

Easy (and Almost Free) Social Media Managed Site Promotion

So you've got this site with your organization's name all over it. Here's a few ways that might help increase traffic to the site and sales.

Facebook Posts with Website Links

To get people to visit your site from a Facebook post, you just need to copy the address of the page where you want them to land (the URL) and paste it into your post. Let's say I want to promote a new product that was just added to the site.

How to Put a Website Link in a Facebook Post

1. Visit the item page on your site where the product is and click into the picture:



2. Copy the entire URL that is in the address box, including the "http:" In this example the URL is <http://artisanexchange.org/collections/new-products/products/hand-felted-one-eyed-red-tooth-monster-with-wings-global-groove>
3. On your Facebook page, paste the URL in the Status box. Facebook will resolve the link below your post:

Status Photo / Video Offer, Event +

 <http://artisansexchange.org/collections/new-products/products/hand-felted-one-eyed-red-tooth-monster-with-wings-global-groove>



Hand Felted One-Eyed Red Tooth Monster with Wings - Global Groove

Felt toy with a pocket for a tooth for the tooth fairy! 6 inches by 4 inches. Fun, playful and colorful, these tooth monsters munch teeth in style!

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Available images [Hide](#)

4. The pictures are square and Facebook uses a 4X6 horizontal template but it adds a little mystery to the product, don't you think? Delete the URL from the post and replace with something you want to say:



Just got these #fairtrade tooth monsters in the store!

Hand Felted One-Eyed Red Tooth Monster with Wings - Global Groove

Felt toy with a pocket for a tooth for the tooth fairy! 6 inches by 4 inches. Fun, playful and colorful, these tooth monsters munch teeth in style!

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New Smyrna Beach



Boost Post

Publish

5. Click on the Publish button. Voila! The post is on your Facebook page with a link to the product on your website.

The screenshot shows a Facebook post from the page 'Global Crafts'. The post text reads: 'Just got these #fairtrade tooth monsters in the store!'. Below the text is a large image of the red felted tooth monster with blue wings. Underneath the image is a product description: 'Hand Felted One-Eyed Red Tooth Monster with Wings - Global Groove'. The description continues: 'Felt toy with a pocket for a tooth for the tooth fairy! 6 inches by 4 inches. Fun, playful and colorful, these tooth monsters munch teeth in style!'. At the bottom of the description is the text 'ARTISANSEXCHANGE.ORG | BY ARTISANS EXCHANGE'. Below the description is a 'Boost Post' button. At the very bottom of the post are the interaction options: 'Like', 'Comment', and 'Share'.

Boosting Your Facebook Post

Unfortunately, Facebook isn't as kind to business posts as it is to your posts of your cat. Your cat post goes out on the News Feed of your friends but posts from business pages do not get nearly as much traction with the people who have liked your business site. So you may want to give your post a little nudge with a "boost."

Boosts are not free but are very affordable. You select the duration and the audience and the amount of money you want to spend.

How to Boost a Post

1. Click on the "Boost Post" button. A page similar to this will display:

Boost Post

AUDIENCE

People who like your Page [?]

People who like your Page and their friends [?]

People you choose through targeting [?]

Location Orlando, FL, United States, New Smyrna Beach, FL, United States, Port Orange, FL, United States, Daytona Beach, FL, United States and Edgewater, FL, United States [Edit](#)

BUDGET AND DURATION

Total budget

Estimated People Reached **160 - 430 people on Facebook**

Duration 1 day 7 days 14 days

Run this ad until

AD PREVIEW

Desktop News Feed | Mobile News Feed

Global Crafts Sponsored · Like Page

Just got these #fairtrade tooth monsters in the store!

Hand Felted One-Eyed Red Tooth Monster with Wings - Global Groove

Felt toy with a pocket for a tooth for the tooth fairy! 6 inches by 4 inches. Fun, playful and colorful, these tooth monsters munch teeth in style!

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[Cancel](#) [Boost](#)

2. Select an audience, a budget, and duration. You can set up a target audience based on location or demographics (sometimes we only want to post locally). Facebook gives you an estimate of how many people will be reached. In this case, Facebook estimates that for \$2.00, 160-430 people will see your post in their News Feed. And wouldn't it be great if just 5% of them placed an order? It's not likely but it can be worth a couple of bucks to get your post seen.

Linking Facebook Posts to Twitter

If you're like me, you're still trying to figure out the use for Twitter posts. It's difficult enough to post something on Facebook, let alone needing to count your characters and post the same on Twitter. But you can link your Facebook page to your Twitter account so you only have to post on one place. Remember, only 140 characters show up on Twitter (with the rest of the post being turned into a link) so put the important information in the beginning, including the ever-popular, much-maligned hashtags.

How to Link Facebook to Twitter

1. Go to www.facebook.com/Twitter.
2. Click Link to Twitter next to your organization Page or Profile
3. Once linked, you can identify the types of Facebook posts that are tweeted by selecting "Edit Settings."

Hashtags

While they certainly don't make your Facebook posts pretty, Twitter users follow certain phrases called "hashtags." There's no defined list of these. But if you want your post to show up with others offering, say, ornaments, put the hashtag **#ornaments** in your Facebook post.