



Facebook: Making Use Of A Massive Marketing Tool

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The Membership For Learning Facebook

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INTRODUCTION

Facebook. You've heard of it. You probably have an account. You may have all of your high school friends on your Facebook account. You may even have found a few people you forgot about. You may even have time for a few of those games - or you may loathe their very existence. It's a place you go to hang out, learn something, and read something or maybe you sign in rarely.

Have you allowed your business to have its own ability to socialize and interact with potential customers and other businesses?

Perhaps you don't want to let your business meet your friends. Perhaps you don't want to push ads on your friends or cause them to think less of you for talking about your business. That's okay. Your business deserves its own presence on this social media-marketing site. Are you ready to give in and open an account?

WHY DOES THIS MATTER?

You may know that Facebook is the largest, by far, of the social media sites. You've heard about its IPO and its profit margins. So, what do you think. What does this site have to do with my business?

Let's put it this way. If you are a business owner and you are not using this site, more than likely you are missing some of the best returns on your marketing investment possible. (You do know there's no cost to using the site, right?)

Put on your marketing hat for a moment and consider the following benefits of giving your product or service business its very own Facebook page and site.

1. You get to access a huge audience of potential customers to you. They come to you.
2. You have an international audience, not just a local one, to network with and connect with in the hopes of making a profit from.
3. It can help you to get your business out there, in the public's eye. As a result, it is a fantastic tool for you to build your brand.

4. It is not expensive. Even if you do invest in advertising on the site, the costs are highly affordable. You do not need to do this, though. Through effective marketing, you can use the site with no cost.
5. It's where the competition is. Hands down, that is one of the key components of building a business - finding out what the competition is doing so you can do it bigger and better.

Is Facebook an option? You do not want to spend a lot of time and money on the process if it isn't going to work for you. That's a given. Of course, you can outsource these tasks, which is something that you can do at any time. The key factor to consider here is the fact that any business and every business can and should be on Facebook if they are:

- Trying to build an audience
- Building a brand
- Growing traffic to a website
- Finding new customers
- Increasing sales
- Building a better image

The list goes on and on. The fact is that Facebook is one of the best tools you can turn to for increasing your marketing without increasing your costs.

1.

BEFORE YOU GET STARTED

The foundation of your success on Facebook depends on many things. One of the key factors you should focus on first is getting it off the ground successfully. To do this, you need to pull back and ask some key questions. It will ultimately help your business to achieve the success it should on Facebook.

In this chapter, we look at a few basics to get you started. You may know some of them, but read it again to have a new focus and viewpoint to consider for the next step.

WHO IS YOUR CUSTOMER?

It's marketing 101. You need to know who your customer is so that you can work your marketing to achieve that person's needs. Ask yourself who your customer is then consider the following.

- Is that person on Facebook? Chances are good some of the demographics for your customer will be present online.
- What does that person or company use Facebook for? Are they using it for a social site like you are for marketing or are they using it to find friends and family?
- What other companies, including other competitors of your organization, is your ideal customer networking with already? If you are unsure of this, do a bit of research to determine who your ideal customer is and locate them on the site. Then, determine what they are doing already.
- Who is your competitor on the site? You probably have more than one that you could consider a competitor. The key is to pinpoint those customers attracted to the competitor so that you can see how the customer is reacting to the ads and promotions that competitor is offering. This is a good way really to see what you are up against, too.
- What do you think your customer wants from you? As you market, using this tool, you will need to know what your customer is going to want and even expect from you through this process. It is very important to consider this.

Knowing who your customer is outside of the Internet world is one thing. Knowing who your customer is online is very different. Knowing who your Facebook customer is happens to be different, too. You need to consider who is going to:

- Friend you on the site
- Interact with your organization on the site
- Benefit from the products and services you have to offer
- Learn from you
- Be working with you
- Be working against you

You need to know who your customer is so that you can target every one of your Facebook posts to that person. Yes, it's more labor -intensive than you thought it would be, but there's more to the process than just putting up some ads.

WHAT'S THE GOAL

One of the most important elements to get out of the Facebook marketing platform is more along the lines of getting sales through socialization than it is about selling directly. In other words...

You want to sell product XYZ. Instead of creating a short commercial or print ad for your product, you start talking about it on Facebook. This is not a sales ad. You are simply sharing your new product and you ask for opinions and thoughts.

This opens the door to the marketing aspect of Facebook. Now, people can talk to you about it. They can say, "Wow, that sounds like a great idea!" Or, they can say, "You know I wish I had that."

Then, this is the key...THEY SHARE IT

They share your product, idea or information with their followers on the site. Unlike Twitter, though, there is a direct impact that is possible. It's visual. You have a great graphic or a fantastic tool that you can use to showcase your product or service.

- People SEE it.

- They can talk to you about it directly.
- They can talk about it with your other followers right on the post.
- They can talk to their friends about it.
- Their friends can see it and share it.

In other words, unlike word of mouth advertising, this is visual and impactful on a much larger scale. Unlike Twitter, there's no need to even take an action to click away from the site to learn more. Rather, it is there, in a picture format or a comment. People have access to it immediately.

Your goal, then, is to create socially interesting content that people want to share and build on. You need to lure them in without all of the sales-talking, foolish "Look how great this is!" type of talk. Rather, you want your followers to do that part for you.

TARGETS REALLY DO MATTER

One of the key concepts to remember about Facebook is it is a huge audience of people wanting to interact with those businesses that have something to offer to them.

You need to find the ideal customer for your needs.

Your customer needs to find the right company for their needs.

How can picking a target customer really matter?

IT'S MORE THAN JUST LIKES

Here's one of the key factors you need to consider about Facebook. Getting more likes is a good thing, but it is still relevant to get the right likes. In other words, you need to attract the right people to the process so that you get the sales you desire.

- Targeting the right customers can help you to spend less time getting sales.
- Getting the right likes on your posts means, those posts will go longer for you. More people react to them and share them - the ultimate goal.
- You attract fewer people who are going to be "naysayers" or those who want to stir trouble with negative comments.

- You have more opportunities to interact directly with your customers rather than just people who are on the site with you.
- You ultimately have better results in terms of sales as well as brand recognition, company awareness and productivity of whoever is posting these ads for you.

By targeting your customer, you are able to achieve much more with less time and money spent.

REALIZE THE VAST FUNCTIONALITY AND INCREDIBLE REACH

Before you begin creating a page or starting a group on Facebook for your product or service, it's critical for you to build on what you know. Do you realize just how versatile this site is? Do you understand the huge amount of functionality it can offer to your marketing campaign? More importantly, do you see the incredible reach it has to offer to your business?

KNOW THE PROMISES IT OFFERS

One of the things you need to realize before getting started is that Facebook is more than just a social site. Many people are addicted to it. They log in every time they sit down at their laptop at work or at home. They interact with it on their smartphones. They log in just to post where they are and what they are doing.

Every single time they do this, they have the potential of seeing the message you've put up about your product or service. This is an outstanding resource, then because you do not:

- Have to pay per use
- Have to spend a lot of money on the right time to air your ad on television or radio
- Have to invest time in constantly updating your status so that the latest feed catches it
- Have to have a fresh blog post on your site every five minutes so someone sees it
- Or have to invest a lot of money to get in front of millions of people.

The fact is, for any type of business, Facebook can be incredibly useful and resourceful. If you put the time and effort into it, your small business or brand new product can do fantastically on the site.

USE IT YOUR WAY

It is also important to understand that this site gives you the ability to use it as you would. What does your business need right now? Do you need to build a following so that you get traffic to your website or blog? If so, then you can create unique updates that lure people in to the site to read more. People will do it.

Do you need to build your brand? If so, you can use Facebook to help this be possible. To do so, consider:

- Using posts to build on who you are by introducing your employees or your business leaders
- Network with your readers to learn what they want and then give it to them in informative posts and helpful tools
- Become the leader in the industry by simply educating others on the disease, problem or concern they have
- Develop a helpful image by interact with your followers on their pages not as a "we can help you" type of comment but rather a "have you tried this?"
- Develop posts that get people information they need to know about why your company is best to work with when they have a problem you can solve.

Do you want to use Facebook to develop a better sales level for your business? If you need more sales, you can easily use this site as a tool for advertising what you have to offer. It may be easy for you to create the type of following that not only want to buy from you but also that is looking for the deals you have to offer.

The bottom line is Facebook is an incredible tool that any type of business can benefit from. If you have a product to educate others about or a service to help them with their needs, you have a place on the site.

Whether you do it for the free marketing resources or you do it to help your business seem more in-touch with the modern crowd, do not overlook the value of building your business by using Facebook as a marketing tool.

2.

THE REASONS WHY

EXPLAINED

You are not new to marketing online. Even if you were, you know that Facebook is a game changer. You know the story about how effective and important social marketing is. You know the value of investing in this type of tool. You also know the difference between selling and interacting with your prospective customers.

Still, you don't want to put your time into something that's obviously going to take a lot of it without knowing, confidently, what steps to take to make it worthwhile. Why bother with Facebook in the first place? Isn't there just going to be another company that comes around to take over from this one?

Why Facebook? Why now and why will it work for you?

IT'S FREE

Let's face it, you cannot ignore this factor. You know that creating a Facebook account for your business is free to you. You know that there's nothing that you HAVE to pay for if you do not want to. You can create a page or even a special group for your business or your customers and there's no cost to doing so.

The fact that there is no charge for this huge of an audience is amazing. Not only does this mean that you can get free marketing, but you are not limited to when you get it, how you get it or how much time you can use it.

Is there any better way to invest in marketing your product or service? Aside from potentially word of mouth advertising, Facebook is one of the best tools to help you to find new customers, more traffic, and better sales for your business. It's free.

THE AUDIENCE IS HUGE

Yes, that's something you may know, too. Of course, there's more to it than that.

Did you know that as of October of 2012, Facebook has more than 1 billion active users? That is not just in general in terms of accounts they have, but in active users every month.

Let's put that into perspective. How many customers do you have in your organization coming back to you at least one time each month? If you want that number to grow, you need to tune into Facebook to make it happen.

Having many users is one thing, but having many people who can interact with your business is different. Of course, this book is designed to appeal to all types of product and service businesses. It is up to you to find out if your ideal customer is on Facebook.

Look at these demographics for Facebook. Is your business's ideal customer part of that 1 billion?

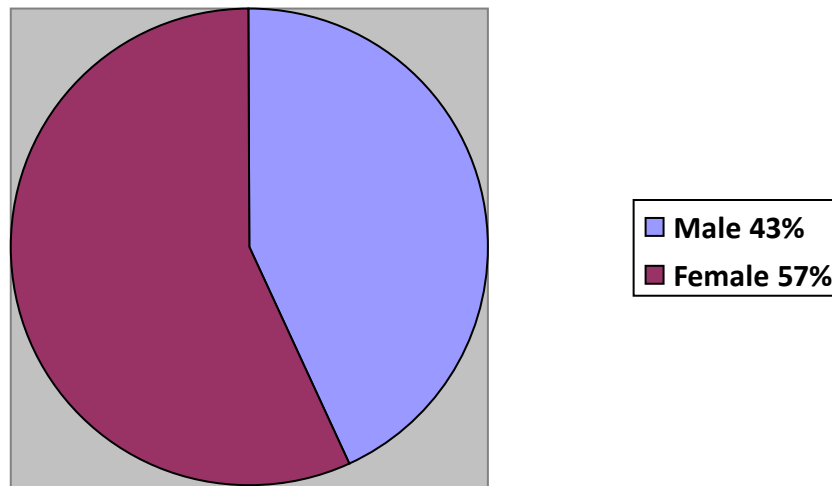


Figure 1 Percentage of Facebook Users by Gender

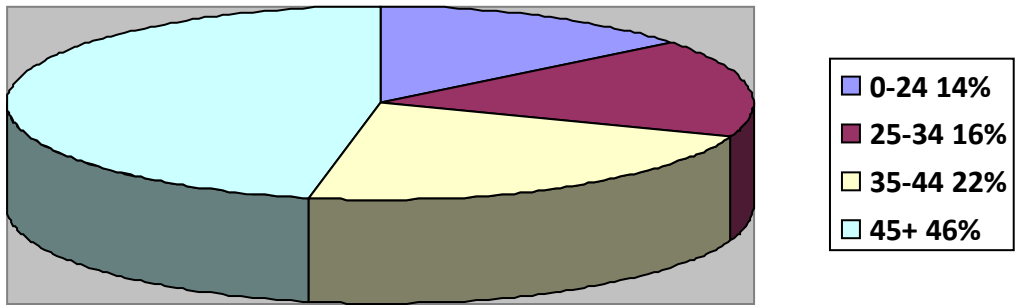


Figure 2 Breakdown of Facebook Users By Age

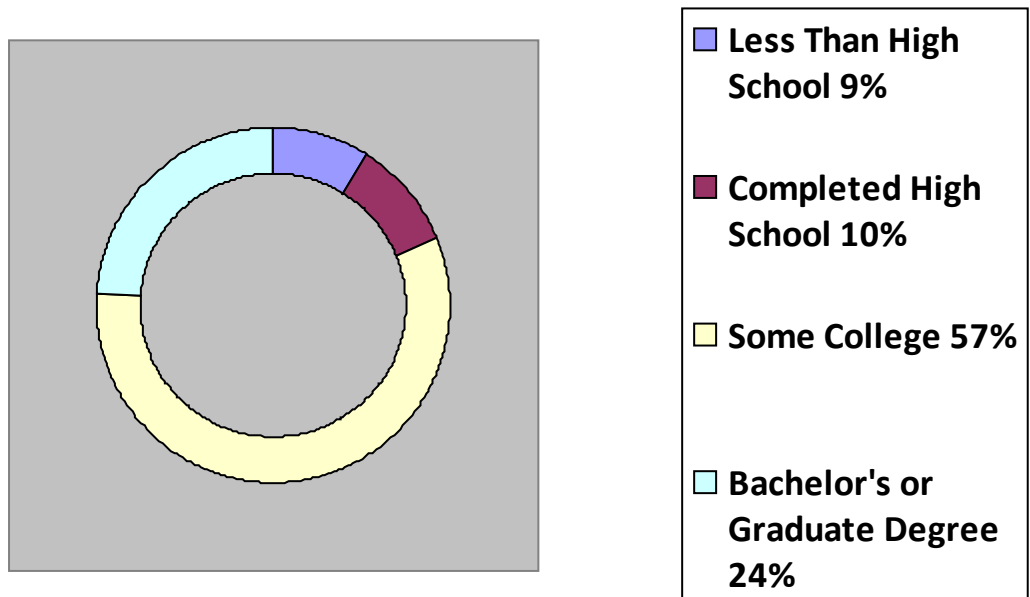


Figure 3 Breakdown of Facebook Users By Education Level

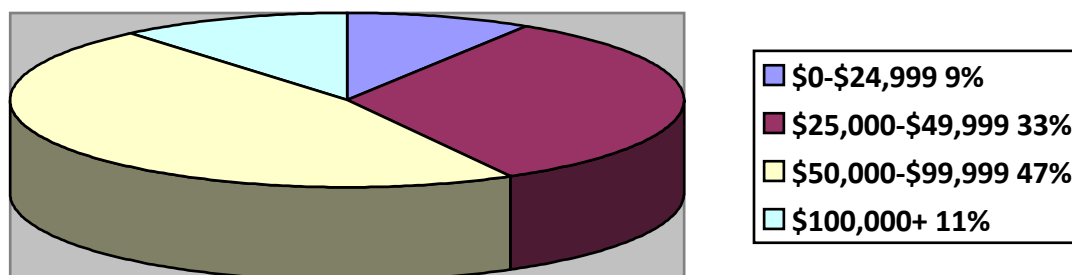


Figure 4 Facebook users Based on Income

As you can see from these diagrams, there are numerous types of people on Facebook. In fact, a huge amount of people on the site may be your target customer especially when you consider if they have the ability to buy from you. When it comes to reasons why you should use Facebook as a marketing tool, these make it very clear that this site is one that you should be working with for all of your needs.

LOCALIZING YOUR TRAFFIC

Another key reason to use Facebook has to do with where your ideal customer is. In some types of businesses, you do not need 1 billion international users. You just want those that are local to you. You need them to come into your store or physical location, connect with your service business and buy. Facebook can help with that, too.

Facebook delivers on the localized advertising option. As you may know, the Internet is an ideal tool for advertising not just to a huge audience but also to a much more localized audience. There are several key ways to use this tool to narrow in on your specific customers.

Though keywords are not the most important component here as it is in other types of Internet marketing methods, you can still tailor your ads to specific groups.

For example, Facebook's advertising tool allows you to target specific users across the country and even around the world. For example, you may want to target people within a 50-mile radius of your physical location. You can do that using the tool. This means you can make ads

specific to those who are in the area and can respond. You also do not have to pay for a global audience when you really just need one in your surrounding area.

A good way to look at Facebook in terms of localized traffic is that it works like a red light at the corner of your business's street corner. It stops people long enough to let them consider what you have to offer (at the red light) and encourages them to pull right into your site to learn more.

IT'S A LEVEL PLAYING FIELD

Let's face it. If you are an Internet marketer today and you have the desire to create a place for yourself online, it is going to take time. You've got competition everywhere you look:

- You are competing for ranking in Google and other search engines with hundreds of other sites.
- You are competing in this way even if you have a very specific product or service.
- Paying for keywords is difficult even on a very specific scale because there just is so much competition.
- You are competing with big companies that have millions of dollars to invest in their advertising campaigns. That's not easy to compete against in this realm.
- If you are new, you have a huge amount to learn and, just when you think you are getting the traffic you need, Google steps in and changes things again. That makes it hard for you to make any money much less enough to make the changes Google is now forcing you to make.

There is a lot of competition, but when it comes to Facebook, there really does not have to be.

Though you may decide to use the Facebook advertising tool to help you to build your business, that's not necessary at first. Rather, you are using a tool designed to help you from the ground up. Facebook doesn't favor one page over the other. You get the priority you deserve.

In other words, you are not going up against the Wal-Mart's of your industry. You and every other business on Facebook have a level playing ground from which you will get to work. That means there's far less risk for you in getting started and being successful.

LOOK AT THE NUMBERS

If you are still looking for reasons why this should be where you are putting your marketing dollars (or more likely your marketing time,) consider the following statistics released by Investopedia recently about Facebook in terms of how it has grown. Can you really afford not to get your business onto the site?

- Facebook has 552 million active users EACH DAY
- The site has 1 billion active users EACH MONTH
- 81 percent of those who use the site are from outside the United States and Canada (which is fantastic news for those marketing to an international audience)
- 543 million people use Facebook EVERY DAY from their mobile device
- The average user of the site spends more than 11 HOURS each month on the site.
- That equates to one out of every eight minutes spent online being ON FACEBOOK
- 93 percent of adults in the United States are on FACEBOOK
- Facebook is the American adults FAVORITE social site to sign in to
- The top ways to share information on the Internet are through email and Facebook - if you have something to share without a newsletter following, you need Facebook to do it.

And, there's more.

According to the site, more than half of all small businesses use Facebook and say it is beneficial to their business and works as a highly effective marketing tool.

The number of businesses using the site for marketing is increasing. In fact, those using the site for marketing purposes report that it is critical to their business. The number of people reporting this critical factor has risen by 83 percent in just the last two years.

- In business-to-consumer types of businesses, 67 percent of organizations report they have had success in acquiring customers through Facebook.

- In business-to-business companies, 41 percent say they've been able to acquire customers from Facebook.

Taking all of this into consideration, the question remains. Can you really be without Facebook for your needs? No matter the type of business or product that you have to offer, it is best to turn to Facebook as a component of your marketing plan.

3.

FACEBOOK ADS- THEY ARE

WORTHWHILE

In today's social media world, businesses have dozens of ways to advertise. From blogs to using Twitter, you do have options. Many of these options are free. However, some companies benefit from paid advertising.

You may have heard of a little program called Google Adwords. You may be enrolled in similar programs with other organizations. Facebook offers something similar that you may want to consider.

Before going into that detail, though, keep in mind that you never have to spend a penny on Facebook to market your business. You can get all of the benefits you are looking for - from increased customers to bigger sales - without spending anything on this marketing platform.

However, you may want to look a little further and actually consider the options of using paid advertising on the site. This is the only chapter of this book we'll use to recommend this option - everything else is about how to do use Facebook to market your business or product without any actual investment. Nevertheless, this is an important tool to consider.

YOU'VE GOT OPTIONS

There is no doubt that you do have options to choose from when considering where to put your advertising dollars. You may be considering and using Google Adwords or Google Display Network, for example. Other options include mobile advertising and LinkedIn ads. No matter how much you avoid it, though, Facebook Advertising is one of the key components you need to consider if you want to do well in this market.

There's no doubt about it - Google Adwords is still a powerful and growing tool. Yet, if you are going to use Facebook as an advertising tool, you may want to consider the value of using their paid advertising as well.

Let's break down the benefits of each to determine which one may fit your site the best. You may want to use both, of course.

AD SPACE IS DIFFERENT

One of the key concerns many people have is the amount of space they get. Display websites, like that of Facebook, is very different than search network advertising. There is a significant difference in these two advertising methods and you should consider which one works better for your type of business or product.

Keep in mind that social networking advertising is more visually impactful. That is, people can see more and respond to it. Some people have grown so accustomed to simply scrolling down the search engine results page to get to the information they want, they rarely see the search engine details any longer.

CONSIDER THE ENVIRONMENT ITSELF

Which method is right for you? If you are a regular person who is looking for something specific. You go to Google and type in what you are looking for in the search engine. You scroll down the results and find what you are looking for. With Google Adwords, the goal is to advertise to people who already know what they are looking for and, thus, are typing it into the search engines directly. That's easy enough to understand.

On the other hand, Facebook ads offer something different. Rather than showing them to people typing in items into a search box (who already know what they are looking for) this site shows the ads to people who may be interested in it, but have not specifically stated they are.

The details in a user's profile help to determine who will see which ads. Factors like the following contribute to the process:

- Where they live
- Their age range
- Their religious and political views
- Their affiliations on the site

This list can go on and on. In short, based on what they post in their messages and put into their Facebook profile determines the type of ads the average Facebook user is going to see.

You are advertising to an audience that may not know they want what you have to offer, but could be your ideal customer. They just don't know it yet.

THE TARGETING METHOD

Of course, this means that the ads you apply in these networks is going to be different. You likely know that the use of Google Adwords is based primarily on factors such as keywords. Based on what the user puts into the search box, that's what's going to pop up in the search engine results page for their consideration.

The Google Adwords display network ads are slightly different. These allow you to target users in a different way - based on what they are interested in. This data is collected by the company from the user's previous searches in the search engines.

Retargeting

One thing to bring up is retargeting, something that you can use on Google Adwords Remarketing platform. Here, you are able to create customized ads that allow you to bring back customers to your site that have already been there.

For example, a visitor comes to your site. This is cached in their browser. The user browses through other websites similar to your own. You can create an ad targeted right at that user. This allows them to be re-targeted to come back to your site. Sounds like a good idea and it can be if the product and service are right for it.

What about Facebook's options? On Facebook, the ads show up when the customer visits their page and moves through the site. These ads are all focused specifically on the user's profile and other factors are used. There is some limitation, though. Since Facebook ads rely on the information contained in profiles, it may be out of date, not filled in or not accurate in some ways.

Keep in mind, all ads in both of these networks can be pinpointed to a specific geographic location. This means you can bring in your local market to this search and pinpoint the specific location of your customers without flaw.

WHAT ABOUT YOUR GOALS?

Whether or not you use Facebook, Google, something else, or a combination of options, you cannot choose one option over the other until you carefully consider your goals.

You also have to develop a strategy for both long term and short term goals. Every advertising campaign needs to have a goal what it will achieve and how to make it possible to sell a product or service. Here are a few things to consider first.

- Are you promoting a sale or limited-time offer that you wish for your customer base to know about?
- Are you aiming for a long-term goal of building traffic to your site or better sales year-after-year?
- Are you looking to sell something specific - such as a specific product or service - that may or may not be your sole product offering?
- Are you planning to increase your brand awareness and, therefore, are less interested in specific product sale ads?

Once you know this, you can then choose the scope of your advertising venue a bit more clearly. Here's a breakdown of what you may want to consider.

USE GOOGLE ADWORDS FOR...

Google Adwords is ideal when you are trying to sell something specific. If people are going to need what you have to offer and will be typing it into Google to find it, this program works best.

People want specific solutions when they search on Google for this. Your best bet is to put more money into those specific product or oriented customers in this manner.

Adwords is also ideal when you want a specific conversion rate, have a short-term goal in mind or you are looking for a fast way (even though it may be more expensive) to advertise to a direct customer.

USE FACEBOOK FOR...

Facebook is ideal for those long-term goals. It is ideal for situations where you want to build more visibility of your brand, image, product, or service. If you want to build a long-term relationship with your customer base and add to that base through solid brand awareness, Facebook is the best place for you to do just that.

Keep in mind that long-term marketing goals like this do take time. That's acceptable and often expected. Yet, there is no better way to get the loyalty of customers than through using social media sights like this to build brand awareness.

You can use Facebook advertising for short-term goals. Plenty of companies run specials and discounts in this way and it works very well.

However, if you are just targeting those who have a specific need for what you have to offer, it is best to focus on search engine directed ads.

Here are some examples.

- A big retailer like Amazon.com can use Facebook to lure in customers to their site-wide sale or promotional offers, because they are attracting people who may not be looking for something specific, but who will benefit from the promotion by learning about it and taking advantage.
- If you are selling a specific part for a specific car, using Google Adwords is ideal because most of the time, people who will buy this product are going to look specifically for it in Google's search engines.
- If you are selling a service, such as a real estate agent or insurance agent, it is ideal to use Facebook to build your brand awareness and to develop a following so people can learn about you for their long-term and short-term needs.

What's the right way to market your business? Only you can make that decision but ultimately using Facebook advertising for a long-term goal is a good idea.

In most situations, it is necessary to consider your marketing campaign as both a long-term and short-term plan. With that being said, many companies are integrating both methods into their advertising methods. Doing so could mean a bigger return on your investment, as well as better use of both your sales and service oriented immediate conversion needs.

What's right for you? Let's assume that you are ready to start a Facebook page to find out what this platform can do for you.

4.

START SMALL AND MAKE BIG THINGS HAPPEN

Here's the most important thing you need to know about Facebook advertising as a means of helping a product or service business to succeed.

It is going to take time.

You can and should invest in this process, but no matter who tells you otherwise, this is true. To build a successful following on the site of REAL customers and interested users, you need to work on building it over time.

You say you do not have time?

Do you plan to keep your business operational for the next few months, how about the next few years? If the answer is yes, then you have the time to make it work for you. Facebook is not going anywhere.

But, you don't have time right now to put into it?

That's another key benefit of Facebook. You can allow this process to take time without demanding a lot of ongoing investment of your time right now. In other words, you do not have to put a lot of hard time into building your Facebook profile right now. You do have the time if you have just a few minutes each day to make it work.

Yes, minutes. It does not take hours a day to build a Facebook following that can rival the celebrities and big name sports stars out there. In fact, putting more time into it is not necessarily going to help you to make this work faster. Here's the goal:

- In other words, you need to go where your customer are.
- You need to interact with your customers in a meaningful way.
- You can to provide information and resources to your customers so they stick around and click on your links.
- You need to do this consistently.
- You need to interact with your customers consistently as well.

Keeping that in mind, you may be wondering where to start. As a small business owner your goal, is to start by creating a page.

You are likely experienced enough to know how to set up a Facebook account and to respond to all of the initial setup information. You'll need to fill in a profile. Don't worry about keywords here. Rather, make it specific to your organization. Provide details to those real people who will read your profile so they know:

- Who you are
- Where you are
- What you have to offer
- Why you have something best
- How to interact with you
- Why to do so

Think about these things as you get started. Put some effort into doing this well and it will pay off for you.

PAGES, PROFILES AND GROUPS? OH MY!

One of the first steps to avoid getting overwhelmed with, though, is the proper use of Facebook for a small business. It used to be that businesses could not have Facebook profiles. These were meant for individuals and unless you, as an individual, were a business, that made it hard for you to connect your business with these professionals.

FACEBOOK PROFILES

Things have changed. Most businesses will benefit from having a Facebook Page. This differs from a Facebook Profile. Profiles are meant for individuals and those individuals will connect to your page from their profiles. Confused yet? In short, you just need to realize you need a Facebook Page rather than a profile.

FACEBOOK GROUPS

What about Groups? Facebook Groups are another type of entity to themselves. However, you should not out rule using them at some time in

the future. They may work very well for you, in fact. Groups are subsets of profile users. For example, individuals who belong in the same industry may join groups to help support each other.

Let's say you are a real estate agent, for example. You may find a Facebook group that is all about real estate marketing, licensure, etc. in your state. This is a networking opportunity. You can join groups as a way to network, but this is not a place to advertise your business.

However, you can join groups to connect with others that may be in your industry, or who may want to know about your business. For example, if you are selling a product for work at home moms, and you are a mom, joining such Facebook groups where work at home moms come together can help you to open the door to new followers of your site. If you are using the groups like this, though, you need to do so slyly. There's no selling or advertising in such opportunities because doing so could get you booted from the group.

In short, if you join groups, be active in them. Avoid putting too much time and effort into the wrong groups. These can weigh on your time investment and may not pay off in all industries.

FACEBOOK PAGES

Your goal should be to create a Facebook page for your business. As mentioned, creating it is easy enough to do with the on-site tools and methods available. If you want something that's fantastic or truly impressive to visitors, it may be a good idea to contact your favorite web designer to ask him or her to do the Facebook page for your business as well. At first, this may not be worthwhile, but in the long-term, it will benefit your business.

What do pages allow you to do? They allow you to collect "fans" of your business or product. When people "LIKE" your business page, they will then get posts on it in their News Feed about what your business is up to.

- You post something on your Facebook Page wall.
- Those who have "liked" your Facebook Page get to see that without you doing anything or the individual doing anything - it appears right on their way.
- They can interact with you by posting comments or concerns about what you've posted right on the comments.
- They can choose to share what you've posted with others on their wall. If they do this, all of their friends will get to see what you posted as well. (HINT- That's Important!)

According to some reports, Facebook now has more than 1.4 million Facebook Pages set up. These pages collect more than 10 million fans each and every day! Your business can sink its teeth into those hardcore numbers.

DO YOU STILL NEED A WEBSITE?

Even as you just get started in this process, it is important to realize that you do still need a website. While a Facebook page is a good place to build recognition and gain brand awareness, there is no doubt that you need to maintain a website so that people can get further information, make a purchase, sign up for your newsletter or take the other action you want that person to take.

You can and should link your Facebook page to your website and your website to your Facebook page. In either case, the visitor will want to get to know more about your business and will click through to your website or Like you on Facebook if you allow them to do so.

GETTING THE FOUNDATION SET - QUESTIONS TO ASK FIRST

Now that you know how to set up a Facebook Page for your business, you need to start thinking about what you will do with this account. That's a loaded question. You can use your account for a variety of reasons, but what you need to do first is to decide what your goals are. That way, going forward, you can make the right decisions about your business Facebook Page.

Ask these questions:

- What is the basic goal or objective you would like to achieve with the use of a Facebook Page?
- Are you aiming to drive people into your physical location or to drive them to a website?
- Do you want to use this tool as a sole means of building brand awareness?
- How does this fit into your overall marketing campaign and advertising plans?
- Are you doing this to grow a list or otherwise to establish yourself as a guru in your industry?

Asking these questions can help you to better use your time once you do log into Facebook to begin using it to market your business. Here's why that's so important.

It is very easy for individuals to be carried away with what's happening on the site and to lose track of their focus. It is easy to waste time and money on Facebook by losing track of your focus. That's something you need to avoid from the start.

As a business, you do not have time to waste. You should create a business marketing plan for this social media site and then stick with it. Once you know what your objectives are, you can begin tailoring every single post you make to those goals.

MAKING IT REAL

There's one more essential element of being successful with Facebook Pages for businesses. You have to make it personal and real. In other words, you need to devote as much to this page, as you would your storefront.

Here are some ideas to help you with the planning and execution of your page to make it realistic.

- Use photos to bring color and activity to the page. Though you could create a graphic design, you'll get a better response on Facebook from photos that show you, a real person, or something else that's tangible to your business, such as a storefront view of your physical location.
- Do create a positive atmosphere. Every element of your page should be upbeat rather than a drag. Rather than trying to convince people you are not like the other guy who does everything under the sun wrong, just be the good guy with plenty of positive things to say and to offer.
- If you do not want to invest a lot of money in a custom designed Facebook page, especially if you are just starting out, don't. The benefits here may not be significant enough to immediately make a difference.

Every element of this page should be related to your campaign goals. In other words, keep your messages even. Be sure that every component comes back to what your business's goals are. That way, people know exactly what they get when they work with you.

5.

HOW TO AVOID THE BIGGEST

MISTAKE YOU'LL MAKE ON

FACEBOOK

If you are an Internet marketer or you've taken even a few courses on how to market a business online, you know all about the landing page. This page is like any type of infomercial you'll see on television. It has one goal - sell the product to the person reading the document so that you profit from it.

The landing page is the perfect example of the biggest mistake you can make when you are operating a Facebook page.

If you set out with a goal to sell a product or service and you think that using a sales-like marketing message on Facebook, you are going to fail and you will likely fail big time. Here's the thing to remember. People come to the site not to buy something but to socialize. They come to you to learn more about you, not necessarily to buy.

Rather than making this mistake, you need to focus your plan on building a Facebook page that is designed to intrigue people enough that they want to then click to your website and buy from you. This is not the medium for your best used car salesman voice. This is your opportunity to build a relationship.

WHO'S GOING TO FRIEND YOU?

How are you going to get likes on Facebook? After all, you need these "likes" so that more people will see your messages and posts you create on your page. Your goal is to increase the number of people who "like" your page so that you can attract an even bigger following.

So, who is going to like you? What is going to make people click that Like button on the page so that they can follow anything you have to say in the future? It's not so easy to tell you that there's a magic statement you can make or a simple process to getting this type of approval. Rather, you will need to determine what people really want from you and then give that to them.

Consider the following examples of why someone would like a page. Your goal is to find out why they would like your page.

- They hope to learn something value from you. For example, they may follow your page if you are a medical provider if you have something interesting and valuable to learn. No gimmicks are going to work here, but true advice and guidance may.
- They think that later on, you may offer a discount or a sale for your site or product. If they want your product but they do not want to pay full price for it, they may like your page to find out when you are going to run something special.
- They want to get something for free. As you will see later in this book, many people love to connect with companies on Facebook because they think they will get something for nothing by doing so. Sometimes, this is true especially when you are running a tantalizing contest they cannot resist.
- Their friends tell them to like your page. If you trigger good responses from your posts from those already following you, chances are good that they will share that post with others. This ends up allowing you to communicate with a larger audience.
- They know you, know your product or know your service and they want to keep an eye on your industry or service. In other words, they want to stay in the know about a company or product they are interested in.

Why do people want to like you? To answer this question, you need to consider what you really have to offer those people who you want to target and like your page.

WHAT NOT TO DO

There are plenty of things to "do" to make your Facebook page come to life. However, there are plenty of risks involved in this process, too. As you take into consideration the vast number of ways to promote your page and your product, you also have to take into consideration those "don'ts." That's why we bring them to the forefront now.

Your biggest do not is the most important one - Do not try to sell your company using sales language on your Facebook page. No one will care. Here are some examples of what not to do.

- Do not say, "Click here to learn about our latest sale." Rather, say, "We're busy getting ready for our biggest sale of the season. What do you hope to see us offer?"

- Do not say, "If you sign up today, you'll get a free...." Rather, you may want to say, "We keep our newsletter customers prepared with the latest information and discounts. When you sign up for a newsletter, do you expect something free?"
- Do not say, "Here's a link to where you can buy...." Rather, say, "We've been selling on Amazon.com for years and have a stellar history on the site."

In other words, you want to make your posts engaging. You want people to be able to interact with you from them. Don't just tell them what to do with a "buy this" attitude. Rather, focus on the "what is my reader's opinion, thought or desire in on this topic?"

HOW WILL YOU USE FACEBOOK?

Now that you know what you cannot do to get people to interact with you on this page, it is time to consider what you should do. Rather than a "buy now" message, it pays to put a bit more time into the process and focus on these areas.

INTERACT WITH YOUR CUSTOMERS.

Many will use your Facebook page to ask questions. "Where are you located?" "Do you have this or that?" It is a good idea to answer those questions. If the topic is complex, ask them to give you a call.

USE NEWS TO YOUR ADVANTAGE

Use news media to help stir the pot and to get people talking. If there is something happening in your industry and your organization wants the opinion of customers, ask. For example, if you are an all-organic producer of baby food, you may want to open the discussion about GMO foods. Be sure to state your opinion as it fits your company.

MANAGING THE CRITICS

What about critics? There will be people on your page that want to pick a fight with you. Here's the good news. You can get rid of their messages. Here's the even better news, it is best to work with them instead. Prove them wrong. Make a statement so that others who like your page understand your point of view or your company policy more fully.

GATHER FEEDBACK

Use your Facebook page to help gather feedback. You can always get people talking about the topics you want them to. For example, you could make a post such as this. "We've launched our new line of services. We are excited about these opportunities. We want to hear what you think."

The key to gathering feedback is to get people talking about something that's new, different, not working, or controversial. No one wants to "give away" a free click to your site just because. Rather, they want to know why they should do so. "We are looking to improve our checkout process to streamline it after some customers pinpointed a few problems. Check out our new updates. What do you think? Did we fix the problem?"

EDUCATE THE READER

Another important way to use your Facebook page is to simply educate the reader. Talk to the reader about what you have to offer and why you offer it. The key here is the "why." You want to use this page to tell people about things that are important to your company. Here are some examples of posts that can educate others.

- "Because we are passionate about delivering the best quality to our customers, we go to extremes when it comes to shipping. Here's why we charge for shipping and handling so you get the quality you deserve."
- "During a meeting today, we were discussing the founding of our company. Our philosophy is simple. We set out to establish an organization that really puts the customer first because we were so tired of being disappointed when we purchased this product ourselves."
- "To help you to better understand this disease, we've put together this informative slideshow. There's no charge. Just take the time to read through it to find out if you have this condition."

The goal is to give them something they want and need about your company, your industry, your product, or your service. Educate them in a way that will get them talking. Most importantly, don't say something they already know.

It is also a good idea to use this site to educate about both your business and the industry. However, remember that what you say here needs to fit with your company's goals, not to mention your business objectives!

PUT SOME TIME INTO IT

Though it would be easy to fire off ten posts on Facebook in a short amount of time in the hopes of landing some great new "likes," you'll get more attention if you offer something people can't find elsewhere. Deliver something unique.

This means creating posts as well as blog posts that you later link to in your Facebook page that are thought provoking, interesting and down-right strange. The more unique you make it the better off the post will be in the eyes of the reader.

Here are some tips:

- Use photos that are well done and brightly colored.
- Be sure to use words that get people's attention rather than a boring statement.
- Don't be a downer all the time. People are attracted to others who are positive and friendly, not boring and complaining all of the time.
- Imbed a few videos into your page. Remember, this does not have to be just about your business. You can find a fun video on Youtube and share it on your page.
- Be a person rather than a company. This means using "I" pronouns. If you are a large company, say "we" more often. The key here is to encourage people to interact with you. They want someone to talk to, not just a company no-name.
- You can be humorous and charismatic. Think about the guy at the party that gets all of the laughs but is still respected at work the next day. That's who you want to be.

Making your Facebook page come to life means leaving out the sales language and using more of a focused plan of action to get people to talk to you, interact with you and, perhaps most importantly, to go to your page and to buy from you.

Save your sales language for your landing page instead. It will work better than there on your Facebook page.

6.

GETTING THE SHOCK FACTOR

AND WHY YOU WANT IT

As previously mentioned, anyone of any type of business can make a place for themselves on Facebook. That's still true. The fact is, though, there are 1 billion people using the site each month. How many of those businesses are saying the same thing? That gets dull.

What you need when you are using Facebook to market your business product or service is a wow factor. Let's say you sold newspapers in the local area. Your newspaper did okay but with three others in the local market, it was hard for you to get a large amount of the market share. Instead of saying the same thing as the other guy, you strike out to be unique.

Your newspaper features in-depth reports that affect real people. You break the stories sooner. You deliver more controversial subjects that get people saying, "Did you read that?" Because people are interested in what you have to say and they cannot find that information anywhere else, they buy your paper instead of the next guy. You've created enough interest, then, to spark their attention long-term. Instead of just buying one paper, they subscribe and they are yours for the long-haul. With Facebook, your goal is the same.

BEING REAL BUT BEING REALLY REAL

The difference here is that you do not want to be a tabloid that spreads false rumors or gets the negative attention. Rather, when it comes to building a business through Facebook marketing, you need to do something different. For example, you need to give them what someone else is not. Be real about what you are selling and saying but also be authentic in creating something that's new.

SHOCK WITH GUERILLA MARKETING TACTICS

Have you heard of guerilla marketing methods? Employ that concept online. This type of marketing is all about doing something that no one expects. It is not predictable but it creates a lot of noise. This helps sell

through interaction. This is not your standard television commercial but something that gets people thinking.

Guerilla style marketing gives them something unexpected. This is an essential component to Facebook marketing. Here are some examples of off-line marketing techniques that have worked.

To educate an audience about a new product, some companies have held events outside of big stores in high traffic areas. They use iPads (some did this right when the iPad was originally released.) The iPads contained educational infomercials and great graphics. While people could not put down the iPad, they were also getting a bit of sales through the commercial playing for the company.

Another example is the use of stencil drawings on the sidewalk. With arrows pointing the way to the sale, the attention of the potential customer was immediately held. They were easily able to walk right to the store they always missed.

MAKING IT YOUR OWN ON FACEBOOK

How could you translate something like this into an online event that you could use to market your Facebook page with? You'll need to be creative to develop something that's going to get the click. Here are some ideas.

- Shock them with a statistic. It seems simple enough but if you have a fact-based statistic that relates to your general audience, you are going to get attention if that item is indeed shocking.
- Post a provocative and thought provoking picture. Does it have to be over the top sexy? No, don't go that route. Rather, post something that people need to click on to enlarge. Make it unique or strange.
- Post a video of your company's top executives doing the latest dance craze. Does this make your employees seem real? There's no better way to get people to share something than to use the embarrassment factor as part of it.

These types of techniques get people to stop. They read what you have to say and they think, "What in the world is this?" They click on it, they read more. Then, they share it. That's exactly what you want them to do. Use spice, strangeness and plenty of shock in your posts to get attention.

Challenge yourself to come up with a post that's interesting and even over the top at least once a week. Though you should be posting something to Facebook at least one time a day (though we recommend far more than that if you want to gain a lot of attention), you do not have to shock with every post.

MAKING A NAME FOR YOUR BUSINESS

What is your business?

Who knows about it?

What do you want them to know about it?

Carefully consider that last question. What is it that you want other people to know about your business? When you can really answer that question, you will be well on your way to making a name for yourself.

The fact is, on Facebook, you do not want to blend in with every other diet-education-ebook seller or every other real estate agent. You need to be known for yourself in some way.

What can you do to make a name for your business and, more personally, for yourself? You actually can do a great deal in this regard.

WHAT'S YOUR NAME?

To make a name for yourself on Facebook, you need to decide who you are going to be.

- Do you want to be the Kim Kardashian of Facebook? If so, then all you have to do is be prolific in your posts. You will be known for your Facebook posts.
- Do you want to be the Paris Hilton of Facebook? If that's the case, you may be doing nothing more than publishing trashy information and non-fact based information.
- Do you want to be the Oprah of Facebook? If so, then you want to be the person who is compassionate and thought provoking in your industry.
- Do you want to be the Dr. Oz of Facebook? In that case, you will want to be the expert in your field, the one with the latest and greatest information.

Who do you want to be? That's the type of information you should create on your Facebook page to get attention. In other words, think about what you want this page to say about you and about your company and then be sure every page is going to offer something interesting in that way.

MAKING A LOCAL STATEMENT THAT MEANS SOMETHING

Another way to make a point about who you are and what you have to offer in order to get people to like your page is simply to be the good person or business that does something in the local community to make a difference.

Ask yourself what your business contributes to the community. You do not have to dish out free products every week or donate thousands of dollars of resources to charities. However, you should have something positive to say about your business in that light if the business is a local one. For example, if you are a real estate agent, insurance agency, a retailer, a doctor's office, or a dentist's office, you have a local office. You have a community. What are you doing within that community to make a difference?

Here are some great examples that will have people loving (Not just liking!) your business on Facebook.

- You sponsor a little league team. Talk about their successes. Post photos -parents will love following your page to check out the photos. If those parents are your customers, this is a win-win situation.
- Donate a product or service to a local event or charity. For example, for a small donation, you may be able to help a local charity to advertise a Make a Wish event. You don't have to pay for it all - just pay for the promotion.
- Do a matching contest. If you get X amount of "likes" by this date, you will donate \$1 for each to a local animal shelter or other non-partisan event. Encourage people to share information about your organization to increase the number of likes you do get.
- Did something in the local community affect your business? Are you passionate about a specific tax or law that is being passed? You can and should talk about it. However, do be careful not to alienate the opposition at the same time.
- Are you a member of a church, charity or other type of organization in your local area? Perhaps you sponsor the food bank or you plan to do something for the holidays through a local church. Be sure to use this as a way to gain Facebook attention for your business.

At the end of the day, you want to do good because it is the right thing to do, not just because it is going to get you likes on your Facebook page. However, using this as a vehicle to getting attention does make sense and

it can be one of the best ways you market your business on Facebook because you are giving back in such a profound manner. Who doesn't like that?

ZONE IN ON CUSTOMER SERVICE

A final point to make about marketing your product or service on Facebook is that you need to make it customer service oriented. In other words, you want people to want to talk to you, interact with you and get to know your organization. To do this, keep the following in mind.

- There's no place for any of the Internet marketing tips and guidelines you've followed all of these years with marketing your website.
- You do need to interact with those who post comments on your page - don't just let those comments sit!
- You also need to use this as a great resource for information about your company, product or service. Provide information about your organization on your page without really having to be asked for it to encourage people to interact.
- Say thank you. Be cordial and friendly.
- Use humour but keep things friendly for all audiences.

What would you do if a customer with the buying power of a million people walked into your storefront today? Would you be right there to help this person with a purchase? Would you spend time getting to know them? Would you ask them about their day and greet them? Would you spend a small amount of your time each day interacting with them and answering their questions?

Of course, you would! That's what your Facebook page is going to offer to you. The only thing you need to do is to avoid selling to the customer and instead, become a customer-oriented business that's there to serve the needs of your very finest customer.

7. MAKING FACEBOOK A COHESIVE PART OF YOUR MARKETING PLAN

You've spent a lot of time learning how to build a Facebook page and learning what to post on it. However, there are some risks involved in this process that you need to know about.

Did you know, for example, that as a component of your business that this page could hold you liable? If you say something, you cannot promise or you promise something you cannot do, then you could be in violation of various laws.

Are you worried now?

You really do not have to be. Rather, you just need to focus your advertising and marketing plan to focus on your goals as a company. Even though you may market on television, in the newspaper and you still even pay to have your name entered into the yellow pages, you need to keep all of these forms of advertising equal. In other words, be sure that they all deliver the same message so there is no risk that you will over promise, underwhelm or confuse your customer. There are several key ways to do just that.

YOUR BLOG AND WEBSITE

Facebook should encourage your readers to move over to your blog or website. For example, if you want to provide information to your readers about an industry-wide study, leave a teaser message as your Facebook post. Then, link to the blog article that tells the whole story. This allows the reader to get to your site, which is ultimately your goal.

However, if the reader arrives and finds that what you said on Facebook was misleading or was not what you have to say on your blog or website, you will quickly lose them. In other words, be sure every detail is the same. This includes:

- The type of formality of your site, blog and Facebook page

- The people who work for your company and interact with your Facebook page
- The marketing message of your organization - are you keeping your message equal throughout?
- The type of organization you are - information-based or product-based

Keep everything equal. If your blog is lighthearted with humor, be sure that your blog posts relate to your Facebook page in the same way. If you are a formal site and want to uphold that formal image, such as that of a lawyer, be sure your posts on Facebook offer the same type of image. Give people what they can expect.

LOCAL ADVERTISING SHOULDN'T CLASH

The way you market your business online and offline should be the same. A good example of this happens in service providers. On the web, they want to attract more people to their website to download a book or to buy a product directly. They use all types of gimmicks to make that happen. You may, for example, offer those who sign up for a service a 20 percent discount this month by doing so through Facebook.

Now, let's say that a customer walks in your door at your physical location and wants to buy the same thing. Are you honoring that 20 percent discount? You should be because if you are not, and that customer goes home to check you out online, he or she is going to have a lot of negative to spread about you.

Keep local advertising in line with your online efforts. The two can play off each other.

- Facebook brings in your online customers to your store.
- Your local customers can be welcomed to your Facebook page through a message on their receipt.

In both cases, you are getting more attention for your product and service and you are building a strong relationship for the long term with this provider. That can make a big difference in the long term for your organization.

Whatever you do locally, do online. Whatever you do online, do locally to keep this balance.

THIS IS BRANDING 101

One of the biggest reasons to use Facebook as a marketing tool for your product or service is simply to build brand awareness. Perhaps your local business needs people to get to know your name and to become familiar with your organization. Let's say you want people who need a plumber to immediately think of your organization when they need help.

To build brand awareness like this, you need to keep your brand message even throughout all of your marketing. The question is, how can you build brand awareness using Facebook? Use the same awareness building tools as you would offline online. Here are some ideas to put in place right now.

- Tell people what they can expect from your business - be specific about what you offer.
- Use pictures of your company logo, website and even your storefront to build awareness of who you are. Pictures speak louder than words.
- Give them a taste of what's behind the scenes. Are you a restaurant? Show off your grill area so that people can relate a clean, organized atmosphere with your organization.
- Educate the masses about your product or service in a formal and even professional manner. Create a guidebook, for example, on your topic. Give away informational packets (both online and offline) about a condition you are concerned about your patients or customers knowing about. Be the expert.
- Share news and information about your business. A fantastic way to show people you are a growing and thriving business they need to pay attention to is this.
- Post photos of your previous work or events. For example, if you just completed a home as a builder or general contract, put up some photos of the job well done.
- Use photos, videos and even a press release-style document to showcase your business's charity events and outcomes.
- Introduce your followers to the employees on Facebook (with their permission, of course.) Put a name to the faces of those who post messages.
- Is there a hot topic that's of interest to your business or industry? Ask for feedback and information from your audience through a poll or survey.

- Use visuals to display your points. Want to show people how to people are using your product? Create a few graphs and implement them into your Facebook posts.
- Give your followers insider information - no, you are not breaking the law here. If there's a new product launching, be sure your Facebook followers know about it first!

As you can see, there are many ways to create brand awareness through Facebook posts. The goal here has to be to create informative posts that relate to your business and that get people talking. However, they need to be level. In other words, you don't want to talk about the latest celebrity gossip and then in the next post be offering insurance buying advice. No one will take you seriously.

MAKE IT PEOPLE-ORIENTED FROM THE INSIDE OUT

Another great way to build your business's brand and to make the process mesh well with any offline work you are doing is to get your employees involved. Your Facebook page does not have to be something your employees are not a part of. In fact, it is better to get them involved in the process! They will love sharing with you and getting to know all you have to offer.

In some situations, it is ideal for the business to put a name directly to the person who is posting on Facebook on behalf of the company. In other cases, it is best to leave it to just a few of you. However, it can be fantastic to get people to interact with your website and blog by just giving them the opportunity to get to know someone behind the scenes. One way to do this is to ensure that your blog writer is the same person posting your Facebook messages. Here's why:

- He or she is often "in the know" about what's going on in your business. That means this person knows what to talk about.
- This person is already researching and developing great post ideas. They should also be working on posts that will get people talking about the business.
- This person is the one posting the blog posts. It is an easy way to generate great topics for your Facebook page. Just post a link to the latest blog update. It is that easy.
- Most bloggers are also going to engage the audience. While they may not be the right person to actual answer customer service

questions, they can still interact with your Facebook commenters and give them information.

In other words, your blogger is the go-to person for your social marketing methods. Be sure he (and if this is you, you) are always working on creating an equal marketing plan for both the blog and the Facebook page.

KEEP IT FRESH

Previously we mentioned the importance of posting often. How often is enough to get attention? That's a hard question to answer only because this relates to how much time you plan to put into the process.

- Posting at least daily is ideal.
- Post when your ideal customer is on Facebook checking things out - lunch breaks, as they are making dinner, after school, etc. You may want to research when this works for you.
- Post industry-breaking news as it is happening. Getting that first breaking news story out can make a big impact on your followers if no one knew the information before hand.
- Keep the information fresh and up to date. Don't dwell on statistics or events from a month ago (or even a week ago!) Make sure that everything you post is going to be specific to the customer's needs who are reading this right now.
- Update information as you go and ask it changes. You do not want people who just find your page not to have the information they need about the latest and greatest.

Perhaps most importantly, when marketing on Facebook using your business's products and services are your marketing tool, always be honest. No one likes a business owner that exaggerates the truth or is untrustworthy. You want to keep things open and honest to build your brand and to get people talking. Just make sure you do this in a positive manner rather than a negative one.

8.

HANDLING THE BAD - THE **CRITICS AND THE** **COMPLAINERS DON'T LET** **THEM HOLD YOU BACK!**

No matter if you are a restaurant or a big financial corporation, chances are good you've dealt with situations where customers are not happy. It happens for the worst of reasons and the best. For example, you may feel that you simply dropped the ball. You messed up the order or delivered a bad product. In other cases, you delivered your best, but it was not what the customer wanted.

Though the rule may be that the customer is always right, you cannot expect your company to meet every person's needs every time. In other words, there are always going to be people you cannot make happy. The question is what in the world do you do about them when they visit your Facebook page and leave you with anything but good comments? How can you handle critical comments.

YOU ARE BUILDING A BRAND

Here's the thing. You are in the process of building your brand. With the use of a Facebook page, you are going to work on building more brand awareness than ever. However, there are two important truths to keep in mind about this process.

1. There are always going to be people talking about you. Sometimes it will be good and sometimes it will be bad. The good news is that they are talking about you.
2. Every business of every type makes mistakes or lets down customers some of the time. The difference between the good and the bad is that the good businesses remedy the problem and they do it right away.

Keeping those things in mind, realize there are steps you can take to handle criticism in a positive way. In fact, you may find that this type of attention can actually help you to win over customers (even if it is not that one) who visit your page and want to work with your business.

ALWAYS RESPOND TO IT

Good or bad, you should never ignore or just remove negative feedback from your Facebook page. Here's the thing. If you just pull them down, someone is going to notice and come back asking why you just remove such ads. In the few minutes these negative comments are up, potentially hundreds of people will see it. They will also see that you pulled it down. That's not good PR.

If you ignore the problem, you look as though you are simply not valuing it. You are ignoring it in the hopes it will just go away. You are just not dealing with it. That's not something that customers want to see from someone they are supposed to trust.

TALK PRIVATELY

If someone visits your page and interacts with you through it, try to engage that individual in a private manner. You may want to leave a note on the comment on your page that you've sent them a message in the hopes of fixing the underlying concern. That way others know you are dealing with it.

At the same time, you should deliver a very heartfelt message to the upset visitor. For example, just saying that you are sorry and saying thank you for the feedback will make the day of the individual. More so, the problem they had becomes a non-issue. You were a real person who engaged this person and you fixed the problem. That's going to win them back over to spread good things about your company.

THE MOVE TO BURY THEM

Another step you can take is simply to bury the comment in a lot of talk. On the comment made by the person, leave a note requesting more information and requesting that the individual contact you. Then, start posting. Post a number of good posts that get people's attention and take them away from the negative talk. On your Facebook page, this information will be pushed down the page as new information moves up. That makes it very easy for you to bury such comments.

PUT A POLICY IN PLACE

Since this is your Facebook page, you do have the right and the ability to lay down some rules to those who will comment on it. You can leave a note on your page about your posting policy. In fact, you should do this if you plan to delete any type of content from the page.

If you do plan to delete information, this policy protects you from any type of negative action others may decide to take. However, there are going to be times when you will need to pull down information. For example, someone may make a derogatory comment about another person. Someone may make a prejudice statement. They may make a racist remark.

In these situations, you want the ability to remove the information. You should police your page for such comments and remove them. The last thing you need is negative PR from such an incident.

Be honest with your Facebook community about removing information. If you do have to remove something, you may want to leave a note in the comments that such information isn't tolerated. Of course, you should also list what types of comments you plan to remove.

ENGAGING THE PROBLEM

One of the things you can do when you are facing a negative comment about your business or product is to engage the person who made the statement. Perhaps they are completely out of line and they are really pushing hard to get a reaction. Here are a few things to keep in mind in these situations.

- Know the troll and avoid the troll. A troll is someone who is just there to make people mad. They get thrills from doing so. If this person doesn't have a leg to stand out, don't waste your time trying to defend against it.
- If the points are valid, decide what you need to do to fix the problem. Then, make that decision public. Showcase the reasoning behind your decision, too. For example, if someone complains that the shipping is too expensive, explain why that is. If someone complains about the product being ineffective, find out what they did wrong and tell them about it.
- Make it a teaching moment for all of your followers. For example, if an individual is having problems with using your service because they don't have the basic, foundational experience they need, you may want to write a blog post on this. Explain that you are giving away a short guide to getting started with your product to improve this problem. Be sure to use the negative comments you get to foster improvement in what you are offering.

WHAT NOT TO DO

You've got a few negative comments you need to deal with. What's the worst that can happen? Look at these problems you may run into if you are not careful.

- You ignore the problem. More will show up. People will post a second or a third time demanding information and ads. They may even make their own posts about your business in a negative light. That's not good.
- Don't get angry and show it in your comments. You've worked hard to build your business and the last thing you want to do is to tear it all down because someone is being stupid or ridiculous in their post on your wall.
- You keep coming back to the same problem every time to deal with and you deal with it in the same way. Is there a lack of information? Is there a problem related to the product? If numerous people are complaining, you need to deal with the underlying cause of the frustration.
- You push it off for someone else to deal with. Guess what? They are not as passionate about your customer as you are. They may not respond or may not deal with it fast enough.
- You keep fighting the same person. Sometimes, the same person will have a problem with you over and over again. Don't engage these individuals and, if you have a policy in place, remove them instead.

The bottom line here is to keep your cool and to handle such problems with a clear mind. If you need to, walk away for a few minutes. Get your thoughts together and then make a statement or fix the problem in the right manner to benefit your company in the long term.

MAKE IT A TIME TO SHINE

Finally, no matter how frustrated, angry, and boiling mad you may be at a comment left on your Facebook page, realize it is a good thing. It gives you an opportunity to educate your followers and to help others to see what you truly have to offer.

Allow this to be the time when you showcase your customer experience. Let's take a look at an example. Which would you prefer if you were a customer.

1. A customer leaves a nasty note that the product didn't work for them and it was a waste of money. You could say, "well if you used it like the direction said, it would work well..." you are going to get negative feedback from this individual as well as others.
2. If the customer leaves that statement and you say, "I'm sorry you are having a problem, but our product is guaranteed to work. How are you using it? Let me help you make this better." You are going to see a significant improvement in their attitude and others reading your page.

Put yourself in this person's shoes. What do they need from you? How will they benefit if you share information with them?

Determining the right way to respond to negative feedback or nasty comments is not always easy. Sometimes, people are just out to get you. This is what social media allows and there's no way you will stop it. However, what you can do is to improve the outcome through careful steps and good customer service.

Do not let negative comments flood your page without you taking action to improve the situation. At the same time, don't let the negative hold you back from engaging the customers who really and truly want to be there and want to benefit from being there.

The good news is that most solid companies offering great products and a good level of customer service are unlikely to have such problems on a regular basis. This isn't something that will flood your day and make managing Facebook a challenge.

9.

ZEROING IN ON YOUR

CUSTOMER

Are you the type of person that likes to please everyone? Of course you are! Most business owners see everyday people as being opportunities to please someone with what you have to offer.

On Facebook, if we have not been clear as of yet, there are millions of potential people you will meet. You do not want to bother with everyone. Rather, you want to focus in on the people who are going to really be worth something to you.

You need the potential customer.

You don't need just 10,000 likes. You need 10,000 people who may be a customer to you one day.

That person in Brazil that likes your post, he's not likely to buy insurance from you anytime soon. That like isn't going to mean a lot to you. On the other hand, a person who is in their mid-30's, with a family and career may be your ideal person to target. There's little benefit in targeting people who are not your potential customer.

When you are marketing your Facebook page, you want to be sure that everything you post is going right towards gaining a new potential customer. Your goal is to market your product or service using Facebook in such a manner as to increase sales. To make sure that happens, tailor what you post to the potential customer only.

USING THE AD TOOL

One way of zeroing in on your target potential customer is to use Facebook Advertising. The company offers this paid ad service. In this case, it can work very well because you can pick and choose, quite literally, who will see your ad. That way, you can zero in on the specific type of person that's right for your product.

By using this tool, you can focus your marketing more precisely. That way, you get the results you want from any work that you do put into marketing your business in this way.

As you are creating your ad using this tool, you will have the option of selecting who you would like to target. Be specific and be clear. The fact is, this can make or break any type of investing that you do. Facebook allows users to input a great deal of data into their profile. When you are creating this type of ad, you can utilize these profile elements to target the ideal person. For example, these are some of the most commonly used tools in the profile:

- Hometown (great for localized searches)
- Employer
- Education level
- Religion
- Political views
- Sex
- Gender
- Age
- Marital status (including engaged)
- Interests
- Favorite books, movies, etc.

Look at your own profile, for example. Don't look at your business profile but rather that of your individual use (you do have one, right?) This can give you a clear idea of what people can input into these fields. You can then use this information for your benefit.

WHAT'S YOUR TARGET?

Early in this book, we discussed that one of the benefits of using Facebook for advertising and marketing was that you could target your ideal customer. Now's your chance to do that. Of course, the first step is to know how you can use the demographic tools available to target your ideal customer.

Here are some questions to ask:

- What is the age of your average customer?
- What does your customer believe?

- What trends does your average customer follow (20 something's, for example, may be prime movie-goers)
- What elements of the profile relate to your business?
- What elements of the profile can help you to exclude some individuals in your target audience?

The key here is to make a valuable, individual decision about what your business's customer is going to be so you can target them.

Here's an example.

A wedding planner may spend his marketing dollars on trade shows, bridal events, and plenty of local advertising. However, if he uses that money instead on marketing on Facebook, he gets better results. How is this the case?

He can use the profile of users in the local area to minimize the number of people who the ad goes to. He wants:

- People who list themselves as "engaged"
- Those in their 20's and 30's because that's his specialty
- Those in a specific geographical area

By doing this, this wedding planner can send out messages to a large group with ease. The Facebook ads only target that individual group, which means they are more targeted and more likely to route to the type of calls he needs.

Instead of paying for advertising that does not work, sent to people who really have no interest in his wedding planning services, this individual is getting highly targeted ads to those who are most likely to need and benefit from the service he offers. That's money well spent.

1. WHAT You can and should modify this as things change for your business. You can tailor your advertising to the specific group you want even as your goals change.
2. Come back to the process again after you've put this into place. If it is not working for you, you need to modify it to get more results or better results. Work the process until you get it right.
3. Consider the options for payment. You can pay per impression or per click. Be sure that no matter which method you use, you are focusing on a budget. Don't overspend.

4. Be specific about when the ad is running too. Busy young adults, for example, are likely on Facebook during the latter part of the day or on the weekends. Weekend wedding planning, for example, is more common than mid-week planning. Schedule according to when your potential customer will be online.
5. You may have to know your customers a bit better than you do. What group is most likely to use your services? You can be stereotypical here if it means getting better returns on your investment.

WHAT ELSE TO KNOW

There are a few other things to keep in mind as you use Facebook advertising in this way.

The more you know about your customer, the better. Perhaps you really do not know a lot about them. You could spend a good deal of money on a market research study to better understand who your customer is. On the other hand, you can simply start considering who will benefit from your product and why.

- Who is buying from you now?
- Who do you think your product or service is tied to?
- Who really isn't investing or interested in what you have to offer?

The fact is, you need to know your customer in order for any type of Facebook marketing to work. If you don't, how will you engage them when they visit your Facebook page?

GATHERING FEEDBACK AND MAKING A DECISION

Another way for you better to tailor the results you get is through the various tools that can analyze the success you are having. A good place to start is with the Facebook ad system. It provides a great deal of feedback for you. Even better, it does so instantly so you always know exactly what results you are getting.

The metrics that are given to you, such as the number of impressions made and the number of click throughs that occurred, can tell you right away what you are doing right and what may not be working properly for you.

With this information in hand, you can create a number of different changes.

- You can change the ad if it is not getting enough clicks based on the content.
- You can change the people you are advertising to.
- Change the pull you are using to get people to your page. What do you have to offer?
- You can come back and make changes every hour or just every day. You can also let it run.
- Try something new to see what works better or increases the signups you get.
- This is not about the number of clicks, but the number of actual results you get, whether they are signups or sales.

This allows you to remain really in control over the advertising you are doing.

NOT JUST ABOUT PAID ADVERTISING

Keep in mind that this is not just about paid advertising. Whatever types of posts you put up on your Facebook page, from your latest product to industry news, should have the same goal. That is to bring in new followers and to get people to your site.

One of the easiest mistakes to make in this process is to assume that what you think is important is what your potential customer thinks is important. If you do make that mistake, you can count on your Facebook page followers simply to move on. Remember, there is a strong element of customer service involved in this process.

10.

MAKING THE CONTEST

DECISION

You've seen them before. The Facebook contest. Have you entered one before? If so, they've worked for you for the intention intended.

Wait, you didn't win anything? Maybe you should go back and check that page again. Perhaps you've forgotten all about the contest. Still, you are likely still a follower on the company's Facebook page, aren't you? That means that the contest did the job it was intended to do.

Now you are on the other side of the coin. Now you are a business owner, without a whole lot to your name in terms of capital to spend on giving away big gifts, but you want to know about the Facebook contest. Does it work? Can it work for you? How are you going to pay for this?

The Facebook contest is one of the main options for marketing a product or service business online. Have you ever been able to resist those opportunities at the mall to drop your name into the box to potentially win that big car? Have you ever been able to avoid that raffle at the local carnival because having a few extra thousand dollars in your pocket would be super great? Probably not.

The same is true online. People can't resist getting something for free. And, that's good news to you.

Even better news is the fact that it doesn't really matter what you are getting for free - you are getting something and that's enough.

As a part of your marketing plan for your business, you may want to invest the time into a Facebook contest every now and then. You'll need to pull this off properly and that means some careful planning on your part. If you do, you'll get the likes you want and the potential customers your business needs.

WHAT MAKES A FACEBOOK CONTEST REALLY WORK?

Before you decide to run a Facebook contest, you need to invest the time into running a good one. In other words, whether or not you get people interested enough to sign up depends solely on - YOU!

There are three main components any contest needs to do to be successful. And, by being successful we mean that the contest needs to net you more followers to your Facebook page and it needs to attract true potential customers.

1. The contest needs to give people a reason to interact. Why are they going to bother with this?
2. The contest needs to provide a good prize - one that will attract and target your customers not just anyone.
3. It needs to have a professional, clean design and it needs to be run formally if you want to attract serious potential customers.

It's also important to know that some contest will not attract a lot of new likes. However, what they can help you with is potential feedback that can help you better to understand what your customer's needs really are. Don't overlook a contest that results in fewer likes and more feedback for you to use.

Keeping this in mind, take some time to consider how you will run your Facebook contest. Your goal is to ensure that the process goes well or you are wasting your time.

WHAT TYPE IS RIGHT FOR YOU?

Yes, there are different types of Facebook contest you could run. Here's a breakdown for you to consider. Keep in mind, you should choose one that actually enables your customers to interact with your site in a positive way. It needs to be a way that your customers and Facebook followers will actual participate in.

- **The Video Contest**

You request your Facebook followers to submit a video of themselves or a specific action, thing or event. Your goal is to get people laughing or interacting with each other. You'll love adding these to your page and your readers will all get to check them out.

- **The Photo Contest**
For those who are more likely to have customers who will submit photos rather than submitting videos, this contest can be ideal. It will, again, give you plenty of actual photos for your site.
- **The Essay Contest**
Perhaps you are focused on a creative element. If you want to use an essay contest, a poetry contest or something otherwise creative, this is a good route to take. It will give you a lot of great content on your Facebook page, but it is more labor intensive for your users. Unless they are super motivated, they may not participate.
- **The Sweepstakes Contest**
Perhaps the easiest to run and the easiest to enter, this contest allows virtually anyone to enter. All they need to do is to provide you with some basic information (which may include a newsletter signup if you want it to) and they'll be ready to go.

Which type are your Facebook followers likely to engage in? It's a good idea to try out a few methods over a period of time to determine which works best for the type of followers you have.

YOU NEED TO KNOW FACEBOOK'S RULES

Facebook does not stop you from running contests. However, the company does set some very specific rules for you. You need to read these (they can change from time to time so you need to read the latest version.)

The good news is that the site provides plenty of do's and don'ts and does make it easy for you to understand them. What should you know? The rules do not allow you to use the "Like" button as a way to enter the contest. In addition, the way in which you notify your winners must be more thorough than just doing so on your Facebook page (you need to do so through email, snail mail, phone calls, etc.)

Read this and be sure you know all of the rules (we haven't even scratched the surface here!) Be sure to state on the contest rules and pretty much everywhere else that Facebook is not sponsoring the event.

HOW WILL YOU RUN IT?

Here's some good news. You do not have to run the process on your own. In fact, you should not do this. Rather, you should use a third-party app to manage the process for you.

Why bother? Why not just make the decision on your own? The problem is, Facebook puts many limitations on the how and when aspect of your contest. Running it without the actual aid of an app developed for this can be difficult to do, not to mention very time intensive.

Be sure to choose an app that fits the following requirements:

- It should be easy for you to run. You shouldn't need a lot of experience with HTML or other formatting to use it!
- You want it to fit the format and style you need. Some apps allow you to customize virtually all aspects of the process, which means better results for your specific goal.
- You need to ensure it has mobile compatibility. This is essential because, as we mentioned previously, that there are millions of people using their mobile device to access Facebook and you do not want to miss those.
- You should also choose one that's priced right. Yes, these apps do cost you something, but you don't have to spend a lot of money to get the results you are after.

The app for any type of Facebook contest should fit your goals. Don't settle for the first thing you find if it does not fit the goals you have.

WHAT ARE YOU GIVING AWAY AGAIN?

Have you thought about what you plan to give away in your contest? If not, you are missing out on the biggest element of this process. There are plenty of options. Consider the following before making the decision about which is right for you.

- Choose something that's universally desired. For example, a lot of business owners running such contests are giving away an iPad or another tablet computer. It isn't too expensive (this could be a write off for you!) but it is still highly valuable to the winner. Who doesn't want one?
- Choose to give away one of the products your business offers. Keep in mind, these people are following your Facebook page already because they like what you have to offer or are otherwise targeted to your site. However, you want to encourage them to share your Facebook page so you get more attention. Be sure what you give away is something they will want.
- You can give away a service, too. It is a good idea to put a price value (that's realistic) on this giveaway option. For example, if you

are a wedding consultant, you may give away an hour consultation session. Be sure to list what the price for that service is so people can see how valuable it is.

Don't overspend on the prize. It is better to choose something that is better suited to your audience than to spend too much on something that will not be returned to you in improved sales.

YOU HAVE TO KEEP IT SIMPLE

When it comes to hosting a Facebook contest, it is critical for you to keep it simplistic. Do not put too much time into setting rules that are too hard to follow. You want to make the process of winning as easy as possible so that people don't simply turn away.

- Make it easy to enter.
- Be sure the qualifications are stated simply and clearly.
- Get the information you need, but not more than you need.
- Make the process of signing up fast. People don't have too much time to invest.

Once you have all of this down, it is time to start promoting your contest. You can and should tell the world about it. Don't just use Facebook to tell the world about it either.

- Communicate on Twitter and other social media sites that you are a part of.
- Be sure to send off an email to your newsletter signups too. They will want to enter.
- Tell people locally to visit your page to sign up - you want them there!
- Tell people to tell others about it. Encourage them to share it.
- Use your blog, website and other networking tools you have to tell everyone about it.

The key is to get as many people to sign up as possible. Every one that does is one person closer to your goal. Encourage them to share as much as possible so that you get more people interested.

By doing this it will encourage people to respond to your Facebook contest. That's the good news - people will respond if you ensure the process is streamlined for them.

11.

KEY TIPS FOR WORKING

YOUR FACEBOOK MARKETING

PLAN

Now that you have a good idea of how vast, Facebook can be for your marketing success, it is time to put it all together into a plan. Then, you will want to work that plan from the start.

Do this before you invest in any type of business on the site. You want to start clean and keep things going. To do this, you do want to invest some time into create a marketing plan for the site.

WHAT YOUR MARKETING PLAN NEEDS TO

INCLUDE

Now is the time to format a plan. This plan will help you to create a Facebook page that's just too good to pass up. It will attract those you want it to - potential customers - and help you to launch your business into the world of Facebook seamlessly.

The following are some of the most important concepts to put into place to make this process work for you. Tailor them to fit your business's needs. If you are unsure how it will relate to your business, come back to this element after you've put the other elements into place. In other words, don't delay getting started. Your business shouldn't have to wait.

KNOW WHY YOU ARE DOING THIS

Write out an action plan. Your goal is to achieve what with Facebook? Be specific and be sure that you have attainable, measurable goals as a part of the action statement. You need to know where you are going before you can actually put any level of attention into managing a Facebook page or building your marketing plan online in this venue.

CREATE A CUSTOMIZED FACEBOOK PAGE

Your business deserves a customized layout that is going to work for you. It should provide a means of communication, a way for you to interact, a way for you to state who you are and what you offer and more. One way to do this is with custom tabs. Extend the standard tabs with tabs like a Welcome tab, tabs about your products or those about the current promotion (or contest) you are running. Tabs are easy for individuals to view.

Be sure to order them properly as well. Most of the time, they show up on the left side of the page. Edit this so that the most important tabs you want your visitors to visit is at the top of this list.

SET A POSTING GOAL AND STICK WITH IT

It is very important for you to have a goal in terms of how frequently you will post to the site. Consistency really is the key here. It is often best to plan to post at least one time a day, but make it count. Make sure that your Facebook page has plenty of history by posting on a regular basis. People are likely to look back days, weeks, and even months to learn as much as they can about you.

DO USE FACEBOOK ADVERTISING

Facebook ads are a good bet for any business that is using Facebook to advertise a product or service. It builds brand recognition and aids in your Facebook page development. Most importantly, you can target them so specifically that you can get exactly the type of response you need. Countless companies are turning to this solution because of this very precise outcome because they know it works well.

There's also little risk. Because you can start and stop or change these ads so easily and immediately, if they do not work for you, you are not locked in for a long-term contract. They are very flexible to use and you control so much of the potential here.

KNOW YOUR GOALS WITH SIGNUPS

What is it that you want from marketing on Facebook? You want people to come to your site and to sign up for something, such as a newsletter, and then make sure you make it worth their time. This is easy to do.

To make it happen, give your potential signups at your website or blog something for free to encourage them to do so. It could be a simple consultation or it could be a free guide, tool or other resource. Make it

valuable to those who are your potential customers. There's no point in having a dozen signups a day who will never buy from you.

GET PEOPLE TALKING

The key is you need to get those who are on your site to interact with you. For that reason, your marketing plan for this page needs to have something to do with what you'll include on the site. What will your posts really offer?

You need to make them:

- Interesting
- Different and stand out
- Something worth sharing - would you share this on your wall?
- Something newsworthy
- Something that's specific to your business or industry that isn't a promotional ad.

It is always a good idea to make these posts something people can talk about. Ask for opinions and feedback. You want people to talk, not just to check the "like" button and move on. This gets them personally involved. They are also more likely to share messages if the message is interesting or meaningful to them personally.

SEND A MESSAGE

One of the features you have on your Facebook page is a tool that allows you to send a message to everyone who has "liked" your page. In doing so, you can send a message about anything you like. However, be warned. People don't want to be flooded with such messages. Therefore, use this feature only when you have some very important or valuable to your customers to offer.

NETWORK!

Though you will find dozens of ways to do this, there are a few ways that you simply must implement as ways to market your Facebook page. Why is this? Because they work!

- Link your email to your Facebook Page (your signature line that anyone can see)

- Include links on your website and your blog to get people who find you through SEO or other methods to get to your Facebook page.
- Ask for the share. In other words, ask those who are following your Facebook page to share it.
- Use other social media to connect with your Facebook page. This includes Twitter and LinkedIn as starters.
- Be sure to link your personal Facebook wall and profile to that of your business. Your family and friends can be the ideal way for you to get your business page started.

Keep working the process. Be sure to keep your Facebook page a key component of any type of networking you do. Even put it on your business cards for added attention.

SHARE CONTENT

Often times, you will find a Facebook page that provides the bare minimum. You'll see nothing but a few posts. "I did this today." "We are running a promotion today." "You really need to check out this offer."

That's not going to do enough for you. Rather, you need to invest in the right type of content for your page. That means making sure you are sharing real information, great pictures and fantastic links. Make it a resource people want to go to when they need information or they want attention.

- Share content from your website on your Facebook page
- Be sure to share blog posts especially if they are over the top and interesting
- Focus on sharing newsworthy information from only trusted sites.
- If you are going to post industry wide news or want to post something controversial, be sure it is a research study or something worthwhile.
- Be sure what you are offering is unique and not something everyone else is sharing.

Put together a content calendar. You can easily create a plan so that there are always great pictures, interesting videos, and informative pieces on your page. People respond to visual images.

TRACK YOUR SUCCESSES

To do this, you can use one of various types of tools. In short, you want to know what people are reacting to and what is not causing any type of movement. Luckily, this is easy to do with Facebook Insights.

This tool is a set of specific analytics that can track a range of things for you. Specifically, it will track how much interaction and usage you are getting with your page. This is a free tool available to you. Anyone with a Facebook page will find this under the administrator tab. Why are you not using it, then? You should be.

Here's how to use it:

- Use the data to tell you how people are visiting and seeing your page.
- Why are they there?
- What do they click on when they are there?
- What isn't working? Perhaps a specific type of post or ad is just not hitting home with your target audience.

With this information, you can then make adjustments to the posts you are running to get the type of results you want. It is a good idea to always keep an eye on this. However, you do need to give the process time.

WORK IT PATIENTLY

You've got a new toy. You just want to plug it in and get it working for you. It would be great if it would provide you with all of the resources and benefits it can offer right away, wouldn't it?

Like any good type of social media, though, Facebook pages take time. There is no doubt they will benefit your business. However, the process will take time.

Be consistent about the process. Rework your marketing plan to ensure it provides your readers with what they want and need. Of course, getting plenty of "likes" is your goal. However, you need more than that. You need to see those likes turn into customers.

CONCLUSION - CAN YOU DO THIS?

Keep in mind that Facebook marketing takes a good chunk of time to set up. However, once you do this, it does not have to be something that takes up too much of your time. In other words, this is something you can invest time in to set up and then work it in your free time.

IS FACEBOOK RIGHT FOR YOU?

Many people wonder this right from the start. The fact is this type of marketing is ideal for any business that is selling a product or a service. Online or offline businesses benefit about the same from it. Because it can be a very targeted or a very open method of advertising, Facebook has attracted many business owners to it. With proper use, it can be the ideal free marketing method for a business.

Of course, it does not have to be free. You can leverage the various options available to you, including Facebook Stories and Facebook ads to get more coverage and better resources. Remember, this is something you can choose.

WHO SHOULD USE IT?

Who should be using this site for marketing and social media brand building? As we've said, anyone can benefit from it, but the following types of businesses will see the most promise from doing so.

- You want to increase the number of people that know about your business and what it offers.
- You want to establish your business as the best of the best in your area.
- You want to become the guru that you need to be to do well online (this is a great tool for providing yourself.)
- You want a free or low-cost method to marketing your business that is not going to take a lot of your time either.

- You want to learn more about your customers and potential customers and, most importantly, you want to know what you can do to get them to buy.

Are you one of these people? Chances are good your business will benefit from Facebook.

SHOULD YOU PAY TO START?

One of the options you do have is to hire someone to handle your Facebook marketing plan for you. You've read this book and should have a good handle on how to get started and how to use the site for your benefits. However, if you do want to speed things up or you don't want to deal with page layouts and content creation, by all means hiring someone to do so.

If you do this, be sure you consider the following:

- What other sites and business Facebook pages have they created in the past - you need to see them
- What do they promise in terms of getting visitors to the site and getting the traffic you need? Don't allow them to over promise, remember it takes time to build quality traffic counts.
- What is the charge and what does this charge really include?
- What type of reporting will they do so that you know they are getting information and working the process?
- What type of information will they put out there? You are liable for what's posted on your page, in other words.

If you are already working with a blogging professional for your company's blog, this person may be the ideal person to hire to manage your Facebook page. However, you still should only invest in someone with a proven record.

CAN YOU RECOVER?

Yet another question people often have about Facebook pages is if they can recover the one they have if they are struggling with it. That's the beauty of Facebook. Time really does make a difference. You can start over and have plenty of success at any time. You shouldn't necessarily

close the page and reopen it. Rather, just keep working on it from where you are.

You'll find that the more consistent you are with using your business Facebook page, the more successful it will be.

For this to be possible, you need to focus your marketing plan, create an image you want to maintain and then work it. Doing so can be an outstanding way to get your product or service in front of a 1 billion -large audience that is ready and willing to work with you.