

# The Internet Marketing VA

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## Essential Facebook Marketing Tips

Written by Emma Ewers - The Internet Marketing VA



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## Essential Facebook Marketing Tips

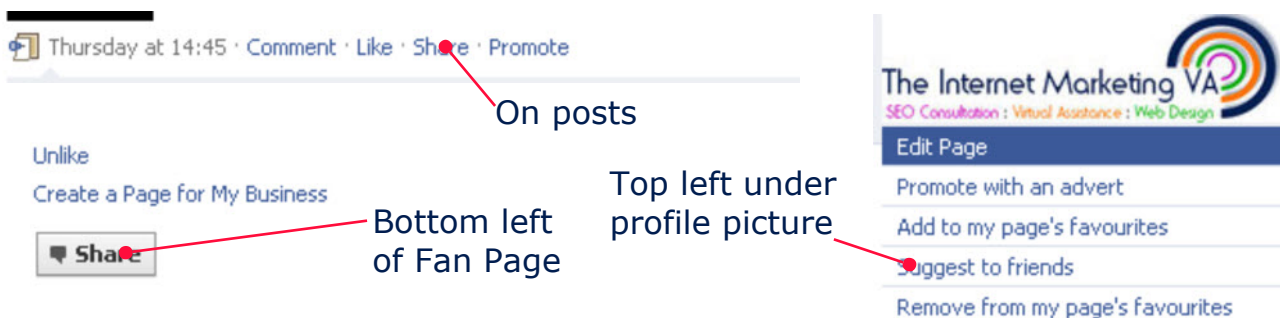
Facebook is one of the fastest growing online networks, having recently reached 500 million users. Businesses are beginning to take advantage of the possibilities of attracting new customers, building online relationships and using Facebook as an essential part of their online marketing mix. Facebook marketing is by no means the right fit for every business, take a look around the site and see if it is something you think your business could harness before taking the plunge.

If you are a Facebook user and have a Facebook page, how exactly do you go about marketing it? Where do you find fans? How can you promote your business to millions of users across the world? This guide aims to give you ideas and advice on how you can take advantage of the opportunities available using Facebook as part of your online marketing initiative. I hope you enjoy and make use of the tips below, if you find it useful, please share it with your friends and colleagues, then stop by at [my facebook page](#) and say "hello".

### Emma Ewers - The Internet Marketing VA

#### 1. Sharing

Post an update asking your fans to share links and your page, perhaps once a month. They can use the Share button or "suggest to friends" option under your profile picture.



#### 2. Socialise

Socialise, reply and comment on your fans pages. Take an interest in other businesses and what your fans are up to. Social Media isn't a one way street.

## 3. Introductions

Ask your fans to introduce themselves to the other members and invite them to post a link to their fan page too. Either by adding a link or using the @ tag which will highlight and link in blue.

## 4. Links, Links Everywhere!

Put a link to your facebook fan page in email signatures, printed advertisements, business cards, your profile page (add http:// to make it clickable!), forum signatures: in fact anywhere you can, including invoices!

## 5. Guest Blogging

If you write guest blogs, include a link to your Facebook Fan Page. Often we all include our Twitter id and links to our websites and Facebook gets overlooked. **Add it now!**

## 6. Discussions

Start discussions on the "Discussions" tab. Ask questions, invite users to post their own questions. Make sure the posts aren't all about you! Every time a user comments on a discussion it appears on their profile page for all to see.

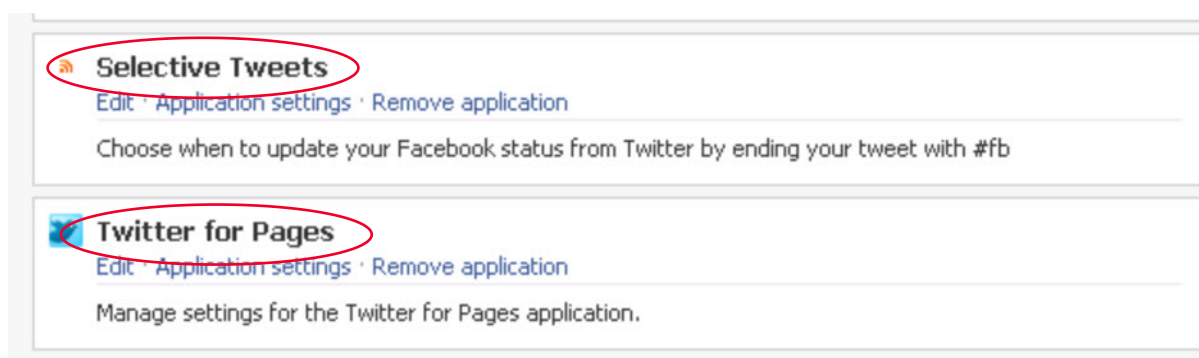


## 7. Stalemate

Post regularly, don't let the page stagnate else all your hard work will be for nothing. Aim to post at least once every two days, in some cases once a day will be enough, but make time to reply to fan comments and questions. Building a relationship with your fans is essential!

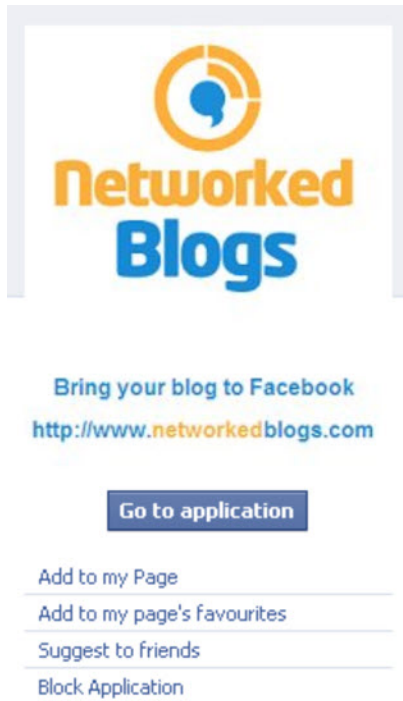
## 8. Twitter

Tweet your Facebook Page every so often. If you don't use Twitter much it's fine to add a Fan Page plugin that will automatically post your updates to Twitter. **Be Warned:** If you update a lot your Twitter fans may get a bit fed up with this, **don't over do it!**



## 9. Synchronise

If you run a blog use the [networked blogs application](#) Again, there are other apps around but at IMVA, we like this one! Add a "tab" to your page for a steady stream.



Although synchronising is good, evidence does suggest that posting a question with your blog post get's a higher "like" rate and comment rate than just plain synchronisation. It also enables you to tailor the post to meet your audience needs. You could consider using the [Hootsuite](#) platform instead.

## 10. I'm human, just like you!

Show your human side, not just your business side. Ask fans what they are up to, where they have been, what has been the highlight of their day? Build relationships, use your social skills to interact. By becoming friendly with your fan base people will warm to you and your brand more easily and will also be more likely to share.



**The Internet Marketing VA - Emma Ewers** Today's burning question... iphone or Blackberry? What does it for you?  
14 July at 11:49 · Comment · Like · Promote

[View all 11 comments](#)

## 11. Thank you!

Thank your fans regularly for joining your fan page, and welcome new fans to the fold! Ask what they like and dislike about your page. Feedback from those who know best can be hugely beneficial.

## 12. Hey, is this you?

If you use photos in your Fan Page from events e.g. If you hold seminars, conferences or are a hotel, pub, restaurant: ask your fans to tag themselves in your photos. Again the viral effect Facebook has comes into it's own in promoting your page.

## 13. Email lists

Send out an email focusing on your Fan Page. We covered adding a link to anything and everything (I'd love to know if you have gone to any extremes, drop me a line!) Let your email subscribers know why they should join; what's in it for them? How you can help with questions within a few hours etc. Make them feel like they are missing out if they don't! Add a "like" button or link in each campaign from then on with a "mini update" section i.e. If someone has won a prize or an award. You can even add an email sign up form to your Facebook Fan Page and dedicate it to a special Facebook list (easy to achieve if you use a product like [Mailchimp](#) for your marketing campaigns).

## 14. Plugin Heaven

Add a "like" button/Share/feed to your website from the Facebook Plugins page. <http://developers.facebook.com/plugins>

There are many options to choose from including a "like" button (which can also change to "recommend" depending on what business you run).

**Recommendations** - A plugin you can personalise to show the most popular pages on your site that visitors may be interested in.

**Activity Feed** - Shows a user what their friends have been up to on your website.

**Like Box** - A stream from your Facebook page, on your website to encourage click through and sign ups.

**Login Button** - Ideal if you run a member or forum site.

**Comments** - Enable blog visitors to comment by signing in with Facebook.

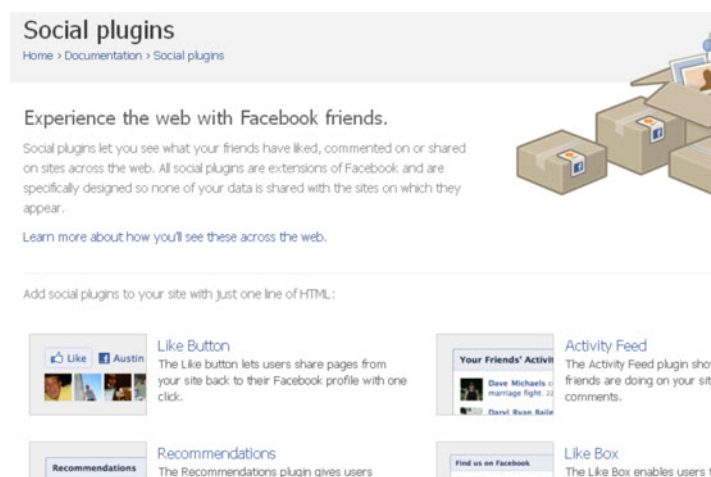
**Live Stream** - Real time comments when you are running a live event such as a webinar

All are really simple to set up and the code is created for you, so simply copy and paste!

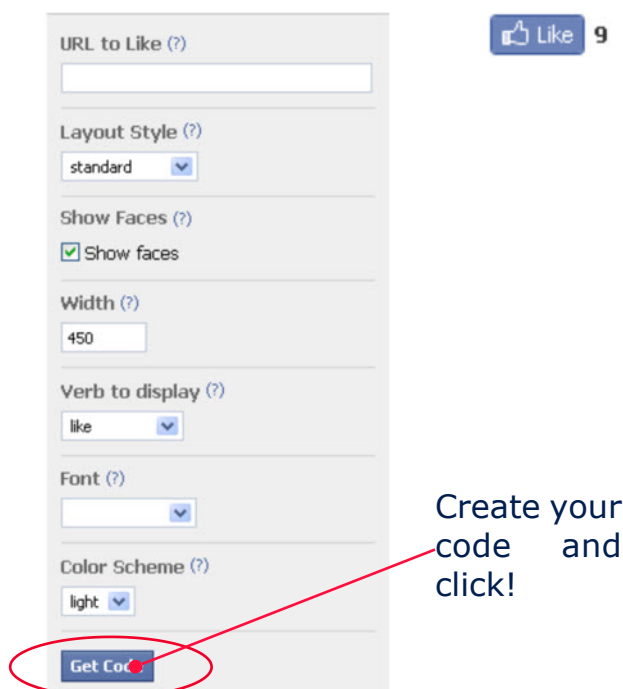
**N.B** If you use Wordpress there are a lot of plugins available that will also allow you to add the same types of functions.

[You can find a list here.](#)

Please visit my blog for a post on [How to add a Facebook Like Button on your Website](#)



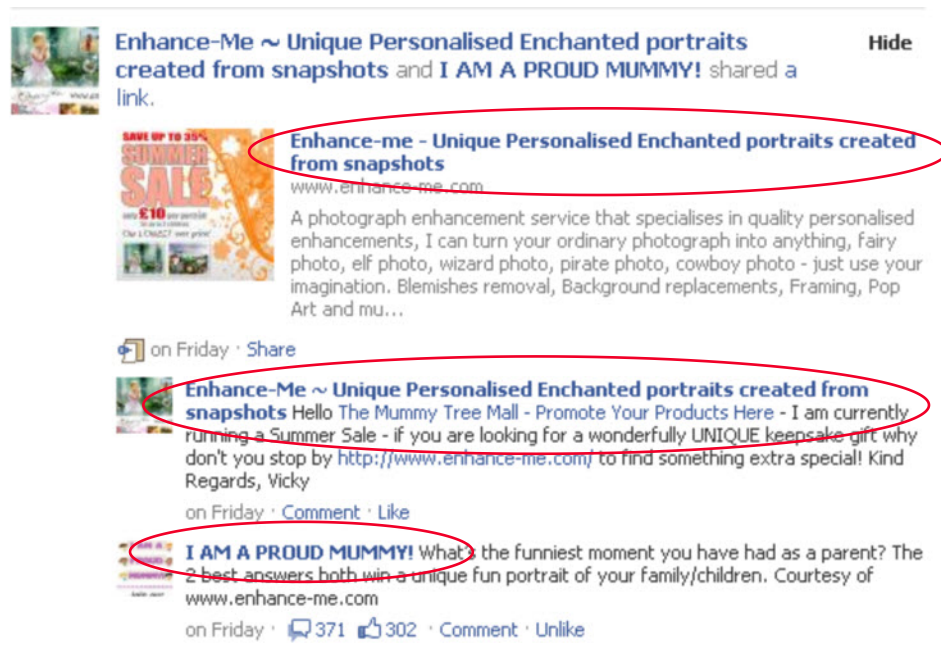
Landing Page Screenshot



Create your code and click!

## 15. And the winner is...

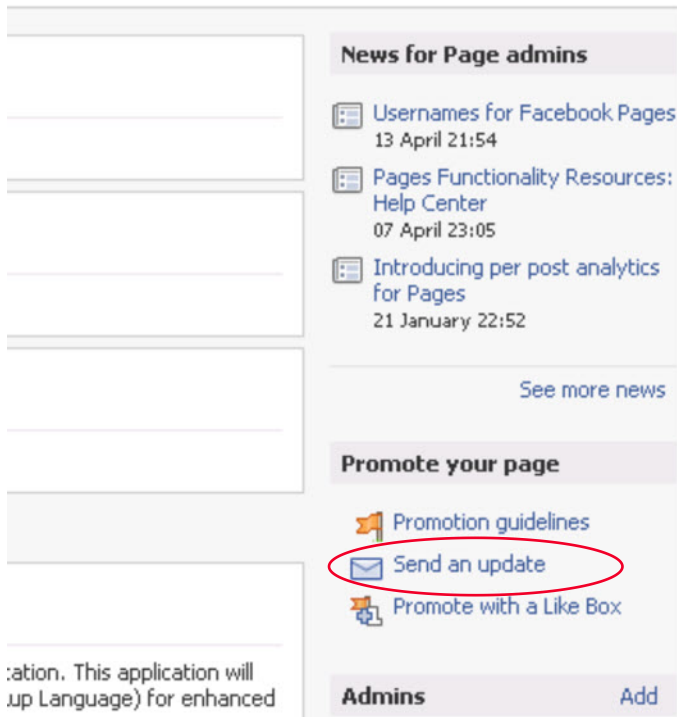
Run contests /competitions that require fan participation i.e. A comment or an answer to a question. Set a timescale and let users know when the competition ends and how they will be told. It doesn't have to be a large prize, it could be a hefty discount, vouchers or small gifts. Consider teaming up with another Facebook Business and promote their page too, asking fans to comment on your page to win.



Example of [www.enhance-me.com](http://www.enhance-me.com) (another Facebook Page) running a competition on "I am a Proud Mummy". Note the number of likes and responses. The page has a 320,000 membership, a lot of exposure for a small business. Some printed media doesn't get that kind of membership! "I am a proud Mummy" is a group aimed at mums and they also run a price [comparison website](#).

## 16. Update don't Spam!

Use the "update fans" facility on your page to send a message, ideal if you have an event to promote, questions that need answering, or just want to say hi and remind everyone you are there! Use it as a mini newsletter and, again, ask your fans to share.



## 17. Hello Nan, won't you join me?

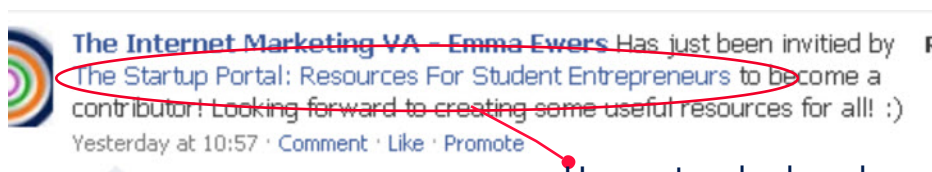
Invite your friends! Simple but effective for a new Fan Page. You may be surprised just how interested your friends are in your business, especially long lost relatives and school friends (there is nothing wrong with the nosey factor!) When your friends become a fan this shows up on their profile for all their friends to see - who may then also click through and become fans and so the cycle continues. The viral properties of Facebook will amaze you! Only use this ONCE - don't spam your friends, it goes against all internet marketing rules and is anti-social media. Let your friends know what you are up to and leave it at that.

## 18. Vote, vote, vote

Add a poll or vote to your page and ask your current fans to vote. This then displays on your fans profile pages - where the viral effect kicks in again! Tweet out any votes and polls that you have and keep it going for as long as you can. A simple one to [add to your page is Poll.](#)

## 19. Tag, don't Spam

Tag relevant users/pages in your updates using the @ function. Be careful how you use this function as it can sometimes be just seen as spam. If you have found something of genuine interest to your fans use it, if not use the link function instead. Luckily as Fan Page owners there is always the "Remove" button for the unwanted spam attack. If in doubt ask the page owner first if they mind.



How a tag looks when done correctly

## 20. "I think you are a star!"

Single out fans who are incredibly supportive, contribute and share your posts. Shower them with praise and perhaps even a hefty discount (send via "updates"). Think if there is anything else you can do to thank them?

## 21. Facebook Comments

Many blogs these days have a Facebook connect built into their blog comments (as well as Twitter and OpenID options). If you use your profile for business it is a good idea to use this as it will drive traffic to your Profile Page (and in turn your fan page, as long as you have it displaying in your Profile somewhere, of course!) There are many of you who do not use your Profile for business purposes and although you can change your privacy settings so people can't view your personal information, it would not benefit you using this login. Stick with Twitter or your website details instead.

## 22. Exclusively for you!

Add something exclusive for Facebook Fans only. It could be a discount code (send it to their updates), a weekly give away, free shipping or other promotional items. Keep it exclusive to entice other fans to join AND to assist with your marketing analysis. There is a "hack" that you can add to your page so it can only be viewed once someone has "liked" your fan page. However I won't be dishing out details on how to add this as it goes against the social aspect of Facebook (and may even be against their T&Cs). :)



## 23. Feed your Fan Page

If you run a forum or fast paced blog consider adding an RSS Feed. Make sure you keep settings to a minimum, so as not to overdo the posting rate on your Fan Page. Consider adding a Tab rather than posting directly to your Fan Page.

## 24. Shop Displays

In retail or have a physical premises or shop? Display your facebook page URL for all to see! By the tills, around the store even on your printed receipts - the possibilities are endless. Entice your customers to join by highlighting they will get exclusive offers.

## 25. Show of hands who has a mobile, please...

Are you a speaker at events, or network quite a lot? Perhaps you run regular TV or Radio ads? You can ask your audience to join, on the spot via SMS Text Message!

Secure your username (after reaching 25 fans ([See 5 tips for Enhancing Your Facebook Fan Page](#))).

The person sending the text message must have a verified mobile account with Facebook for this to work.

Ask your audience to send a text to **32665** with the words "fan yourfanpage" or "like yourfanpage" without quotes and replacing the yourfanpage with the username of your Fan Page. A great instant way to attract more fans (and a great interactive tool for Conference Speakers to engage their audience).

## 26. Feed the Search Engines...

Use your info tab effectively by adding SEO elements to get your page found in organic searches. The most important part of your page for SEO is the box underneath your Fan Page Logo/Picture. There is a **limit of 250 characters** for this section, but it is near the top of the page making keywords essential. Be sure to complete location details in your info tab as this will help with local searches.



The most important place to put your keywords and info about your company. Don't forget **http://** before your website details!

## 27. Your next BIG launch

Launching a new product or the next BIG thing? Make it exclusively via your Facebook page. Invite your email subscribers, past customers, write a press release create a buzz about the "exclusive launch" and offer a discount for pre orders, live discussion feed. Make a BIG deal about it. If Ford can do it you can too (with some planning!)

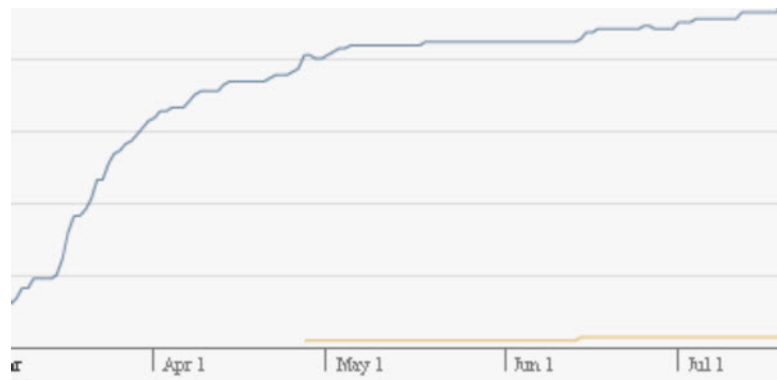
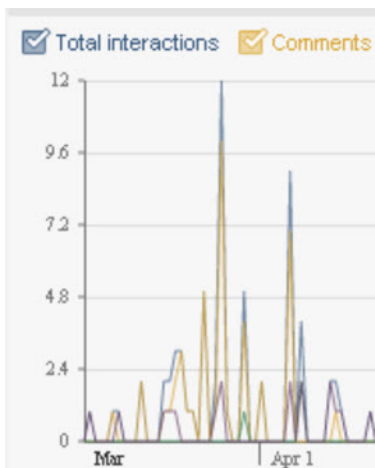
## 28. Analyse This

Use your insights (recently injected with Facebook Super Juice!) Click "Edit Page" and in the top bar you will see "Adverts Manager | Pages | Help". Click on "Pages" and this will take you to a list of the pages you admin. From there you will see the "View Insights" option highlighted below. Click through and this will take you to your insights panel. You have a choice of what information to look at, but for this purpose focus on "interactions per post" and check back to see what posts work well for you based on fan interaction, comments and likes. Focus more of your attention on creating similar posts to keep your interaction high.



**27** Interactions this week [?] **7** Likes **24** Comments **1** Wall Posts

**15.2** ★★★★★ Post Quality [?]



## 29. There is an app for that

Add applications to your Fan Page to enhance the experience. Some to try are Eventbrite (for those who run events and want to take payment), Etsy (for those who run an Etsy shop), FBML (Facebook Mark Up Language to add a "landing page" and website attributes) in fact there are so many I will be running a series of blogs to cover applications that businesses use, with reviews and write ups. You can check out what is recommended for Businesses on the [Facebook Apps Directory](#) Drop me a line if there is one you would like to share in a Guest Blog.

## 30. Website "look" landing tab

Add static FBML (as suggested above) to create a custom landing tab for your Fan Pages. It is super easy to install and if you have knowledge of HTML, pretty easy to create too. You can also try [Fan Appz - Welcome Tab for Pages](#) which doesn't have quite the same functionality that can be achieved using FBML and does place a link to the app site, drawing visitors away. [Check out Mashable's informative post and "how to guide"](#).

## 31. Please leave a review...

Use your reviews tab (especially if you are an online retailer!) Your fans and customers can leave honest feedback about your service and goods which is automatically posted to their profile page and their friend's newsfeeds. You can deal with any customer comments and negative feedback in a controlled manner for all to see. Go on show off your customer service skills and how good your products really are! Remember Facebook works virally in the majority and you need to harness the power of that viral ability.

## 32. I saw this and I thought of you

A very recent change to the way Facebook displays shared links means if you see a link you like and think it may be helpful to your fans, you post the link and the original source will be grouped with your page in the newsfeed. There has been criticism to say it is "Spammy" and only time will tell if it will remain. A useful source though for tracking back to an original post, finding new fan pages and gaining a new audience.



## 33. Use your Smartphone/iPhone or a Virtual Assistant!

Update your page via the web on your phone or send an update via SMS. People much prefer to see someone has taken time out to try and connect with them rather than a scheduled response. If you are going away on holiday, don't let your page stagnate for the week or two whilst away. Facebook is so fast paced, you have many competitors. As consumers we can sometimes be fickle in our ways and if a better offer comes along with no sign of the old favourite, allegiance can stray. You have made a huge investment in your Facebook Page thus far, don't track back now!

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## 34. Lastly and probably the most obvious tip of all Add a "join us" button

Add a "Join us on Facebook" button to your website. This is overlooked by so many online businesses. You get reams of traffic everyday to your website, some of whom will be on Facebook and will connect with your brand. Publish the fact that you have a fan page and ask your website visitors to join too. Don't just add it to your home page either, as your site should be getting visits from multiple pages on your site (not all visitors enter your website via your homepage). If you don't want to display on every page, use your analytics to determine which pages get the most views and visits (or are popular) and add a link there too!



In conclusion using this list of ideas, will help you with marketing your Facebook® page to a number of new fans as part of your online marketing mix. In reality there are probably hundreds of ways you can market your page by using some of the suggestions above and adapting them to how your business works.

If you ever need any help with your Facebook Fan Page and strategy please do not hesitate to contact me on 0845 122 8353 or email [hello@im-va.com](mailto:hello@im-va.com)

**Happy Facebooking oh and don't forget to [join my page!](#) ;)**

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