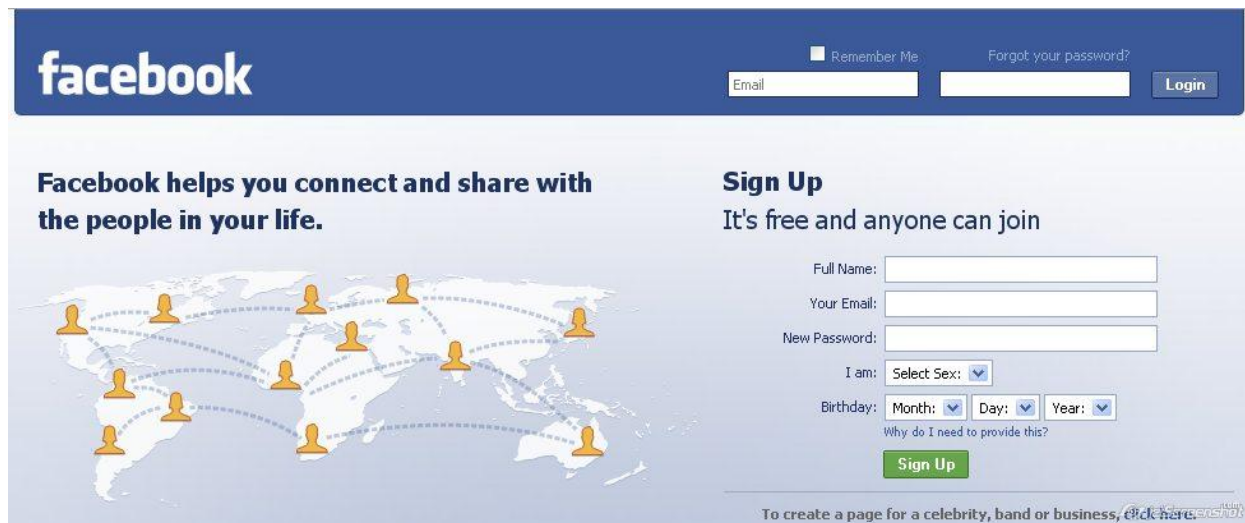


How to Create Facebook Fan Pages that Deliver **RESULTS!**



Terri Brooks
Online and Social Media Marketing Coach and Speaker

Tasting The Internet, One Byte at a Time
<http://tastingtheinternet.com>

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Find more online business tips and advice at:

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What is Facebook and how does it work?

Facebook was founded in February 2004 as a social utility to help people communicate more efficiently with their friends, family and coworkers. More than 200 million people (active users who have returned to the site within the last 30 days) use Facebook every day to keep up with friends, upload photos, share links and videos, and learn more about the people they meet. Anyone can sign up for Facebook and interact with the people they know in a trusted environment.

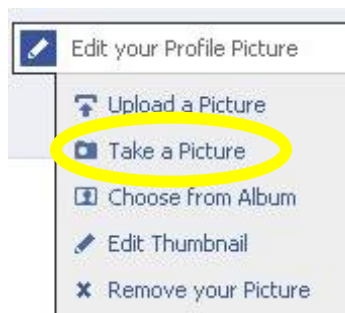
As with all Social Media sites, Facebook is about the relationship **first!**

- It's all about the relationship — Get to know people, be interested in them, chat with them about their business and how it's going
- Make it personal — Establish you as a person and as you introduce your business, people will want to know more about what you do, because you have taken the time to know them
- Build a strong presence — Ultimately it is about building your business, but have fun along the way with all the great new friends you have.

Effectively Creating your Personal and Business Profiles

Hopefully everyone has created a Personal Profile on Facebook. Just make sure you have these important pieces included on your page:

- It's very important that you upload a photo of yourself. Select a true reflection of **YOU** and your personality. Don't use a logo or company image here. This is not the place for that. People do business with people, so make yours warm, inviting and engaging.
- If you have a webcam, you can take a picture and upload it immediately to your Profile. Just select **Take A Picture** from the drop-down box under **Edit your Profile Picture** and follow the instructions. **Big Smile!** 😊



One of the “Hottest” pieces of real estate on Facebook is the **Mini Bio Box**. In case you don't know where it's located, you can find it just below your photo.



This little box plays a big role in communicating who you are and what you want to achieve on Facebook.

To set up a Fan Page (Business Page), select **Advertising**, at the bottom right of your Facebook Page.

Select **Pages**

Advertising Pages Connect Lexicon Share

Facebook Advertising

Reach your exact audience and connect real customers to your business.

[Create an Ad](#)
or manage your existing ads

About Advertising Prepare Step By Step

2. Targeting

Location: [+](#)

Everywhere
 By State/Province
 By City

Age: [+](#) [-](#) [+](#)

Post Advertise

Free ice cream

Hope you enjoy free ice cream on Election Day! Be a Ben & Jerry's fan for the latest updates and the first to know about

Female	Male	Age
██████████	██████████	13-17
██████████	██████████	18-24
██████████	██████████	25-34
██████████	██████████	35-44
██████████	██████████	45+

- #### Connect with Real People
- Reach over 200,000,000 active Facebook users.
 - Attach social actions to your ads to increase relevance.
 - Create demand for your product with relevant ads.

- #### Create Your Facebook Ad
- Quickly create image and text-based ads.
 - Precisely target by age, gender, location, and more.
 - Choose to pay per click (CPC) or impression (CPM).

- #### Optimize Your Ads
- Track your progress with real-time reporting.
 - Gain insight about who's clicking on your ad.
 - Make modifications to maximize your results.

Click the **Create a Page** button

Advertising Pages Connect Lexicon Share

Facebook Pages

Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

[Create a Page](#)
or manage your existing Pages

About Pages Prepare Step By Step



Create a Facebook Page

A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, download our Product Guide.



Start the Conversation

When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.



Drive Customer Awareness

Spread the word even further with Facebook Ads. You choose your graphic, text, and target audience. We'll even add available information about their friends' interacting with your Facebook Page, if you choose.

When you get to this page, take a moment to make some very important decisions.

- The category you want to place your page in
- The name of your page – Without being too obvious, incorporate keywords into your Page Title. Once the title is set, it cannot be changed.

Create New Facebook Page

Category:

Local:
Other Business

Brand, Product, or Organization

Artist, Band, or Public Figure

Name of Other Business:

Please certify that you are an official representative of this brand, organization, or person and that you are permitted to create a Facebook Page for that subject.

I am authorized to create this Page

Electronic Signature:

[Create Page](#)

Note: Fake Pages and unofficial "fan pages" are a violation of our Terms of Use. If you create an unauthorized Page or violate our Terms in any way, your Facebook account may be disabled. To create a Facebook Group for fans of this subject, please click [here](#).

Make your Page inviting and welcoming by using applications to enhance your Page and your Fan's experience on your Page.

The screenshot shows a Facebook Fan Page for 'Tasting The Internet'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a post titled 'A Virtual Business Solution' by Terri Brooks, dated 'about an hour ago'. The post text reads: 'Today is usually the day I networking with my local eWomenNetwork - Knoxville Tennessee friends, but I wasn't able to go. So I'm looking for others that want to network on my Fan Page today? How can I help you today?'. Below the post is a comment section with a 'Write a comment...' field and a 'Share' button. The right sidebar contains several advertisements, including one for Pepsi with the text 'A Choice for Pepsi, is a choice to refresh your community...' and another for 'Clickable' with a 'FREE TRIAL' button. The left sidebar shows the page's profile picture, name, and various links and contact information.

Facebook Applications

- Static FBML
- YouTube Video
- Twitter Feed
- Blog Feed through Notes or Networked Blogs
- Facebook Ads

The Facebook Fan Page is basically another website for you, if you choose to use it that way. By customizing your Page, you can have links to your main website, your blog, other social sites, products and services; the possibilities are endless! Also, when you reach 25 Fans, you can set your personal url by going to <http://facebook.com/username> and selecting the name you want. **Caution – make sure it is spelled correctly and is exactly what you want; once its set you can't change it.**

Once you have your page set up, be sure you **PUBLISH** the page by clicking the “Publish This Page” link. Also, you have control over how your new visitors see your page and how your existing visitors view the page. These are managed by clicking “Edit Page” and configuring your settings.

Settings

Country restrictions (edit)

Age Restrictions (What is this?)
Anyone (13+) ▼

Published (publicly visible)
Published (publicly visible) ▼

Save Changes Cancel

Wall Settings

View Settings

Default View for Wall: Posts by Page and Fans ▼

Default Landing Tab for Everyone Else: FAN US! ▼

Auto-Expand Comments: Comments on stories will be expanded by default

Fan Permissions

Fans can write on the wall: Fans can write on the wall

Posting Ability: Allow fans to post photos
 Allow fans to post videos
 Allow fans to post links

Mobile

Activate Facebook Mobile to publish status updates to your Facebook Page on the go.

News for Page Admins

- Facebook Usernames Coming Soon for Pages 3:24pm Jun 9
- Announcing Facebook Ads for Pages 1:26am Jun 3
- Insights enhancements show how fans are interacting 12:27pm May 11

See More News

Insights

111 Total Fans

Page Activity*

Unique Visitors	0 -100%
Page Views	0 -100%

* Data Last Updated: Jun. 18, 2009

All Page Insights

Communication

- Promotion Guidelines
- Send an update to fans
- See all updates (10)

Admins Add

Terri Grigsby

Now it's time to build your Fan Base. You can do this many different ways.

- Invite your personal friends to “Like your page
- Write a blog post inviting people to join your page
- Put a link in your email signature for people to “Like” the page
- Sent out a newsletter, press release or other media to announce your new page
- Purchase a Facebook Ad and run it based on your target market demographic
- Add the link to your other social media sites

Facebook offers many great tools for managing your Page and one is the Insights area.

The screenshot shows the Facebook Insights interface for a page named 'Virtual Business Solutions'. At the top, the Facebook navigation bar is visible with the user's name 'Terri Grigsby Brooks' and a search bar. Below the navigation bar, there are links for 'Ads Manager', 'Pages', 'Help', and 'Export Data', along with a 'Promote your page' button.

A welcome message states: "Welcome to your new Insights Page." It explains that Facebook allows engagement with fans in more ways than ever before and that Insights provides deep analytics on interactions, including Post Quality, Fans Over Time, and fan demographics.

Key statistics are displayed: 4 Interactions This Week, 0 Likes, 0 Comments, 4 Wall Posts, and a Post Quality score of 18.2 (represented by five stars).

The main section is titled "Fans Who Interact With A Virtual Business Solution". It includes a graph of "Interactions Over Time" and a demographic breakdown.

Interactions Over Time: A line graph showing interactions from April 3 to June 12. The y-axis represents the number of interactions, ranging from 0 to 6. There are several peaks, with the highest being 6 interactions on May 15.

Demographics: A table showing the gender and age distribution of fans who interacted with the page.

Age Group	Male	Female
13-17	0%	0%
18-24	0%	0%
25-34	0%	0%
35-44	0%	0%
45-54	0%	0%
55+	25%	75%

Top Countries: United States (4)

Top Languages: English (US) (4)

At the bottom, there is a section for "All Fans of A Virtual Business Solution" and a chat button.

The Insights Page has statistics on your specific page, including number of Fans, interactions, wall posts, demographics of Fans and much more.

How to Maximize your Impact on Facebook

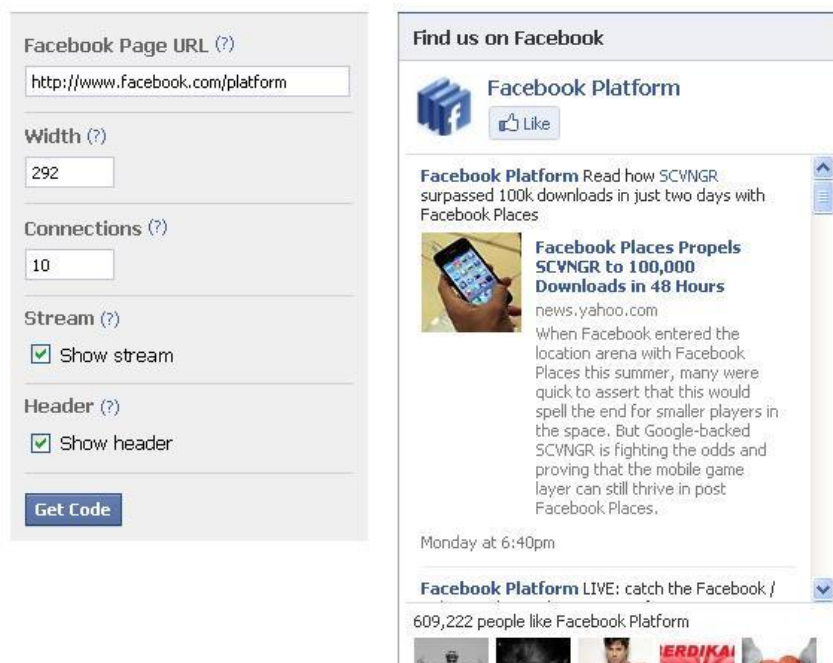
Some Key features to take full advantage of your Facebook Pages include:

- Add a **Facebook Like Box** to your current Website and blog. You can access this feature by going to Edit Page and on the right side click on **Promote with a Like Box**

Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this page, and which of their friends like it too
- Read recent posts from the page
- Like the page with one click, without needing to visit the page



The image shows two side-by-side screenshots. The left screenshot is the configuration interface for the Facebook Like Box. It includes fields for 'Facebook Page URL (?)' (http://www.facebook.com/platform), 'Width (?)' (292), 'Connections (?)' (10), 'Stream (?)' (checked 'Show stream'), and 'Header (?)' (checked 'Show header'). A 'Get Code' button is at the bottom. The right screenshot shows the 'Find us on Facebook' widget. It features the Facebook Platform logo, a 'Like' button, and a news post from 'Facebook Platform' about SCVNGR surpassing 100k downloads. Below the post, it shows 'Monday at 6:40pm', 'Facebook Platform LIVE: catch the Facebook /', and '609,222 people like Facebook Platform' with a row of profile pictures.

Change the Facebook Page URL to your personal url for your page, and set the width, connections and variables to customize your Like Box. And click Get Code to put on your website or blog.

- Import your Blog into Facebook Personal Profile and Fan Pages through **Notes or Networked Blogs**
- Go to <http://facebook.com/twitter> to syndicate your Fan Page news to your Twitter account
- If you use Microsoft Outlook for your contact and email management, add the **FBLook Application**. This allows you to update your Facebook Status from your Outlook.

- **iPhone** and **Blackberry Applications** for your phone to stay connected on the go.
- **Facebook Connect** allows the user to easily share and distribute information they find on other sites throughout the Web to their friends via Facebook Feed, requests, and notifications.
- **Facebook Ads** to promote a product or service on Facebook
- Add “Fan Only” content on your page. Resources and tips that they can’t get anywhere else
- Review **Statement of Rights and Responsibilities** <http://www.facebook.com/terms.php?ref=pf>
- Add the **Static FBML** Application to your Fan Page
- Get familiar with the **Help** section.

Social Networking is a major component of your business success, but you also have to have a well-rounded marketing strategy to achieve that success!

We have talked about one piece today; the Facebook Fan Page. Here are some other ways to maximize your marketing efforts.

High tech options – e-zines, e-mail campaigns, blogging, video, podcasting



Click [Constant Contact](#) for your Free Trial

Stay in touch with clients and prospects, easily and affordable

(Send Out Cards) A great automated program for keeping in touch with your clients, using your own handwriting and signature, first class mailed and stamped cards, and gifts for your best clients, family and friends! Manage campaigns, never again forget an important date or holiday and stand out in the crowd!



Click [Send Out Cards](#) to Learn More

Need a Step-by-Step Guide to Social Media Networking?



Click [Start Here Now Do This](#) for more information



Terri Brooks helps women entrepreneurs “**overcome the overwhelm**” of using online and social media marketing for their business. She understands their fears and feelings of confusion when it comes to marketing on Facebook, Twitter and blogs and shows them ways of Tasting The Internet...One Byte at a Time.

Since starting her business in 2007, Terri has been blessed to have found unique online tools and resources. Her passion to help other women achieve great success, financial freedom and share their passion, is what fuels her to share her expert knowledge of social media marketing to build, maintain and manage their online business

Terri's easy approach to coaching and her strong desire to serve God through serving other women entrepreneurs make her a highly sought after online and social media marketing coach and speaker.