

10 Reasons to Use Facebook for Your Business

Facebook has become the world's largest social network with over 850 million users. It is not just keeping tabs on friends and filling out quizzes but it can also be used as a highly effective business tool as it is great for marketing your products and to connect with and engage your customers.

Reasons to use Facebook for your Business are:

- 1. Meet your Friends:** Through Facebook, you can meet your friends, those who are still connected with you and those to whom you have lost at some stage of your life. So, re-establish your relationship with them.
- 2. Find your business contacts:** With more than 850 million users worldwide, not only are your friends on Facebook, so are your prospects, your partners, your customers and also your competitors. You should be ON too.
- 3. Build relationships:** You can better adapt your marketing and business services by engaging in conversations with your customers and prospects to meet their needs.
- 4. Raise visibility:** You can increase credibility and visibility as the expert in your area by posting relevant information, by consistently showing up and being a thought leader.
- 5. Instant gate opener:** Facebook members are open and free to connecting. You can easily talk with highly successful as well as with famous people who were unreachable previously.
- 6. Develop your personal brand:** The lines between personal and business have become blurred. You can reveal as much as or little about yourself which allow you to personalize your brand.

7. Target your niche: You can readily access what users volunteer large amounts of information about themselves. These types of psychographics, demographics and technographics would have cost fortunes to access, previously. John Battelle, Author calls Facebook a "database of intentions."

8. Place targeted ads: You can test the targeted advertising with Facebook Social Ads for minimal cost.

9. Get rapid top Google placement: Just create a Page for your business and share information with your friends. "Profiles for personal" and "Pages for business" are indexed for optimal search engine positioning.

10. No cost marketing: Facebook is absolutely free to use and you will end up with more traffic, more paying clients and more subscribers with regular activity.

FACEBOOK PAGE DESIGN

If you need a Facebook business page designed, please contact Cindy Freland at Maryland Secretarial Services, Inc.
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Like our Facebook page at
www.facebook.com/marylandsecretarial.

"Facebook: A Guide to your Business Page," a 38-page booklet written by Cindy Freland, is available on the website.

13 Ways to Market on Facebook

Marketing on social networks is not so easy but there are some ways to achieve success. In this article, some tips are there that I want to share with you on how to harness the news feed for promoting a person, product or cause that will coax people to do things that are visible to others:

These Ways are:

- 1. Create a profile:** You can not make a friend until you have your own profile on Facebook. So, create your profile first.
- 2. Post videos and pictures:** These may include candid shots of people, products or other related items. If Facebook users are in these photos, then either they or their friends can tag them, and these tags can show up on their pages and the news feed.
- 3. Post news articles:** Latest news about your industry, a person or organization is a great item to share on Facebook.
- 4. Create a Fan Page:** This is the most obvious Facebook marketing tool for most companies. If you want to grow your business with a fan page you need to have compelling and consistent content and a clear call to action and post at least once a day. Otherwise you are wasting your time.
- 5. Create a Group:** Rather than just a fan page, consider creating a group as it can be broader and more over-reaching. For example, rather than requesting people fan **Joe's Pizza Store**, which is rather limited in it's appeal, consider starting **Pizza Lovers In My City** as a group. You will then be the connector for all of the pizza lovers in the city. Sure they will talk about other pizza joints, but you will get the benefit of awareness through bringing the community together and facilitating. You can also periodically promote your own place too.

6. Facebook Ads: Facebook ads can be a great way to grow your business. Facebook ads have a self-service mechanism that you can use to set up and target your ad campaign. Facebook ads are great because you can start with low budgets, analyze results and make changes. Facebook ads also allow you to target based on profile key-words, so they can be more effective than search ads.

7. Facebook Events: Consider setting up an event on Facebook.

8. Participate in a Group: Rather than create your own group you can find other established groups to participate in. For example, if you are **Joe's Pizza Place** there might be a group for **Food in City X** or **Restaurants in City X**. You can participate in these groups to build awareness. Be careful not to spam (it is annoying and unprofessional).

9. Participate on Other Fan Pages: Again, you need to be careful not to be irrelevant and spammy. However, you may find it valuable to participate in other fan pages. This provides them with exposure to their target audience beyond those who are already fans.

10. Link in Your Other Accounts: There are apps that allow you to link your other social accounts into Facebook including Twitter, LinkedIn, Plaxo, SlideShare and YouTube. Share all of your other social content on Facebook (where appropriate) to maximize value. Be sure that you also link your business page to your personal profile.

11. Facebook Apps: Consider creating an app for your business. Purina PetCentric has an app where people can share photos of their pets to participate in a "cute pet" contest. This is a great way to gain exposure while proving something useful and fun.

12. Facebook Connect: Facebook connect allows you to link with Facebook directly from your site or blog. You can use Facebook connect to integrate with Facebook and gain exposure and encourage your fans to share content on Facebook.

13. Facebook Widgets: Facebook has widgets that you can create and display on your blog. Widgets are a great way to connect Facebook with your website and they are relatively easy to install. This is also a great way to increase your number of fans.



Cindy Freland, President, Maryland Secretarial Services, Inc., teaches social media workshops.



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