

Facebook and Your Business

How you can make use of this social media phenomenon
to enhance your business presence.

*“Let everything you say be good and helpful,
so that your words will be an encouragement to those who hear them.”*
Ephesians 4:29 NLT

**A Presentation for VBCBA
by Steve Schwartz
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(10 Items To Ponder About Facebook Marketing)

1. What is Facebook exactly?

Facebook is a [social networking](#) website that is operated and privately owned by Facebook, Inc. Since September 2006, anyone over the age of 13 with a valid e-mail address (and not residing in one of the countries where it is banned) can become a Facebook user by creating their personal profile. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, and school or college. The website's name stems from the colloquial name of books given at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better.

2. How is Facebook used for business use?

One of the most important aspects for successful marketing is effective communication with a regular frequency of the message. For example, if you see a TV commercial once, you will likely forget it, but see it many times, it starts to sink in. Receive a postcard once, it gets tossed, but receive the same card five times in a 2 month period, it sinks in.

Facebook allows businesses to post information about their business on a regular basis so that their Facebook business 'Fans' (people who wish to be connected within Facebook to the business) will be able to receive the messages. The message can be text, or photos, or video clips, or invitations to events.

A very positive factor, especially in this economy, is much of this business advertising exposure is entirely free of cost.

3. Why should I consider Facebook marketing?

Here are some results of a study in the March 2010 issue of the Harvard business Review:

[The researchers] surveyed customers of Dessert Gallery (DG), a popular Houston-based café chain. Prior to the study, DG did not have a Facebook presence. The study, based on surveys of more than 1,700 respondents over a three-month period, found that compared with typical Dessert Gallery customers, the company's Facebook fans:

- Made 36 percent more visits to DG's stores each month.
- Spent 45 percent more of their eating-out dollars at DG.
- Spent 33 percent more at DG's stores.
- Had 14 percent higher emotional attachment to the DG brand.
- Had 41 percent greater psychological loyalty toward DG.

To have an effective Facebook business fan page, you need to grow the number of fans – the more the better! Here are a few suggestions on how to gain more fans:

- Give away a fancy printed linen invitation to become a fan in an envelope to your real world customers as they leave your place of business;
- Promise a gift certificate for a free product that you offer, once the customer goes home, becomes a fan, and emails you to confirm they are now a fan. But instead of just a standard email, have them fill out their name, email, and checkbox that they became a fan in an email mailing list program form, such as constantcontact.com. This will help you establish a considerable email mailing list as well.
- Post new photos of your products on your fan page every few days, depending on the type of business. If you are a restaurant, you should post a photo of the nightly special every afternoon around 4pm, before your fans have decided what to do for dinner!
- Post a new short video, on a related topic, every few days. If they are interesting, funny, or special enough, your fans will post them to their walls, which get you more exposure.
- Try 24 hour coupons or specials just for your fans, or invitations to Fans Only Events.

4. Ok so you are convinced it is a good idea to market your business on Facebook. So now, how do I create a Facebook fan page?

- a. Start at this link: <http://www.facebook.com/pages/create.php>
- b. **Follow the steps shown in the separate screen captures document.**
- c. Set it up so that when your ad is clicked, the visitor goes to the webpage where your offer is, special, comment, etc. that will have the desired effect on them. If you don't have a website for your business, please call Steve Schwartz at 772.770.4077 to remedy that problem!
- d. You can do this yourself, or hire a 'social media marketing consultant' or savvy friend to do it for you... or call Steve Schwartz at 772.770.4077.

5. Want to know a bunch of really specific ideas and suggestions once you are actually doing this? Then read this section carefully.

Create and Manage Your Profile

1. Fill out your profile completely to earn trust.
2. Establish a [business account](#) if you don't already have one.
3. Stay out of trouble by reading the [Facebook rules](#) regarding business accounts.
4. Install appropriate [applications](#) to integrate feeds from your blog and other social media accounts into your Facebook profile. (Although you should be careful before integrating your Twitter feed into your Facebook profile, as a stream of tweets can seem overwhelming to your contacts.)
5. Keep any personal parts of your profile private through [Settings](#).
6. Create friends lists such as "Work," "Family" and "Limited Profile" for finer-grained control over your profile privacy.
7. Post professional or business casual photos of yourself to [reinforce your brand](#).
8. Limit business contacts' access to personal photos.
9. Post your newsletter subscription information and archives somewhere in your profile.

Connect and share with others

10. Obtain a Facebook [vanity URL](#) so that people can find you easily, i.e. <http://www.facebook.com/PDGOSteve>
11. Add your Facebook URL to your email signature and any marketing collateral (business cards, etc.) so prospects can learn more about you.
12. Post business updates on your wall. Focus on business activities, such as "Working with PD-go! for my company's web site redesign."
13. Share useful articles and links to presentation and valuable resources that interest customers and prospects on your wall, to establish credibility.
14. Combine Facebook with other social media tools like Twitter. For example, when someone asks question on Twitter, you can respond in detail in a blog post and link to it from Facebook.
15. Before traveling, check contacts locations so you can meet with those in the city where you're heading.
16. Research prospects before meeting or contacting them.
17. [Upload your contacts from your email client](#) to find more connections.
18. Use [Find Friends](#) for suggestions of other people you may know to expand your network even further.
19. Look for mutual contacts on your contacts' friends lists.
20. Find experts in your field and invite them as a guest blogger on your blog or speaker at your event.
21. Market your products by posting discounts and package deals.
22. Share survey or research data to gain credibility.
23. Use [Facebook Connect](#) to add social networking features to your web site.
24. [Suggest Friends](#) to clients and colleagues — by helping them, you establish trust.
25. Buy [Facebook ads](#) to target your exact audience.
26. Read up on [Facebook Beacon](#) to see if it might be useful for you.

Use Network, Group and Fan Pages (This is where it gets interesting!)

27. Start a [group or fan page](#) for product, brand or business. Unless you or your business is already a household name, a group is usually the better choice.
28. Add basic information to the group or fan page such as links to company site, newsletter subscription information and newsletter archives.
29. Post upcoming events including webinars, conferences and other programs where you or someone from your company will be present.
30. Update your group or fan page on a regular basis with helpful information and answers to questions.
31. Join [network](#), industry and alumni groups related to your business.
32. Use search to find groups and fan pages related to your business by industry, location and career.

6. Paid for Facebook Advertising

Having a Facebook business page is free, however, you can also utilize paid for Facebook advertising. In the screen shots, you will typically see three paid for advertisements in the right column of the web page. These include a short ad title, a small graphic, and a short message. People see these ads all the time, and they click them if they are interested in finding out more. If you wish to advertise, you can create your ad easily with the Facebook ad builder tool. It is found at this link: <http://www.facebook.com/ads/manage/campaigns.php?act=30960590> Simply follow the directions to create the ad, establish a budget, enter credit card for payment, and track it in the ads manager area once the ad is running.

You have many options to choose from, such as whether you wish to pay for actual clicks on the ad, or pay for number of times the ad is displayed. You can select which demographics of people you want the ad to be displayed to, based on geographical location, age, sex, affiliations, or many other factors. This helps your ad only get displayed to your specific niche market. For example, if you want your ad to be seen only by women age 30-50, that are college educated, live in Vero Beach, and are politically conservative, you can do it!

7. Other ideas for additional traffic and exposure:

- a. Link your Twitter account to your Facebook business account, so that your Tweets automatically post to your Facebook business page.
- b. Use "RSS Graffiti" to connect your blog to your Facebook business page (<http://www.facebook.com/apps/application.php?id=45439413586>) If you don't have a blog, you can set one up easily and free at www.blogger.com or www.wordpress.com
- c. Research what other people suggest; Do a search on Google for "how can i use facebook to promote my business" and a big list appears with tons of suggestions. I've been overwhelmed researching items for this talk!
- d. Review the Facebook page for other businesses in similar businesses; for example national pizza chains:
 - i) <http://www.facebook.com/Dominos>
 - ii) <http://www.facebook.com/PizzaHut>
- e. Create a Facebook "Event" (as I did to announce this VBCBA luncheon and topic), post the event to your wall, and then invite your Facebook friends to the event. As people comment on the event, the event gets exposure to their friends via their wall, and so on...

8. How do I find and join VBCBA's page on Facebook?

Easy, just sign into your Facebook account, and in the search box at the top, do a search for VBCBA and press Enter. VBCBA's page should appear at the top of the list. Then, click "Become a Fan" and you're done!

9. I don't want to fool with doing all this myself! Can I hire someone to do it for me?

Yes, contact my friend and colleagues Nate Archibald at www.AdSpoken.com (772.202.0658) as he does this for clients, as well as Google AdWords management. Please tell him Steve Schwartz sent you. :-)

10. Is this all new to you, and now you just feel overwhelmed?

Don't panic. It's ok if this is all new to you. You don't need to know everything or do everything right away, or at all for that matter. Start by getting yourself setup on Facebook for your personal use. Get comfortable with that; connect with old high school friends and post pictures of your family at Disneyworld, etc. Then, create a fan page for your business and invite your friends to it. See how that goes. Then create an event and post it on your personal and business pages. Then, link the pages with twitter and blogs, upload daily or weekly photos and videos, etc. See? Just start easy and build upon it. Start with a firm foundation... I seem to recall a Scripture about building your Foundation on the Solid Rock... Hmm...

I wish you all the very best!

Steve Schwartz
Owner, PD-go! Web Solutions

Toll-Free: 888.354.4946
Local: 772.770.4077
email: steve@pdgo.com
web: www.pdgo.com
FB: <http://www.facebook.com/PDGOSteve>
Twitter: <http://twitter.com/stevepdgo>

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