



So you have a Facebook Fan Page for your business... Now What?

An Informational Talk by
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Disclaimer! Forgive me if parts of this talk comes across like a sales pitch... that's not my intention. However, of course, if you need help on these items and don't already have another person/company available to help you with it, we're certainly glad to assist.

In case you still haven't created a Facebook Fan Page for your business, do so here:

<http://www.facebook.com/pages/create.php>

- Why do I need one? Well, as of July 2011, Facebook passed 750 million users! Would you like some of them to be your customers or clients?
- Don't use a personal account for your Facebook business identity, although you can promote your businesses through your personal Facebook account. This is a common mistake. If you do so, you can only reach 5000 friends for your business and if Facebook discovers that your business is using a personal account, they could actually delete that account, wasting all your effort to grow it.
- It's a good idea to use custom, professional graphics in the left column and use photos (that appear across the top horizontally) that look good in those locations.
- You can have a teaser come-on offer on your Fan Page's 'landing page' with a grayed out video or 'secrets about...' and someone must enter their email address or click the 'Like' button in order to get to those secrets or coupon codes or special deals, etc. Supposedly this can increase 'likes' by 70-ish percent!

Create Professional Networking Lists:

- Create 'lists' of your personal contacts, so that you can easily send content (event invitations, etc.) to them as a group later, ie create a list called "Professional" for all your business specific contacts, or "Vero Beach" for friends that live in or near Vero Beach, etc.
- Here's the link to create a friends list: <http://www.facebook.com/friends/edit/>
- If you wish, there are privacy settings available, ie so you can block your 'Professional' contacts from seeing your personal family photos. My opinion is don't post any pictures that you don't want people to see!

Join Existing Groups:

- You can do a search on pretty much any topic under the sun in the 'Search' box at the top of the page. There will be a drop down menu showing the top matches, and at the bottom of that list, there's often a link that says, "See more results for" the topic. Click that link, and a list will appear with several groups listed, with the "LIKE" button to the right of each. That way, you can join/follow different groups that interest you and often can post messages into their pages and start discussions.
- I suggest you don't immediately start shamelessly promoting your products/services, unless that is what everyone is doing.

Create and Communicate within Private Groups:

- Create your group here: <http://www.facebook.com/groups>
- Some businesses have their team spread out everywhere geographically. As an easy way to communicate with each other, without the world seeing the discussions, is to create a private group. You can post information, stories, links, videos, files, progress updates, encouragement, etc. While it is reasonably likely that no one from outside your private group will be able to see your information, I would NOT recommend posting any trade secrets or super private proprietary information there, as there have been Facebook security meltdowns in the past. Be smart about it!



Create and Share Events:

- Create an event here: <http://www.facebook.com/events/create/>
- Be sure to provide time/date/location/explanation/photo etc.
- It will post to your Facebook wall automatically.
- Share the event with all of your Facebook friends within the event page. You may opt to send the invitation to only people within a specific user group, discussed above, such as "Vero Beach" or "Professional Contacts". Unfortunately, you have to click each box for each person to receive it rather than 'send to all' which doesn't appear to exist at this time. I wonder if they designed it this way, so that everyone creating an event wouldn't just always select everyone on their list, and would result in way more system processing to handle all that invitation sending/posting/emailing.
- Promote the event through other non-Facebook media, ie email lists, newspapers, tv, etc. For example, how many people are here today because they saw an article about it in the newspaper?

Embed your Facebook Wall Into Your Website:

- This is pretty easy to do. Basically, insert a snippet of code, provided by Facebook, into the HTML code for one of your web pages. It will result in the Facebook wall appearing within the body of the website page.
- Get the code from this page: <http://developers.facebook.com/docs/reference/plugins/like-box/>
- Examples:
 - <http://pdgo.com/PD-go-Feed-on-Facebook.html> (PD-go! Web Solutions)
 - <http://sandiharpring.com/Facebook-Feed-for-Sandi-Harpring.html> (Sandi Harpring)

Include A Link From Your Facebook Fan Page Back To Your Website:

- This will appear in under the "Information" tab.

Try Paid Advertising:

- These are the small ads that appear in the right column of many Facebook pages. This is how Facebook makes income.
- Each ad has a small photo and text description. There are details available about what can be said in the ad, shown in the photo, and the content of the resulting page or website.
- Create or manage your ads here: <http://www.facebook.com/advertising/> It is quite easy to do so, so give it a shot!
- This is very affordable advertising and can be focused from a wide/general audience to the incredibly specific niche you wish to target, ie: women, age 40-55, college educated, located in or within a few miles of Vero Beach, Republican, and like Sarah Palin. Facebook will tell you exactly how many people meet your criteria.
- The price will vary depending on how many people are likely to see the ad and how much competition there is for the same eyeballs from other advertisers.
- Ads can point to an existing Facebook Fan Page or an external website.
- Once you complete and submit your ad, it is in holding until reviewed and approved by Facebook staff. If it fails, they'll give you a general idea why. If it is accepted, it will start running immediately, or on the date/time you specify.
- Pay by number of impressions (the number of times the ad appears in front of eyeballs) or per click. I prefer per click.
- You can create multiple versions of your ad, tweaking the text copy or the photo a bit in each, to see which ones get the most clicks. Hone your ad campaign accordingly.



Embedding Entire Websites Into Business Facebook Fan Pages:

- The standard Fan Page can be somewhat limiting and boring. It typically consists of your business status updates and photos, and occasional links to videos or articles. However, embedding a complete website *into* the Fan Page offers dramatically more functionality, such as displaying the following:

- multiple pages
- text
- images
- videos/audio
- e-commerce/donations
- Flash animated content, and more!

- This is easy and affordable to do with the PD-go! System, but more challenging and expensive through other do-it-yourself channels or by hiring a typical web designer to do it for you. We've found that most web designers have no idea how to do it!

- The embedded website needs to be narrower than a typical website to fit within the space allowed by Facebook. Top navigation websites are better than left navigation for maximizing available space.

- Examples:

- http://www.facebook.com/pages/Harvest-Food-Outreach-Center-of-St-Lucie-County/239136132776174?sk=app_207981855893146 (Harvest Food and Outreach Center)
- http://www.facebook.com/pages/Vocelle-Berg-LLP/58766832959?sk=app_207981855893146 (Vocelle & Berg Law Firm)
- http://www.facebook.com/pages/Helmet-House-Construction/186623408022545?sk=app_207981855893146 (Helmet House Construction)

Sell Products Within Your Facebook Fan Page:

- There are a few Facebook Apps available that help facilitate this. I've not used them yet, since I'm quite partial to doing this through the PD-go! System very easily instead. (This is a plug for PD-go! services!)

- The one or two I've reviewed require the "Facebook Connect" - This is the pop-up box asking the Facebook customer to 'Allow access for the XYZ App to my account...' I'm typically hesitant about allowing this type of access by a third-party App, as that is an easy way for hackers to get viruses or other malicious programs into your computer.

Get a "Vanity URL" For Your Facebook Fan Page:

- You can establish a short URL to get to your Fan Page, such as:

- <http://www.facebook.com/dell> (Dell Computers)
- <http://www.facebook.com/KFC> (Kentucky Fried Chicken)

- To set it up, click here and follow directions: <http://www.facebook.com/username/>



Online Video Marketing:

- This can be done from low to high budget.
- Low Budget: Use your iPhone4 or Flip or other simple type video camera to create several basic amateur videos about your business. Perhaps have a funny character that visits your clients' locations (like the little Gnome in Travelocity) or to meet our staff, or to see how we manufacture our widgets, or what is like to get braces at our office, etc. Perhaps include a special offer in the video itself, ie "Use coupon code FB55 for 10% off!" Keep the videos short, cute, fun and engaging. Then upload the videos to youtube.com on your business' youtube.com channel. Be sure to tag the videos with your company's website address and/or phone number across the bottom, and use a lot of search keywords to describe your video for folks who are searching. Once posted on youtube.com successfully, embed the videos into your Facebook wall. Hopefully, folks will watch them them, find them fun and engaging, and share them on their Facebook walls. If this repeats, your videos go 'viral' and can get thousands of views.
- Higher Budget: Work with a Public Relations (PR) firm, such as Nicolace Marketing, and/or a video creation business, such as Idea Garden & Advertising, and go for it!

Provide Customer Service:

- Increasingly, when people have a complaint or question about a business or their products/services, they will often post their question on the Facebook wall of that business.
- Therefore, it is important that someone is monitoring the posts to their wall on a reasonably regular basis, to make sure customers are happy and get their issues resolved.
- Non resolved issues with gripes posted on a business' Facebook wall can develop into a poor public impression of a company. If customers are happy, they can use Facebook to praise the companies, leading to a more positive public perception.

Recruiting Employees:

- Many Fan Pages post job opportunities and list the desired skills. Finding jobs this way can help show the employer that the job candidate is somewhat web and/or social media savvy.

How to Get People To Your Facebook Fan Page?

- At the checkout register, hand each departing customer to your business a postcard with an incentive on it, ie "Like us at facebook.com/acmewidget to get special Facebook Friends Only specials, discounts, and offers!"
- Put a link to your Facebook Fan Page on your public website. Have your Fan Page open in a new window or tab when that link is clicked.
- Put a link to your Facebook Fan Page in your email signature file. That way, every time you send out an email, you are promoting your Fan Page. Of course, include a link to your primary website too!
- Put a link to your Facebook Fan Page in all of your print advertising, on the sides of your vehicles and tv or radio commercials.



Other Miscellaneous Suggestions:

- When's the best time to post?
 1. Weekends and off-peak hours from 2pm to 5am are best;
 2. Thursdays are worst
- How many times should I post per day?
 1. You'd think too many posts would offend your followers but studies suggest that frequent posting increases interaction.
 2. Fewer posts reduce the chances users will see them, ie once a day or once a week is likely not enough posts.
 3. Unsubscribe rates go up after three posts per day, they level off at higher frequencies.
 4. The secret is to find that balance between optimizing interaction and managing unsubscribes, which is different for each business.
- What type of content elicits the most interaction?
 1. Photos (Most interaction because they're visual, easy to quickly digest and they elicit emotion)
 2. Status updates
 3. Video
 4. Music
 5. Links (Least interaction, but are posted the most often)
- Should I ask fans to Like or Comment on my posts?
 1. Absolutely. Just by taking advantage of a "Like" call to action boosts your interaction rate by 216 percent.
- Should I ask my fans questions?
 1. You'd think that by asking questions would result in a better interaction rate, but such is not the case.
 2. To achieve the highest comment rate, pose questions and then directly ask for fans to reply with comments.
- How long should my status messages be?
 1. There are high reposting rates for status messages within the 140-character limit (for inclusion on both Twitter and Facebook), however
 2. Interaction increases as the length of the status message increases.
 3. How long do my messages remain in the Newsfeed?
 4. In the first hour of a Facebook status update, half of the users who will click on the post will have done so, with 90 percent of the clicks occurring within nine hours of the post going live.
 5. Like this Fan Page: <http://www.facebook.com/Get10000Fans> This guy really knows what he is doing!