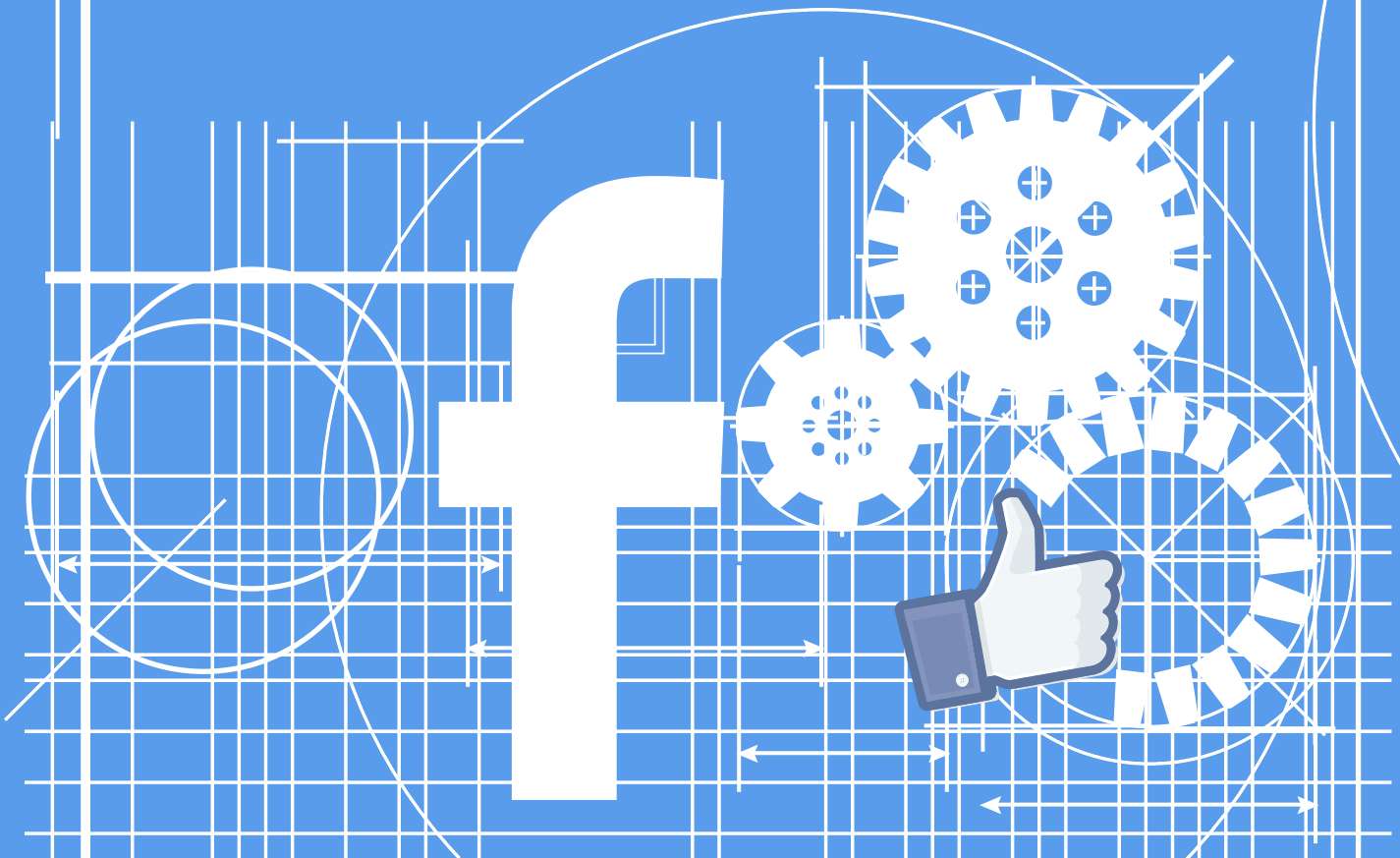BLUEPRINT SERIES

HOW TO ENGAGE FACEBOOK FANS WITH IMAGES
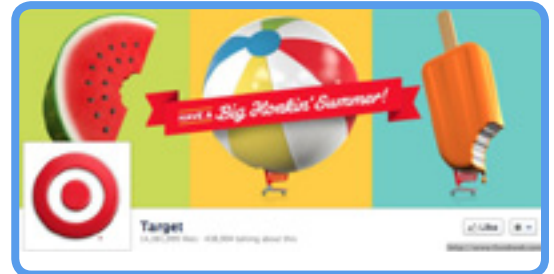
FIVE COVER PHOTO TIPS

1

LEVERAGE SEASONALITY

Add a Facebook cover picture that
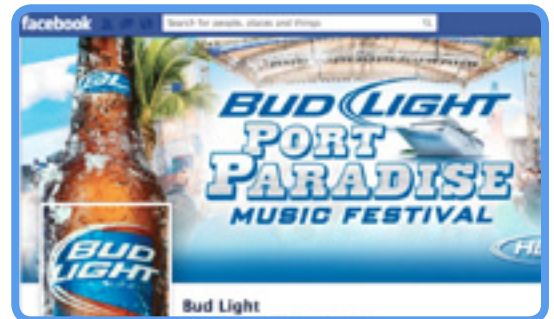fits the mood of the current season.

>> SEE EXAMPLE

2

CONNECT TO THE PROFILE PICTURE

Connect your cover photo with
your profile picture.

>> SEE EXAMPLE

3

SHOW YOUR PRODUCT

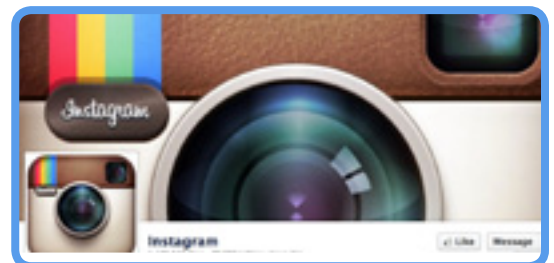Show your product in action.

>> SEE EXAMPLE

4

BUILD ON BRAND ASSOCIATION

Feature a picture that can easily be
associated with your brand.

>> SEE EXAMPLE

5

APPEAL TO THE SENSES

Use a picture that appeals
to people's senses.

>> SEE EXAMPLE

FIVE ALBUM TIPS

1

SHOWCASE YOUR PRODUCT/SERVICE

Create an album of people
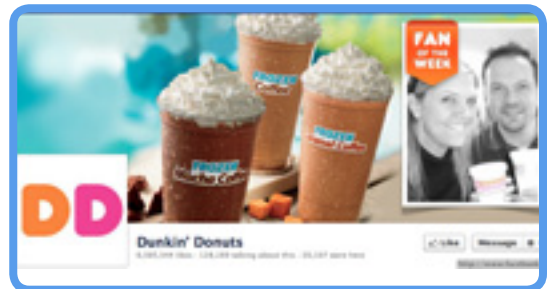using your product.

>> SEE EXAMPLE

2

FEATURE FAN OF THE WEEK

Create an album that highlights one
person from your fanbase each week.
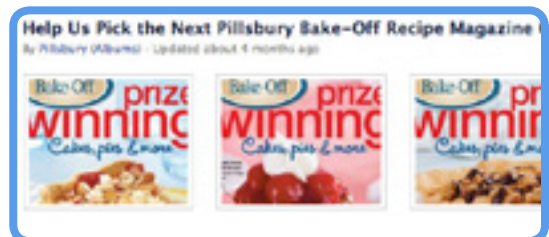
>> SEE EXAMPLE

3

DRIVE USER INTERACTION

Create a contest or a survey using
images to increase fan interaction.
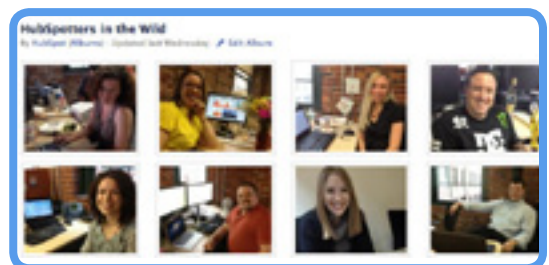
>> SEE EXAMPLE

4

SNEAK PREVIEW INTO YOUR OFFICE

Showcase your employees and give a
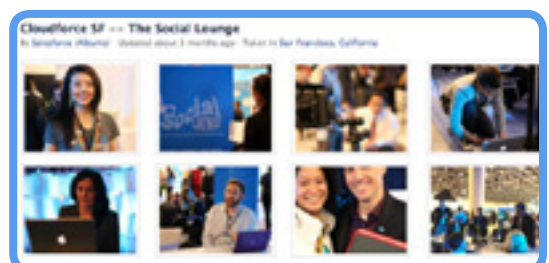face to the company your fans like.

>> SEE EXAMPLE

5

EVENTS

Feature pictures of the events
you sponsor or attend.

>> SEE EXAMPLE

SHARE BLUEPRINT

START GENERATING LEADS WITH FACEBOOK

You put a lot of effort into engaging with your Facebook fans. It's time to start converting these fans into leads. Find out how in a custom demo of the HubSpot software.

HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

HubSpot brings your whole marketing world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing.
- ✓ **More:** See marketplace for apps and integrations

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LEAD GENERATION

BLOGGING & SOCIAL MEDIA

EMAIL & AUTOMATION

SEARCH OPTIMIZATION

LEAD MANAGEMENT

MARKETING ANALYTICS