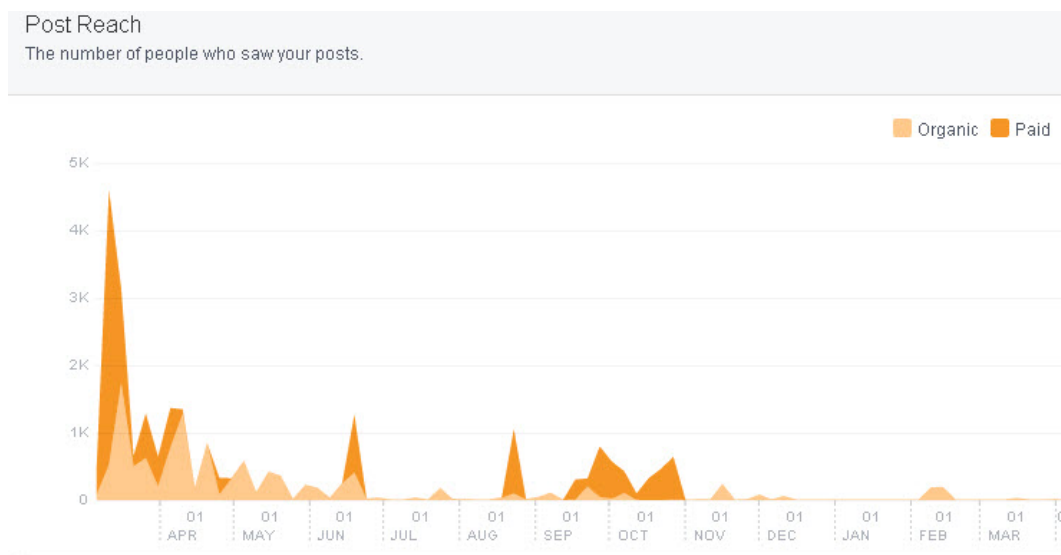
Before we look at how Facebook's Reach has changed, and how you can improve your Reach, you need to know how Facebook's algorithm works. The algorithm used by Facebook determines where and what posts appear in a user's newsfeed.

Basically, Facebook Reach is the number of unique people who see your content. Reach affects every metric including likes, comments, feedback and clicks. There are different kinds of Reach as well. They include post, page, organic, viral and paid Reach.

Post Reach is the number of users who saw a specific post in their own news feed.

Page Reach is the number of users who see any of your post content for a specific period of time; such as daily, weekly or monthly.

Post and Page Reach are then broken down further into the subcategories of organic and paid Reach.



Organic Reach is what Facebook gives you freely. It is the number of unique people who see updates from you in your news feed or on your Page. It includes the people who saw it via a friend who shared it, liked it, commented on it or responded in some way. Organic Reach includes viral Reach; which is the number of users who see your posts after someone else talked about it.

Paid Reach is the number of users who saw your post through an ad – it's when you paid to promote your post. Your Reach will be higher since you have paid to have others see your posts.

Reach is different from impressions, the previous metric that Facebook used. Impressions counted the number of times your post was shown in a browser. Reach measures unique visitors instead. In the case of Reach it means the post actually showed up in their news feed.

Facebook Reach has changed over time. It is measured through their algorithm on the number of unique people who see your content. Recently, many small business owners have seen their Page's Reach decline by almost half.

How it's Changed

Facebook Pages for business launched in 2007. Since that time organic Page Reach has decreased dramatically. In fact, Facebook disclosed that organic Page reached

only 6.5% on average in February 2014. So what has changed since the beginning? Why are businesses scrambling to get their posts seen by their target audiences? Let's take a look at the history and how it has evolved.

Facebook Reach was originally determined by the number of "Likes" a Page received. Reach was earned media. Businesses could get users to see their content simply by them liking our Page.

Now, Facebook filters its feed. Its news feed sorting algorithm analyzes different metrics to determine the relevance a post has to each person. In other words, Facebook shows the most popular posts to a user in relation to what they view most often, or what is otherwise most popular. According to Facebook News Feed Director of Product Management Will Cathcart (source: <http://app.easybrander.net/c/96144>), the most powerful determinants of whether a post is shown in the feed are:

- How popular (Liked, commented on, shared, clicked) are the post creator's past posts with everyone?
- How popular is this post with everyone who has already seen it?
- How popular have the post creator's past posts been with this particular viewer?
- Does the type of post (status update, photo, video, link) match what types have been popular with the viewer in the past?
- How recently was the post published?

Basically it means the more successful the post and the more popular the creator of the post is, the more likely it is to be seen by the viewer. Liked Pages or added friends at some point over time doesn't matter nearly as much as the popularity of the post. Everyone earns space in the news feed.

Interesting posts that get likes, comments shares and clicks are more likely to get your Reach increased. Boring posts are ignored and your Reach decreases.

Facebook has changed a lot since its introduction of Business Pages in 2007. No longer are "Likes" and impressions as important as interesting and popular posts.

Suggestions for Increasing Your Reach

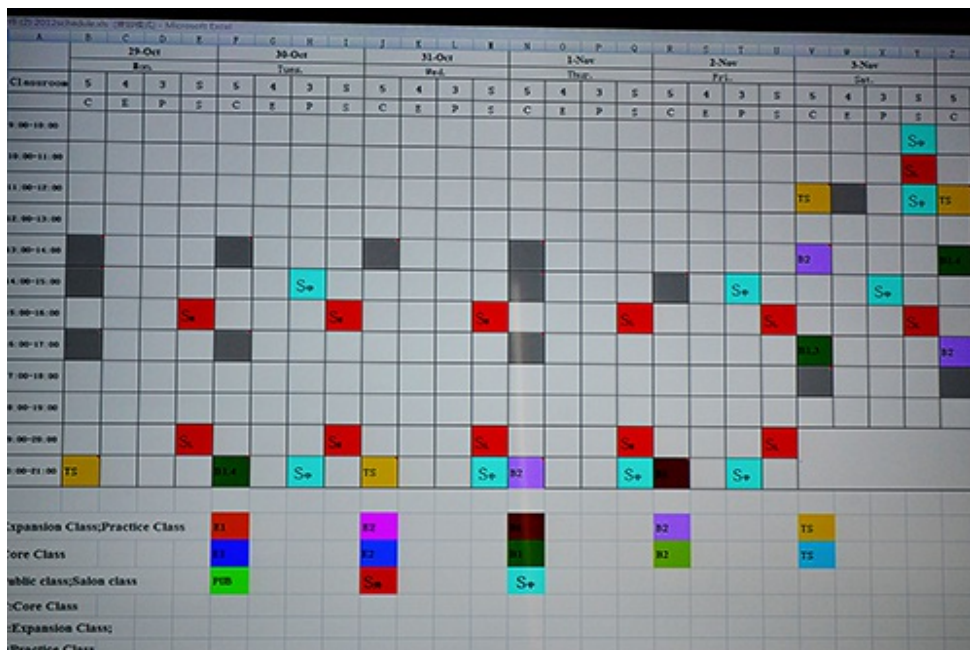
Facebook Reach has declined for many Business Pages. Organic Reach, or free, posts are often left on your Page without anyone ever seeing them. It may seem like Facebook will only share your posts in the news feed if you pay to promote them. This isn't necessarily the case. By posting engaging content you can increase your Reach.

Here are 20 ways to increase your Reach:

1. Post interesting content when your fans are already online. Use Facebook's Insights to get a clear idea of when your fans are online. If you post something when most of

your fans are on Facebook, you are more likely to get more people to see it. For example, studies have shown that late afternoons on Thursdays and Fridays and weekend days are when the greatest number of people are on Facebook.

2. Post often. Post a few different updates throughout the day. Don't post links to the same articles multiple times a day, though. That is considered spammy. If you post only once a day, you are only going to reach those who are online within an hour or two of when you posted. Posting three or four times a day is a good rule. For example, you could make one post in the morning that links to your blog, another post later on a funny story or interesting fact, posting a link to a product even later in the day, and perhaps posting an image that evening.



3. Be consistent with your posts. Make a schedule to regularly post. This regularity gives you more opportunities to connect with people and build their trust.

4. Create a content strategy. Create a strategy for using interesting content you can share on Facebook. Include different types of content and when you will be posting.

5. Share popular content. No one says you have to share new content every time you post. Go through your analytics to find old posts that were popular. If you post evergreen content on your blogs and social media, these posts won't go out of date. Just make sure you haven't already posted it on Facebook recently.

6. Respond quickly to comments. Build your community by listening to and responding to comments, quickly. Show that you care about them by being responsive to their questions and comments.

7. Hold a contest. Contests are a great way to bring in new fans and build rapport with the ones you already have. Contests can be as simple as a "caption this image" contest, to a contest where your readers get to name a new product.

8. Create ads. Promote popular posts with subtle CTA's using paid promotions.

9. Use different kinds of content. Content can include written content, images, videos, contests, charts, graphs and everything else. Images increase Facebook engagement by 100% to 120%.

10. Involve your fans. Ask simple questions or ask them to caption a photo.

11. Spotlight your fans. Host a “Share your Page” for fans. Fans love to be recognized. Share some of their relevant content with your own fans. Spotlight a “Fan of the week.”

12. Don't shorten links. A study by BuddyMedia found that a post which includes the full URL of a link will be trusted more than one with a shortened link.

13. Use influencer marketing. Using influencers in your network instead of paid promotions or placement means people will pay attention, since it's shared by an actual person from your network who has a large following.

14. Avoid using memes.

15. Experiment with the different types of posts. Find out which your audience loves more through your Facebook Insights. Do they tend to prefer photos or would they rather receive useful links?

16. Most of all, be authentic. Be yourself and be genuinely excited to be interacting with your fans.



17. Replicate what works. Make more posts like the ones you've already gotten the most engagement on.

18. Share and tag other Pages. Tagging other business's Pages lets them know you did a good deed for them. Often they'll return the favor and tag your Page.

19. Host events. Host "Live Q&A during xx times" or "ask the expert" days.

20. Build a Facebook interest list. Add it to your Page. Interest lists are a way to organize your content. It can be based on things you care about or other people's lists. Lists show the best posts from the list in your newsfeed as well in the Interests section of your bookmarks. Click on the lists name to see recent activity and posts.

Remember, you can increase your Reach by creating Page posts and ads that are interesting, bring value to your fans and are targeted to the right people at the right time. Post when most of your fans are likely to be online and give them a variety of content types.

Start Improving Your Facebook Reach Now

Facebook Reach has changed a great deal since Facebook first introduced Pages for business in 2007. In the beginning, impressions and likes were enough to get your posts seen by your fans. Now, Reach is based on popularity of your Page and posts, as well as the user's interests in what they view the most often.

Improving your Facebook Reach begins with researching when your fans are online, what posts are most popular and the types of content they want to see. You can do this through Facebook's Insights metric. Take the time to learn who your users are and what they are looking for.

Vary your content. Images have been proven to increase post shareability by 100%. Of course, not every post should be an image. Share relevant and interesting written content, videos and fun facts. Let your fans be a part of your content strategy. Involve them with contests, fan days or question and answer sessions.

Facebook Marketing Resources

[Facesniper](#) - Best Facebook Targeting App

[Hyper Facebook\(tm\) Traffic](#) - Methods To Create Traffic Without Paid Traffic or Affiliates

[Income Hybrid 3 in 1 Software Suite](#) - Traffic & Sales Automation Software Suite Using Facebook

[PLR-MRR-Products.com](#) - Buy PLR & MRR Products Through Membership or Direct Shopping Cart.

[Fbinfluence - Top Facebook Marketing System](#)

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