

# Sell More Printing with MI4P!



## Engagement

*The only thing Facebook cares about.*

TIP  
1

To get more engagement, have your employees and staff consistently like, comment, and share your Facebook content. Leverage this captive audience!

---

TIP  
2

Facebook will only show your content to about 1%-5% of your overall audience. The goal is to increase this by increasing your engagement rates. This percentage CAN be manipulated.

---

TIP  
3

Create helpful and humble content that's full of images and short-form video. Avoid plain text or boring Facebook posts.

---

TIP  
4

Drive traffic to your website by adding links to your Facebook posts. (Measure this in Google Analytics, which is your website analytics tool.)

---

TIP  
5

Create content on a consistent basis. You can do this on your own or pay for a service like the **Social Media add-on** through Marketing Ideas For Printers. Consistency is key!

For more tips like this, sign up for our bi-weekly webinar "Sell More Printing with MI4P!"