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Romans 15:13 *"May the God of hope fill you with all the joy and peace in faith so that you overflow with hope by the power of the Holy Spirit."*

Exploring Facebook: Hidden features you may not know about!

Facebook is one of the most popular social media platforms. With over 1.8 billion users, it's a huge platform with enormous potential for getting your business out there! While you may think you already know and use every tool Facebook offers, they are constantly coming out with new features everyday and there may be some hidden ones you don't know about as well!

Read on to discover our top three favorite, most useful hidden Facebook features for a Facebook Business page that not everyone may know about!

Automated Responses in FB Messenger

Running a Facebook page can be time consuming, especially if you take the time (which you should!) to respond to each and every person that sends a message to your page. Setting up automated responses through Facebook Messenger is a great way to keep your audience engaged while also saving you some much needed time.
With automated responses you can do things

like:
- Say "Hi" to someone after they first message you
- Respond to common/frequently asked questions
- Customize messages to provide quick answers to people asking for general information like contact info or the location of your business
- Ask your audience for feedback

To turn on and edit Automatic Responses from Facebook Creator Studio:
1. Go to the Facebook Section of Creator Studio
2. Select Inbox
3. Select Automatic Responses
4. Toggle any of the automatic response options on or off.
5. After selecting on option, click the blue Edit Message button to customize its automated response. There you can customize things like:
   - Timing (when the message is sent after being triggered)
   - Personalization (dynamically include the person's name)
   - Include Images, videos, and buttons

Learn More About Automated Responses Here

Pages to Watch

The Pages to Watch feature is great for taking a peek at what your competitors are doing. With this feature, you can save similar pages you want to watch in a list that displays relevant data and statistics, allowing you to compare your page to how their pages are performing. This feature can be found in the Page Insights tool that is available to all page admins.

On the Overview tab of Page Insights, admins can see key stats about the pages they are watching. The Posts tab of page insights includes a feature to view the past week's most engaging posts of the pages they are watch as well!

Facebook Pixel

Although it's the last on our list, it could be considered one of the most important features to use if you want to be able to track users who visit your website after they see or interact with any of your paid Facebook Ads. With the Facebook Pixel, you'll be able to know what actions they took as well as be able to reach the same customer again by using a custom audience for your next Facebook Ad. In addition to tracking user actions, Pixel allows you to measure cross-device conversions and understand how your ads influence your customers actions.

Setting up Facebook Pixel isn't hard, but you may need the help of your website developer if you don't have access to your website's code. If you do have access to the code, simply place the Facebook Pixel base code on all pages of your website, then set up standard events to trigger the Pixel, like actions such as "add to cart". If you don't have access to your website code, just send the Facebook pixel code to them and they should be able to easily add it for you!

If you need a developers help to set up the code, you still can set up the Pixel Events (actions you want to track) by yourself with the **Facebook Events Setup Tool**!
**Learn more about Facebook Pixel here**

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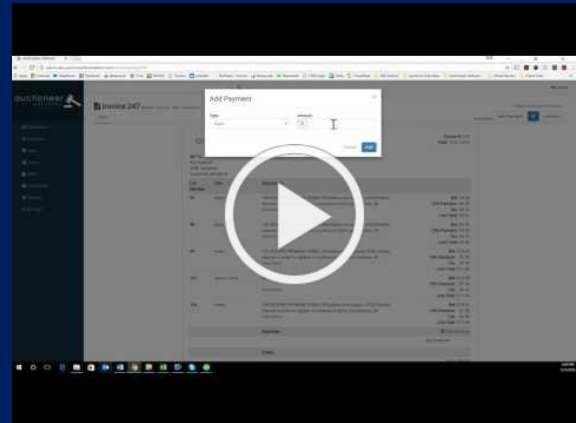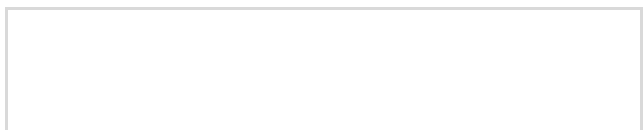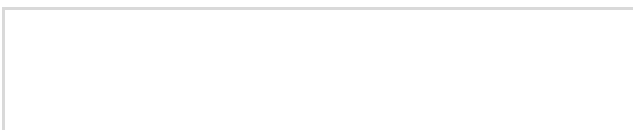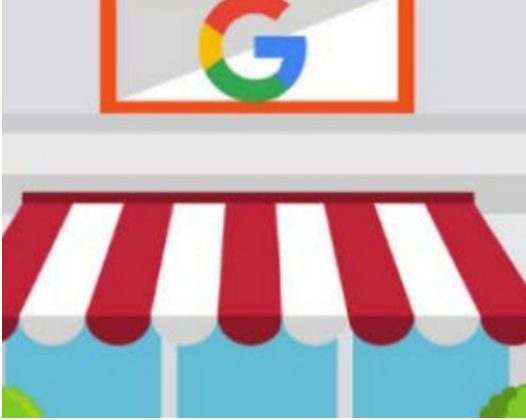
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JUST IN CASE YOU MISSED IT!

The Benefits of Google My Business Listings

With so many businesses on the internet nowadays, it is hard to differentiate yourself from your competitors and win people's business. One easy way to help your business stand out from the crowd is a Google My Business listing. Google My Business is a free, user friendly tool that Google offers to help businesses and organizations manage their online presence across multiple Google applications such as Google Search Results and Maps. A Google My Business listing helps a business tell their story and win new customers.

Read More...

Tips for Your Next Live/Simulcast Auction

Live/Simulcast auctions are a fantastic way to auction off real estate, machinery, and equipment to a large group of bidders. Because of the dual bidding capabilities, bidders from around the world are able to participate in a live/simulcast auction, creating a larger bidding pool and thus a higher final bid. Now that live/simulcast auctions are becoming more popular, we wanted to provide you with some tips to help make sure that your auction stands out.

Read more...