

How to migrate Facebook fans to a new page



Stage 1

As you start fresh with a new Facebook page for your Competitive Gymnastics business, you may be concerned about losing the connections you currently have on your current (original) page. Though there is no way for you to manually migrate your current page's fans to the new page, there are various tools available to get the message out. Once your current page's fans know about the new page, they only need to click "Like" to become fans of it.

- ① Create the new Facebook page for your Competitive Gymnastics business first and keep your original page active.
- ② Set a date to launch the new Competitive Gymnastics page. Include this date in your reminder posts of your original page, so all of your page's fans know exactly how quickly and why they must act.
- ③ Make frequent posts to the original page, letting fans know about the new page. Post a reminder every other day or twice weekly.
- ④ Ensure your original page includes content relevant to only 'Recreational Gymnastics' - ensuring clarity about the content that will be housed and shared on that page. You can download any Competitive content on your original page and upload it to your new Competitive Gymnastics page.
- ⑤ Create a database segmenting your recreational v competitive gymnastics students. Use this to invite the competitive gymnastics students (parents/guardians) to follow your new page.
- ⑥ Create a Facebook Event to the original page announcing the launch of the new page. Make the Event a value-add for the original page and invite all the page's fans. This is a fun way to remind everyone of the differences in your pages. Alternatively, you can make an Event for the official launch of your new Competitive Gymnastics page.
- ⑦ Have all of your existing page admins share the new page through Groups and other pages your original page follows, inviting them to the new page. While this method may not reach every fan the original page had, it will inform those directly connected.
- ⑧ Create an ad and an ad audience. Create an ad to drive awareness to your new page. This should include an image and message appropriately representing your Competitive Gymnastics business. A Custom Audience is an ad targeting option within Facebook Ads that lets you target existing audiences that have interacted with your business before. Refer to stage 2 for instructions.
- ⑨ Update your print collateral (eg - posters and brochures) and your digital channels (website, email, other social media outlets, affiliates) with the new Competitive Gymnastics page handle, ensuring that the original page handle is still visible and accessible.
- ⑩ Create new hashtags #, aligned with and segmented for both your Competitive Gymnastics and Recreational Gymnastics businesses. #competitivegymnastics #recreationalgymnastics



Stage 2

How to create a Custom Audience from Customer Data

- ① Export all Customer Data from your Point of Sale system or CRM software as a CSV or TXT file.
 - a. Some POS systems will let you do an export easily, others you may need to reach out to your provider for assistance.
Note: Facebook accepts the following Customer Data. The more data points, the more likely Facebook will be to “match” your Customer Data to a Facebook user.
 - First Name
 - Last Name
 - Email
 - Phone Number
 - Zip Code
 - City
 - State/Province
 - Country
 - Date of Birth
 - Year of Birth
 - Gender
 - Age
- ② Go to your Facebook Ad Manager account <https://business.facebook.com/adsmanager>
- ③ Click the “Business Tools Menu” in the top-left
- ④ Go to “Audiences” under the **Advertise** section
- ⑤ Click “Create Audience”, then “Custom Audience”
- ⑥ Select the “Customer list” source option
- ⑦ Select “Use a file that doesn’t include LTV”
- ⑧ Under “Add Your File”, select “Directly from customers” from the **Original Data Source** dropdown
- ⑨ Now, upload the CSV or TXT file containing the Customer Data that you exported in step 1.
- ⑩ Name your audience something you’ll be able to recognize (ie. POS Competitive Member Export 01.02.2023)
- ⑪ Click “Next”
- ⑫ In this step, you’ll map your POS data to the appropriate Facebook identifier.
- ⑬ Click “Upload & Create”

You’ve successfully created a Customer List Custom Audience! Oftentimes it will take Facebook several hours to match your customer data with real Facebook user profiles, so you may need to wait a day or so before you can use the new Customer Audience.

From here on out, you’ll see this in Facebook Ads Manager or when you “Boost” a Facebook post under the Custom Audience section. You can now target these people especially or include them in a broader campaign that you’re running.

You can also create a “Lookalike” audience from your Custom Audiences, which can help your ads reach more users with similar interests and behaviors. This can be beneficial for businesses that have limited customer data available to them or businesses that want to reach new, like-minded people.

Stage 3

How to Boost a Post

- ① Go to your Facebook Page.
- ② Find the post you want to boost.
- ③ Select **Boost Post**. You can find it in the bottom right-hand corner of your post.
Note: If you are unable to select **Boost Post**, [boosting may be unavailable](#) for this post.
- ④ Fill in the details for your ad. We'll automatically use images and text from your post, but you can choose the following details:
 - **Audience:** Choose a recommended audience or create a new audience based on specific traits.
Note: If your ad is part of a [Special ad category](#), your audience options may be limited.
 - **Total budget:** Select a recommended budget or provide a custom budget.
 - **Duration:** Select one of the suggested timeframes or provide a specific end date.
 - **Payment method:** Review your payment method.
If you need to, you can [change or update your payment method](#).
- ⑤ When you've finished, select **Boost**.

Recommendations to boosting posts:

Spend: Depending on your budget, you can have a minimum spend of at least \$5 per day – larger Clubs with a denser demographic can spend up to \$25 per day.

Duration: Durations will depend on your budget – usually a week (5-7 days) is a good time period to allow the boosted post to gain momentum.

Audience: Depending on what message you are boosting – competitive or recreational gymnastics. Target your audience as much as you can using the Custom Audience process (refer to Stage 2).

Call to action: This is what shows when the views take action – eg. Follow Us, Learn More, Contact Us, Join Now. If you find that what you have included is not working you can edit the ad to mix it up and try another.



Stage 4

Why is moderating your social page/s so important?

Your Facebook Page is a representation of your business and an important place for your customers to ask questions and share experiences. And just like with face-to-face contact in a store, friendly, helpful customer service and positive experiences on your Page matter to your business' success.

Stage 5

What is the importance of response times on my social page/s?

Having quick response times are important to ensure your customers know you are available and willing to assist them with their questions and queries.

It is important to build these relationships with guests and members.

You should respond within 1-2 hours of receiving comments and messages as it will leave a good impression

