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Introduction

Why Does Your Business Need a Facebook Fan Page?

A Facebook fan page is more than just another way to connect with prospects and customers online. Your Facebook fan page can:

- Drive more traffic to your website
- Build your email list
- Sell more products/services
- Announce special offers and promotions
- Announce events
- Share news
- Provide value to your prospects and customers
- Share photos and videos
- Get feedback from clients and prospects
- Improve your relationships with your prospects and customers
- Improve Search Engine Optimization

Additionally:

- Facebook fan pages are public
- You can communicate directly with your “fans”.
- When a person joins your fan page, it’s published in their News feed – this gives a viral quality to your fan page.
- You have access to more than 500 million active users who log onto Facebook regularly and spend an average of 55 minutes per day on the site.
- Facebook is now the 2nd most visited site in the world after Google
- And Facebook fan pages are free!

Plain and simple, Facebook offers a huge potential to profit and grow your business.

What This Workbook Is Designed to Accomplish

This workbook operates under the assumption that you already have a Facebook account. If you do not, you’ll need to register – it’s free.

This workbook walks you through the five steps required to create and profit from a Facebook fan page. The steps include:

- Step #1 Define Your Facebook Page’s Goals and Purpose
- Step #2 Identify and Research Your Audience
- Step #3 Plan Your Facebook Page
- Step #4 Create Your Facebook Page
- Step #5 Maintain Your Facebook Page – A Long Term Plan for Profit

So let’s get started!

Step #1

Define Your Facebook Page's Goals and Purpose

It's a simple question. "What do you want to accomplish with your Facebook page?"

Yet the answer isn't always so simple. Ultimately you likely want to use your Facebook page to make more money and grow your business. But there are many ways to accomplish that and many directions to take. Perhaps a better question is, "How do you want to use your Facebook page to grow your business?"

Don't worry, you're not expected to know the answer right now. However, before you begin creating your fan page it's important to have a direction – to have goals.

As mentioned in the introduction there are several things your Facebook fan page can accomplish. They include but are not limited to:

- Traffic generation
- List building
- Selling products/services
- Announcements and promotions
- Content and value
- Building a community/strengthening relationship

In fact, Syncapse.com surveyed 4,000 people who "Liked" the top 20 brands with Facebook pages. They found that someone who has "Liked" a brand spends an average of \$71.84 more each year on that brand's products or services.

A little story about turning fans into paying customers...

Company ABC created a Facebook fan page. Their audience is strongly represented on Facebook so they went all out and hired someone to maintain their page for them. They created a custom Facebook page that offered a ton of valuable content, promotions, news items and interactive tools and applications. They even included a Q&A page and a page where Facebook fans could learn about products and services and purchase directly from the page.

When a fan made a purchase they also tended to post a note on their profile about the great new product they purchased from Company ABC. The company gained more fans from these mini reviews. Company ABC was able to increase their monthly sales by 10%.

This story can easily be you. And if selling products or services on your Facebook page isn't your goal and you'd rather build your opt in list, you can do that, too.

Before you move onto the next step, spend some time brainstorming what you want to accomplish with your Facebook fan page.

Step #2

Identify and Research Your Audience

Okay, you've brainstormed your Facebook fan page goals and you're anxious to get started planning and creating your page. Wait, not so fast!

Before you create your page you want to make sure your audience is represented on Facebook. You want to make sure you're planning and creating a page that will generate the profits you desire.

One great place to start might be the collection of data published by iStrategyLabs, collected from Facebook's Social Ads Platform. http://www.istrategylabs.com/wp-content/uploads/2010/01/facebook_demographics_chart_statistics_2010.png

However, that chart and other charts found online don't tell the whole story. Often the best way to see if your audience is well represented on Facebook is to log on and start browsing. Search for friends by interest. Look at other pages that are relevant to your industry.

You can also go through the motions of creating a Facebook ad. You'll be asked to choose demographics for your ad. This can show you how many people your ad might reach. This is likely your potential audience for your fan page as well. (In fact, later, once your page has been created, you can create an ad to promote your fan page.)

Take a few minutes to jot down who your audience is for your fan page. Then spend some time on Facebook making sure that they're present and that your efforts will be profitable.

Step #3

Plan Your Facebook Page

Once you know your goals for your Facebook page and you're comfortable that you have an audience, it's time to get into the fun stuff – planning your Facebook page.

What tabs do you want on your Facebook page?

You can create a number of tabs. Each one will be designed to help you achieve your goals.

For example, a Welcome tab is a common choice for any successful Facebook page. You can adjust your settings so that's the first page anyone sees when they come to your Facebook page.

Other options include:

- Video
- Opt In tab
- Product tab

- Questionnaire/Survey tab
- Information tab

And so on. Here is an example of a Facebook page bar with tabs



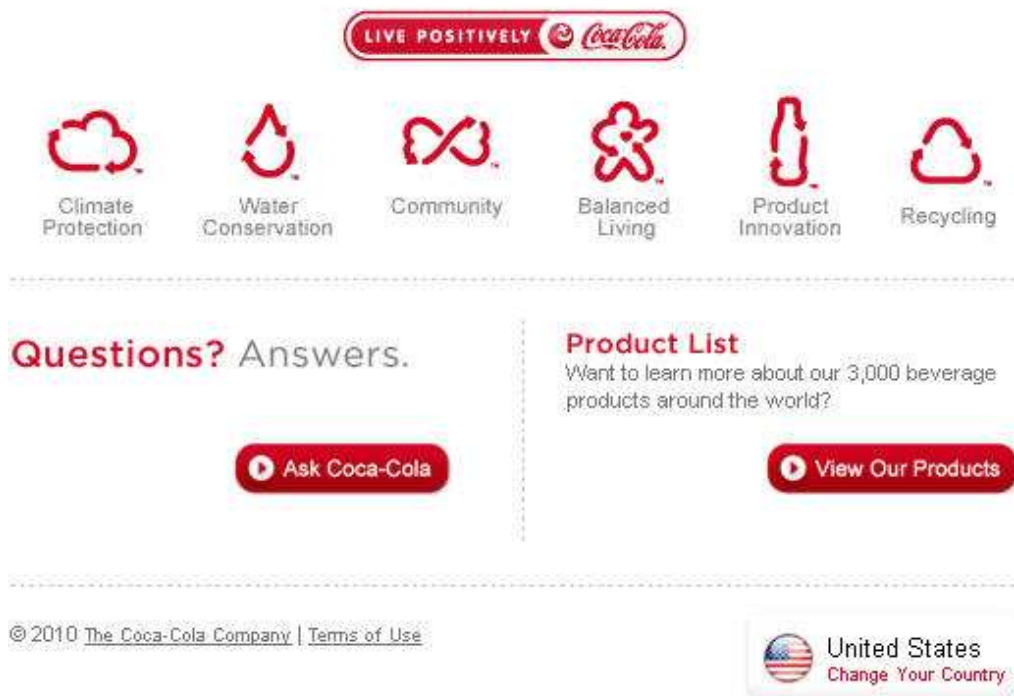
In the screenshot above you'll notice there's also a video on the welcome page. This is a great way to instantly connect with your visitor.

Here's the fan page for Coca Cola



Notice that Coke also has a video along with a link to their other social networking sites. Connecting multiple social platforms can help funnel prospects and customers throughout your community. It can forge a stronger connection and grow your audience. Consider the other social networking sites you use and how they might fit into your overall Facebook goals.

Below you'll see some other items on Coke's Facebook page. It includes links to their products, contact information, and links to other Coke communities and initiatives.



Additionally, if you click on the side tab on the top bar of Coke's page you'll see a long menu list of pages, applications and tools people can visit.



Notice that everything on the Coke page is designed to provide value to visitors.

As you're planning your Facebook fan page, consider what content you can offer that will provide the most value to your prospects and visitors.

Provide content that:

- Is relevant to your industry
- Is insightful or entertaining
- Motivates people to interact, comment and take action.

Add tabs that offer value to your prospects and customers. For example, if you're a professional coach you might have a tab that offers assessments and quizzes.

If you're an information marketer, perhaps one tab will be dedicated to "reviews." Contests and sweepstakes are also a great way to motivate people to participate on your page and become part of your community.

Create an outline for your Facebook page. Include all of the tabs you're going to have on your page. Note that you don't have to create all of them before you launch. Part of creating an engaging page is adding content and that includes adding new tabs as your page grows and evolves.

Start with a plan for what you want to launch your page with. Make sure your page and subsequent tabs support your goals. For example, if your goal is to build your list you'll likely want:

1. Welcome page with an opt-in form
2. Info/About page

Once you have your plan, it's time to get on Facebook and start the creation process.

Step #4

Create Your Facebook Page

Before you create your first page, you need to understand the difference between a business account and personal account and the when and why's of both.

Facebook allows (and encourages) 1 personal account for all your personal stuff ("real life" friends) and 1 business account to manage all your business activity.

The critical difference is that your business account doesn't have a "profile" associated with it (i.e. the Wall, Photos, etc) and can't have friends. It's JUST an "admin" account used to administer Pages and Facebook Ads.

When you log into the business account you setup, you'll go straight to the "business dashboard" instead of the regular Facebook homepage that you're used to (the page that shows you your friends' activity)

You DEFINITELY don't want to have more than 1 personal account (i.e. personal profiles with friends, photos, etc)

There are 2 particular benefits of having a business AND personal account:

1. It keeps your business and personal activities separate – so if something happens to your personal account (e.g. it gets compromised or gets suspended) then your business activity is unaffected (and vice versa).
2. It allows you to give access to another member of your team without them having access to all your personal stuff (friends, private messages, etc).

IDEAL SOLUTION:

What I would recommend is setting up your Facebook Page using a business account, and then adding your personal account as an "admin" so that you can easily administer the page without having to log in and out all the time. This is the best way to do it because you can't add a business account as an admin later (because they're not "people" there's no way to add them!)

ALTERNATIVE:

If you already have well-established Pages setup with your personal account then you can't separate them out into a new business account (you should do this for future Pages, though)

You definitely SHOULDN'T set up a new PERSONAL account to manage your Facebook Pages. For safety, I would recommend adding 1 or 2 other trusted people (friends, colleagues or staff members) as admins of your Page. Otherwise if something happens to your personal account, you will lose access to your Facebook Page.

Visit- <http://www.facebook.com/pages/create.php> and enter your log in information in the upper right hand corner.

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Please note that you will not be able to edit the name of a Page after it has been created.

Create a Page for a:

- Local business
- Brand, product, or organization
- Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

[Create Official Page](#)

As seen in the screenshot, you'll be asked to choose a category for your Facebook page. You'll also be asked to enter your page Name.

Experts strongly recommend using your name, not the name of your business. This is because people are looking to connect with other people on Facebook, not companies.

Once you have created your Facebook fan page, you will need to add photos and information in order to make it a page that Facebook users will want to visit again and again.

Again, use your own photo rather than a logo or business graphic.

In the screenshot you'll also notice a red arrow pointing to a +. When you click on the plus symbol you can add a new tab to your page.

Get Started Wall Info +

Welcome to your new Page. Let's get started!

1 Add an image

Upload an Image
From your computer

OR

Take a Photo
With your webcam

2 Provide some basic information

Let your fans know more about you.

Edit Page

You've already planned your page, so this step should be fairly straightforward. Simply add the tabs you've planned. You can play with the wording and the copy on the page. It's all a draft and not "live" until you publish it.

To add a welcome tab, click on the plus symbol and search for "Welcome" in the drop down menu.

Once your page is ready to go, it's time to publish your page. Your Facebook fan page is not yet live until you click the "Publish this Page" link. You can edit your page at any time by simply clicking "edit page".

**It should also be noted that you can outsource this project to a professional or a service. There are a number of social media and Facebook experts that create custom fan pages to help you achieve your profit goals.

Step #5

Maintain Your Facebook Page – A Long Term Plan

Your work isn't done once you've launched your page. You will have three primary functions to make your Facebook page a profitable success.

Network and Connect

You're going to want to let people know you have a Facebook fan page. Share links from your fan page on your profile. Invite friends, prospects and connections to become fans. Consider hosting contests and promotions to drive traffic to your Facebook page.

Promote your Facebook page on your email signature, on your homepage, and in other social networks that you're a part of. Integrate your fan page into your existing marketing tactics and strategy.

Consistently Add Value and Content

The best way to generate and maintain interest in your page is to consistently add fresh and valuable content. Post links, create discussions, publish pictures and content. Post surveys and have fun with applications.

Don't forget to also publish promotions and special offers. Get creative and generate excitement for your page and your business.

Study Your Results

Finally, it's important to stay on top of your page to ensure it is meeting your goals. Facebook provides a wealth of information to help you stay informed. You can analyze:

- The number of interactions you have had with fans each day or week.
- The number of comments you had on your posts.

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