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# A Facebook Guide for Business

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Facebook has positioned itself as the top social networking site for brands to interact with current and potential customers. It gives businesses of all sizes access to their potential markets in ways that other social media platforms don't. Tools specifically designed to monitor follower interaction and feedback are readily available for Facebook Page admins, giving business owners a convenient way to understand what their customers want. There are 640 million active users on the site - making Facebook the premier space for small businesses, major corporations, and everyone in between, to set up shop. This report details why Facebook is an essential marketing tool and will familiarize you with its features.

## How Facebook Effectively Helps Businesses Grow

**1. Humanize Your Brand:** You can create a voice for your brand through Facebook. You can show-off your employees, their expertise, and their personalities. You can influence people to take action. Simply put, your brand can be more than just a brand. It can become an entity that people enjoy communicating with - as if the people working behind the scenes are your customer's friends.

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**2. Access a High User Base:** Nearly 640 million users is an impressive figure. It is even more significant when you consider that a large number of those people can be potential followers, customers, and evangelists for your brand. If Facebook was a country, it would be the third most populated country in the world. Your company can thrive in this highly populated environment with a properly managed Facebook Page.

**3. Make Business Connections:** Facebook makes it easy for you to connect with people, groups, and companies you want to do business with. The term “Facebook Me” has crossed over from a popular phrase among college students to a legit verb spoken between professionals. Businesses from corporate America to organizations in the non-profit sector use Facebook to market to, and interact with, their followers. Your brand can easily collaborate with others on Facebook to achieve its marketing goals.

**4. Understand Your Customers:** With the opportunity to connect with your customers at your fingertips, you gain valuable insight into their thoughts. Facebook users are almost naturally inclined to share anything from mundane information to opinions about global issues. This type of activity can steer your marketing efforts in the best direction to suit your customer’s needs. It also gives you a golden opportunity to open a healthy flow of communication between you and your followers. Facebook is a place where everyone can learn something from (or about) each other.

**5. Increase Visibility:** A strong Facebook Page can do just as much for your business as thousands of dollars in traditional marketing can. Your brand can establish itself as a respectable presence on the web by encouraging discussions and giving people interesting content to view. The more you inform, educate, and entertain, the better your chances of being seen are. Good content travels far, and rather quickly on Facebook.

**6. Target Your Markets and Their Friends:** Several tools are available to put you in touch with specific target audiences. You only have to do a little work (compared to traditional marketing strategies) to influence your followers. When they speak about your brand, their words are broadcast to all of their friends. According to Facebook, the average user has 130 friends. Multiply 130 by the number of followers your Facebook Page has (or is projected to gain) and you will get an indicator of your brand’s influence. As you can see, your influence goes far beyond the number of “Likes” on your Page.

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**8. Great ROI:** Facebook offers the advantage of inexpensive marketing. Aside from paid advertisements, Facebook is practically free. You can spend as much time and money on your Facebook strategy as your budget permits. The more you put in, the more you get out.

### Maximizing Your Facebook Opportunities:



**1. Landing Tab:** The Facebook landing tab is arguably the most important aspect of your Facebook Page. It is the first thing new visitors should see. This is where you want to give them a reason to click the “Like” button and follow you.

A strong landing tab is interactive and has a clear call-to-action (CTA). Your CTA should tell visitors to “Like” your Page, join an e-mail list, buy a product, etc. Passive Facebook visitors are of little worth. Transform them into active visitors with a clear CTA so you can create strategies to meet their needs while enhancing your marketing efforts.

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**2. Wall:** The Facebook Wall is where a majority of the activity between you and your followers occurs. Post links to product and industry related news, interesting videos, and show your company’s personality through status updates. The goal of everything you post on your Wall is to start a discussion and / or encourage feedback from your followers.

**3. Facebook Insights:** Facebook Insights gives you the opportunity to view and analyze trends related to the content you publish and how your audience interacts with it. Understanding the information you access through Insights is vital to your Facebook success. Insights is a free service for all Facebook Pages. Only Page owners and administrators can view Insights data.



**4. Facebook Questions:** Questions is a tool that serves as a recommendation engine between friends. Word-of-Mouth marketing is a powerful tool and Questions gives your brand a great opportunity to work its way into personal conversations. If used correctly, it can also help you understand your customers better.



**5. “Use Facebook as Page” Mode:** Facebook gives Page owners the option to “Use Facebook as Page.” When you switch to Page mode from Profile mode, everything you do on Facebook is communicated through and from your brand. In “Use Facebook as Page” mode, your company has its own news feed, can post comments, and can “Like” other brands’ status updates.

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### Facebook E-commerce: Converting “Likes” to Purchases

Facebook’s 640 million users spend more than 700 billion minutes per month on the site or an average of 55 minutes per session. Since consumers spend most of their time online using Facebook, you should think about how to integrate shopping into your Facebook Page. Convert “Likes” into purchases!

Facebook e-commerce strategies are becoming the norm for B2Cs. If done correctly, B2Bs can find success with e-commerce strategies as well. In December 2010, JC Penny became the first retailer to integrate a fully functional store into their Facebook Page. It looks and operates just like their online store; but is easier for customers who are already signed-in to Facebook to make purchases and share content. There are a variety of third-party applications small to medium sized businesses on a shoestring budget can use to create a store. The key to running a successful Facebook store is to keep customers engaged while driving purchases.

### Brands That Do It Right

**1. Disney:** As of March 2011, Disney has a total of 146,439,782 fans. Included in that huge number is the Disney company Page and branded Pages for several characters on the Disney roster (Cinderella, Snow White, Captain Jack Sparrow, etc.). The chances of your brand reaching over 100 million fans are slim but there is something you can take away from Disney’s strategy. And that’s to create and manage Facebook Pages for different departments in your company.

A sporting goods store can manage a Page specifically for its Ski & Snowboard department. Customers interested in learning about winter sports and equipment