



An Engagement! (It's not just about weddings anymore!)

Article by Kelly A. Baltzell, M.A., CEO, Beyond Indigo Pets

Facebook has evolved exponentially since its inception. It often changes the algorithm that determines what content is seen and what is rarely viewed. In the past, it was the generation of “likes” to a page. While likes are still a goal to reach in order to unlock certain features of a business page, the real focus is now on “engagement.” To understand how this works, let us dive into exactly what is considered an engagement on a piece of content that is posted to a business’s newsfeed.

Engagement speaks to the number of people in your audience who participate and engage with your content in some way. This may be as robust as a comment or sharing a photo, or as simple as liking, loving or using the happy face on a post. Clicking links in posts, sharing to other friends and family, and pressing play to watch a video are also considered engagement. Why is that so important? Because it is telling us your audience is liking what you have to say! It truly is, as we say around here, “putting the ‘social’ in social media.”

Social media takes time to maintain. It is work to build your brand awareness and messaging. The whole point is to serve your clientele and attract new potential clients. That is why the energy of engagement is such an important metric to pay attention to, and it pays off in other ways. The average percentage of your audience that will see your posts is about 2 to 6 percent. That is right—out of 100 people, only 2 to 6 will see what you post organically (with no money behind it). However, when folks take the time to interact with your page and content on a regular basis, your posts will actually have priority in their newsfeed. Therefore, the more engagement from your audience, the more your organic reach is going to grow.

Crafting a successful engagement post is something that takes some thought. You want to ask a question that people can engage with quickly. “If this was your pet (insert a cute, fuzzy pic of a puppy here) what would you name him?” One that is always a winner: “Show us the last pic



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of your pet on your cell phone." This type of post can also be a playful poll that asks if you are more of a cat or a dog person. Or, try, "Is Squeaky a rat or a mouse (show his adorable face in the photo)?" The point of these posts truly is for people to engage, so keep it light, fun and playful.

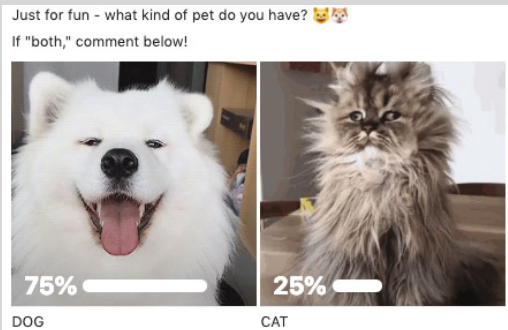
Something to note is that engagement is a two-way street. When people engage with your post, it is important you also engage with them by liking or commenting on their participation. By taking a moment to thank people for sharing, or giving them a simple like or love to their comment, you are letting the people in your social community know you value and care about them. You are

also tapping into that Facebook algorithm which helps increase your organic reach so there are more eyes on your messaging.

Another way to garner some engagement on your Facebook feed is through the use of videos. Simple videos that are taken at the hospital on a smart phone will work just fine. People always love cute cat videos or puppies visiting the hospital. Asking people to give a thumbs up or down on the video can help capture some of that engagement mojo.

CONTINUED ON NEXT PAGE

Examples of Engaging Social Media Posts



We adore engagement posts here at Beyond Indigo Pets. Give us a ring today to see how we can help you grow your engagement and connect with your audience. Our results are the proof in the pudding. Want to see more tails come through the door or to increase your average transaction charge? Give us a call and we will help make it happen. Beyond Indigo has been conducting internet marketing for 22 years. Our CEO and COO have each been working in marketing online for 24 years. Our team knows the old and the new. We focus on results first and discuss costs second. We are committed to staying up-to-date with the changing online environment, such as ADA compliance. Plus, we are Google Ads Partners, and we know how to build Google mobile-friendly and fast websites. Need help creating a marketing plan? Call 877.244.9322, ext. 100, or go to <https://www.beyondindigopets.com/contact/>.

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Kelly Baltzell, M.A. is President and CEO of the Beyond Indigo family of companies which she founded in 1997. Beyond Indigo is a full-service marketing company focusing on Search Engine Optimization, is a Google Adwords Partner, Social Media Marketing, Online Reviews and websites. She has been a monthly columnist for MWI Animal Health since 2011. She has also presented and been published in Australia, New Zealand, Canada and the UK.

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