



FACEBOOK ~ SUCCESS QUIZ

Test your Facebook acumen and how well you manage your business' fan page!

INSTRUCTIONS: To assess how well you oversee this marketing channel, first score yourself in the “Your POV” (point of view) column. Each question should be rated on a scale from “1” (poorest) to “5” or “20” (best or most proficient) by you. Question scores are weighted different depending upon importance. If your Facebook page is humming along brilliantly with no room for improvement, you may total your score to 100. (Fabulous!) Next, repeat the quiz answering each question from your fans’ point of view. Are you doing as well as they think?

FACEBOOK SKILL SETS (Score “1” for lowest, up to “5” or “20” for highest)	Your POV	Fans’ POV
1. My business page’s account settings are complete including cover page photo, profile photo, vanity URL, basic information, permission settings, admin settings and more! I have reset my Timeline custom tabs to reflect my business objectives. (Score 1 to 5)		
2. I have plenty of Likes for my page. (Score 1 to 5)		
3. One or more of my custom tabs is an app for special engagement with fans. (Score 1 to 5)		
4. I use either a fan-building tactic (such as contests) or lead-building tactic (such as fangate email capture) to increase my conversions. (Score 1 to 10)		
5. I post updates frequently. (Score 1 to 5)		
6. My fans engage with my updates frequently. (Score 1 to 20)		
7. I regularly offer Facebook-only special deals to my fans. (Score 1 to 5)		
8. I provide valuable content to my fans. (Score 1 to 10)		
9. I respond promptly to all my customers’ and fans’ messages, concerns and complaints posted on Facebook. (Score 1 to 5)		
10. I regularly craft creative Facebook marketing campaigns. (Score 1 to 5)		
11. I regularly use Facebook Sponsored Stories or Ads to build my Likes. (Score 1 to 5)		
12. I regularly participate in one or more discussion groups in Facebook. (Score 1 to 5)		
13. I regularly promote my own products or services approximately 5 – 20% of my total posts. (Score 1 to 5)		
14. I regularly thank my fans for their loyalty on Facebook. (Score 1 to 5)		
15. My website is optimized with social share buttons for easy commenting by my fans. (Score 1 to 5)		
TOTAL SCORE:		

How good or bad your final score depends upon what you think is important. Not every task is required for every business. Use your scores as a guide to determine what to focus on to improve your page’s performance over the next ninety days to six months.