

10 Tips for a Solid Facebook Fan Page

Perspectives on Facebook
An Industry eBook from Awareness
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Introduction

Facebook has 500 Million users, spread across every continent, and the user base is growing by the hour. Facebook is an all-in-one solution for enterprise marketers looking to connect with audiences quickly and easily. With this tool brands can advertise, hold conversations, share content and present an organization in an easy-to-manage, structured environment.

Better still, companies say Facebook marketing works. “Facebook is the most effective social networking platform for brands to get their marketing messages across to consumers, say 80% of companies.” (Source: Sense Internet Study.)

Statistics provided by Facebook illustrate why enterprise marketers are managing more and more of their programs through Facebook:

- More than 500 million active users
- 50% of active users log into Facebook in any given day
- Average user has over 130 friends
- People spend 500 billion minutes per month on Facebook
- About 70% of Facebook users are outside the United States
- There are over 160 million objects that people interact with (pages, groups and events)
- Average user is connected to 60 pages, groups and events
- Average user creates 70 pieces of content each month
- More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

For enterprise marketers, the question has moved beyond, “should we be on Facebook?” to “How can we optimize our Facebook presence?” We view 2010 as the year of Facebook page optimization, and expect to see more organizations pushing the limits of what they achieve with Facebook marketing.

Optimize Facebook Marketing with Fan Pages

As an enterprise marketer, you have already decided Facebook is worth your time. You have established a presence for your brand and now you are looking to extend that presence and drive deeper engagement. A Facebook fan page (sometimes referred to as a “LIKE” or “fan” page) is the perfect place to start.

If you are new to Facebook fan pages, you may want to start by reading our eBook, “Chapter One: Getting Started with Facebook Fan Pages,” available here. This Top 10 list is a perfect follow-up piece to the getting started eBook.

10 Tips for a Solid Facebook Fanpage

With everyone having a Facebook fan page, how can you be sure your page stands apart from the fluff? Here are a few tips that will help you manage a solid Facebook fan page:

1. Encourage Linking

Growing a fan page only through Facebook is nearly impossible since fans will rarely go looking for you. If you really want to kick-start your growth, you will need to funnel traffic from other sources. A tiny Facebook icon buried in your website footer is not enough, either. Go all out and promote your page in prime real-estate, including on the homepage, in emails, and even in-store (if applicable.) Also, be sure to add a “like” box to your site to make sure people have multiple ways to connect with your fan page.

Follow Boston.com Sports on Facebook

Like Mike Lewis, Phil Barry, and 3,287 others like this.

2. Think Multi-Channel

If you are only publishing content your Facebook fan page, chances are you are missing the boat. A recent Altimeter Group study found that “deep engagement with consumers through multiple social media channels correlates to better financial performance.” The message is, syndicating content to and engaging with your audience on multiple social media channels increases the overall success of your social media marketing initiatives.

3. Encourage engagement & include calls to action

Keep your Facebook fan page open and encourage fans to post comments, videos, pictures and more. Also, be sure to include occasional calls to action to encourage them to participate in campaigns and/or download materials.

4. Offer fan exclusives - Make it a priority to offer exclusive coupons, deals only to your Facebook fans. Your fans will appreciate these deals and also eagerly stay tuned for future updates.

5. Respond to every single comment

This shows that you are listening to what your customers are saying. When companies ignore their wall, or worse yet, deny fans the ability to comment altogether, they are openly declaring they are only interested in a one-way conversation, which could not be more opposed to the nature of Facebook. Fans feel honored when someone takes the time to respond. Why short yourself on such an easy way to build brand loyalty?

6. Optimize your profile picture

Facebook does not allow for much customizable real estate, so the space allowed for your profile image should be fully utilized. Unlike regular profiles, fan pages allow you to utilize much more vertical space (see Web Design Labs’ skyscraper style image for a great example.) Make sure to get the most of this real estate by including branding or a call to action.



7. Customize your profile

Out of the box, Facebook fan pages do not come with too many bells and whistles. But as the saying goes for another popular gadget, “there’s an app for that.” Customizing your page does not require a lot of programming experience. If you are willing to invest a bit more time, custom applications open other worlds of possibilities. Best Buy created an easy to use application that lets fans get advice from their network of friends on a purchase. It is viral marketing and product research all in one.



8. Leverage your fans to attract more fans

Your existing fans are the key to acquiring new fans. Every time someone becomes a fan, their action shows up in the news feeds of their friends. So the more fans you get, the more fans you get. Here is a tactic we have used with much success: try asking your fans to click the “Suggest to Friends” link on your page. Set a goal for reaching a certain number of fans by a certain day, and get everyone involved in helping. Offer a significant, one-time coupon or prize as a reward if you hit the goal.

9. Sync with your Twitter account

Having your fan page synced with your Twitter account will ensure maximum exposure to your page. This is sort of a “kill two birds with one stone” approach and not only are you helping your fan page, you are also potentially getting more followers on your Twitter account.



10. Include guidelines of participation

Be sure you are clear about what you expect from your fans in terms of behavior and conduct. Let them know when and why you will moderate their posts and be clear about what they can expect from your behavior, as well.

The Awareness Social Marketing Hub

The Awareness Social Marketing Hub helps marketers publish, manage, and measure their marketing across key social media channels, and helps marketers engage with users around that content. The Hub has support for the most important social marketing channels in use by enterprises today, including Foursquare, Facebook, Twitter, YouTube, Flickr, and branded online communities.

The Awareness Social Marketing Hub offers some groundbreaking benefits to enterprises that are looking to get serious about social media marketing. Benefits include:

- Control your social media publishing with enterprise-grade permissioning, workflow, and audit controls
- Centralize your social media strategy and execution to coordinate product, business unit and corporate messages
- Use social media to engage throughout the entire customer life-cycle
- Engage and interact directly with the people who are talking about your social marketing campaigns
- Measure success across social media channels

For more information see <http://www.awarenessnetworks.com/why-the-hub>

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About Awareness

Awareness builds social marketing management software for marketers leveraging multiple social channels to engage with customers, build their brand, and increase revenues. Built upon Awareness' expertise deploying more than 200 communities and social media projects for the world's biggest brands including Sony, JetBlue, Kodak, ASOS.com and AIRMiles, The Awareness Social Marketing Hub helps marketers publish, manage, and measure their marketing across key social media channels, and helps marketers engage with users around that content. The Hub has support for the most important social marketing channels in use by enterprises today, including foursquare, Facebook, Twitter, YouTube, Flickr, and branded online communities. More information can be found at: <http://www.awarenessnetworks.com>