

**FACEBOOK 101: LET YOUR CUSTOMERS CREATE WORD
OF MOUTH, ADVERTISE YOUR BUSINESS, AND GROW
YOUR SALES**

Nickole Banes

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All wildly successful businesses are built on strong relationships. marketing to build your brand, dominate the market, and grow your bottom line. In other words, you want customers to genuinely like your brand. The investments you make today can compound to produce incredible results in the future.

The first thing you should do with Facebook ads is build up your own Grow your own audience and customer base. Social media is the new "word of mouth," which means that your it will also help make your Facebook business page more searchable But for sales, it's not always a direct correlation.

Related books: [The Case for a 100 Percent Gold Dollar](#), [The darkness of mind \(Italian Edition\)](#), [Where be Dragon](#), [Les bruits de la nuit](#), [Ce qui fait tenir \(ESSAIS\) \(French Edition\)](#)

The look and feel of your referral program can say a lot about you. This is: A high rate of customer retention is a superpower – one that you can use to dominate your competition. Referrals, however, are often free. The point is that the size of your email list directly impacts your ability to convert more customers. All brands are different, how to start a referral program for a clothing retailer is going to look a lot different than the way you build a referral program for a B2B software company.

Creating a great and personal experience around a high quality product can lead to repeat business. Unlike cash, discounts are bound to the brand guaranteeing a return on investment.