

# Week 2 Checklist

## Reach People and Their Friends



- Keep engaging your fans** once or twice per week. Post pictures and videos. Ask questions. Respond to customer questions and feedback.
- Experiment with offering promotions or discounts** available only to your fans. Visit [facebook.com/sprinkles](https://facebook.com/sprinkles) for an example.
- Create a Page Post Ad** targeting your current fans so you can increase your reach with your existing fans by 3-5 times. Choose the most recent post or a specific post that you want to highlight.
- Create a Facebook Ad for your Page** to incentivize people to Like your Page. Use copy such as “Click Like if you love...”, and target this to friends of fans.
- Experiment with different images and ad copy** with your Facebook Ads.
- Experiment with different targeting** beyond friends of fans, including location, interests, broad categories and demographics.
- Create your first Sponsored Story.** Start with the Page Like Story, so friends of fans might Like your Page when they see their friend does.
- If people regularly check-in to your business on Facebook, **create a Check-in Sponsored Story.**
- Consider **creating a welcome tab for your Facebook Page** to maximize Likes from your Ads. Our preferred developers can help you do this. Visit [developers.facebook.com/preferreddevelopers](https://developers.facebook.com/preferreddevelopers).