

## Chapter 6

# Promoting Your Page

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### *In This Chapter*

- ▶ Adding text to your Wall
  - ▶ Posting photos and videos
  - ▶ Generating a discussion
  - ▶ Sending your Page to friends
  - ▶ Adjusting your Page settings for optimal effect
  - ▶ Tapping into your Facebook offline network
  - ▶ Checking out seven groovy (and free!) ways to market your Page
- 

**W**here you now tread, many great ones have tread already. Many of today's most popular public figures and commercial products from President Barack Obama to Coca-Cola are already located on Facebook. And scores of other local businesses, brands, actors, politicians, and musicians have done the same. So, there is no reason why you shouldn't create an outpost for your business on Facebook as well.

With a Facebook Page in place (see Chapter 2 to become a Facebook member and Chapter 4 for details on creating a Facebook Page), your attention can turn to building a strong fan base for your Page. Social networking is a quantity game in that the amount of time you spend networking equals the amount of results you receive. For example, if you were to attend a networking event, such as a Chamber of Commerce meeting, you might meet a handful of people. But repeated appearances at these meetings would most certainly build your credibility in the group and your number of contacts.

Think of Facebook, or any social network, in the same way you would the Chamber of Commerce meeting, except the meeting is ongoing and there's no limit to the number of people you can meet (that's a big virtual meeting!). Also, imagine what would happen at the Chamber of Commerce meeting if you walked up to each group of people that you saw, interrupted them, handed them your business card, and asked them to visit your store down the road right now. That approach wouldn't go over very well in that setting, and it won't work for you on Facebook.

In this chapter, we cover a few tactics that are well accepted in the Facebook community that generate conversations rather than interruptions. These tactics help to build awareness of your brand; drive your sales; form a community of people who share your values; and listen to feedback from your customers.

We discuss how to generate the best Wall stories by writing text messages, adding photos and videos, and starting discussions. We show you how to leverage your existing friends and customers both in and out of Facebook, and how to find new business prospects within the Facebook community. Plus, we list seven easy, free ways to market your Page on Facebook that everyone should consider. So let's dive right in!

## *Positioning Your Page*

The way most businesses grow in the offline world is through word of mouth recommendations. You make a good product or provide great service, the word gets out, and customers beat a path to your door. Conversely, if you don't make a good product or provide great service, then customers will avoid you and might never give you a second chance.

Facebook is really no different. In fact, it enhances the word of mouth process because Facebook provides many ways to share Pages and give friends your "digital" endorsement.

The perfect place to start promoting your Facebook Page is with a well-honed position for your brand, product, service, local business, or performer. Try to make your Page something that is remarkable to the reader. Do you do something really well or better than anyone? Do you make the best deep-dish pizza in all of Greenwich? Why not position yourself as an expert on the word you want to get around. (For more information on developing a Facebook marketing plan, see Chapter 5.)

## *Generating Stories for Your Wall*

The core of your Facebook Page is the Wall, where fans can post comments and engage with you in conversations. When a fan posts something to your Wall it shows in their friends' News Feeds, allowing you to keep reaching a wider circle of people. This is the viral nature of Facebook, which is what makes it so powerful!

You can keep your Page engaging and fresh by using simple Facebook features, such as updating your content regularly, adding photos and videos, generating interesting discussions, hosting an event, and more. Here are the Facebook marketing tactics that can make the most of your Page.

## *Keeping your content fresh*

As with so many other forms of social media, the key to a vibrant Facebook Page is fresh content. It can't be any old content, either — it needs to be interesting and relevant content to your readers.

Content truly is king because users who return to your Page regularly are more likely to become customers over the long haul. Moreover, existing customers who return often to your Page are more likely not to leave you, so you owe it to your company to keep the content flowing.

You have several ways to make regular updates:

✔ **Find content that's relevant to your audience from any content aggregator or blog search engine, such as Digg or Technorati.** By taking the time to search on these sites every day, you can find interesting information to repost so that you can keep your site fresh and keep the conversation rolling.

✔ **Vary your tactics.** If you find a clever blog post about something you think is relevant to your audience, post it as a status update. For example:

```
Just read this post from ABC on 123. They are on to something!
```

✔ **Find something you don't agree with and post it in your Discussions area to ask your fans what they think about it.** If you see a clever comment in a blog post, for example, you can post the comment to your Wall and add a link to the blog post where you found it.

## *Adding new messages*

Maintaining a steady stream of content helps you to attract new members of the Facebook community, as well as to interact with them. Every time you update the What's On Your Mind? feature, Facebook posts a *story* (a listing of the action that occurred) on your Wall.

Other stories that post on the Wall include starting a discussion, adding a photo, uploading a video, throwing an Event, changing your Page settings or writing on a Wall — even your own Wall. You can even add your company's RSS news feed, any feeds from a blog that you might have, or a feed of items from a feed reader you share that covers your industry.

You can choose from two types of features that post content to your Wall: the update feature and the Notes feature. When and how you use them is entirely up to you, so we discuss the uses of each one in more detail.

### Updating your status

Using the update feature can be done easily by entering a status update in the What's On Your Mind? feature and clicking the blue Share button. This feature is limited to 160 characters including spaces (which is about 2½ to 3 lines of text), just slightly longer than a Twitter post. Be sure to click the blue Share button to post it to your Wall.



You may also add a link to an article or news item of interest for your fans. Always stay on brand; that is, the content should relate to your business in some way. And consider keeping it on the positive side. No need to associate negative news with your business.

To enter a Web site address into the What's on Your Mind? box, simply click the Attach link and cut and paste the URL of the Web page into the What's On Your Mind? box. That's the best part about using one-liners — they're short and unintrusive so that you can read them quickly and easily. (See Figure 6-1.)

**Figure 6-1:**  
Updating  
status  
feature  
including a  
Link.

The screenshot shows the Facebook interface for the 'Pop Tot Tees' page. At the top, the Facebook logo and navigation links (Home, Profile, Friends, Inbox) are visible. The page name 'Pop Tot Tees' is prominently displayed, along with a navigation menu (Wall, Info, Photos, Boxes, Notes, Video) and a search bar. The main content area features a status update from the page: 'is heading to Central Park to enjoy the day with a new Pop Tot Tee shirt on!'. This update includes an 'Attach' button and a 'Share' button. Below the status update, there are several posts from 'Pop Tot Tees', including a post about a 'Happy 4th of July weekend' and a post about a 'trouble maker' t-shirt. The page also features a sidebar with advertisements and a 'Marketing Recognition' section.

### Using Notes for your message

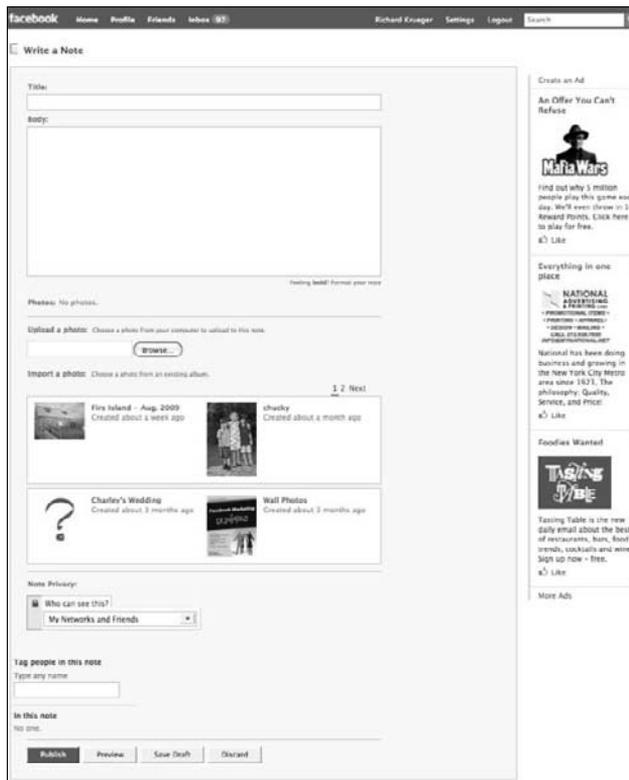
The previous feature was geared toward a short burst of information. But what if you want to share a more complete story including a photo and tags? You use the Facebook Notes feature found by choosing Applications → Notes in the bottom navigation bar.

Of all the content-creation tools that you can use to share a post, Facebook Notes offers you the most flexibility. Notes are a good way to go because they have a title and body copy much like an e-mail or blog post and can be of unlimited length. Just watch the title though because you're limited to 120 characters including spaces although you should be able to manage that.



Notes can also include photos in JPG, GIF, or PNG formats with a maximum width of 396 pixels and a height up to three times the width. Maximum file size is 4MB.

In this example, we use Notes to announce an addition to the Pop Tot Tees line just in time for spring. (See Figure 6-2.)



**Figure 6-2:**  
Write a note  
announcing  
a new tee  
shirt for  
spring.

To add a note:

1. **Choose Applications** → **Notes from the bottom navigation bar.**
2. **Click the Write a New Note button.**

The Write a Note page appears. Here you can

- Add a title of up to 120 characters in length.
- Type as much body text as you like, augmented with HTML commands.
- Import a photo, or use one from your photo albums.
- Tag someone in the photo to ensure he or she sees the Note.

3. **When you finish, you can preview your work and then publish your Note by clicking the Publish button.**



Fans can subscribe to your Notes much as they would to a blog.

You can use many popular HTML commands to dress up your Note.

#### ***Using Notes to import a blog***

You can also use Notes to import posts from an external blog so that they appear along with your Notes. Facebook automatically updates your Notes whenever you write in your blog.

To import your blog using the Notes tab:

1. **Choose Applications** → **Notes from the bottom navigation bar.**
2. **Click the Import a Blog link on the right-hand side.**
3. **Enter an RSS or Atom feed address.**
4. **Check the box to represent that you have the rights to use or reproduce this content on Facebook and that the content is not obscene or illegal.**
5. **Click the Start Importing button.**

You see a preview of some of your blog posts.

6. **Assuming you like what you see, click the Confirm Import button.**

Imported blog posts cannot be edited.



If you import too many blog posts in a day, you could be blocked from writing or importing new Notes, which could result in your account being disabled.

## Adding photos

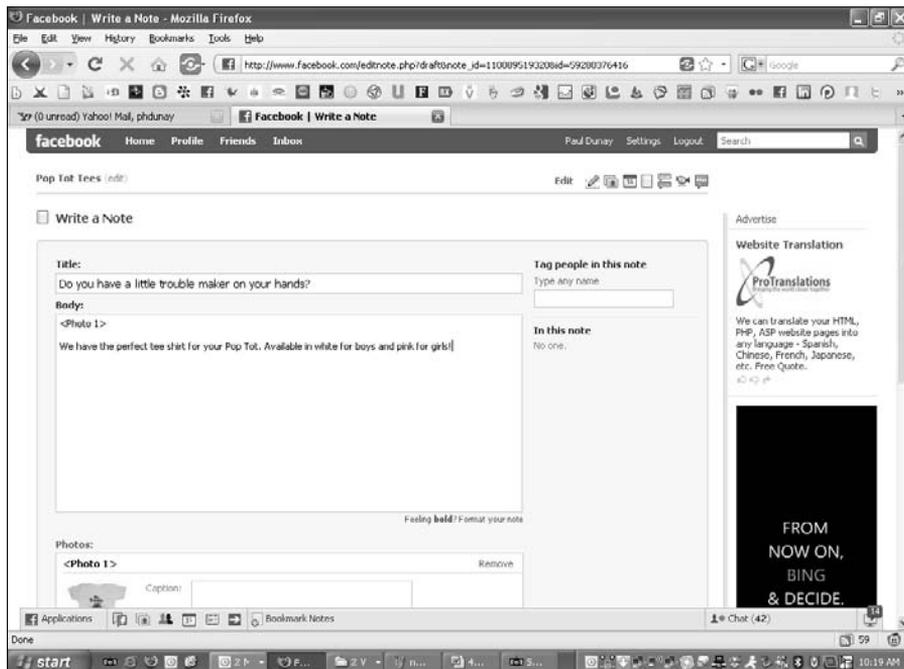
Facebook also allows you to upload an unlimited number of photos and albums to your Facebook Page. You can reorder photos, rotate them, and acknowledge a Facebook member by “tagging” them in the photo. We explain how to tag a photo later in this chapter in the “Checking Out Seven Free Ways To Market Your Page with Facebook” section.

Adding photos is easy, and you have several ways to do so. You can post a single photo, add a photo to an existing album, or take a photo if you have a camera attached to your computer.

To add photos, choose Applications ⇨ Photos from the bottom navigation bar. Then, click the Create a Photo Album button. You need to name your album, add a location, and then provide a short description. Next, browse your hard drive or insert a CD-ROM to find the photo you want (see Figure 6-3), click the green check box in the upper left-hand corner of the photo, and then click Upload to post the photo to your Wall.



As with the Notes feature, you can also access Photos from the Applications menu, as opposed to the Photos tab of your business Page. However, you'll be adding photos to your personal profile rather than your Facebook Page if you post a Photo via the Applications menu path.



**Figure 6-3:**  
Adding a  
photo of  
the newest  
addition to  
the Pop Tot  
Tees line.

In this example, we decided to promote a new product item for Pop Tot Tees by adding a photo. The photo really stands out on the Wall and looks engaging to the reader. (See Figure 6-4.)

Finally, you can take a photo with a camera if you have one attached to your computer. An Apple Mac has a built-in camera you can use to take facial shots or extend to take shots of live scenes. Give this a try if you think this will work well for your business. Be advised that you need to grant access to Facebook to allow them to use your internal camera, which you'll see is part of the process of taking a photo in Facebook.

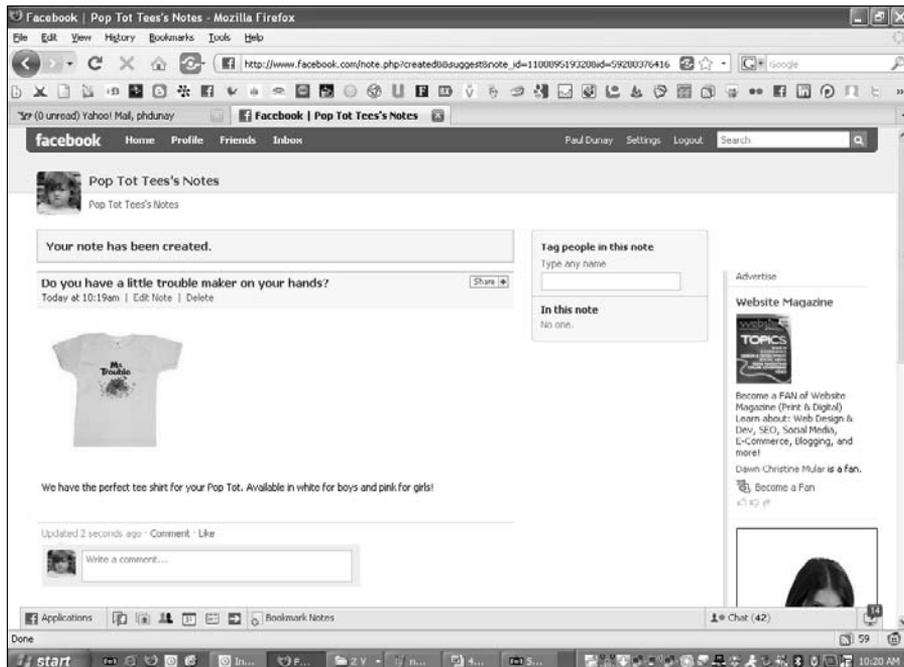


Use images and photos that communicate who you are, provide what your business is about, and inject personality into your Page. Be sure these are photos you would want a potential customer to see — not the holiday party where everyone had a few too many cocktails!

## Adding videos

Adding a video is just as easy as adding a photo. You have two ways to do so — uploading a video or recording a video. The easier option is uploading a video.

**Figure 6-4:**  
Viewing  
the newest  
addition to  
the Pop Tot  
Tees line in  
our Wall.



You can add a video to your Wall by uploading one from your hard drive, a CD, or other storage device. All video must be under 1,024MB and must be under 20 minutes. You also need to agree to the Facebook Terms of Service, which stipulates that you or your friends made the videos you place on Facebook.

Recording a video requires that you have a webcam attached to your computer. Again, Apple's Mac makes this quite easy with a built-in webcam. But don't despair if you don't have a Mac, you can add a webcam to your PC with a FireWire or USB type of connection just as easily.



Facebook supports many popular video formats but does not support iframes or JavaScript.

To add a video:

**1. Choose Applications → Video from the bottom navigation bar.**

The Video page appears.

**2. Click either the Upload or the Record button.**

The Upload button asks you to browse your hard drive to find the video file you wish to upload.

If you wish to record your own video, you need a camera integrated into your computer system with a good microphone. Also, you need to give Facebook access to your camera and microphone in the Privacy window that appears. Press the Record button again to begin filming.

**3. When you finish, you can click Play or Reset, which automatically rewinds to the start of the video.**

**4. Click the Share button.**

## *Adding a music player*

If you are a band, a musician, or a comedy act, you may want to add the Music Player tab, which lets your fans listen to any MP3 tracks your company or band may have directly from your Page. (See Chapter 4 to learn how to add tabs and applications to your Page.) You can add as many tracks as you want because there is no limit. Keep in mind that the file size must be smaller than 15MB and the track cannot play automatically (it must be user initiated).



Facebook allows you to display a maximum of six tabs.

To use the music player:

1. **Click the Music Player tab.**
2. **Click the Add a Track link.**
3. **Browse your hard drive to find the track you want.**
4. **Certify that you have the right to distribute the file and that it does not violate the Facebook Terms of Service.**

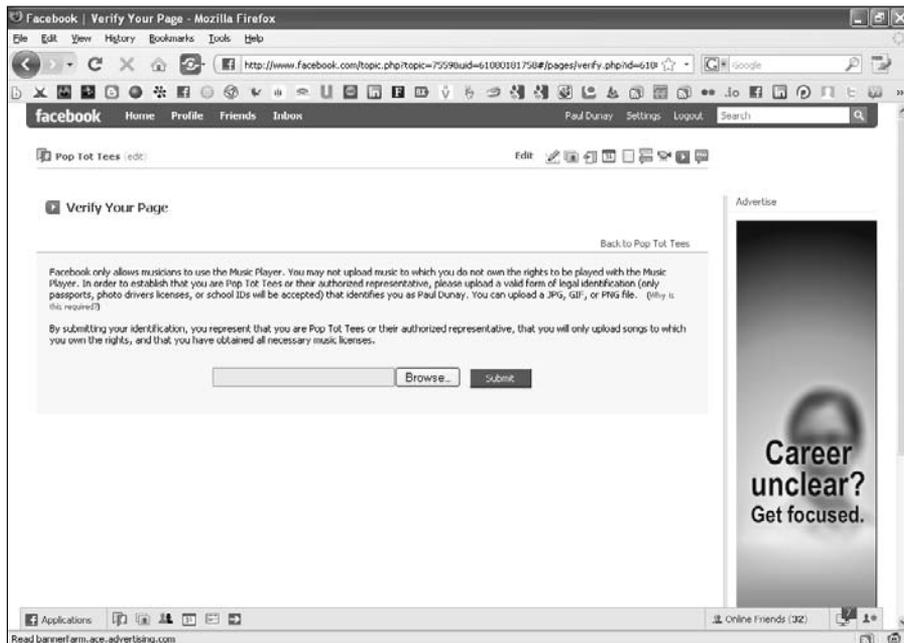
When the upload completes, you're asked for the song's title, artist, and album.



Your music cannot be played until you verify your Page. You need to establish that you are authorized to post the audio assets to the Page by uploading a valid form of legal identification, such as a passport, photo driver's license, or school ID. Doing so identifies you as the company's admin for the Page. You can upload a JPG, GIF, or PNG file of any of these identifications.

By submitting your identification, you represent that you will only upload songs or other assets to which you own the rights, and for which you have obtained all necessary music licenses. (See Figure 6-5.)

**Figure 6-5:**  
To place music on your Page, you need to verify your Page by providing some identification.



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## *Starting a discussion*

Starting a discussion on your Facebook Wall is a great way to engage your audience. We suggest keeping it short and to the point. Be provocative in your title and give some content to help explain your position, and then watch what happens. Be sure to monitor the conversation at least daily and respond to as many, if not all, comments if you can.

A discussion is broken into two parts: the Topic and the Post. The Topic is limited to 120 characters including spaces, and the Post is limited only to your imagination from a size perspective. Unlike the Note feature, which is similar in look to the Discuss feature, you can't add a photo. For more about Notes, see the "Checking Out Seven Free Ways to Market Your Page with Facebook" section, later in this chapter.

To start your discussion, select the Discussions tab. If you don't see the Discussions tab, select the + tab to get Discussions from the list. Click the Start a New Topic button to begin.

## *Hosting an event*

Facebook Events allows you to organize events or gatherings with your fans. It also allows you to alert your community about any upcoming events you may be having.

Generally, we think it is advisable for Pages to list any event you would normally post to your business Web site. If it is good enough for your corporate Web site, why not post it to Facebook? An event can be a grand opening, a storewide sale, an upcoming promotion, or a big industry conference you'll have a booth at. (See Chapter 8 for more information on hosting a Facebook Event.)

## *Sharing Your Page*

The Share button, found at the bottom of the left column on any Page, lets you invite Facebook friends, or a list of Facebook friends, to check out your Page. Additionally, you can input an e-mail address of someone who may not be on Facebook so that they can view your Page.

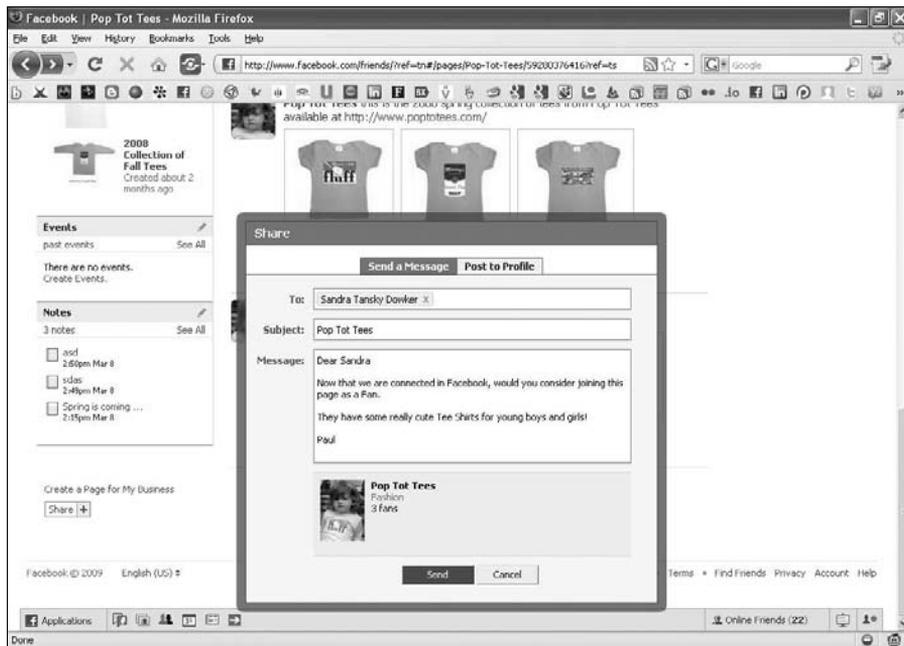
To access your Page:

1. Choose **Applications** → **Ads and Pages** in your bottom navigation bar.
2. Click the **Pages** link on the top navigation bar.
3. Access your Page by clicking the photo or the **Edit Page** link.

## *Sending a Page to your friends*

1. Click the **Ads and Pages** link in the **Applications** menu in the bottom-left corner of the navigation bar.
2. Click the **Pages** link on the top navigation bar and select the Page that you want to share.
3. Click the **Share** button.

The Share dialog box appears, as shown in Figure 6-6.



**Figure 6-6:**  
Sharing a  
Page with a  
friend.

4. **Click the Send a Message tab.**
5. **Start typing the name of a friend in the To field.**

Facebook auto-populates the full name while you type.

You can also type the name of a friend List, which Facebook also auto-populates, but be aware you can only message up to 20 people at one time so be sure your friend List is not too large.

You can also enter the e-mail address of anyone you want to share your Page with.

6. **Type your subject in the Subject field.**

Be sure to make it descriptive enough to get the recipient to open your e-mail.

7. **Enter your message in the Message field.**

Because you are sending an invite to join a Facebook Page, be sure to mention the creation of a new Page or some reason you think the recipient should join you on this Page.

8. **Click Send.**

Any recipients who are not already Facebook members do need to join Facebook first to see your Page (see Chapter 2).



## *Posting a Page to your profile*

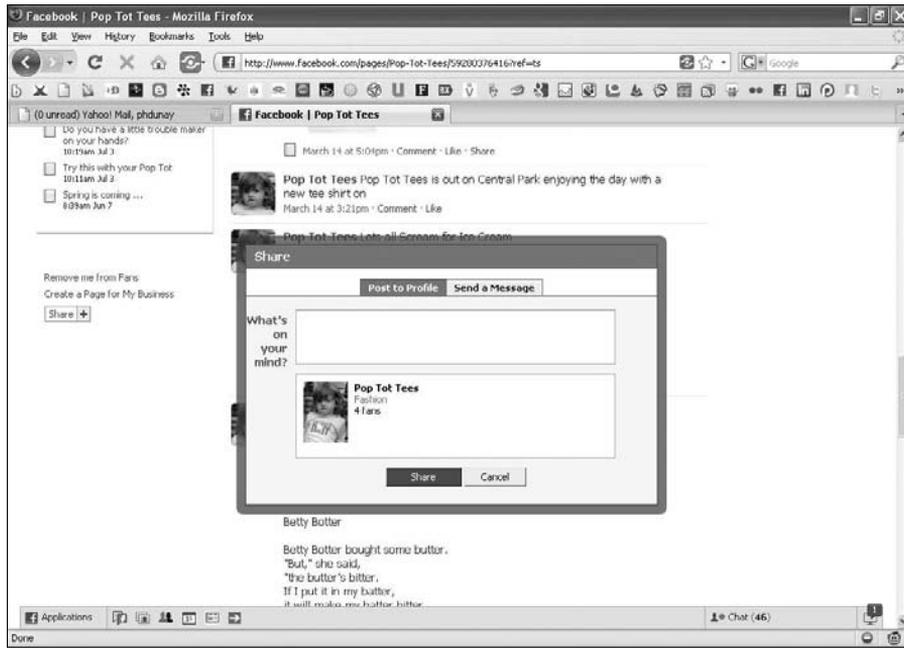
The Share button, found at the bottom of the left column on any Page, also lets you post any Page (even if you haven't created them) to your personal profile to let all your Facebook friends know about it and how you feel about that Page by adding a personal message.

Here's how to post a Page to your profile (see Figure 6-7):

1. **Click the Share button found at the bottom of the Page that you want to share.**
2. **Click the Post to Profile tab.**
3. **Input a message about the Page.**

It can be up to 787 characters in length.

4. **Click Send.**



**Figure 6-7:**  
Posting a  
Page to your  
profile.

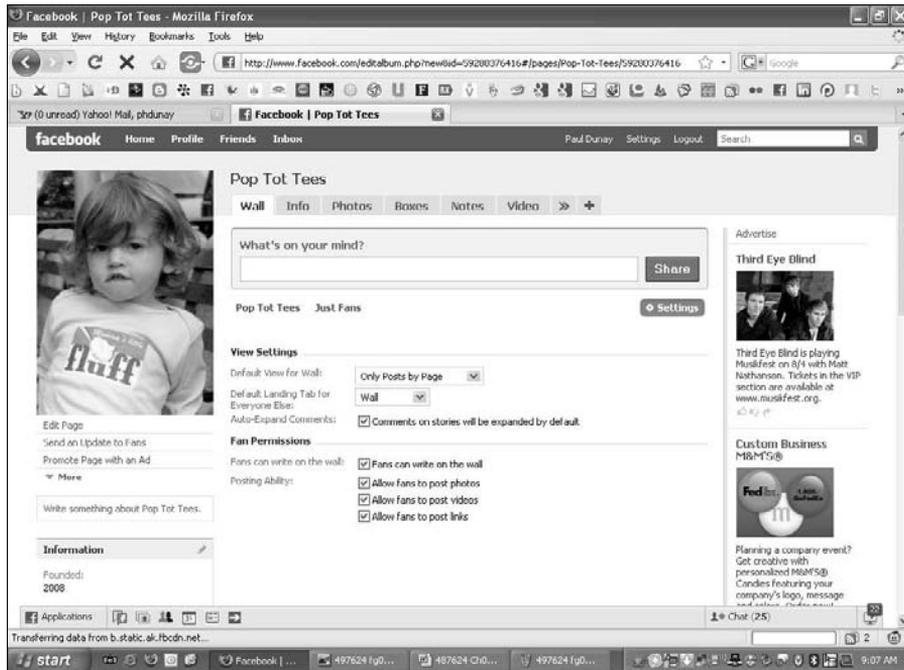
## Adjusting Your Page Settings

Now that your Page is live, your Facebook Page settings are actually important to consider. All Facebook Pages are public and therefore indexable by the search engines, such as Google. They actually do quite well achieving first-page search rankings under the name of the business, which creates even more of a viral effect for your Page. So, additional traffic can be directed to your Page from viewers outside of Facebook and you want to be sure that these visitors are respectful of your Page. You want to build a positive image for your brand and engage readers so that they engage with you and return often.

To adjust the settings on your Page, click the Settings link under the blue Share button on your Wall. (See Figure 6-8.) Page settings are organized in two distinct groups: View Settings and Fan Permissions.



Be sure that your Page is rich in the keywords that can best help you appear in the search engines. Also, be sure that you provide all the necessary contact information, such as directions to your offices, Web site address, and blog address. If someone who hasn't joined Facebook finds you through a search engine listing for your Facebook Page, make it easy for him to contact you without having to join Facebook first!



**Figure 6-8:**  
Adjusting  
the settings  
of your  
Page.

## View settings

View settings control what users see when they perform certain actions. New viewers can be directed to a specific page and returning viewers can be directed to another page.

### Default view for Wall

The default Wall setting here is Only Posts by Page. And we recommend leaving this as your default setting. Your viewers are greeted with what only you've written on your Wall rather than mixing it with what fans have written on your Wall. The Just Fans option underneath the What's On Your Mind? box lets you sort the results just for your fans.

The other option, Post by Page and Fans, gives you a different default view of both Page and fan updates, and two ways to sort: Just Page updates and Just Fan updates.

### ***Default landing tab for everyone else***

This setting allows you to direct new visitors to a variety of tabs, including Wall, Info, Photos, Discussions, and Boxes. This is the option where you can decide where you want your non-Facebook visitors to go when accessing your Page. But your fans can go directly to your Wall. For more discussion on tabs, see the “Using Tabs Wisely” section later in this chapter.

Depending on the nature of your business, you might want visitors to go directly to your Info tab to view your basic contact info. If you are an artist, you might want to send visitors directly to sample photos of your work. If you are a local landscaper, maybe you want visitors to see a video of your work. For Pop Tot Tees, we send visitors to our Wall to view our latest products and promotions.

### ***Auto-expand comments***

When comments are expanded, visitors can see the complete story for each post on your Wall so your visitors (both fans and non-fans) don't have to click to see more. We recommend keeping this option checked.

## ***Fan permissions***

Depending on the nature of your business or if your business is going through a rough patch, you may want to revisit these permissions. This section can help you restrict what fans can do and post to your site. Although we always recommend being as open and transparent as you can when using social media, there could be a time when you might want to restrict some of these settings.

Four options allow your fans to engage with your Page. By default, all options are selected.

### ***Fans can write on the Wall***

We think that you should leave this option checked. Unless you have a spammer or some other person taking liberties with your Wall that you don't think are appropriate, you can leave this setting alone.

### ***Posting ability***

These options allow fans to post photos, videos, and links to your Wall. Again, under the spirit of creating a conversation with your fan base, we think you should keep these boxes checked to allow your fans to post photos, videos, and links to your Wall and interact with you. Unchecking these settings seriously limits the interaction you have with your fans.

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## *Leveraging Your Offline Customers*

You are now ready to start promoting your Page to your existing customers to help build your Facebook fan community. The fun part about Facebook is that it lets you create a network that you can leverage when you have something to share. Sharing can be fun and, if you play it right, profitable for your business. Here's a look at how to leverage your existing customers to promote your Page.

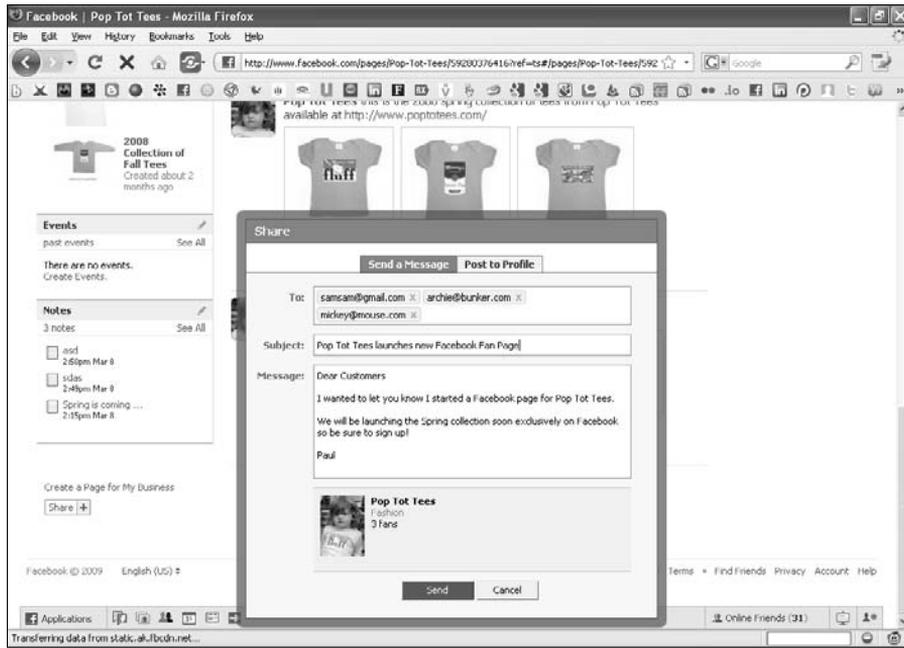
### *Using your company e-mail*

Because Pages have a unique URL, you can copy and paste the URL into your corporate e-mail inviting members of your database to sign up as a fan. This is a good way of going about it, if you really want to keep control of the branding surrounding the invite, which is definitely a positive. One negative consequence to keep in mind is that not everyone in your corporate database is a member of Facebook, which means, assuming that the recipient wants to become a fan, he needs to join Facebook first. This isn't all bad because it adds more people to the network — and everyone benefits from that. However, not everyone joins, so that's a potential negative.

### *Using the Facebook Share feature*

If you want to use the Facebook invite process, you can do that, too. You have less control over how it looks from a brand perspective, but it is very consistent with all the other Facebook experiences your prospective fans are having. Here's how. Just use the same process discussed in the previous section, but this time copy and paste e-mail addresses from your corporate database into the To line, edit the Subject line to grab the recipient's attention, and then include a message. (See Figure 6-9.)

Whichever way you choose to reach your customer, be sure you explain what value your fans can expect from you. If you plan a weekly thread on your discussion board, be sure to mention that and mention what topics you plan to cover — and follow through. If you are planning major events with big name speakers, drag them into the e-mail, too — mention any value you see your Page providing. In this example, I choose to use the pending spring launch of a tee shirt collection to entice them to sign up.



**Figure 6-9:**  
Sending invites to your customer e-mail list.

## *Cross promoting your Page for extra coverage*

Consider this scenario: you have a blog for your business, a Twitter feed, a new Page on Facebook, and oh yes, a Web site. You may think it is great that you are tapping into all these new forms of media, but how can you expect everyone to know about all these sites if you don't cross promote them?

Social media is a great thing, but the downside can mean fragmented media for many businesses. Therefore, a strong policy of cross promoting these sites is in order, and you have a variety of ways to accomplish this.

Be sure to cover the basics of letting everyone know about your various sites. You should include in your e-mail signature and every e-mail from your business all the ways that the recipient can connect with you. Also, be sure to list this info on your Web site Home page. For blogs, you can list your Page in a special Social Links section or with Facebook's latest plug-in called Fan Box, which can pull updates to your blog directly from your Page.

That's the cross promoting side of getting users to discover your various sites and pulling all of these sites into Facebook. Facebook provides a variety of applications that can plug in your blog feed, Twitter feed, FriendFeed, Delicious bookmarks, and RSS feeds to your Page.

Facebook also allows Facebook members to use Facebook Connect to connect on Web sites that have Facebook Connect installed. (Refer to Chapter 15 for more information on Facebook Connect.)

## *Checking Out Seven Free Ways to Market Your Page with Facebook*

One of the great things about Facebook is that it provides you flexibility to engage with not only your friends but also your fans. In March 2009, Facebook relaunched Pages to be more like profiles. By doing so, this opened up Pages to the same types of interactions you use to grow your friend base.

We suggest you try some of these free ways to interact as part of your Facebook strategy. The only possible downside is that nothing happens, whereas the potential upside is you get some new fans.

### *Uploading photos or videos*

A simple strategy for creating some interaction on your site is to provide content. Much like a Web site, you want to ensure you have a steady stream of good and engaging content on your Facebook Page as well. By uploading a photo or video, you reappear on the Walls of all your fans.

If you throw an event (see Chapter 8 for a complete discussion of Facebook Events) and shoot photos or video at the event, be sure to upload the media to Facebook and tag the people who attended. This is not only a great way of sharing the photos, but also a great way of appearing on the Walls of all their friends. This gives you immediate credibility with the friends of your fans.

### *Tagging for success*

This great strategy directly links your Page to an individual Facebook user. The default setting for tagging in Notes or photos is that the user gets an e-mail letting her know she has been tagged.

When you *tag* (identify and label) the name of a friend in photos, videos, or Notes, the person who's tagged then receives an e-mail notification about it. Tagging, already a true attention-getting Facebook activity, is one of the most directly effective actions you can take.

To tag a friend or fan in a photo, follow these simple steps:

**1. Click the Tag This Photo link just below the photo.**

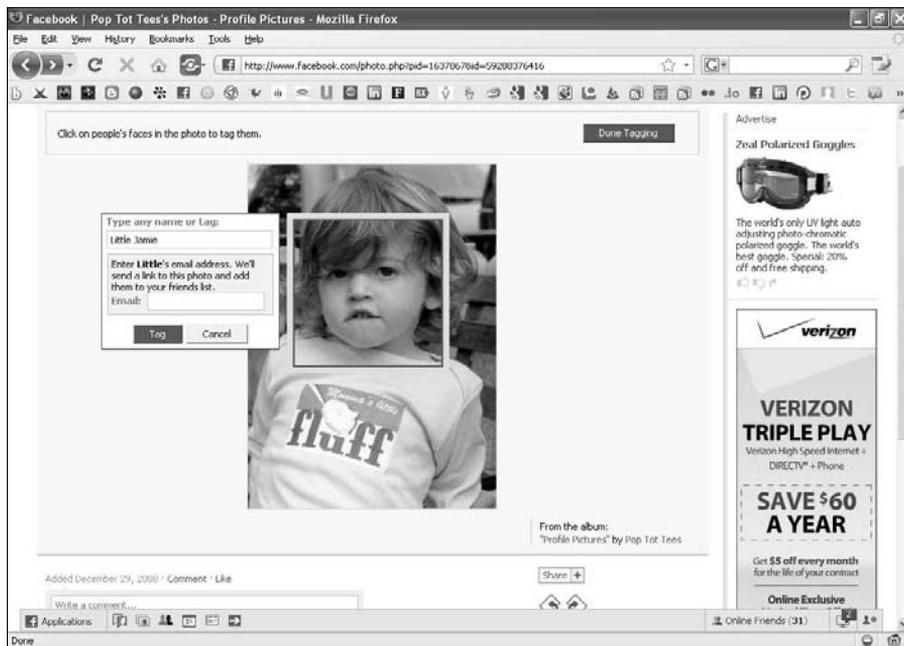
The cursor turns into a plus sign (+).

**2. Click the face of the person you want to tag.**

A pop-up menu displays a list of your friends.

**3. Select the name of the friend that's featured in the picture.**

(See Figure 6-10.)



**Figure 6-10:**  
Tagging a  
photo on  
the Pop Tot  
Tees Page.

Tagging has some limitations, however. Facebook allows you to tag only people you know. For people you know (such as your friends) or current customers who are engaged with you (such as your fans), tagging is a helpful way to recognize them — just use photos or videos on your Page. Be sure to take as many photos as possible at in-person events (Chapter 8 tells you how to host your own event) and shoot as many videos as you can so that you can post and tag them accordingly.



If you're tagging members who aren't Facebook friends, you can enter their e-mail addresses to send them an e-mail notification and a link providing access to the image.

One way to obtain a suitable photo is to conduct a contest to find the best idea for your company or the best use of your product. Then take a photo of the winner with your CEO, and tag the winner in the photo in Facebook. (To find out how to host your own Facebook contest, see Chapter 13.)



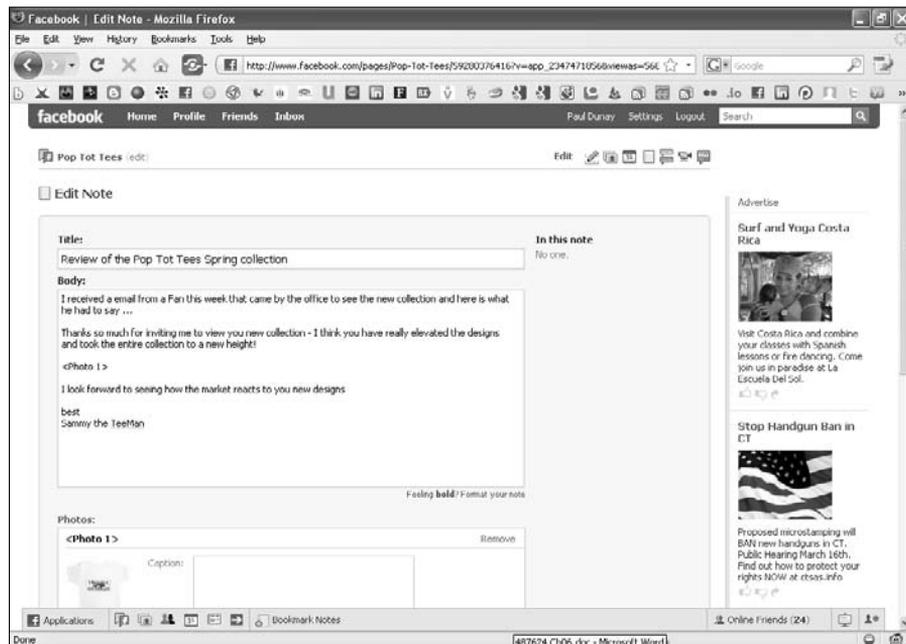
When you tag a friend in a photo, that person is notified and the photo appears on her Wall. Your friend can delete the photo from her profile by clicking the Remove link next to her name.

The more people you can tag, the more your Page spreads.

## Posting a note

Another way to appear free on your fans Walls is to post a note. You can either write a new note announcing some news about your business or repurpose a press release by posting it to Facebook.

To post a note, choose Applications⇨Notes from the bottom navigation bar. Then, click the Write a New Note button on the top right of the page. Start by adding a provocative title and then post your text to the body of the note. Notes are reasonably flexible because you can format it with standard HTML commands and add photos to dress it up. Remember a note with a photo is read more than a note without a photo (see Figure 6-11).



**Figure 6-11:**  
Adding a  
note.

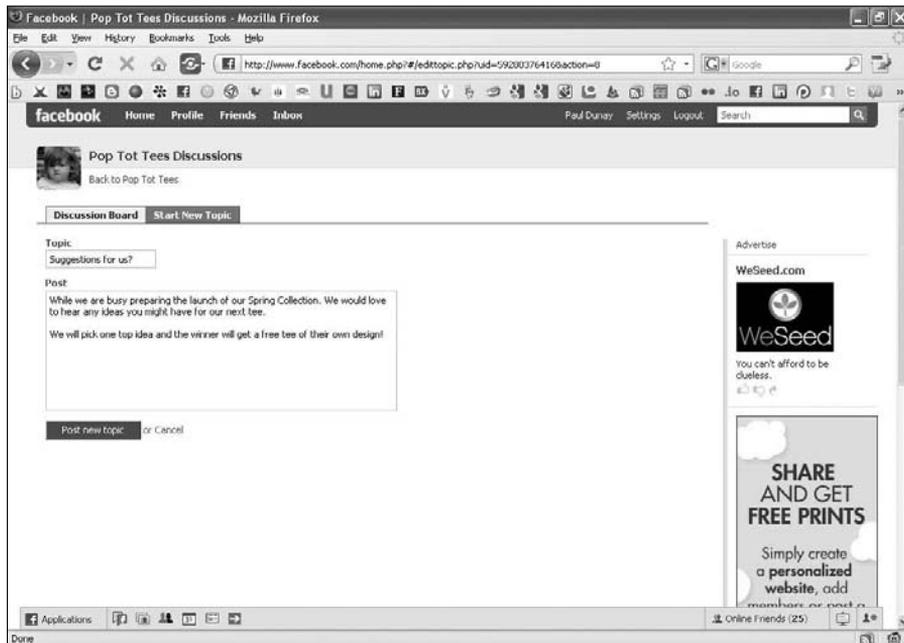
## Starting a discussion

Another great way to interact with your fans is to start a discussion on your Page. Keep in mind one potential benefit is that all discussions on Facebook Groups and Pages are public, meaning that they are entirely searchable by search engines such as Google. Oddly enough, however, they aren't searchable in the Facebook Search utility.

To start a discussion, click the Discussions tab. If you don't see the Discussions tab, click the + tab to select it from the list. When you reach the Discussions page, click the Start New Topic tab, as shown in Figure 6-12.

## Commenting to win

Every comment that appears on your Wall, in discussions, or about photos, videos, and events is an opportunity to engage with a customer or potential prospect! Every time someone reaches out to engage with your Page, you should engage with that person in return.



**Figure 6-12:**  
Starting a  
new  
discussion  
topic.

Failing to reciprocate can potentially backfire or cause less revenue. If you're asked a question, respond to it. If you receive a compliment, thank the person and reinforce your commitment to creating exceptional customer experiences. If you receive a mediocre comment, ask how you can improve the overall experience.

## *Using tabs wisely*

Don't treat all your Facebook Page traffic the same way. One huge advantage that Facebook affords businesses versus a traditional business Web site is the targeting of new visitors on a specific tab of your Page. You can allow first-time visitors or people who aren't members of Facebook to navigate to one tab, such as the Info tab, and allow returning visitors to see another, such as your Wall.

By segmenting traffic and targeting new visitors with a special tab, you solve an age-old design problem that has existed since the start of the World Wide Web. This strategy makes sense because you don't want visitors to land on the Wall area of your Page and draw their own conclusions. You can control that experience by directing visitors to your most engaging information, such as a Flash video on its own tab or a well-crafted promotional offer on its own tab.

You can take this concept a step further by running ads on Facebook (see Chapter 9) and having them target specific tabs, or *landing pages*, in Web marketing speak) with different promotional offers on each one. You can then measure and monitor the tabs that work well and remove any underperforming ads and tabs. For basic information about the tabs feature, see Chapter 4.

## *Promoting your company blog*

If you have a company blog, you definitely don't want all your hard work to go unnoticed on Facebook. Facebook lets you import your external blog as Notes on your Page to keep your fans and their friends up-to-date.

You are allowed to import posts from only one blog and the posts appear as a note on your Wall. Facebook automatically updates your Notes whenever you post a new blog post. However, be aware that imported blog posts cannot be edited.



If you have a company blog, be sure that you are synchronizing it with your Facebook Page so that when you post to your blog it automatically pulls the same content into your Facebook Page for your Facebook audience to read.