

Facebook for Businesses



There's no question about it, Facebook is the largest of the social networks. It's popular in almost every age group -- from teenagers to adult professionals. Facebook is also responsible for massive sales and leads in many different business verticals.

It goes without saying: if you don't already have a Facebook account for your business, its time! First make sure you have set up a Facebook business page in particular. Even if you have a personal Facebook page, that is not the same as a business page.

When choosing your account name or "handle", consider that this is part of branding your business.

Facebook will use your account name as the extension of the Facebook.com URL, so if you set up an account name/handle like -- "JoeMortgageCA", your Facebook URL will be -- [www.Facebook.com/JoeMortgageCA](https://www.facebook.com/JoeMortgageCA).

Keep in mind that if you or another admin has already changed your page's account name, you won't be able to change it again.

To set one up, please use the link below to see exactly how to get started:

<https://www.facebook.com/business/learn/set-up-facebook-page>



Facebook for Businesses

When setting up your Facebook profile, it's important fill out all the information about your business. Don't take any shortcuts here, an empty profile will look unprofessional and will make it much harder build a substantial following.



Facebook, of all the social media sites, is the most popular. 72% of Americans use Facebook. It's the main online communication forum, even more than email. Facebook is also not just kids. 79% of 30-49 year olds use Facebook.

If you are not using Facebook to market your business, you are missing out on exposing your business on a website that most Americans are using daily.



Facebook Terminology

To get familiar with Facebook, let's go over some of the basics. It's important to have an understanding how Facebook works and the terminology so you can take full advantage of it.

- **Followers** - getting a following for your Facebook page is essential. To get followers, you will need people to like your page. Encourage people to like your page whenever possible.

However, you don't want to collect followers just for the sake of having a large number of likes. It's important to have an active following of people who will engage and share your posts and page with others.

- **Timeline** - your Facebook timeline is essentially your homepage. This is where you create posts and people can post to you. It will also have your history of different posts and activity in chronological order.

You can customize your timeline with a logo and what Facebook calls a cover image. This is the primary area on Facebook that allows for customization, so it's important to make sure to include your logo and a cover image that represents your business and brand.

- **Commenting** – people often comment on interesting posts. Commenting can jumpstart a conversation and add extra exposure for your post and business.

People can comment on your posts, and you can comment on theirs. Commenting can show your expertise, potentially growing your following and building your name recognition.



Facebook Terminology

- **Posting** – sharing an update on Facebook is called a post. This is done by writing something for all of your followers on Facebook, or to someone specifically. Posts are the most basic type of social interaction on Facebook.

Where posting comes into play for advertising your business is by your being able to update your followers, essentially communicating to them en masse.

In addition, you want to encourage people to create posts to their followers about your business. This way, your business can get exposure to people who are reading what their friends are posting.

- **Sharing** – your followers can share posts or pages with their followers and friends. The value here is in getting additional exposure to people that aren't already following you.

When someone shares something about you, it will notify their followers. This is kind of like an online introduction or referral. Try to encourage your followers to share your posts. This way, you can get free additional exposure. The best way to do that is to post interesting articles, videos, images, quotes, etc.

- **Tagging** – tags are like labels for people in posts and images. When you tag someone, they get notified, and assuming they allow tagged posts on their timeline, the post will get published to their timeline for all their friends and followers to see.

To tag someone, use “@” in front of their name in your text. For an image, simply open the image, click “tag photo”, then click anywhere on the image to select a name and apply the tag, then click “done tagging”.



Facebook Networking

Using Facebook to market your business doesn't have to take a lot of time as long as you have right game plan going in. The key is to understand exactly what parts of Facebook are most beneficial to you and to know how to use them to generate more business.

- **Why Do People Use Facebook** - first you need to understand why people come to Facebook. People don't go to Facebook to shop for mortgages, so you can't think of Facebook in the same way you would think of advertising on the search engines. People use Facebook to communicate, see what their friends and family are up to, and to kill time.
- **Helping With Referral Business** – everybody loves referrals. Facebook can be a great tool for generating more of them. Encourage those same happy clients to share their experiences and recommend you to their followers. It's a great way to generate extremely high quality exposure for your business. Think of this as grass-roots type of marketing for your business.

Here's an idea: if you just helped a homebuyer get into their first home and they're thrilled, use Facebook to congratulate them on their new home purchase. You can even tag them in the post. If you really want to make it powerful, get a photo of you, the homebuyers, and the Realtor in front of the new home, and tag everyone in the picture for added exposure.

Another idea is: if you're working with another business professional, such as a Realtor, title agent, insurance pro, CPA, etc., and they've done a great job on the transaction, write a post on your timeline acknowledging their hard work and contribution, and tag them in the post. This is just being cool. If they return the favor at some point, that's great too. Help others get where they want to be and you'll win in the process.

- **Communicate With Your Followers** - just having a Facebook page and doing a few posts here and there isn't enough to really get the most out of your Facebook efforts.
- **Get Creative With Your Posts** - when you make a post on Facebook, don't just share a sentence talking about mortgage rates. Strive for something that will get more attention. Keep in mind, including images and videos will make your posts stand out.



Facebook Ads

If you're serious about Facebook and really want to take your advertising to a higher level, then you should consider paying for Facebook ads.

You can quickly and easily get more exposure for your business with Facebook ads for a relatively low CPC (cost per click), especially when compared to other CPC marketing channels like Google Adwords.

Facebook is constantly improving their advertising program, giving advertisers more effective ways to target potential clients and be found.

Posting on your wall and telling people about your page will not generate you the level of exposure you can get compared to running ads on Facebook.

Facebook's ad options include: likes to your page, clicks to a website, conversions, and more; each has its own objective.

Read the article below on Facebook ads to get a better idea of the main objectives for each Facebook ad type:

<https://www.facebook.com/business/ads-guide>

Once you've decided what kind of ads you want to run, it's important to remember these key aspects of advertising on Facebook:

- **Call-To-Action** - Like any advertising campaign, a strong CTA is the foundation. Without inspiring someone to take action, you are wasting opportunities to turn views into clicks.

You can learn more about CTAs below:

<https://myleads.leadpops.com/images/marketinghub/Call-To-Action.pdf>



Facebook Ads

- **Targeting** - you need to figure out who your potential customers are. One of the great aspects of advertising on Facebook is that it lets you dial in your target audience better than any other advertising platform.

You can literally choose your ideal audience and only have your ads show up to those select individuals. You can target your ads based on location, age, gender, interests, behaviors, connections and much more.

Creating an ad campaign targeting people who would respond best to your offer is critical for success and not wasting money.

Learn more about Facebook Targeting here:

<https://www.facebook.com/business/a/online-sales/ad-targeting-details>

- **Analyze Your Results** - Advertising on Facebook is most definitely not a set-it-and-forget-it type of ad campaign.

It is vital that you analyze all the data Facebook provides you with. You need to go in there to see what the numbers are telling you and make adjustments accordingly. Be sure to not adjust your campaigns too quickly, however. Allow 1 week intervals between changes to identify accurate updates and results.

Analyzing your campaigns and fine-tuning them based on what you learn is what separates successful campaigns from failures.



Conclusion

Facebook is much more than a place for you to share pictures and to see what your friends are up to. It's an incredibly popular site that is visited many times a day by most people in the US, and if used properly, can add additional sales to your pipeline each month.

If you're serious about getting more exposure for your business, implement the tactics discussed in this guide and you will undoubtedly generate additional business as a result.

To book a marketing consultation on this topic (of other), go to:

www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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