

# How to Use Facebook Search Bar to Your Marketing Advantage

Many users are keen to find all services around their places of residence.

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**T**he Facebook search bar is a tool designed to help Facebook users discover people, places, and products that they may be searching for, and to find new connections based on the shared content on their Facebook page. People can use simple keywords or phrases to explore relevant connections and make useful discoveries.

## USING THE SEARCH TOOL

To discover people, places, and products of interest to you as an eye care professional, you can use the search bar very effectively. When you type a keyword into the search bar at the top of your Facebook page, the site will recommend the most often searched related terms. Search terms can include various social objects, such as the names of specific people, names of Facebook pages, specific places, specific apps, and specific groups, to help you come up with most relevant search results.

With this search tool, you can expect to receive unique results that are tailored to your needs. You can use this tool to reach out and connect with targeted people and engage in more meaningful social networking. Results that are highly socially relevant to you will be displayed in the top search rankings. Results will also prominently include the items of interest to people who are already connected with you on Facebook.

## FOCUS ON LOCALIZED SEARCH

Many Facebook users are keen to find all kinds of services—including eye care ser-

vices—around their places of residence. Such users will typically include the name of the location or place in their keyword search phrase. Therefore, you should ensure that your Facebook page includes your complete address and location. You should also include your location in the “About Us” page. It is a good idea to post localized content that includes a reference to your location.

Users interested in finding an eye care professional in, say, New York City, will typically punch in key phrases like these in a search: “Eye Care New York City” or “NYC Eye Care.” If your practice is located in New York City, your goal should be to rank among the top search results shown in the user’s local search. Pages with greater social activity and networking are more likely to feature prominently in the Facebook search results.

## OPTIMIZE YOUR FACEBOOK PAGE FOR SEARCH


You can make a concerted effort to build your Facebook social network in such a way that it puts your practice at the top of search results for the most relevant and popular local keywords.

## Provide Accurate Information

As far as possible, your eye care Facebook page should provide complete information for public viewing. Fields such as the name, address, e-mail, phone number, and other contact details should be filled in correctly. Create the page in the right category, such as “busi-


### Facebook Marketing Strategies for Eye Care Success

In 2014 Facebook had an active monthly user base of 1.2 billion. By the end of 2015, the social media giant had an active monthly user base of 1.23 billion; each day 757m users log on to Facebook, this as of 31 December 2015. These mind boggling stats are a grand indication of the power and reach of Facebook, which apply to the leading social media site across the globe.




#### Top 3 Reasons why you need Facebook Marketing

Facebook is a gold mine for eye care specialists, when it comes to reaching out to, engaging, and winning over a new and diverse patient base.




#### Keep your Patients Updated and Informed

Use your Facebook site to keep your patients updated and informed about any news pertaining to your eye care practice. You can post information on a new service offering or inform your patients about the opening of a new location, or the addition of a new staff member, or even if you are going to be closed on a certain day. Keep your patients in the loop always!




#### Become a Source of Verified Information for Patients

You know the Internet is full of bogus sites and there is a sea of false or inaccurate information out there. As an eye care professional you are in a position to verify the accuracy of information within an article or importance of a CDC release on a health warning or even a groundbreaking study. Share this actively with your patients and they will start considering you a “go-to-source” for verified and accurate information.




#### Engage with Patients

The best and most effective way of interacting and engaging with patients is via new and interesting content: articles, tips, videos, photos, announcements, and events are just some of the ways to reach out to and engage with patients. Even if you have one or two consultations with a patient, you can continue engaging with these patients by starting conversations. Not only do these conversations keep you in the minds of your patients, but they can also help build a lasting relationship.




#### 3 Ways to reach out to Fans over Facebook

1. Focus on Targeted Fans
2. Speak the Language of your Fans
3. Encourage Fans to Share your Posts




#### 3 Ways to Mine Ads over Facebook

1. Keep your Ads Simple
2. Create Ads that Target Interests and Likes
3. Target Geographically




#### 3 Ways to Encourage Sharing over Facebook

1. Reward Fans who Tag your Practice
2. Link to articles, videos, etc.
3. Add the Like Button to your Website



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ness” or “community.” Facebook will be able to index your page appropriately when proper information is provided.

### **Encourage Likes, Shares, Comments, and Reviews**

Promote your Facebook page systematically to generate the largest possible number of likes. The number of likes may not be the most important parameter, but Facebook will certainly consider this factor when assigning a search rank to your page. In qualitative terms, it is important that people engage with you actively on Facebook.

When people share your content with others and engage in conversations or provide reviews about you or your services, this sends a strong signal to Facebook about the kind of affinity you enjoy with others within your network. The Facebook search engine is likely to attach greater weight to Facebook pages that have higher activity in terms of shares, comments, and reviews.

### **Deliver Shareable Social Content**

The most legitimate and effective way to achieve greater visibility in Facebook search results is to provide unique and engaging social content that people will like to share. It could be about a new eye care procedure or technology, useful tips on eye care, an opinion on a prevailing issue, or an insight about a current event or happening in the eye care profession.

Some people resort to unfair tactics such as “purchasing” Facebook ‘likes’ from dubious online sources. However, such tactics have a short shelf life and are likely to backfire in the end. The quality of your ‘likes’ is important because only with true followers can organic engagement occur on your page.

## **CONCLUSION**

Social networking is a two-way street, and the more involved you are with your audience, the better your visibility will be in Facebook search results in the long run. ■

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