

Best Practices

SALES

- Use the F2F Leads Generation Tool. Often!!
- Offer nonprofits a special rate. Their posts are treated similarly to content by most readers.
 - Limit their posts to 3 per day or fewer as they are usual very active on social media.
- Launch F2F as something you can only get in a package, 2-3 months after your initial sales push, offer it as a stand alone product but for a higher price than when offered as part of a package.
- Charge more if your Advertiser wants to feature more than one Stream in your Friends2Follow content block. Because each Advertiser can have up to 3 Streams of social media in your Friends2Follow system, it does not cost any more and Advertisers expect to pay more for featuring more than one source of social media.
- If adding more than one Stream for the Advertiser, be sure they use different content for each type. If they use duplicate content for both Streams and they are both live in a content block it will produce an identical post.
- Have your sales reps add a page with your Friends2Follow Widget to the home screen of their smartphone so they can showcase your social powered advertising quickly and easily.
 - Tutorial for iPhone: <https://goo.gl/sKw14m> for Android: <https://goo.gl/1eDvmo>
- If you don't have a Facebook Group for members of your community to join and communicate with you, we suggest creating one. We also suggest featuring your Facebook Group on the "Contact Us" page of your site.

CONTENT BLOCKS

- We suggest limiting every Stream to 2-3 Posts per day so your content blocks do not get overpopulated by any one business.
 - For most businesses in most industries the best practice is to not post to social media more than 3x per day. This policy for your content block reinforces this "rule."
- Unless you are against movement on your pages, we suggest adding 8-11 seconds between the auto-scrolling of the Posts in your content block so every advertiser is featured every page view.
- The higher on your page(s) your content block is throughout your website the more engagement it will receive.
- You can add a header to your Friends2Follow content block. That header can click through to any URL.
 - We suggest you create a page within your website that the header can click to that has a large version of your Everything Friends2Follow content block.

If you have questions about any of our best practices or to learn how to maximize the revenue and engagement from Friends2Follow, please email Reinig Morris: Reinig@Friends2Follow.com with the subject line: 'New Friends2Follow Revenue Please'.