



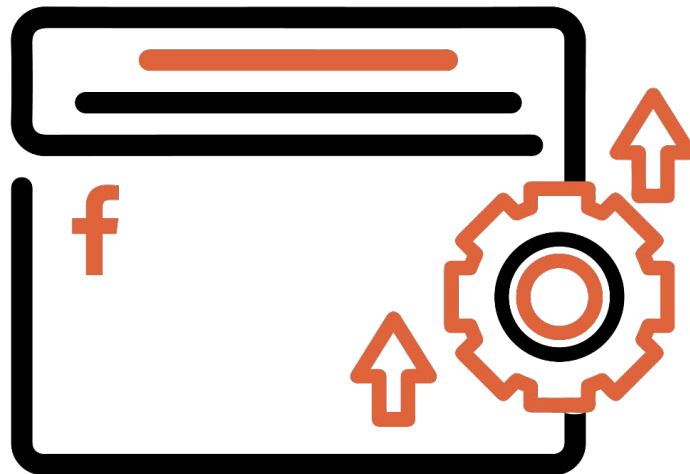
NEILPATEL

# Organic Reach Guide

How To Go **From Zero To 200,000** Followers On Facebook

# Organic **Reach**

- Even if Facebook's organic reach isn't as great as a few years ago, you can still reach a lot of potential customers.
- You can still compensate for it with some tactics and strategies



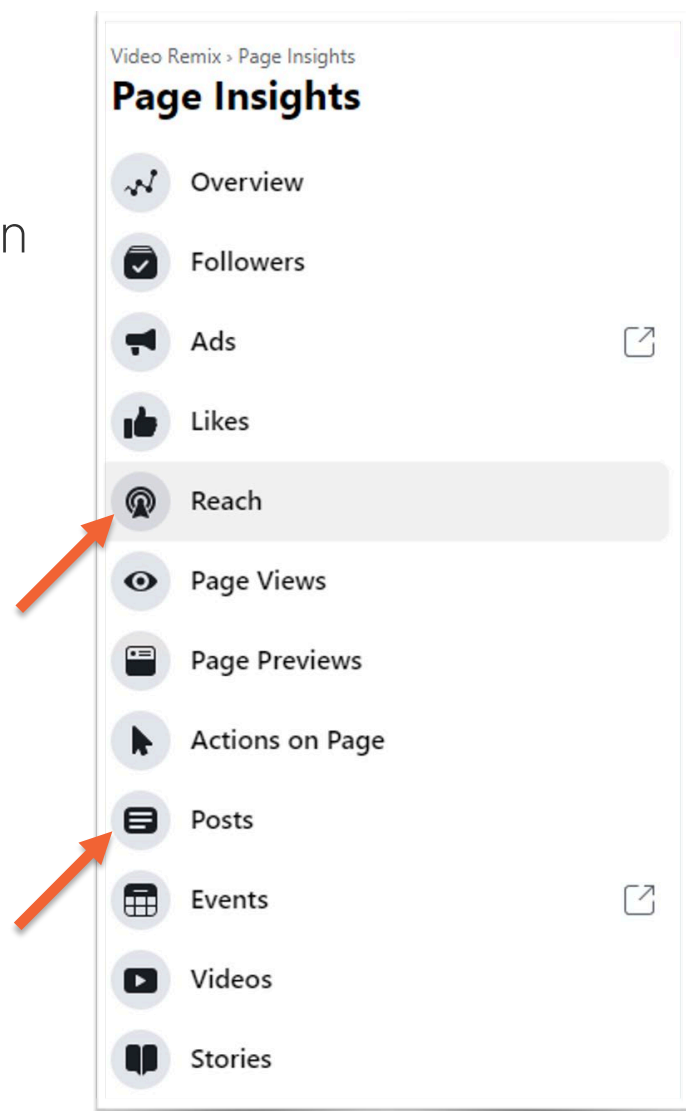
# Compensate Organic **Reach**

- Focus on engagement first
- Mix up post formats
- Use attractive images and videos
- Find your best time to post
- Connect your audience emotionally
- Repurpose evergreen content
- Get verified on Facebook
- Ask your followers to turn on notifications
- Optimize your link posts
- Try a user-generated content campaign



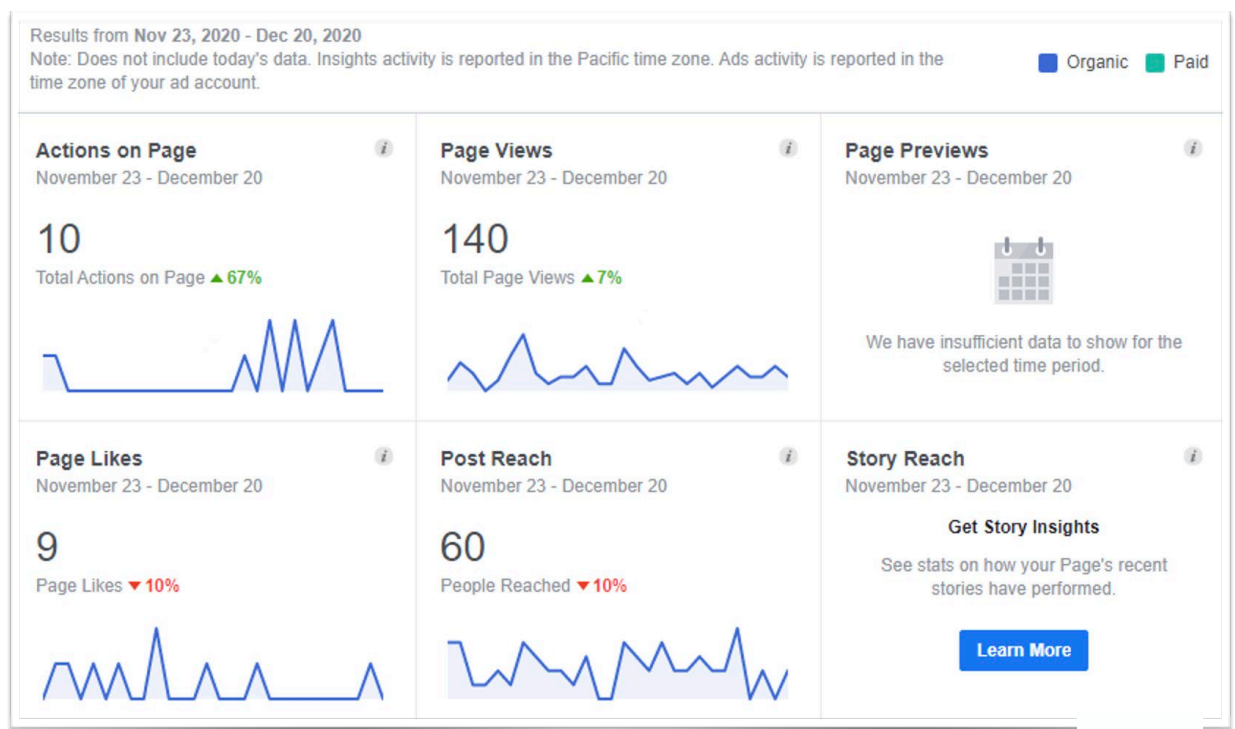
# How to Track and Analyze Your **Organic Reach**

- Use the Likes, Comment, and Share report to identify high-performing content
- Use the Posts report to compare individual posts
- Use the Post Types report to learn what your audience wants
- Identify what's working for your competitors
- Learn when your fans are online



# How to Track and Analyze Your **Organic Reach**

- Use the Net Followers report to track your audience's growth
- Use the Actions on Page report to see how Facebook drives important business goals
- Use Video Insights to monitor performance
- Learn who your followers are



# Boost Your Facebook **Organic Reach**

- Your Current Network – Who are the people who have the same businesses? Do you know people who might like your content?
- Facebook Groups – Look for Facebook groups with potential clients in them and members who are potential clients.
- Facebook Friends List – is anyone from your friend list owns a business?
- Page Post Engagement Campaign Targeted – Boost posts to increase content visibility that help

