

Confidential "Insiders Report"
Discover How Your Business Can Benefit from a Facebook Fanpage

by Giancarlo Gallegos



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Introduction

Marketing your business could very well be the most essential thing you can do to keep your doors open. There are only two ways a business survives, bring in new customers to your business, or make money on the customers it already has. In this report, we are going to show you how a Facebook Fanpage, or Official Business Page, can help you with both.

As a fellow business owner, you already know that marketing is important for business growth and in today's climate that's especially true.

More and more, your prospects are turning to social networking websites like Facebook to locate businesses in their own backyard, or to ask their "Facebook Friends" for product and service recommendations.

When it comes to marketing and communicating with your customers, the worldwide popularity of Facebook has had a direct impact on how you should market your business. The benefits of reaching people all over the world to share your business with has caused many businesses to ride the social networking wave and get their business on the hottest social networking site in the world, Facebook.

When Facebook was originally created, the motives for this social networking site were not geared toward helping small business owners, but with its evolvement of linking its members through fanpages, photos, links, etc., there are many ways in which your business can benefit by having a Facebook fanpage, or what they are calling an "Official Business Page."

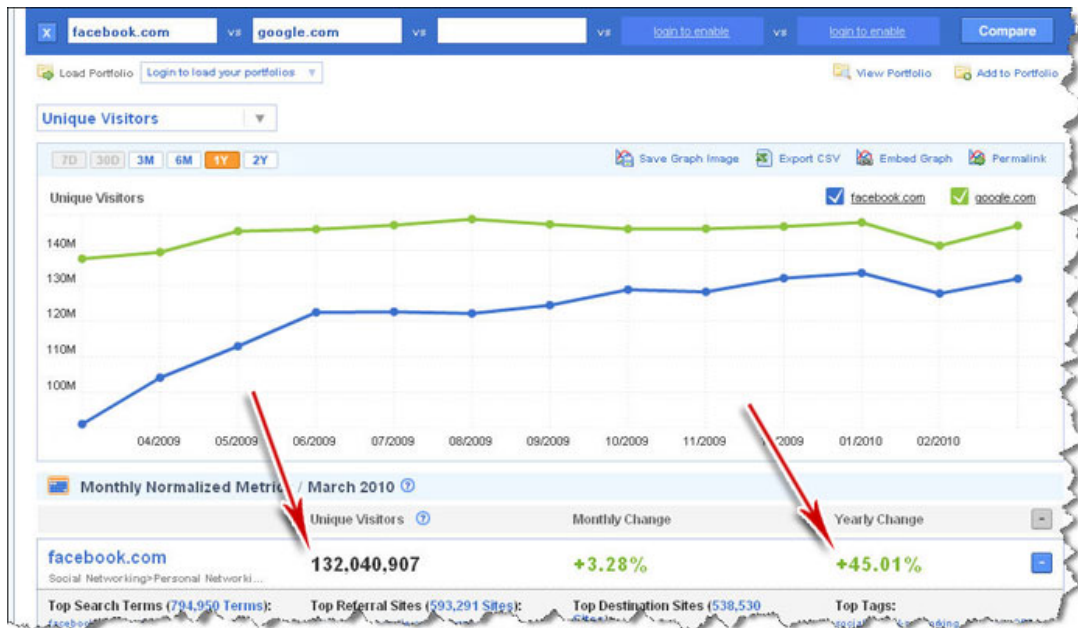
The opportunity for your business to take advantage of the low cost to get a fanpage created to promote your brand or product is one of the many advantages of using a Facebook Fanpage, but beware, prices are rising everyday as this is becoming a very hot marketing tactic.

The ability to get really creative with your fanpage by using a variety of applications is a very popular trend. Our company wants you to take advantage of every opportunity to get people talking about your business. A great way to do this is by adding coupons, sweepstakes, interactive videos, polls, etc.

We also would like to introduce you to Facebook advertising, a low cost way to get immediate traffic to your fanpage today. We can help you narrow down your advertising to the appropriate demographics and tracking numbers so you know exactly where your marketing dollars are going.

In this report, I will cover how you can easily have your business in front of millions of people in no time at all. How easy it is to get a fanpage created for you that will get people involved. What businesses are using fanpages? How you can get additional traffic to your fanpage? Plus much, much, more.

The creators of Facebook understand what people want and need in a social network and they are continually updating and adjusting Facebook's many user functions and constantly adding fun touches and great new ways to connect with others and enhance the Facebook experience. For the millions of Facebook users who log on each day, Facebook is a part of their daily routine, and catching up with friends on the other side of the globe in an instant is just a normal part of their everyday lives. Facebook has revolutionized how people network, communicate and interact, and life on and offline will never be the same.



As you can see in the graph above (provided by Compete.com) Facebook is getting more than 132 million unique visitors per month and their traffic has grown by more than 45% in the last year alone.

According to Facebook's statistics, they have reached over 500 million active users.

- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

When it comes to activity, Facebook users:

- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events

- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

With statistics like this, you should now understand why

“Facebook is a BIG Deal”

So, you might be wondering if your local business can really benefit from Facebook fanpages and the resounding answer is YES!

It's for this reason that I wrote this report, to give you a clear understanding of what "Facebook Fanpages" are used for and why it's something you should care about.

To your success,

Giancarlo G.
0915-8533256

Here are some reasons why you should consider Facebook for your business:

People on Facebook

- 1) More than 500 million active users
- 2) 50% of our active users log on to Facebook in any given day
- 3) Average user has 130 friends
- 4) People spend over 700 billion minutes per month on Facebook

Activity on Facebook

- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

Global Reach

- More than 70 translations available on the site
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site through the translations application

Platform

- 1) More than one million developers and entrepreneurs from more than 180 countries
- 2) Every month, more than 70% of Facebook users engage with Platform applications
- 3) More than 550,000 active applications currently on Facebook Platform
- 4) More than one million websites have integrated with Facebook Platform
- 5) More than 150 million people engage with Facebook on external websites every month
- 6) Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook

Mobile

- There are more than 200 million active users currently accessing Facebook through their mobile devices.

- People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

Is Facebook Good for Your Business?

If the numbers above are not yet enough to give you an answer for this question, think about this...

With Facebook you can:

1. Gain exposure for your business that may lead to new clients or projects;
2. Increase the credibility of your business through Facebook users' recommendations;
3. Connect with the people in your network;
4. Re-connect with business contacts you've lost touch with; and
5. Meet new people and expand your business network.

And with more than 500 million members (which is still growing at a very rapid pace), Facebook is definitely good for business. That is, if you do things correctly (we'll get back to that later).

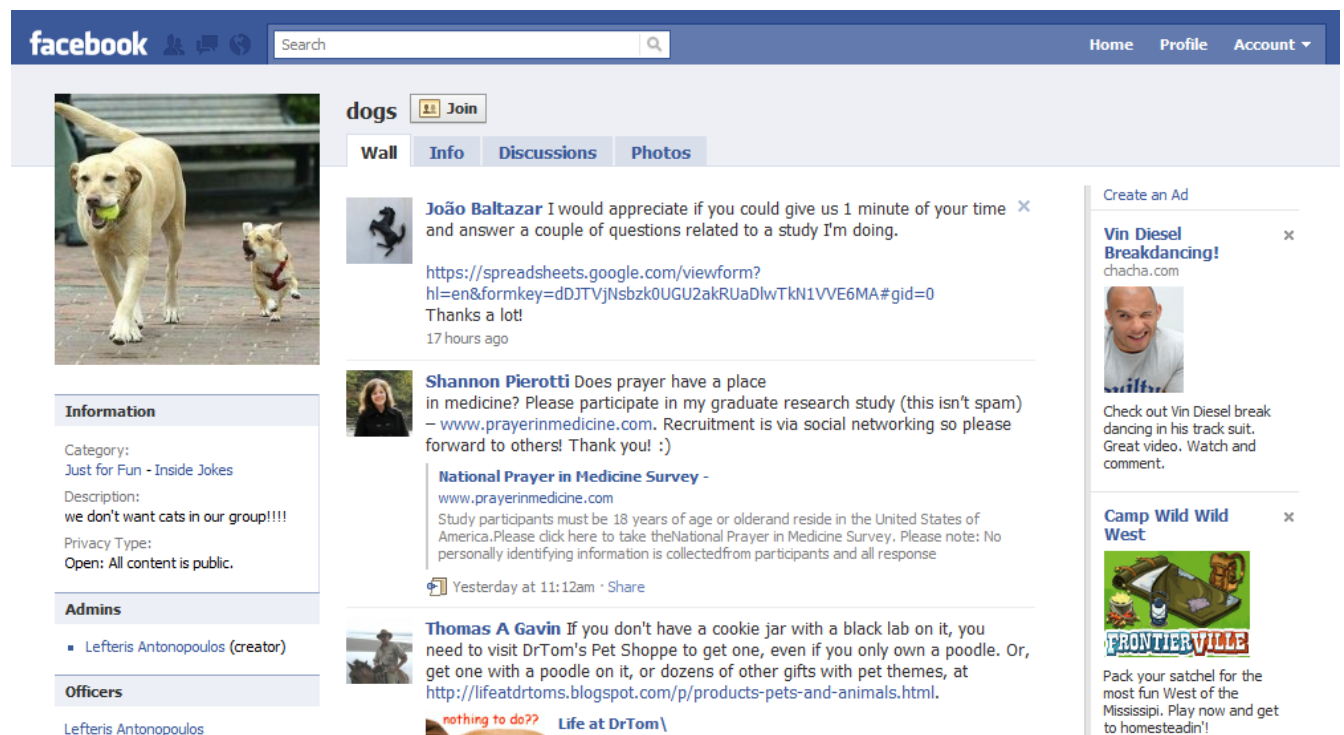
In addition to what is already mentioned above, what makes Facebook great for business is that:

- It is popular with all age groups (that is except for people below the age of 13 who generally don't have any purchasing powers anyway);
- Facebook pages appear on search engines and are accessible to everyone (even people who are not Facebook members);
- Facebook provides you with a two-way communication channel between you and your customers and prospects;
- It is very easy to share stuff on Facebook and, because of that, things can spread rapidly on Facebook; and
- Facebook has a ton of components/features that are very well suited for marketing.

Ways Facebook Can Help Your Business

Groups

A Facebook group is where you create a community around a specific topic/interest or cause. In other words, this is where people connect and communicate with other Facebook users who share the same interest with them. The nice thing about groups is that (as admin of a group) you can send emails to the members of your group (i.e., targeted audience). This makes groups a very powerful and highly effective marketing tool. Below is an example of what a Facebook group looks like.



The screenshot shows a Facebook group page for "dogs". The page has a blue header with the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The group name "dogs" is displayed with a "Join" button. Below the name are tabs for Wall, Info, Discussions, and Photos. The main content area shows three posts: 1. A post by João Baltazar asking for help with a study, including a link to a Google Form and a "Thanks a lot!" message. 2. A post by Shannon Pierotti about a research study, including a link to a website and a "Thank you!" message. 3. A post by Thomas A Gavin about a pet shop, including a link to a website. The sidebar on the left contains "Information" (Category: Just for Fun - Inside Jokes, Description: we don't want cats in our group!!!!, Privacy Type: Open: All content is public.), "Admins" (Lefteris Antonopoulos (creator)), and "Officers" (Lefteris Antonopoulos). The sidebar on the right contains "Create an Ad" (Vin Diesel Breakdancing!), "Camp Wild Wild West", and "FrontierVille".

However, you must note that groups are built around a group of people rather than your business or your brand. So, instead of using a group to promote your business/brand, use a group to create awareness about topics related to your niche.

The only limitation of groups is that, unlike "Pages", groups are not visible to people who are not signed in to Facebook.

Pages

Facebook "Pages" were created to enable business owners to create a Facebook profile for their business (yes, very much like your personal profile). As a matter of fact, the earliest version of the code that made up a Facebook "Page" was almost exactly the same as the code that generated user profile pages.

Just like your personal profile, Pages give your business/brand an identity on Facebook. And just like on your personal profile, you can store photos, videos, information about your company, and custom applications on your Page.



The screenshot shows a Facebook Page for a group named "dogs". The page has a cover photo of two puppies. The navigation tabs include "Wall", "Info", "Photos", and "Boxes". Below the navigation, there are buttons for "dogs + Others", "Just dogs", and "Just Others". The "RECENT ACTIVITY" section shows three comments from "dogs" on Abhir Agarwal's photo. A post from "dogs" says "love tummy rubs" with 829 likes and 631 comments. Another "RECENT ACTIVITY" section shows "dogs" changed their website. The page has 173,273 likes. On the right, there are two ads: "Win Free Magazines" for Century Tuna and "Study Abroad" for the 2010 Commonwealth Education Fair.

Unlike personal Facebook accounts, however, which have a 5,000 person cap, Pages have no "liker" cap. A "liker" (formerly known as a "fan") is a person who has opted in to receiving updates from a particular page (very much like the friends you have on your personal account).

When a person "likes" a page, all his/her friends will see it on their feed. This exposes the page to more people and could lead to more "likers".



All activities on a Page get posted back to your Page's feed for all your friends to see. Additionally, all posts made by Page admins also appear on all the Page's "likers" feed.

Applications

Called "apps" for short, Facebook applications are mini programs that run within the Facebook environment and enhance the users' social networking experience. If you're familiar with plugins, like the ones that you install on web browsers to view a web page correctly (e.g., Flash, Quicktime, JavaScript), apps are just like that.

Applications enable you to say or promote anything you want about your business in a unique and highly engaging manner.

Below is an example of a Facebook app.



Creating full blown applications requires significant programming knowledge and skills, as well as a server on which to house and run your application. However, Facebook also allows non-programmers to create simple applications using (quite ironically) other apps. These applications generally require no programming knowledge to use. With just a bit of imagination, you'll be able create and launch an application in a matter of minutes.

Advertising

Facebook's advertising engine enables advertisers to specify a specific demographic target, see how many people that demographic will hit, and advertise to that demographic.

2. Targeting Ad Targeting FAQ

Location

Country: [?]

Everywhere
 By State/Province [?]
 By City [?]

Demographics

Age: [?]
 -
 Require exact age match [?]

Sex: [?]
 All Men Women

Likes & Interests

[?]

Suggested Likes & Interests

<input type="checkbox"/> The Truth About Cats And Dogs	<input checked="" type="checkbox"/> Puppies
<input type="checkbox"/> Sharks	<input type="checkbox"/> Animal Rights Watch
<input type="checkbox"/> Shark	<input type="checkbox"/> Animal Rights

Estimated Reach
198,420 people

- who live in the **United States**
- exactly between the ages of **24** and **30** inclusive
- who like **dogs** or **puppies**

Depending on the budget, Facebook offers various advertising spots/spaces throughout the site which are generally charged in cost-per-click (CPC) or cost-per-thousand (CPM) basis.

When you first post your ad, you will be required to purchase credits for you to use on your ads. Consider this as a pre-paid advertising program. Your ad will run for as long as you have credits in your account. That goes without saying that you need to replenish your credits to keep your ad(s) running.

In keeping track of your ads' performance, Facebook has what is referred to as "Facebook Insights" which can help you improve your ads (if needed).

Be careful in choosing as some categories do not work with Facebook ads.

Among the things that are not allowed in social ads are:

- 1) masked or redirect links
- 2) misleading ads
- 3) promotion of products such as ringtones, software downloads, alcohol, and tobacco. Read the Facebook advertising guidelines for more details.

Another word of caution... Facebook ads, if not used properly, can easily burn through your wallet. For that, it is advisable that one must obtain enough knowledge and experience in PPC programs prior to running ads on Facebook.

Also, keep in mind that Facebook doesn't like affiliate links. For this, you must create a web site or blog which you can use as a landing page for your advertisements.

You can also use Facebook ads in marketing your group if you think that it will benefit you more.

Facebook Connect

Facebook Connect enables your website to easily integrate with Facebook. Think of it as a web ID system similar to OpenID. But aside from simplifying the site registration process, Facebook Connect also allows website owners to extend some social networking features onto their site, thus making it easier to share content through Facebook.



Tips on Using Facebook Pages

Name your page carefully

You are only allowed to have 75 characters for your Page's name (including spaces), and you will not be allowed to change your Page's name once you've already got 100 "likers". So choose your name wisely. Make sure it's a name that you like and a name that you will have no trouble being stuck with forever.

Only use an actual company name if:

- 1) you own the company;
- 2) your company allows you to; and
- 3) you know that you will never leave that company.

Only include your name if you're promoting it as a brand. And when you do, include some descriptive words that will tell people who you are or what it is that you do.

Lastly, considering that Facebook Pages are accessible by and through search engines, include important keywords (words related to your business/industry) in your Page's name whenever possible.

Promote your page in as many places as (ethically) possible

Promote it on your site, bookmark it on social bookmarking sites, put your Page's link on your business cards and other printed matters.

Make your Page unique

Don't settle for what Facebook gives you by default. Make your Page stand out. Think creatively about how you can add value to Facebook users' experience when they visit your Page. Take time to think about how to design your page in such a way that it will not only catch people's attention but will also get people to "like" it.

Do not make your Wall the landing spot

Never let new users land on your Wall. The Wall doesn't really tell anything about your brand, and it won't have much impact on new visitors.

Tips on Facebook Promotion

Do not set up a personal profile or a Facebook Group to promote your brand. Use a Page instead. As mentioned earlier, Groups are best left to causes and topics related to your niche (e.g., Say No to Fur). And personal profiles? Well, they're for people, not businesses and brands.

Allow users to post or comment on your Page. Keep in mind that being "social" is all about interaction, conversation, and dialogue. So give your "likers" a voice.

Do not leave your page stagnant for very long. Remember, the more you use your page and update it, the more chances you have of tapping into the viral nature of Facebook. The key is to be consistent and interesting with two to four posts a week. If you can't do it on your own, hire someone to do it for you.

Make sure to include your business information or link on your page. Don't make the mistake of using your Facebook page as a website because it's not and it's not yours, it's Facebook's. Facebook can take it down anytime and for whatever reason it may have. So, if you have a website, make sure to include your site's link on your Facebook page. If not, make sure to let people know where to find you and how to contact you.

Keep in mind that social media pages are public. Always be professional in everything you do and say on your Facebook page because your brand is always out on the web and reflects on you and your business.

Do not make your posts sound like an ad. Always keep in mind that people generally hate being sold to. So, instead of trying to sell, try to inform and educate. Share valuable information.

Do not post promotional messages/materials on other people's wall. Just think about this... how would you like it if someone comes along and sticks a poster up on your front door? Keep your promotions on your own wall. If you'd like to get extra exposure, ask your friends/"likers" politely to help you promote by reposting/sharing your promotion on their wall.

Always make it a point to thank people for "liking" your Page and posts. This small gesture can do wonders in spreading goodwill about your page and brand.

Engage with your "likers". When someone comments on your page, comment back, even if it is to merely thank them for commenting. Answer their questions. Respond to their complaints. Encourage your followers to interact with you. This tells your followers/"likers" that there is a real person on the other end and that you care.

What Exactly are Facebook Fanpages?

According to the Facebook Pages Manual, Facebook decided to add the functionality of setting up fanpages so that business owners, organizations, bands, and celebrities could keep in close relationships with their fans, clients, and customers.

Having a Facebook fanpage gives you the capability of adding video, graphics, email auto responders to start building a list, adding coupons, selling gift cards, etc. You can be very creative with Facebook fanpages, just like you can with your website. So you might be thinking "So what is the big deal, I do all those things on my website already." Although you might have all of these things on your website already, getting your business more exposure on the worlds largest Social Network should also be part of your marketing strategy.

Here is a sample fanpage that is selling giftcards:



Internet Marketing Tips For Local Business Owners in the Philippines

Papa John's Gift Cards

Take the guesswork out of gift giving. A Papa John's Gift Card can be given to anyone who loves great tasting pizza! It's the perfect gift for those "hard to buy for" people on your shopping list. Plus, Papa John's Gift Cards do not expire, and there are no service fees.

We're sorry, but online balance inquiry is not available at this time. Please call **1-800-325-1119** to check your Papa John's Gift Card balance.

Send a gift directly to an email address **Give a Papa John's Gift Card**



Make gift-giving fast and easy!

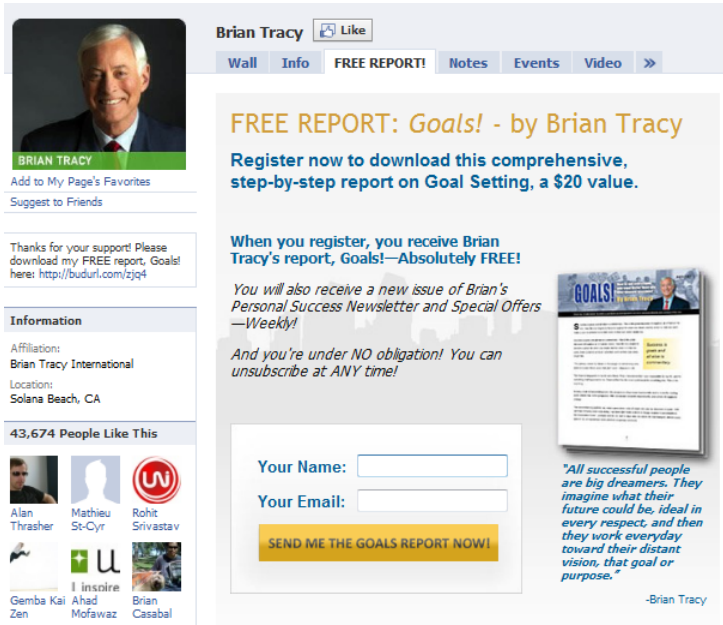
- Choose from six gift card designs
- Select your card value up to \$100
- Include a personal message right on the card
- Send today, or a date of your choice
- No shipping charges
- Great last minute gift

Delivers to any address.

- Available in amounts of \$15, \$25, and \$40
- Ship card directly to your recipient
- Multiple shipping methods offered

ORDER NOW **ORDER NOW**

Here is a sample of a fanpage that has an email autoresponder on it so that they can collect emails and start building a profitable list:



Brian Tracy Like

Wall Info **FREE REPORT!** Notes Events Video >>

FREE REPORT: Goals! - by Brian Tracy

Register now to download this comprehensive, step-by-step report on Goal Setting, a \$20 value.

When you register, you receive Brian Tracy's report, Goals!—Absolutely FREE!

You will also receive a new issue of Brian's Personal Success Newsletter and Special Offers—Weekly!

And you're under NO obligation! You can unsubscribe at ANY time!

Your Name:

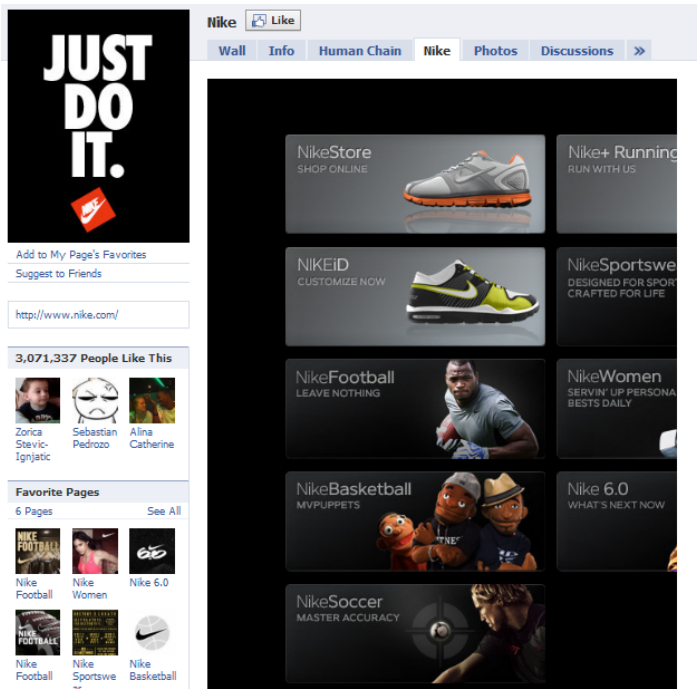
Your Email:

SEND ME THE GOALS REPORT NOW!

"All successful people are big dreamers. They imagine what their future could be, ideal in every respect, and then they work everyday toward their distant vision, that goal or purpose."

-Brian Tracy

There are also ways to feature products that your business sells:

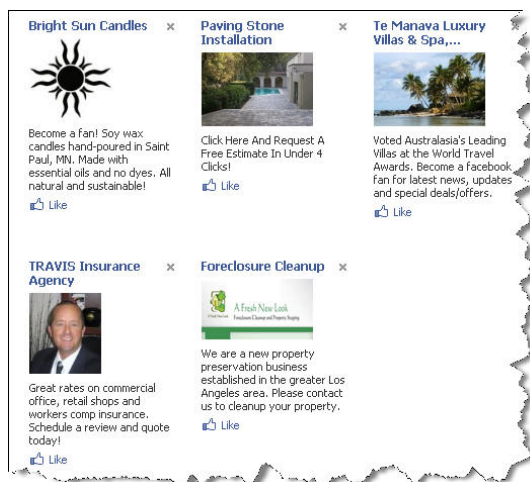


Overall, there are a number of creative ways for you to use a Facebook fanpage for your business, and that is why our company, **ENTER COMPANY NAME HERE** wants to help you with your Facebook Fanpage.

So How Else Do I Promote my Fanpage?

There are a few ways that you can promote your fanpage, using the Facebook advertising platform is the best way to promote. I will cover in detail how the paid advertising platform can get you traffic, I will also give you other FREE ideas you can use to get traffic to your fanpage.

Let's begin with Facebook Pay Per Click....



You've seen them yourself, most likely... those ads running down the right-hand side of your Facebook pages, most of them about interests you particularly enjoy.

You are not seeing the same ads as everyone else accessing Facebook at that moment. These ones are specifically targeted to data Facebook has gleaned from your preferences and other sources. Facebook ads are simple but powerful. Each one consists of a title, text block and graphic or photo of your choice – all within a 110px X 80px "box", to fit that vertical, right hand Facebook sidebar.

If you think of them as a cross between a Twitter tweet and a banner ad, you've just about got the picture!

And yes – they absolutely can advertise your:

- Product
- Services
- Contest
- Cause
- Links
- Photos
- Videos
- Business USP
- Business Event

Facebook's biggest benefit is its most obvious. It operates through social networking and trending rather than pure SEO – the hottest trend of this brand new decade. **It allows readers to see your ads on their mobile phones – and mobile devices now outnumber personal computers, 4 to 1!**

If you are using Facebook Advertising to promote your fanpage, you will find that the traffic you are buying is much cheaper than Google Adwords. Adwords can be dangerous if you do not know what you are doing, Facebook advertising your fanpage can be a great first start if you are new to Pay Per Click marketing.

But whether you use Adwords (SEO based) or Facebook ads (social networking based), Facebook ads nowadays are a "must" – particularly with the not-so-subtle switch over to mobile devices! But it's great for beginning marketers because at the moment, it's significantly less expensive to advertise on Facebook than with PPC!

Graphics Capability – It's other biggest benefit is that you can introduce a graphic element or photo into what is basically just a small text ad! Since Facebook is "tuned" to graphic elements, and interest has been shown to peak when graphics are displayed, it wins hands-down over AdWords banner ads.

Text Capability – You have 75 words to say what you want to say in Google AdWords (that's less than half a tweet!) Facebook ads not only allows you a 25-character headline, but 135 words of body text, too. (That's over double Google AdWords' capacity – but note; spaces count.)

What Businesses are currently Using Fanpages?

Some people will tell you that Facebook Ads don't work for business purposes, but that's simply not so. It should speak volumes and give you a big, fat clue about its potential when you realize that major companies are taking full advantage of Facebook Ads, in creative ways.

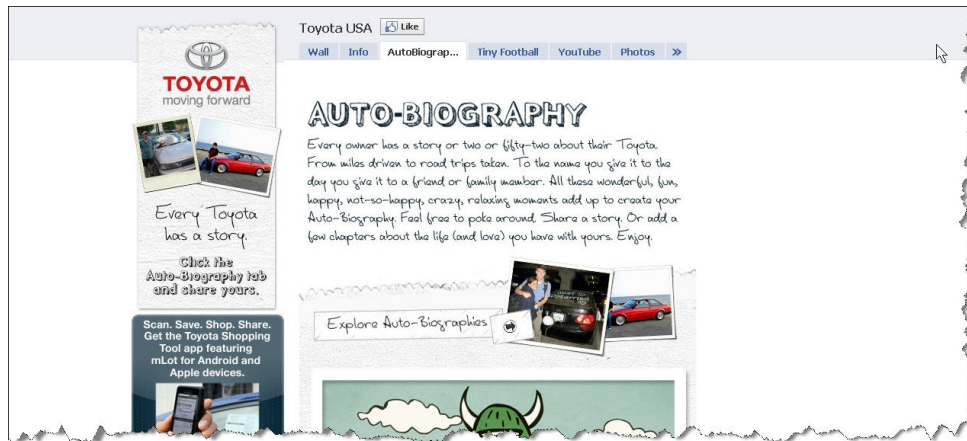
For example, according to Facebook's own Marketing Solutions page...

- **Honda** recently used Facebook Ads to keep consumers updated (and do serious damage control) after its recent spate of shocking recalls.
- **Budweiser** encouraged social interactivity with its customers when it invited them to select which commercials to show during televised sports games.
- **Guitar Hero** became the first online video game to reach 1,000,000 fans on Facebook

Even **Coca-Cola** jumped on the bandwagon, selling "virtual bottles of coke" and promising to donate \$1.00 for every virtual bottle sent to their favorite cause.

These 4 examples alone show you the sort of creativity you can employ (and flexibility you can take advantage of) when you mix a Facebook Fanpage and a Facebook Advertising campaign!

The graphic below shows you a portion of the custom "Fanpage" used by the [Toyota](#) company.



If you already have a fanpage for your business, you'll notice that this one has a number of features not found in the default layout.

Facebook allows businesses to customize their fanpages in a number of ways and doing so is a great idea!

You can add custom graphics to build your brand, videos that excite your visitors and deliver your message in a fresh, new way or even add the ability to capture email leads direct from your fanpage!

As Facebook is now getting as much (and in some cases more) internet traffic to its site, there has never been a better time to harness the power of Facebook!

You Want to Attract "Fansumers"

If you've been wondering what a "fansumer" is, it's yet another social phenomenon you can use to your advantage. According to Forrester Research, a "fansumer" is simply a consumer who has "become a fan" of a brand on Facebook.

This brings us back to yet another of Facebook Ads' biggest advantage... **interactivity.**

It's a proven maxim: Get people to engage as a participant, rather than as a spectator, and their stake in what they're engaging in becomes personal and more positive. Use an app or a product and click the little "become a fan" text link on your Facebook page, and you are not only contributing to its statistical popularity, but personally endorsing it!

Why Profile Pages Can Be Your Best Friend

The main reason you can target so specifically, in spite of Facebook itself have a broad, generic demographic, can be attributed to profile pages.

Think about it: When you filled out your profile page, you were prompted to share your:

- Hobbies and interests
- Career and work information
- School, college or university
- Tastes in music, books and movies
- Personal and contact information (date of birth, marital status, etc.)
- City and state

And as much extra information as you chose to share. Among the things you share you can bet people can find great long-tailed keywords! These are what you should use when creating your Facebook Ads – targeted specifically to your ideal customer, of course.

Use your keyword in your headline at the very least – and again in the text (always providing it feels totally natural: Remember, Facebook puts “social” before “SEO”).

Other Ways to Drive Traffic to Your Fanpage

Even the most attractive fanpages are useless without visitors and that's why we utilize many different traffic generation strategies on behalf of our clients. We do our best to help you dominate the search engine results in an effort to bring you targeted traffic that is meaningful to your business.

Just a few of these strategies include...

- Search Engine Optimization (both on-page and off)
- Article Marketing
- Press Releases
- Blogging/RSS Feed Syndication
- Social Bookmarking
- Utilizing "Web 2.0" properties (like Facebook.com, Twitter.com etc.)
- Video Marketing (like YouTube.com, Viddler.com, etc.)
- Online Classifieds (like Craigslist.org, Kijiji.com, etc.)
- And a whole lot more!

Whether you are looking to make direct sales from your fanpage, build leads or encourage your visitors to stop by your store or office, we can develop a traffic generation strategy to meet your objectives.

Where Do We Go From Here?

If you're ready to build a solid online social networking presence and attract new fans to your fanpage resulting in more business, I'd love to discuss your individual needs.

I offer the setup of Facebook fanpages, Facebook advertising and many other services for your business.

To get started, give me a call at: (0915) 853-3256 or visit my website at: www.giancarloallegos.com/contact and complete our online form to request an appointment.

I'll set an appointment at a time that's convenient for you (typically 30 minutes in length) to learn more about your business and tell you how I can help.

About The Author



Giancarlo Gallegos is the founder/owner/Creative Director of Studios Without Borders which specializes in helping local businesses build a meaningful online presence.

He has designed and created marketing programs for different businesses here and abroad. He is now currently working on a new web based business application project called VSuites Technology. He aims to help grow the small and medium scale businesses in the Philippines through affordable web based business applications.

When not marketing a local business, he enjoys traveling and taking photographs for his travel blog, The Adventures of Spider Pig. He has traveled across the Oceanic, South East Asia and Europe. Now, he eyes are set on exploring South America and South Africa.