

Facebook Marketing Audit

Review the following Facebook channels and make note of any changes or additions you might consider implementing.

Facebook Profile:

- High quality profile picture and cover that shines a positive light on your brand
- Link to Facebook Business Page
- Brand-friendly About page
- Business and Social Media links

Possible changes:

Facebook Business Page

- Compelling cover with call-to-action button
- High quality logo
- Relevant category & username
- Complete About section with attention-getting copy
- Appropriate tabs
- Website and Social Media links

Possible changes:

Facebook Groups

- Quality Group Cover
- Link to Facebook Business Page
- Relevant group type and purpose
- Clear and concise group description
- Custom Group URL

Possible changes:

Facebook Messenger

- Facebook Messenger enabled on Business page
- Facebook Messenger username and link
- Message greeting and instant reply

- Use of a Chat Bot
- Effective customer service

Possible changes:

Facebook Ads

- Most recent ads campaign
- Targeted and clear ad sets (audiences)
- Strong ad copy and images
- Campaign results
- Quality landing page (Consider the many amazing templates at [LeadPages.](#))

Possible changes:

MEDIUM

Visual Posts

- High quality images

- Relevant and engaging copy
- Clear call to action (if it is a link post)

Facebook Live and Native Videos

- Frequency of native video posts or FB Lives
- Video engagement levels

Facebook Stories

- Frequency of Facebook Stories
- Level of engagement (reactions & replies)

Facebook Content

- Consistency of content posts
- Type of content
- Average ratio of content posts (< 20% promotional)
- Level of engagement

Possible changes:
