

How To Use Facebook To Build Your Brand

Please consider this resource as your baseline and fundamental research into this social media platform. Social media platforms change and update consistently.

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“There are over 700 million users on Facebook...immense potential to advertise to your target market.”



How To Use Facebook To Build Your Brand



[How To Create a Facebook Page from Business](#)



[How to Promote Your Facebook Business Page](#)



[Develop a Facebook Profile](#)

Facebook (FB)

Facebook is a social networking website for connecting people with those around them - friends, family, coworkers, or simply others with similar interests. Facebook allows users to connect and share information in a variety of ways.

Business Goals for Using Facebook:

- Get found by people who are searching for your products or services
- Connect and engage with current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other resources

Profiles are for people, Pages are for businesses.

There are a few key differences between Business Pages and Personal Profiles:

Business Pages allow you to designate multiple administrators, so that you can have multiple people helping to manage the account, and if one of your administrators leaves the company, you can still have control over the Page.

Pages are, by default, public and will start ranking in Facebook and public search results.

Pages are split into different categories (local businesses,

brands, musicians) that help you get listed in more relevant search results.

Personal profiles have friends, which require mutual acceptance, whereas anyone can become a fan of your Page without first going through administrator approval.

As the administrator, your name and profile will not show up anywhere on your Page. You are the behind-the-scenes manager. When you post new information or respond to a discussion thread, it will appear to be posted by your company rather than you personally.

In addition to being the administrator of your Page, you will want to become a fan. Once you become a fan, you will be listed among all the other fans on your Page and all the Pages of which you are a fan will show up on your profile -giving your business more visibility to your network.

Components of an Effective Facebook Business Page

There are nearly 700 Million users on **Facebook** world wide according to reports published in June, 2011. Talk about immense potential to advertise to your target market!

On Facebook, in a recent slide share by **Hubspot** it was posted that:

- 1 out of every 8 minutes online is spent on Facebook.
- 40% of Facebook users are age 35
- 93% of US Adult internet users are on Facebook
- 64% of Facebook users have become fans of at least one company or brand on Facebook
- 1 out of every 2 Canadians use Facebook every 48 hours.

With stats like these, it's hard to ignore that the odds are in your favour that a current or new consumer is ready and waiting to network with you on Facebook.



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Consider when Creating a Customized Facebook Page

Adapted from: <http://sminetwork.com>

1. Have a Mission - Know who you are going to market to on your Facebook page and why.

- Will you be trying to drive traffic to your website, promoting your products, capturing email addresses?

Whatever the reason, know your Facebook objectives and stick to them.

2. Design for the Win - Work with a creative graphic designer with experience in iFrames and research the look that is best for your industry. Even search within Facebook for pages that you like, so that you can do something similar, but with your own flair. Consider an email opt-in form and an embedded video that highlights your business. Utilize live links to your other social media profiles and to your website.

3. Create Killer Content - The key to your Facebook success will be answering the questions that you believe your audience is asking. Develop status updates that get your audience involved and owning the page!

For example:

- Share a tip of the day related to helping a golfer improve their game
- Share a resource of interest to golfers daily
- Ask a question related to golf every other day to encourage discussion amongst your followers.

4. Promote the Page - There are all kinds of wonderful ways you can promote your custom Facebook page once you have it established.

Immediately use the "Suggest to Friends" feature whereby you can import your email address book and even your LinkedIn network connections within the admin pages of Facebook.

Next you can include your Facebook vanity URL on all of your marketing pieces, invoices, and within your email signature as additional points of connection. The sky is truly the limit once you start connecting your existing networks and tap into the promotional opportunities of your page!

5. Engage and Enchant Your Followers - Start your Facebook page with the right tempo by talking in conversational tones with your audience. Ask open ended questions and don't be afraid to take every opportunity to talk like they talk and take note of the things that they are responding to within your News Feed.

Continually engage with your followers and add value through your status updates, notes, video, photos and more. This will make your followers brand advocates that will talk about you and help make you famous online!

6. Go for the Conversion Play - If you've built your page with an email opt-in or a call to action that solicited a response other than opening the "like gate", make sure that you follow up by starting to connect with your Facebook Followers via email newsletters that convert your Likers into leads and loyal Customers!

7. Use Facebook Insights and other measuring tools to track your progress - Facebook analytics, called Insights, are an awesome way to track your progress. Get into the back end of your page and monitor your progress once you've reached 30 likes. You can also measure with other tools such as [Hootsuite](#) or [Twenty Feet](#).



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**Business Page,
Fan Page**

How to Promote a Page

Now that you've built your Page, you need to get some fans. Here are a few ideas to get you started.

- **Create an engaging Page.** Use applications like the discussion board and YouTube video box to add more interesting and engaging content to your Page. Give users a reason to become a fan of your Page and engage with you.
- **Leverage the viral nature of Facebook** - the news feed. The added benefit of creating an engaging page is that every time a fan engages with your page - from becoming a fan to posting a comment to attending an event - that activity is published to their "news feed" which is seen by all of their friends on Facebook.

When a user first logs into Facebook, they see a feed of their friends' recent activity, so each and every activity of your fans on your page gets shared with a greater network, giving your business more visibility.

- **Draw on your existing network.** Consider emailing friends and family to tell them about your page, invite people from your personal profile, include a link to your page in your email signature, blog about your Facebook page, and post a link or badge to your page on your website or blog.
- **Add your fanpage in your email signature** - Think of it as free marketing. Every time you send an email, people will be seeing the link and can easily click through.
- **Make your Page publicly searchable.** By default, your Page will be public so that it can get indexed by search engines and give you the opportunity to drive organic search traffic to your Page.

If you don't notice your page showing up in searches, make sure you have set it to be publicly indexed and searchable. Go Google, then go to Edit Page and then Settings and set your page to be "Published (publicly visible)."

- **Use Facebook Ads for an extra push.** Facebook ads allow you to advertise a website or something on Facebook, including Pages, groups, and events.

Quick Reference Glossary

Application - a program that allows users to share content and interact with other users.

Fan - Facebook users who choose to become a "fan" and follow an organization's page.

Friend - 1.)(n) personal connection on Facebook; 2.)(v) to add a Facebook user as a friend. In Business, think about your friends as your network. When you add a 'friend' you are adding a new person to your network.

Friend List - organized groupings of friends

Group - a collection of Facebook users with a common interest; any Facebook user can create and join a Facebook group.

Network - an association of Facebook users based on a region, school, workplace, or interests.

News feed - 1.) feed of content posted to one's Wall; 2.) aggregation of one's friends' newsfeeds published on a user's Facebook homepage

Page - official presence for public figures or businesses to share information and interact with fans on Facebook

Profile - presence for individuals to share information and interact with friends and organizations on Facebook

Wall - the core of a profile or page that aggregates new content, including posted items (i.e. status updates) and recent actions (i.e. becoming a fan of a page) which which details they can see?

