

Flame World Evangelism & Discipleship

Page Evaluation and Action Plan

Facebook

1. Build your audience and page.

- a. Boost content so that you reach customers outside of your page. (Only a small percentage of people see your posts that are your followers). Use detailed targeting and use your local state as a whole.
- b. Page like ads to draw new visitors on a monthly basis, you can do a lot with a as little as \$25.00 dollars/monthly.
- c. Create engaging posts.
 - i. More video about the gospel and passages.
 - ii. With everything going on now, people feel alone, remind them that their faith is always with them.
 - iii. Life lessons like the one you did with the video on the gates of poverty.
 - iv. More life tools and videos of comfort. People look to their faith for guidance and support.
- d. If you support a charity or do charitable giving, another reason to share it on social. People love to see socially conscious providers online.

Action Plan and Recommendations

1. Platforms to be on:

- a. **Facebook** – You already have this page, you'd have to work it with ads and the content.
- b. **Instagram** – Another way to share your videos , passages with hashtags that represent what you're speaking about (i.e. church, evangelism, passages,
- c. **Website** – Do you have a website? This helps spread the message online when people look you up, but also improves your ranking on Google.

Marketing – If you have a website, you can create newsletters, have video online and draw attention from Google. With

I hope this helps you! Let me know if you have any questions! 😊