

WHY FACEBOOK MARKETING?

If you're sitting and thinking I've snapped my cap by suggesting that Facebook is a good platform for business marketing, you'll want to rethink that outdated idea.

WHY?

Facebook is the largest – hands down – social media platform out there. It's got 500 million active world users (bigger than the US population!) and is still growing.

MYTH: "IT'S JUST FOR KIDS"

Here are some demographics for you to ponder: In January 2010, the over 35 crowd made up more than a third of the user base. Can you guess which age group has grown the most in the past year?

This'll blow your mind:

On Facebook, the 55 and over group is up a whopping 922.7%.



MYTH: "FACEBOOK ALONE WILL GET YOU CLIENTS AND CUSTOMERS."

Can you make money just tossing a page up there and crossing your fingers and toes? Probably not.

But if you're thinking someone who may be interested in your business and/or products might be on Facebook, you're right!

You'll want to have some kind of web presence first – that's so you can send friends, and even folks you don't know yet, to your website. Facebook fails as a funnel for sales only but soars as a lead generation platform.

In other words: Facebook is a fabulous conduit to begin relationships.

Honestly, there is no faster way to create credibility and brand recognition and quickly connect to hundreds of thousands of people who are looking for what you have to offer.

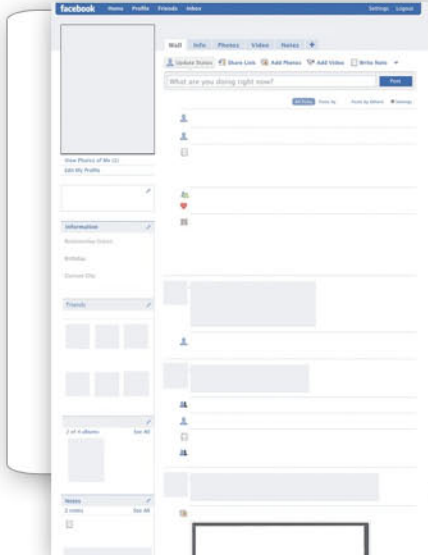
Your company pages are public, which means they're visible to search engines and not behind a log-in like personal pages, so be sure to use keywords pertaining to your business in the title of your page. In fact, Facebook is ranked very highly in search engines and you can benefit from this!

Pages help spread viral awareness of your brand and business—a key aspect is that when people who "like" your page interact with it, this activity shows up in the news feeds of all of their friends.

Your page is great for communicating with your supporters (formerly "fans") and listening to, answering and updating them.

SETTING UP A FACEBOOK STRATEGY

It Starts With a Page:



Facebook can be quite flexible and that's a good thing. You can create a custom landing page using your own company branding. It's like a Venus flytrap for millions of people exploring Facebook. You can have your personal page -- which keeps details separate from your business page -- and you can also have a fan/supporter page for your business where you can park your sign-up box and give your fans special treatment like a discount or insider info.

BEWARE OF THE PERSONAL PAGE:

If you decide to slap up some compromising photos from your last trip to Vegas, just know that your customers and vendors can find that page easily so think twice before you post things that may reflect badly on your company there.

When I advise job seekers, I always tell them to never post what might be embarrassing photos or video on Facebook or My Space, especially while waiting to hear about a new job. These social media outlets are the first thing prospective employers go to when doing an informal background check on a job candidate.

And it's no different for people checking out your business. Keep it simple and engaging so new customers can feel comfortable.

I Have a Page. Now What?

Fan or supporter pages are where you'll be able to have the most fun and flexibility. In fact, FB fan pages are one of the only social media outlets that let you add some customization by using html code and something called static fbml.

Static fbml -- or Facebook markup language -- is similar to html and allows you to create some pretty cool web pages on Facebook. Use this tool to recreate important parts of your website directly on Facebook. Make your Facebook page unique and something you are proud of.

FB Fan Page Strategy

Static fbml allows you to do all sorts of things with your Facebook page including branding with logos and images, embedding videos, and replicating functionality from your website.

The GOAL of a Facebook page is to grow your community and keep people engaged. If you can attract potential customers with news, videos, pictures, and articles they enjoy you are building relationships that will turn into \$ down the road. Keep your page freshly updated with news about your business and information about products. You can even add posts from your blogs and other links that your supporters may be interested in.

Remember the goal is to keep in contact with as many new people as possible. Make sure you have a box on your page so newcomers can sign up to get your newsletter or any other email offering.

FRUSTRATION AND PURPOSE:

HOW TO KEEP FROM BEING FRUSTRATED WITH YOUR FAN PAGE

~~Frustration~~ ed

Yes, just like that Twitter planning strategy we talked about, you'll want to have a purpose for your fan page. Without it, you might as well go home right now.

I've heard some people say how hard they'd worked to set up their fan pages and how equally disappointed they were with lackluster results.

These low results can be seen in the lack of new fans as well as very low levels of two way communication. So how do you fix that?

One way is to have a plan in place for your marketing efforts on your fan page. This plan should be in the form of an editorial guide that will keep you on track with your posts and information. If you have a plan like this for your blog or other social media strategy, look at them and think about how to apply that information to your fan page.

First, DEFINE YOUR PURPOSE

#1: Why Do You Want a Fan Page?

One of the first things you're going to want to do is figure out what the purpose is for your fan page. For example, what will your fan page do for you that your web site is not doing? If there's something specific you would like to achieve and you find it more difficult to do this on your web site, than a fan page would probably be a great place.

#2: How Will Your Fan Page Differ From Your Website?

We touched upon this little bit in the prior section and that is how will your fan page be different from your web site? It may be that your web site is really just a brochure and, if that's the case, then you can certainly add engagement and inter-activity to your fan page.

You're going to want to find something for that fan page that will keep your supporters returning again and again.

#3: What is Your "It" Factor?

You've no doubt heard about the "it" factor in show business. This is an intangible, difficult to define element in a star's career. It usually has to do with the law of attraction and how a studio can keep high rankings for both film and television based on the popularity of a personality.

Katherine Hepburn had the "it" factor. She was a mix of quiet beauty, rebellious tom-boy, and smart business woman. For many in the 40s, 50s, 60s and beyond, Kate Hepburn was it for them.

So what is your company's "it" factor? What makes your employees or products unique? This analysis is nearly identical to a term in copywriting called a USP. USP stands for unique selling proposition and it is the "it" factor in a product or service.

Something that may help in finding your "it" factor is a tagline. If you don't have a tagline for your business, get one. A tagline is the few word sentence that identifies you immediately. Here are 3 good examples:

- When it absolutely positively has to be there overnight (FedEx)
- What can brown do for you? (UPS)
- Making unfriendly food friendly again (Food Rx)

OK. After thinking about the ideas we've just discussed, now you're ready to dress up your fan page.

6 WAYS TO ENHANCE YOUR FACEBOOK PAGE

MAKE SURE YOUR FAN PAGE IS ALL DRESSED UP WITH LOTS OF PLACES TO GO

Welcome Page

Make sure your welcome page makes everyone feel at home. What does that mean? It means don't make your welcome page a sales pitch. Let folks know that they can communicate with you easily. This page is where you can lead folks to other places on your fan page that you may think they'd enjoy. Throw a intro video in here for great results.

Newsletter and Opt-In Form

Remember Facebook is a marketing tool for lead generation! Having the ability to add an opt-in form to your newsletter list is a necessary addition to your fan page. You can add this either to your welcome page or in a margin on the side of your fan page. Wherever you place it, make sure that it is always visible to anyone who comes to visit.

Testimonial Page

Adding a testimonial page to your fan pages can be a very powerful tool. There's nothing better than hearing someone rave about your services or products to convert them to a supporter. You can even use video testimonials with the static fbml code. This is also a great page for product reviews. And you don't have to use a plain, boring page. In fact, you can have a designer create a testimonials page that really pops.

Secret Membership Area

While this may be something you'll want to do in the future, having a secret membership area can be something special. This is where you want to have extra freebies, maybe some passes to a concert, or anything that would add some value to your fan page. One of the things I've seen work really well is to give these elite members insider tips or techniques for your industry that casually browsers just don't see. This is also a to get more thumbs ups (also known as "likes").

Contests and Special Events

You can use your fan page as a promotional board for contests, raffles or information about monthly events. Always make sure to have a link for your fans to send your page to their friends.

Article Links

If you regularly contribute to an industry newsletter, make sure the links to those articles are available for your fans. Likewise, you can link to articles in your company blog or even a site with industry news that will give your fans extra value.

GET MORE FACEBOOK "LIKES" PART ONE

LETTERMAN HAS HIS TOP 10 LIST AND WE HAVE OUR TOP 16. HERE ARE 16 THINGS YOU CAN DO TO ATTRACT MORE FANS TO YOUR PAGE:

1: Embed Widgets on Your Website

Use any number of Facebook social plug-ins for your blog and/or web site

3: Add to Your Email Signature Block

Include a link to your Facebook fan page in every business e-mail you send

5: Get Fans to Tag Photos

When attending a live event like a trade show, make sure to have lots of photos taken and tag those photos with the names of people in the pictures. You can also encourage your fans to tag themselves

7: Run a Contest

Want to run a contest on your fan page? Make sure that users become fans before you actually run the contest. Facebook has recently changed how they allow users to promote fan pages so this may be one area that is more difficult to deal with

2: Invite Your Email and Ezine Subscribers

If you have an e-mail list of subscribers, make sure to send out a blast letting them know about your new Facebook fan page. Make sure you send this notice out of couple of times as occasionally messages fall into a black cyber hole and there's no harm in using your list for a mini drip campaign

4: Make a Compelling Welcome Video

Use the power of video to explain what your fan page is about and why visitors will want to be supporters. Be engaging, warm and conversational so that casual browsers can't help but be intrigued. Check out this page for a great video example!

6: Load Videos and Embed on Your Site

Uploading videos to your Facebook fan page is a snap and you can then embed the source code from your fan page onto your blog or web site

8: Link to Twitter

You can link to just about anything on your fan page including Twitter, Linked In, and your blog. The nice thing about linking your Twitter account is that you can automatically post your Facebook content and vice versa. Facebook automatically shortens your posts to fit Twitter's parameters and uses a bit.ly link back to your fan page.

GET MORE FACEBOOK "LIKES" PART TWO

PART
TWO

LETTERMAN HAS HIS TOP 10 LIST AND WE HAVE OUR TOP 16. HERE ARE 16 THINGS YOU CAN DO TO ATTRACT MORE FANS TO YOUR PAGE:

9: Get Fans to Join Via SMS

This can be a really fun option on your fan page but does require you to have 25 fans first. Then, all they have to do to join your fan page is to send a text message to 32665 (FBOOK) with the words "fan yourusername" OR "like yourusername" – tell them not to bother with the quotes. Having the ability to do this is great if you're speaking in front of a live audience because you could pick up a whole bunch of new fans instantly

12: Add a Link on Your Personal Profile

Adding a link on your profile page will just be one more avenue to find your fan page

14: Use the @ Tag

Another great way to increase your company's visibility is by using the @ tag on your personal profile page. This is a way to keep in touch with your friends and let them know what's going on with your business. The way to access your fan page this way is to start with the @ tag and then enter the first few letters of the name of your fan page

16: Autograph Other Fan Pages

Same idea as the information in the autograph section above merely use the same technique on other peoples fan pages

10: Use Print Media

Include your Facebook fan page link and logo on all of your print collateral like business cards, letterhead, brochures and print ads

11: Display at Your Store/Business

Here's an idea for a really cool reward: tell new fans to sign up via their mobile phone (or SMS) and use that confirmation for a reward or discount.

13: Use the Share Button

This handy feature is all over Facebook but only works when you want to share your personal profile. So, once in awhile head over to your fan page, click the share button, and add some hot-off-the-presses news about your business or industry

15: Autograph Posts on Other Walls

Get more visibility for your fan page by adding the @ tag when you're signing off on posts to friends. This is sort of the same thing as having a standard signature to an e-mail that includes your business contact information, email address and website URL

ENGAGE FANS

Just like you've done on your website or in your blog, you've gotta engage people in order to make them stick around. How? You can...

- Respond promptly to a suggestion or question
- Ask for comments or suggestions
- Always remember to thank them
- Share good provocative content
- Don't be afraid to take a couple detours in the conversation to show you're human

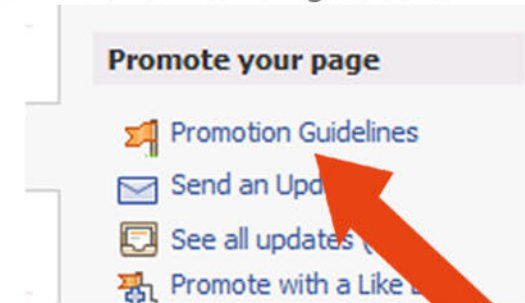
- Address your fans by their first name
- Ask questions



Target Your Messaging:

Targeting on your Facebook fan page is just as critical as targeting the right audience for your market. Now, Facebook is a little sneaky about showing you how to message users for free and target your messaging but that's a **secret I'll let you in on right now.**

This targeting feature is found behind the "edit page" settings and you can locate those settings beneath your avatar on the fan page wall. Here's how to navigate to it:



Facebook Home Page > Ads and Pages > Pages > Edit Page > Send Update to Fans

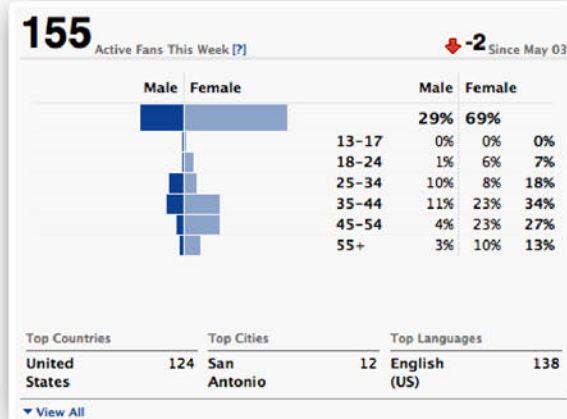
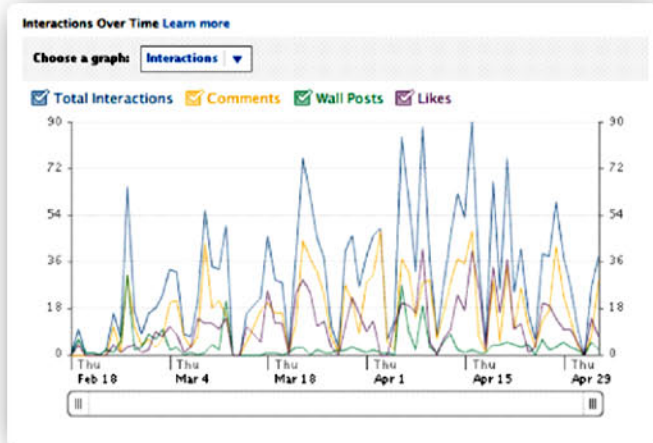
MONITORING

Take Advantage of Facebook Insights

This is a wonderful tool that not a lot of people are aware of. This is how you're going to check your stats on visitors. Facebook insights can be found in the margin on your Facebook page but it can only be seen by the administrators of that page. Login to your page and click through "see all" to view your statistics.

Here, the statistics are you going to be most interested in are audience demographics like age, gender and where they reside. That will allow you to target your marketing much more specifically and effectively.

For instance, knowing the median age and gender of most of your visitors will help a great deal. You don't want to market a postmenopausal product to an audience comprised mainly of men age 45 and under.



You can also drill down further by looking at the total interactions on the page as well as the interactions per post. This will help you decide what content is working best and if you are reaching your desired audience. It's almost like you are testing content before it's made public.

If you're not already using a brand monitoring feature regularly for your business, one more way to monitor your statistics is to try out things like Facebook's deep search feature to find strategic keywords and your company name or products.

Google Analytics:

Remember when we talked about monitoring your Twitter posts? Well, you can – and should -- do the same kind of monitoring on Facebook fan pages as well. In fact, Facebook uses Google Analytics to track visits, where visitors come from, and traffic sources. This open-source application is called FBGAT or Facebook Google Analytics Tracker.



This stuff is not easy, but we love it.
We're Full Voice Media and we can help you.

FACEBOOK STATS

Facebook Boosts Sales and Customer Loyalty

A recent study by Utpal Dholakia and Emily Durham of Rice University was published in the [Harvard Business Review](#). This study was designed to gauge the effectiveness of Facebook fan pages and measure that effect on customer loyalty.

The study found this about Facebook fans:

- More positive goodwill was generated by new fans than non-fans
- Store visits increased after customers became fans
 - These fans visited Dessert Gallery 20% more often than those who weren't fans
- The highest share of their overall dining-out dollars came from Fans
- Fans recommended Dessert Gallery to friends more and had the highest average Net Promoter Score (75) as compared with a 53 for non-fan Facebook users and 66 for customers who didn't use Facebook.
- Dessert Gallery fans had a larger emotional attachment to this establishment —a 3.4 out of 4 (but only a 3.0 for other customers)
- Fans were vocal about choosing Dessert Gallery over other places whenever possible

1. 500 Million Global Users and Counting
2. 100 Million U.S. Users
3. Average Facebook User Spends 55 Minutes Per Day
4. Average Facebook User Has 130 Friends
6. Average Facebook User "Fans" 2 Pages per Month
7. 44% of Social Sharing on the Web Is On Facebook