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How To Create Amazing Facebook Pages

A best practice guide

By David Waterhouse & Chris Lake

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By David Waterhouse & Chris
Lake



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1. Introduction

1.1. About this report

This guide to Facebook Pages will help you understand how to optimise your brand's presence on the world's biggest social network.

Facebook Pages are incredibly useful to businesses as a means to engage consumers. They can be used to grow revenues, support customers, extend marketing campaigns, generate extra web traffic and boost brand awareness.

Creating the perfect Facebook Page for your business takes time, planning and resources. But judging by some of the success stories, it is worth it.

There are many different approaches and tactics that can be employed to win at Facebook. This guide will examine the variety of ways in which Facebook is being used by brands, and aims to define best practice in this space.

By following our Golden Rules you will soon be on the road to Facebook success. With more than 50 recommendations and 60 examples of real world Facebook Pages, this guide should provide you with plenty of ideas to help you support your brand's aims and objectives.

1.2. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and timesaving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).



1.3. About the Authors

David Waterhouse is a Social Content Consultant who has worked with a variety of blue chip brands to deliver big budget ad campaigns through social media.

David is also the publisher of entertainment blog, Hecklerspray, and is editor of Unruly Media's Viral Video Chart.

You can follow David on Twitter ([@davidwaterhouse](https://twitter.com/davidwaterhouse)) and connect on LinkedIn (<http://uk.linkedin.com/pub/david-waterhouse/6/712/595>).

Chris Lake is Director of Innovation at Econsultancy, an entrepreneur and a long-term internet fiend.

After a few years as a technology journalist he joined the firm in 2003 as editor, to help steer the content strategy. Since then, he has contributed to a number of Econsultancy's best practice reports and has written extensively on the Econsultancy blog, which he launched in 2006.

He currently oversees the company's editorial and social media strategies, is the co-programmer of Econsultancy's bigger annual events (JUMP and FODM), and is a cheerleader for innovation within the organisation.

You can connect with Chris on Twitter ([@lakey](https://twitter.com/lakey)) or LinkedIn (<http://linkedin.com/in/chrislake>).

1.3.1. Contributing reviewers

Our thanks go out to the following industry experts who we invited to peer review this Facebook Pages guide. Their contributions are greatly appreciated...

Adarsh Rangaswamy has worked in various e-commerce marketing roles in the retail and leisure industries. You can follow him on Twitter ([@adarshry](https://twitter.com/adarshry)) or find him on LinkedIn (<http://uk.linkedin.com/in/adarshrangaswamy>).

Erin McDonald is a dedicated Social Media Manager who is passionate about creating unique digital campaigns and growing organic communities online. Find her on Twitter ([@LadyEz](https://twitter.com/LadyEz)) or LinkedIn (<http://uk.linkedin.com/in/erinmcdonald>).

Jan Rezab is the CEO of Candytech - a Facebook marketing company focused on managing and monitoring social media presence for brands and media companies - Candytech runs a portal called [Socialbakers](http://socialbakers.com), the biggest resource for marketers to find out about interesting Facebook statistics.

Rishi Lakhani is a Search Strategist who works with a range of Big Brands on SEO and Online Marketing, including Social Media Strategy for Search Integration. He takes active interest in the UK and International Search Community. You can find Rishi on Twitter ([@rishil](https://twitter.com/rishil)), or at his blog [Explicitly.me](http://explicitly.me).

2. Facebook statistics

Facebook is huge. Here are some useful numbers to help you understand the scale of the opportunity, while hopefully convincing the boss that this is something worth spending a little time and money on.

2.1. Facebook usage

- Facebook has more than 500 million active global users. [Source: Facebook Pressroom, January 2011].
 - Around 250 million people use Facebook on a daily basis. [Source: Econsultancy blog, July 2010].
- People spend over 500 billion minutes per month on Facebook [Source: Econsultancy blog, July 2010]
- There are more than 60 million status updates on Facebook each day. [Source: Facebook, August 2010]
- The site has more than 590 million unique hits a month, with some 760 billion page views. [Source: Google/DoubleClick Ad Planner Top 1000]
- 30 billion pieces of content (web links, news blogs etc) are shared each month on Facebook. [Source: Facebook, August 2010]
- Facebook now accounts for 20% of all time spent online in the UK. [Source: Internet Advertising Bureau Fact Sheet, IAB, March 2010].
 - Facebook is the second most visited website in the UK after Google, accounting for 6.89% of all visits from UK internet users in September. [Source: Experian Hitwise, October 2010]
- Facebook now accounts for 1 in 6 page views in the UK, that's twice the number of page views received by Google. [Source: Experian Hitwise, October 2010]
- Facebook is the most popular social network in the UK, accounting for 55% of all visits to social networks. The nearest competitor is YouTube, which receives 16% of all visits to the category.
- Mobile access has exploded. There are now more than 100 million active users currently accessing the site through mobile technology. [Source: Econsultancy blog, July 2010].
 - There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products [Source: Econsultancy blog, July 2010].

2.2. Facebook pages

- The average user is connected to 60 pages, groups and events [Source: Econsultancy blog, July 2010].
- Purpose-built Facebook pages have created more than 5.3 billion fans. [Source: Facebook, January, 2010].

2.3. Facebook in business

- 65% of companies use Facebook as part of their marketing strategy. [Source: Econsultancy / Guava UK Search Engine Marketing Benchmark Report, April 2009].
- More than 700,000 local businesses have active pages on Facebook. [Source: Facebook, January, 2010].
- In the last year, Facebook has increased its downstream traffic to online retail sites by 12%. Facebook is increasingly being used by companies as a means of advertising rather than a means for friends to talk to one another. [Source: [Experian Hitwise](#), October 2010]
- Facebook was the fourth biggest source of visits to news and media sites towards the end of 2009, after Google, Yahoo! and msn. [Source: Experian Hitwise, February 2010].
- Facebook reaches 56% of the active U.S market —with an average usage of 6 hours a month per user [Source: Nielsen, December 2009].
- Fans are identified as U.S. consumers with a Facebook account who have become a fan of (i.e. 'liked') at least one company or brand on Facebook. 38% of online consumers are Fans. [Source: Exact Target, Subscribers, fans and followers, May 2010].

2.4. Facebook demographics

- The median age for Facebook is now 33, up from 26 in May 2008. [Source: Pew Internet & American Life Project, October 2009].
- Facebook is the third most visited site by users 65 and older [Source: Nielsen, December 2009].

3. The business case for investing in your Facebook Pages

You can set up a Facebook Page for free, but if you want to do things properly it is going to require a budget. It takes time and effort, and potentially people power, if you want to get the best out of Facebook.

If don't have a budget, but are looking towards senior management buy-in, then use this handy cut-out-and-keep business case. These points will help your internal presentation in trying to convince the boss to put resources towards Facebook as an engagement channel.

- **It's not expensive.** Setting up a page is cheap. A lot of the apps are free. In time you may have to commit more resources, but that would be a sign that you are winning.
- **It's viral.** Thanks to the many apps and newsfeeds on offer, Facebook provides you with the perfect tools to connect to its huge user base.
- **It's incredibly sticky.** Facebook recently overtook Google to become the number one site for time spent online.
- **You need to keep up with your competitors.** If you don't have a Facebook page and your competitors do then you are giving them a big head start in a fast-growing commerce channel.
- **Instant feedback.** Want to know what people think about a new promotion, product or service? A Facebook Page will provide you with instant feedback, if you build up your community of fans.
- **Keep your brand devotees informed about latest promotions and events.** With a simple status update you can reach out to thousands of your brand devotees and keep them informed about the latest promotions and events.
- **Increase brand loyalty.** Regular incentives and promotions are a good idea, as is listening and responding to your fans on Facebook.
- **Increased sales.** Shopping is a very social experience, so why not utilise the biggest social network to drive sales? You can drive sales on your website or go down the f-commerce route and process sales via Facebook itself.
- **Increased engagement.** A Facebook page gives you the chance to connect with some of the most highly-engaged consumers on the web. Higher levels of engagement lead to an increase in customer satisfaction, and happier customer will buy from you again, will shop more often, and will refer your brand to their friends.
- **Increase brand awareness.** Facebook is the ideal platform to share content. Give your fans something to shout about, and they'll spread the word among their friends.
- **Insight into your customer base.** The Facebook Insights option can deliver up-to-date information on just who is engaging with your content.

- **It's a perfect tool to join online with offline.** Have an offline event you want to promote? Facebook will not only help you promote it, but also provide the perfect platform for brand devotees to share their experiences. Likewise, you can use Facebook Pages as the landing page for a TV ad campaign, which might be a better way of tracking the performance of TV than some of the current woolly measurement systems.
- **It's a window into mobile world.** Mobile access has exploded. There are now more than 100 million active users currently accessing the site through mobile technology.¹
- **Fast customer support.** No need for telephone calls or time-consuming complaint forms, Facebook connects your brand with your customers instantly. Line up some customer support agents and delight your customers with service via Facebook.
- **Protect yourself.** If you don't register your brand name and create a relevant page, someone else will. Facebook has a well documented history of fans, affiliates and even anti-brand individuals creating unofficial pages that in reality, look official. It's important to protect yourself against this possibility.
- **It's an evolving stream of revenue.** A large number of business are exploring the concept of f-commerce: e-commerce within the Facebook platform. The site has the ability to allow fully managed shopping channels within its framework, opening up a new channel to online retailers and creating a new stream of income from inside an audience of millions.
- **You'll boost your search presence.** Facebook's online strength means that, for the most part, a well-optimized page can rank well for brand terms in search engines and becomes an valuable property in the ever-aggressive natural SERPs.
- **You can find the people you want.** In a recruitment sense, Facebook can be great for any HR efforts. An increasing number of businesses are reaching out through the social network to find hidden talent that they can use to fill vacancies quickly and cost-effectively.

¹ Source: Econsultancy blog, July 2010

4. Getting started

In this section we will give top tips about the things you should think and put in place before setting up your Facebook Page.

For example, you should set some goals and targets. These will to some degree determine the approach you take, and will help you shape the design and functionality of your Facebook Page (or Pages).

We will also recommend some of the basic apps that you can use to create the perfect page for your brand.

4.1. Setting your goals

So to begin with, you need to ask yourself what you want to achieve. Involve your team and figure out what you want to do. There are plenty of options.

For example, brands are using Facebook to achieve the following objectives:

- Build and interact with communities
- Increase sales
- Promote events and campaigns
- Boost brand loyalty
- Increase brand awareness
- Drive traffic
- Learn more about their customer base
- Instant feedback about services or products
- Improve engagement
- Improve customer service

Your job is to figure out which of the above you want to focus on, as the direction you take will influence your approach.

Remember to benchmark where you're at, to measure effectiveness along the way and to optimise your tactics, as you learn what does and doesn't work for your brand.

4.2. Basic apps you should add to your page

Adding the right apps to your page can immediately transform it. You can improve functionality and design to create a special experience for your Facebook visitors.

We have identified a number of basic apps that you should think about adding to your Page. Log into Facebook before clicking on any of the following links.

1. [Static FBML](#)

Facebook has its own markup language, called Static FBML. By implementing it you can create stylised text, clickable images and interactive videos, all of which will help you to stand out from the crowd.

Static FBML allows you to create customisable boxes which render HTML for Facebook Pages. Install it and let the creativity begin.

However, you need to be conscious that for highly dynamic or interactive pages that are heavy in their use of rich media, you may need to enlist the help or support of a professional FBML developer.

2. [Flash Player](#)

This app adds a box to your page which allows you to upload your own Flash files, such as videos, widgets and games.

3. [Twitter](#)

This app could save you a bit of time and help you control both your Twitter and Facebook accounts at the same time. It pulls in tweets from your Twitter account and updates your Facebook status, automatically.

4. **RSS Feeds**

You're probably blogging, so why not show your new posts on your Facebook Page?

There are many apps that will help you to do this. Some of the best examples are Facebook Notes and [Blog RSS Feed Reader](#), but [RSS Graffiti](#) is generally suggested to be the best.

5. [Posted Items Pro](#)

This app helps you embed MP3s and YouTube/ Google/ Yahoo videos on to your page.

6. **Basic tabs**

You need to ensure that your basic tab functionality is set up to help reflect your company's page. This often-overlooked app is easy to implement through the admin of your page.

5. How to make a Facebook Page

In this section of the report we will focus on every aspect of your page and give best practice recommendations and tips on how to achieve your business goals.

We will show you lots of screenshots and examples to shine a light on how other brands are using Facebook.

5.1. How to create a killer Facebook landing page

Effective landing pages should turn potential customers into subscribers. Once you have attracted someone to your page, you need to convince them to subscribe. They will do this by ‘liking’ your page. You can persuade them to do this in a number of ways, as we shall see.

The first thing to consider is that you can **define a custom landing page** that all new visitors will see first. Which landing page you choose says a lot about your company and your priorities. You only have one chance to make a first impression – so make sure it is a good one.

Once you’ve amassed lots of fans you shouldn’t be afraid to change your landing page, to support marketing campaigns. For example, you might want to create a landing page to help plug a specific event or seasonal promotion.

We have created various **Golden Rules** that you can follow to hopefully enter Facebook nirvana!

Golden Rule 1: Create a bespoke landing page

The first thing new Facebook Page visitors see tends to be the Wall. This is the default landing page, but you can change it (and we think you probably should).

The Wall can be a hive of activity and a good place for fans to hang out, however it isn’t necessarily the first thing you want to show new visitors. A better approach might be to create a persuasive landing page that encourages visitors to become fans.

The content that appears on your Wall will largely be produced by your fans, once you achieve some kind of scale. It can be engaging and dynamic, but it is not an environment that you have full control over.

Nevertheless, a lot of big brands have The Wall as the landing page. One example is Best Buy, which we’ll take a look at...

Example 1: Best Buy's landing page

You only need look at the thousands of subscribers to know that Best Buy's Facebook page has a lot of good elements to it. For example, it has a store locator and a useful product browser, which will be explored in more depth later on in this guide.

This is the Best Buy landing page, which newcomers see the first time they check out Best Buy on Facebook:



The trouble with this approach is that if unpoliced (or under-policed) it can attract spam, as seen in the screenshot above. Reading down the page we found lots of bad noise relating to plasma TVs. None of which is the kind of thing you want new visitors to see.

Best Buy's landing page used to include a product browser and a clear call to action to '*Become a fan of Best Buy Today*', which makes a lot more sense from where we're sitting. Nobody 'likes' spam.

Top tip

You can only make a first impression once, so make it the right one. We think the right approach is to create a custom landing page with compelling content and a strong call to action. You can set your custom landing page by going to 'edit page' and 'edit wall settings'. Then simply change the default landing page to a new welcome page.

You also should think about the profile picture you intend to use, as this is a dominant image that will be visible across Facebook in thumbnails and newsfeeds. It needs have an impact and be instantly recognisable.

Golden Rule 2: Create a clear call to action

Your goal once a new visitor arrives is to persuade them to click the Like button. If they do, your content and status updates will appear in their news feeds.

Push your visitors towards the Like button. Don't be afraid to be blatant. Ask the question, directly, and clearly.

We have unearthed a number of good examples of how to do this from Oxfam, Desigual and Red Bull.

Example 2: Oxfam landing page

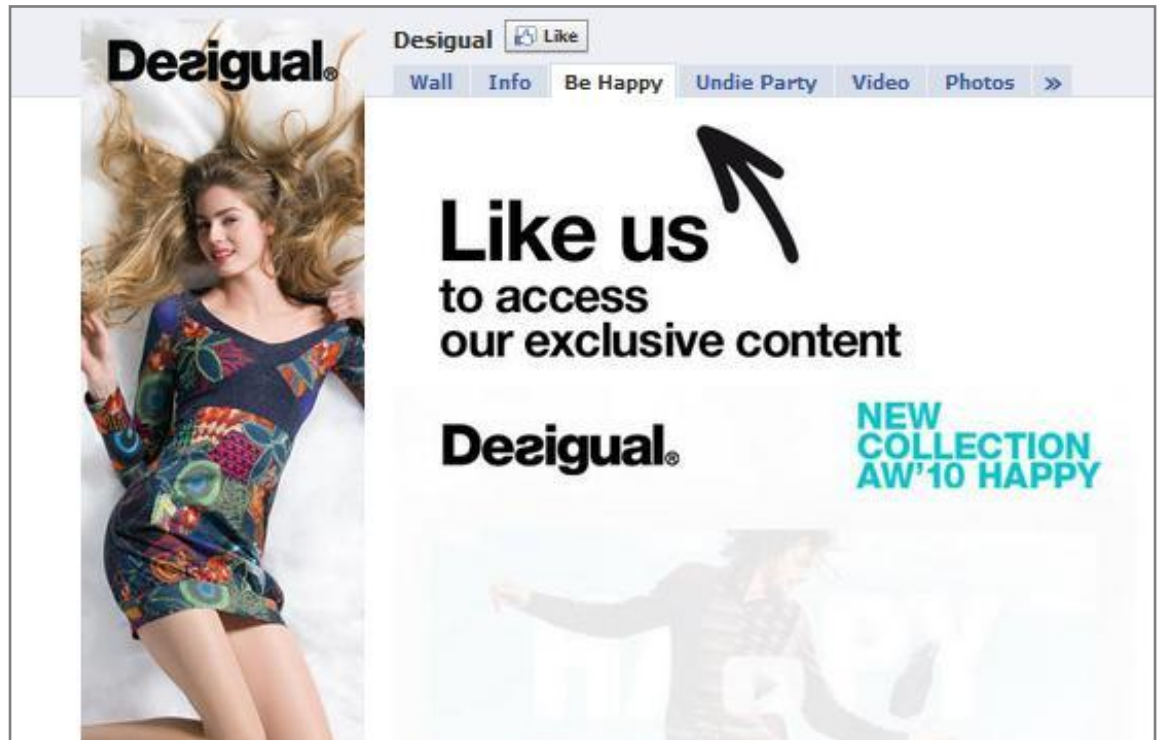
Oxfam not only includes one call to 'like' the page, but two, much in the same way Amazon has two 'Buy' buttons on its product pages.



We like this approach, as it emphasises a call-to-action without being too overbearing, although purple text on a blue background may not be the best combination of colours.

Example 3: Desigual

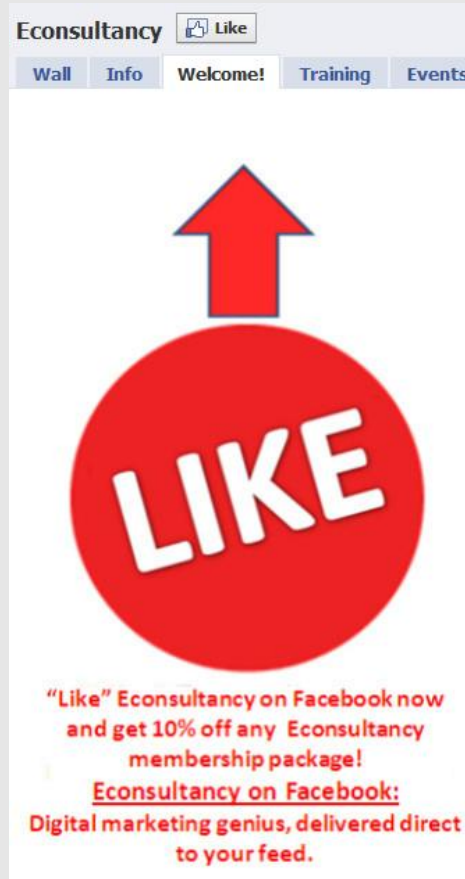
Desigual is a Spanish streetwear clothing brand that uses a very simple and effective landing page on Facebook.



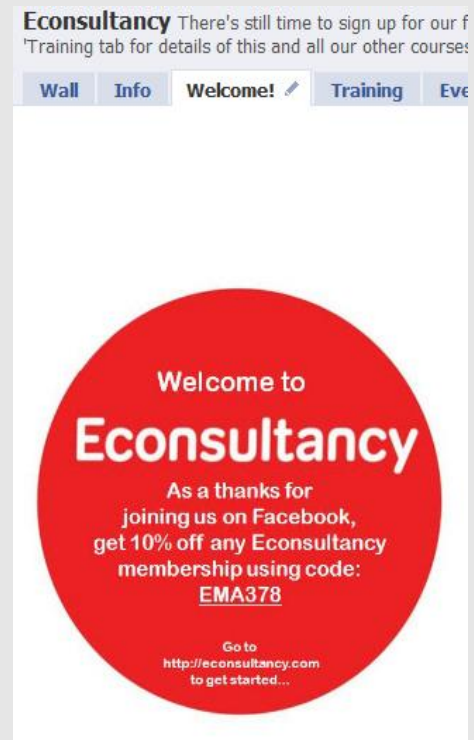
As you can see, it has a very clear call to action, a nice product photo, plus the incentive of 'exclusive content' if you click.

Top tip

The "Like" button on Facebook can be optimised by using a "Reveal" tab. This is a custom tab that allows users access to hidden or exclusive information only if they become fans of your brands. As an example, Econsultancy currently uses this on its page:



Before



After

Example 4: Red Bull

It's important to have a strong call-to-action and they don't come much stronger than this. Red Bull's landing page is fun, to the point, and has a tone that matches the brand.



Top tip

When designing a custom landing page, don't be shy about encouraging people to click on the 'Like' button, even if it means shoving a huge arrow in there.

Golden Rule 3: Create a custom interface

Facebook Markup Language (FBML) and the thousands of apps available for your Facebook Page provide you with lots of options, as to the layout and design of your landing page. There is no reason why you cannot create a landing page that is both eye-catching and bold, like this one for Soul City Church.

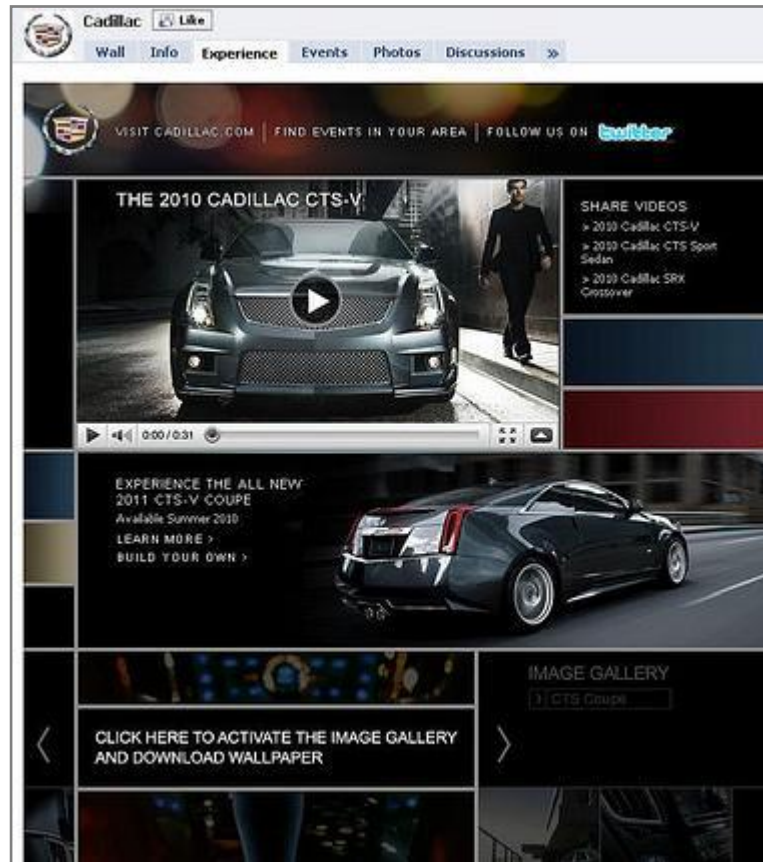
Example 5: Soul City Church



It has a very aesthetically pleasing design, with a good use of fonts and photos. Arguably, it becomes a homepage within a landing page, as it contains various navigational elements to help direct visitors to compelling / informative content).

Example 6: Cadillac

Cadillac is another brand that has created a good-looking, image-rich landing page, which is packed with videos and cool features.



Looking at this kind of page makes you wonder why some brands decide to use the default Wall as a landing page, when they can be creative and have fun. Try to introduce interactive features, videos and some cool fonts. Make your page stand out. Don't be afraid to be bold.

Example 7: Skittles

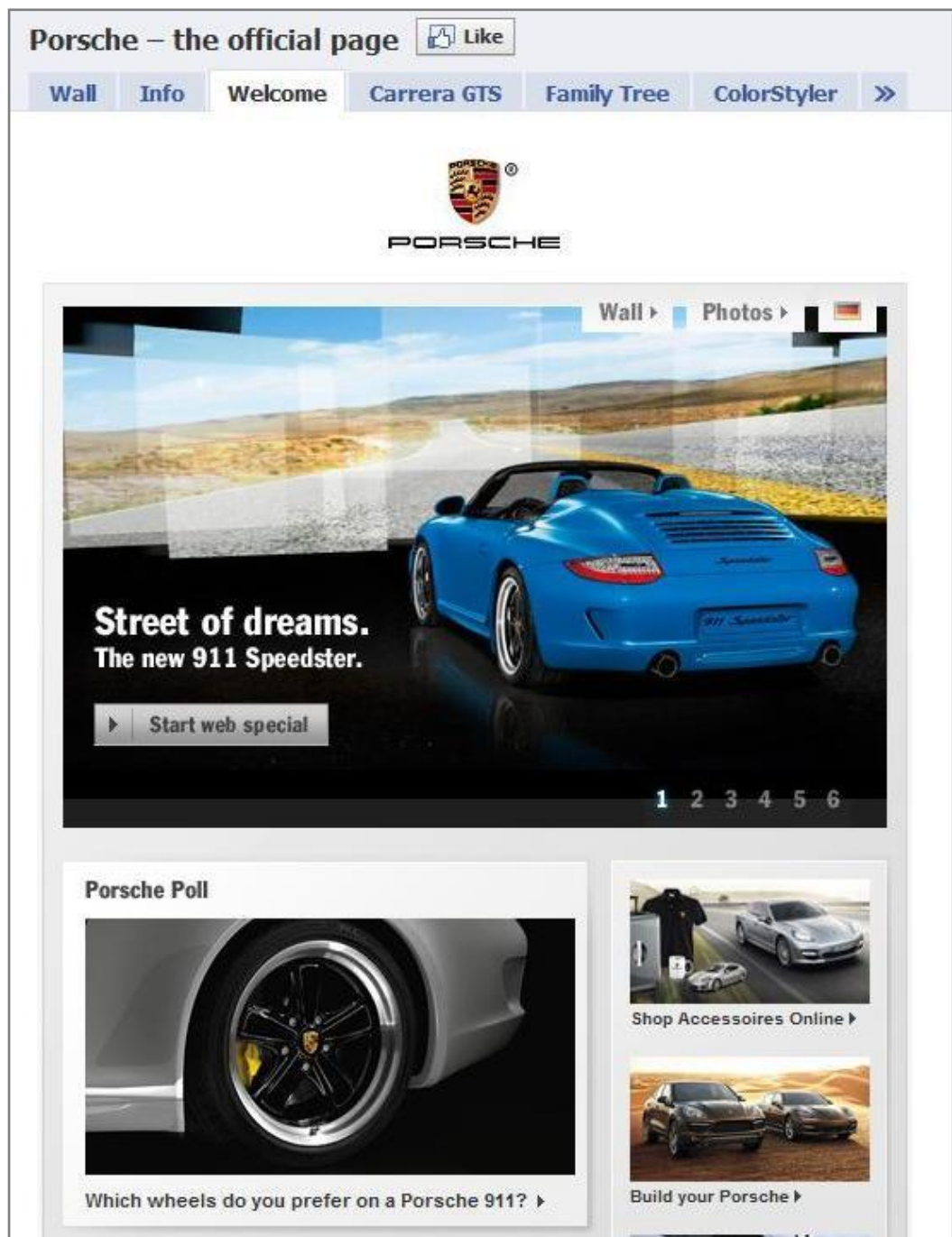
Skittles, like many other big brands, has decided to make its Wall the landing page, rather than the custom 'Skittles' page featured below.



This is a bona fide landing page, with several clear calls to action, an eye-catching design and a compelling image of the product. So why not make this the landing page?

Example 8: Porsche landing page

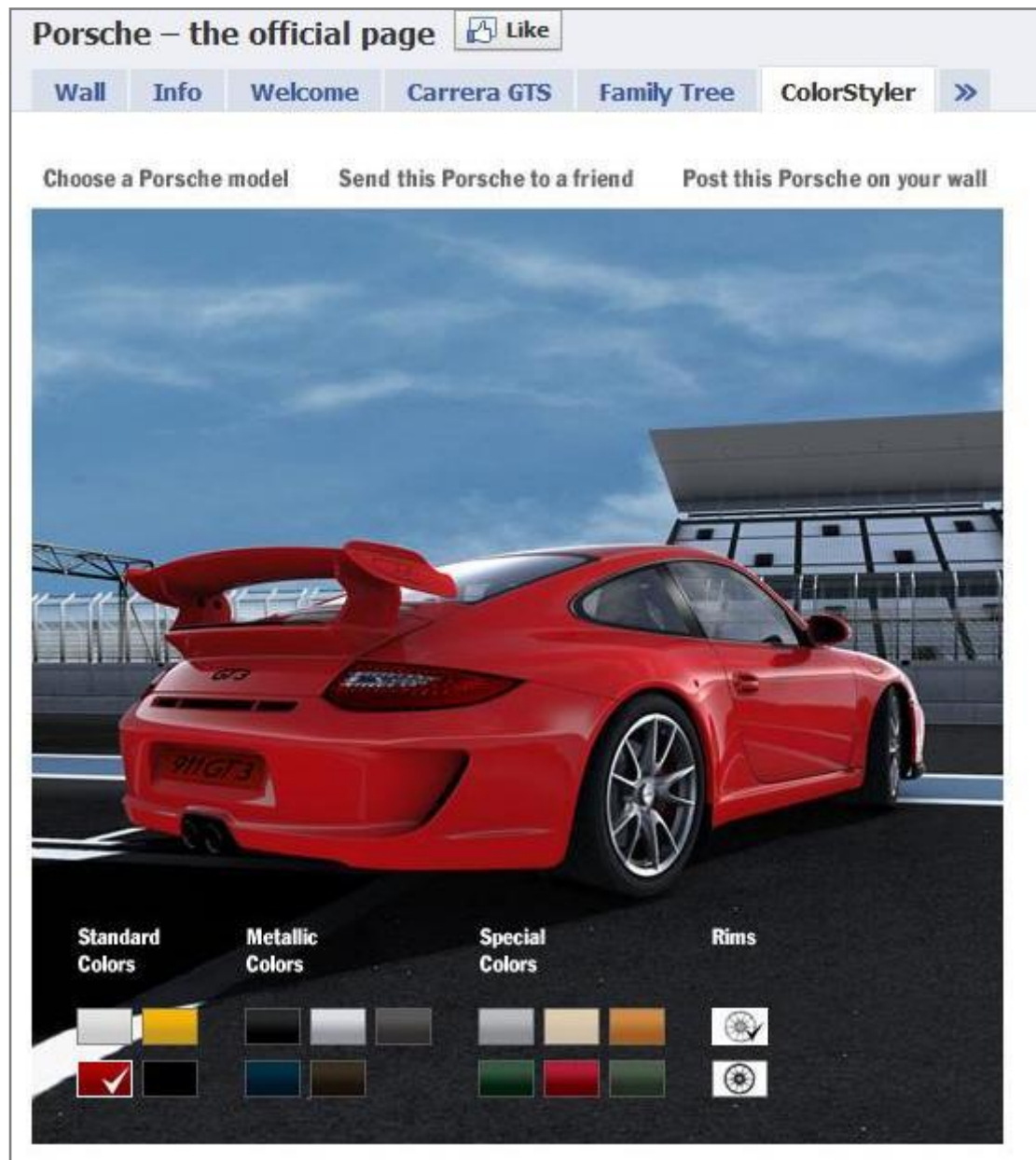
Porsche has created a suitably sophisticated Facebook presence. The landing page (below) is an eye-catching bespoke page with links to help visitors explore and play with some of the fine tools it has built.



However, Porsche may have missed a trick here. Their custom page is great, but Porsche may increase engagement by making setting the ColourStyler (Example 9) as the landing page.

Example 9: Porsche's ColourStyler app

The ColourStyler app allows motorheads to choose a car and then paint it. It's fun, it's hard not to play with it, and it's arguably good enough to be the main landing page.



The ColourStyler tool is incredibly addictive and perfect for engagement. It has an option to allow users to share their designs with friends, either via email or their personal Facebook Wall: What do you think of my car?

If you're creating an amazing tool then it is worth experimenting with it by setting it as your landing page to see how that affects engagement rates.

Top tip

If you have a cool app on your Facebook page, try making it your new landing page to see if it performs better than your existing page (bespoke or default).

Golden Rule 4: Get your message across

Do new visitors exactly what your brand is all about? Are you getting the message across?

Look at your landing page and evaluate it. If the answer is no, then try one of two methods to optimise your brand positioning.

Method 1: List your services

Lawyers Thurston & Betts provides a perfect example of how to do this.

Example 10: Thurston & Betts

Thurston & Betts, PLLC Attorneys at Law Like

Wall Info Photos Discussions Like Us! Reviews >>

Click Like to receive updates and helpful tips right to your news feed!

Corporations
Business Law
Wills & Trusts

Thurston & Betts PLLC
ATTORNEYS AT LAW

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Traffic Law
Criminal Law

"Serving Pender & New Hanover County Since 2001"

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The firm also displays contact details and a map showing where it is based. Straightforward and the right approach for a services-based firm.

Method 2: Use a large product image

It seems obvious, but a nice big photo on a landing page can immediately convey what your brand is all about. An example of this approach is provided is BMW.

Example 11: BMW's landing page



BMW also includes a nice call to action and various incentives to help seal the deal.

Example 12: Blackberry's product page

For a manufacturer like Blackberry it makes a lot of sense to show a range of key products on the landing page.



Blackberry not only gives you the option to choose a type of phone, but once you have clicked on it you are shown an even greater selection that can help narrow your search to find the right product for you.

Top tip

A picture can tell a thousand words, so why not show off your products? Also, if you provide services, why not list them?

Golden Rule 5: Offer incentives

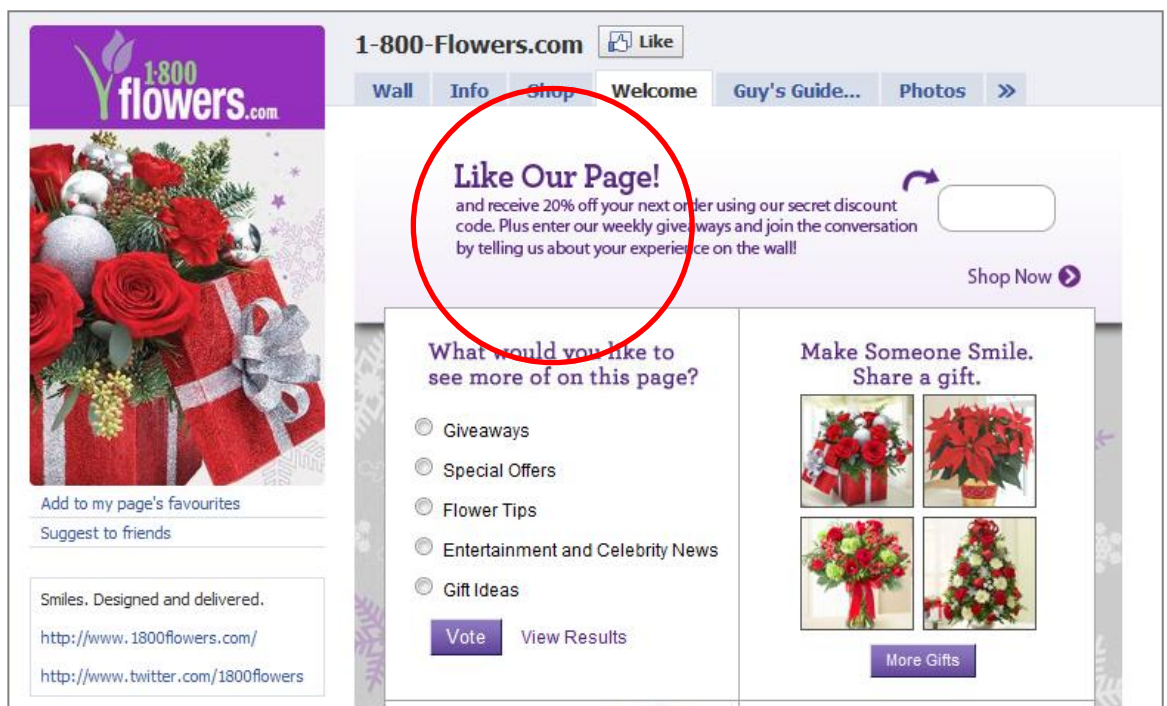
One way of encouraging people to subscribe to your page is to offer them a strong incentive to do so. Make it obvious that a click of the Like button will result in a reward.

You can create special promotions and competitions for your existing and prospective brand devotees. This will help boost brand loyalty and some of your fans will share your offers with their friends.

1-800 Flowers Facebook Page is a case study in how you can do this.


Example 13: 1-800 Flowers' 20 per cent discount

1-800 Flowers now uses the Wall as its landing page, but it used to display this 20% discount offer on its landing page if the user "likes" its page.



Example 14: The Body Shop USA


The Body Shop USA highlights a number of discounts and special offers on its landing page.



THE BODY SHOP

Like

Wall Info Worldwide **STOP Campaign** Special Offers **GIVEAWAY!**



STOP
SEX TRAFFICKING
OF CHILDREN & YOUNG PEOPLE

Add to My Page's Favorites


Suggest to Friends

The original, natural and ethical beauty brand.

Find your custom Skin Care solution.

BUY 2 GET 1 FREE


learn more →



NEW
ECO-CONSCIOUS
RAINFOREST HAIR CARE

Discover the Hair regime that's right for you

learn more →





STAFF PICKS

We all have a favorite! Get the inside scoop on the products we love.

shop now →

“ It leaves my hair soft & shiny, plus it smells delicious! ”
— Cassie
E-Commerce Specialist
Banana Shampoo



GET **10% OFF** YOUR PURCHASE

Become a Love Your Body Member Today!

Get 10% off all your purchases now and throughout the year, and gain access to our exclusive member-only events and discounts.

not a member? join now →



Example 15: Victoria's Secret Pink landing page

Victoria's Secret Pink has produced a very smart Facebook Page, with many cool features and incentives to join up. Its landing page is no exception.



It offers not only the 'inside scoop', but also a special offer. It also uses the active word 'join'.

Example 16: Dunkin' Donuts

Dunkin' Donuts' landing page celebrates its birthday by promising the 'ultimate coffee drinkers' experience to the fan that sends in the best video explaining why they love coffee.



It is an interesting way to engage with fans while crowd sourcing content and undertaking some product research at the same time.

Top tip

Offer incentives to encourage visitors to become fans.

Golden Rule 6: Publish interesting content

Before inviting people to your page, make sure you have plenty of high quality content to show them.

The more content you post on your page, the more you will appear in a fan's news feed. Additionally, every time a fan interacts with your page their friends will see it in their own feeds, boosting your content's chances of going viral.

However, **this does not mean you should be sending out updates all the time.** People will soon get annoyed if you bombard them with communications.

At most, a once or twice-daily update should be sufficient for most brands. It's quality, not quantity that counts.

Some examples of great content include:

- Exclusive videos
- Competitions
- Promotions and giveaways
- News stories and blog articles
- Discounts and offers

Give fans and visitors a reason to interact and to keep coming back for more. Make sure you look after your fans by giving them access to exclusive content and discounts. Show them some personality along the way, and remember to communicate in plain English, not PR-speak.

We will explore this in greater detail later in the guide, but for now, *Example 17* provides a great example of relevant and engaging content.

Example 17: Sainsbury's

During the summer of 2010, Sainsbury's dedicated its landing page to the 'Tiny Taste Team', in which some young children were filmed cooking their favourite recipes with Sainsbury's ingredients.



Top tip

Content is king, and your landing page should provide a glimpse of what visitors can expect to see if they become fans.

5.2. How to create a wonderful user experience

Just like any website, poor labelling of sections and functionality will confuse visitors. You need to make the user experience as easy, comfortable and as engaging as possible. In this respect, Facebook is no different from your website.

In this section we will explain the various things to do to make your page easy to use. Here are some more golden rules.

Golden Rule 7: Label your tabs clearly

Make sure visitors have some idea what kind of content they will find when they click on each tab. Don't leave them guessing. You can change the name of your tabs, so why not do it?

Default labels are the terms 'Boxes' and 'Notes'. These are fairly meaningless terms to your readers. Aim for something more descriptive.

Example 18: Sainsbury's 'Notes' tab

Sainsbury's include a 'Notes' tab, which includes recipes.



So why not call it recipes? 'Notes' means very little in this context and can be improved upon.

Top tip

Make sure all your tabs are clearly labelled, so visitors know what they are clicking on.

Golden Rule 8: Take time to arrange your visible tabs

Facebook allows you to display six visible tabs. Readers have to click on the arrow key at the end to access the rest. So make sure the ones you see first are the most important.

Unfortunately, Facebook will not let you change the first two – the Wall and Info tabs – but you should prioritise which of your other tabs are most important to you, and position them accordingly.

Example 19: Sainsbury's visible tabs

Once again, Sainsbury's may provide us with an example of how not to do this...



We have already mentioned the rather poorly titled 'Notes' column, but, perhaps the 'Events' tab should have taken priority over the 'Photos' tab?

Top tip

Optimise the placement and labelling of your visible tabs.

Golden Rule 9: Avoid large chunks of text

Blocks of text look ugly and are unlikely to engage your community. Try and break up your text, by using bullet points, different types and sizes of fonts, as well as videos and pictures.

Example 20: Intel's messy design

This page isn't particularly compelling.



We were instantly put off by the clumps of text and messy design. Plus, the fact some of the calls to action were below the fold.

Top tip

Make sure your design is easy to consume by avoiding large chunks of text and using big fonts.

Golden Rule 10: Use engaging fonts and big, chunky text

You have to catch your fans' attention. Don't be afraid to be bold (and to use bold). Sometimes a direct / concise approach to messaging is the best one to adopt.

Keep in mind that a lot of people visit Facebook via their smartphones. Smaller screens are not the best for text-heavy landing pages.

Example 21: Abercrombie & Fitch



This page from Abercrombie & Fitch shows a good use of fonts and calls to action.

Top tip

Don't be afraid to go bold with your design. Remember a lot of people will be reading your page through a mobile phone, so consider using big fonts.

Golden Rule 11: Invite people to click

Don't just stick a link up and expect visitors to do the rest. Tell them what will happen if they do. Set some expectations along the way.

A clear call-to-action button and descriptive labelling will increase your click through rates and make it easier for new visitors to interact.

Top tip

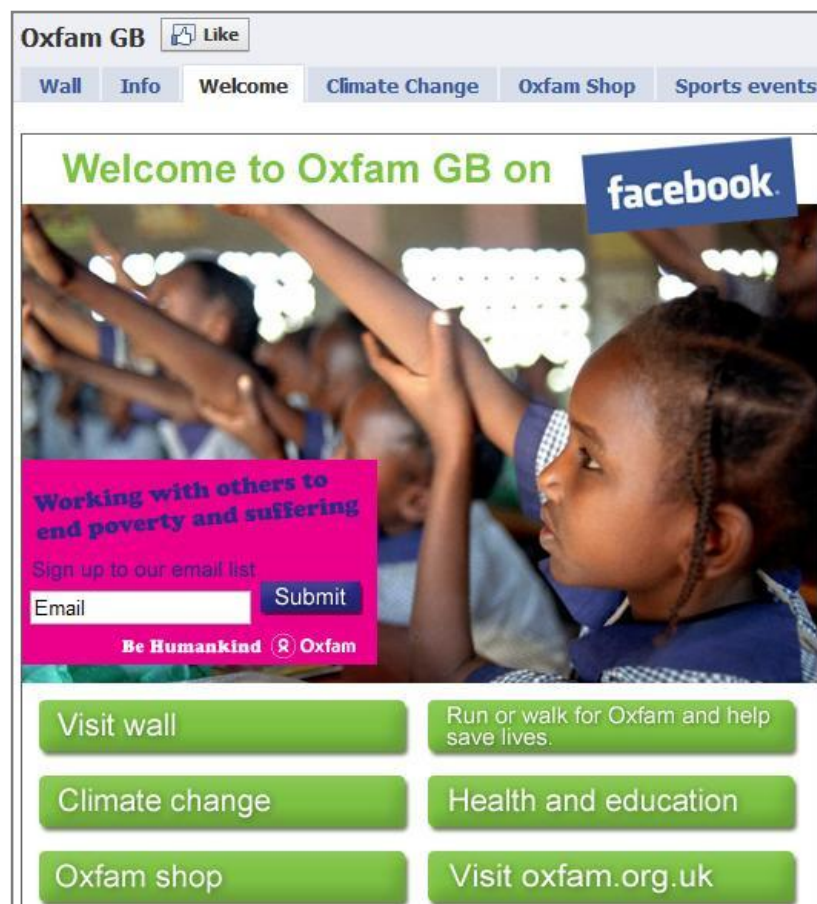
Use active words to encourage visitors to click.

Golden Rule 12: Make your links clear

The labelling of navigational links and calls to action should leave no room for error. Do fans know which bits of your Facebook page are clickable? Make it obvious for them.

One way of doing this is to make the links react when someone drags their mouse across them.

Example 22: Oxfam GB's engaging links



When you mouse over each of Oxfam GB's green links they transform into an action. This helps visitors understand exactly what they are clicking on. The top right link before the mouse hovers over it says 'Sports Events'.

Top tip

Use the link hover state to expand on your call to action button, to encourage clicks.

Golden Rule 13: Make it easy for your fans to search for products

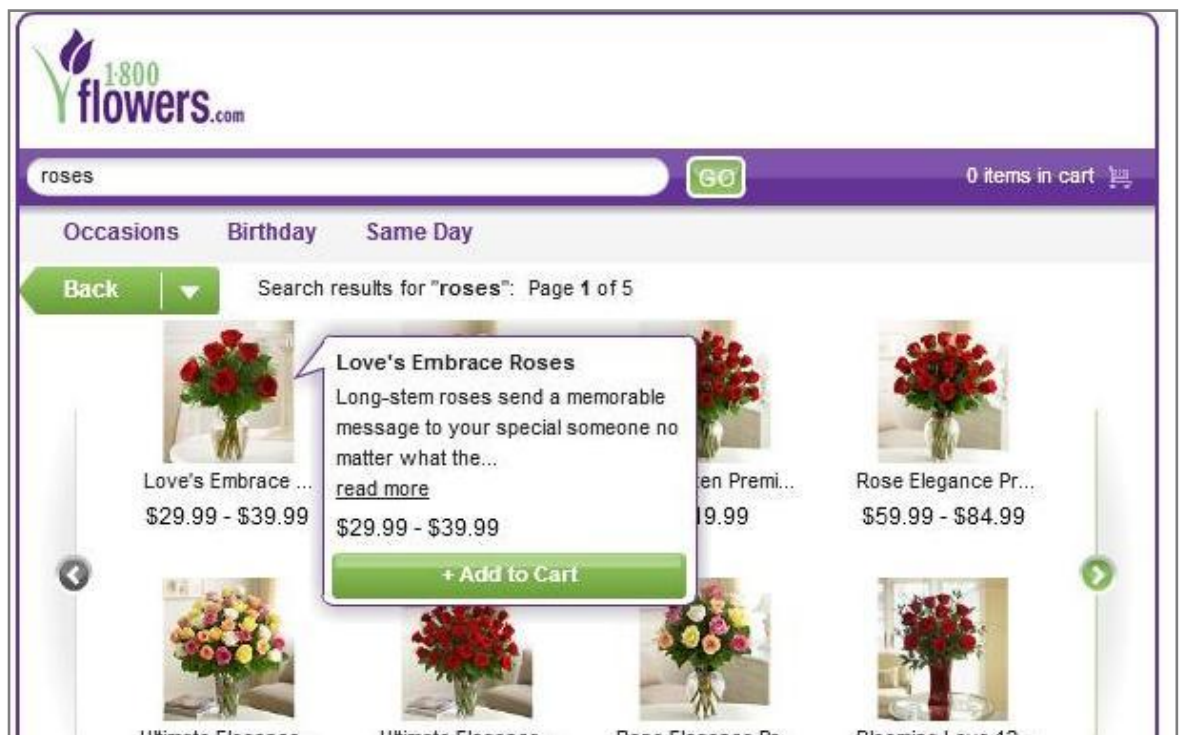
If you want to use your Facebook page to promote sales, incorporating a product search tool is clearly going to be a great idea.

Some brands have included a checkout on the page itself, which we have previously referred to as 'f-commerce', while most link to their own e-commerce site before visitors can buy items.

By including a product search tool on your page you're going to make it easy for visitors to buy things from you. For e-commerce companies this is something of a no-brainer.

Example 23: 1-800 Flowers's product search

One way to do this is to include a search bar, as 1-800-Flowers have done on its fine f-commerce page.



The search bar makes it very easy to find what you want, and by simply clicking on the product you are directed to the checkout (which is hosted directly on the Facebook Page). This means customers can browse and send flowers to friends without ever leaving Facebook.

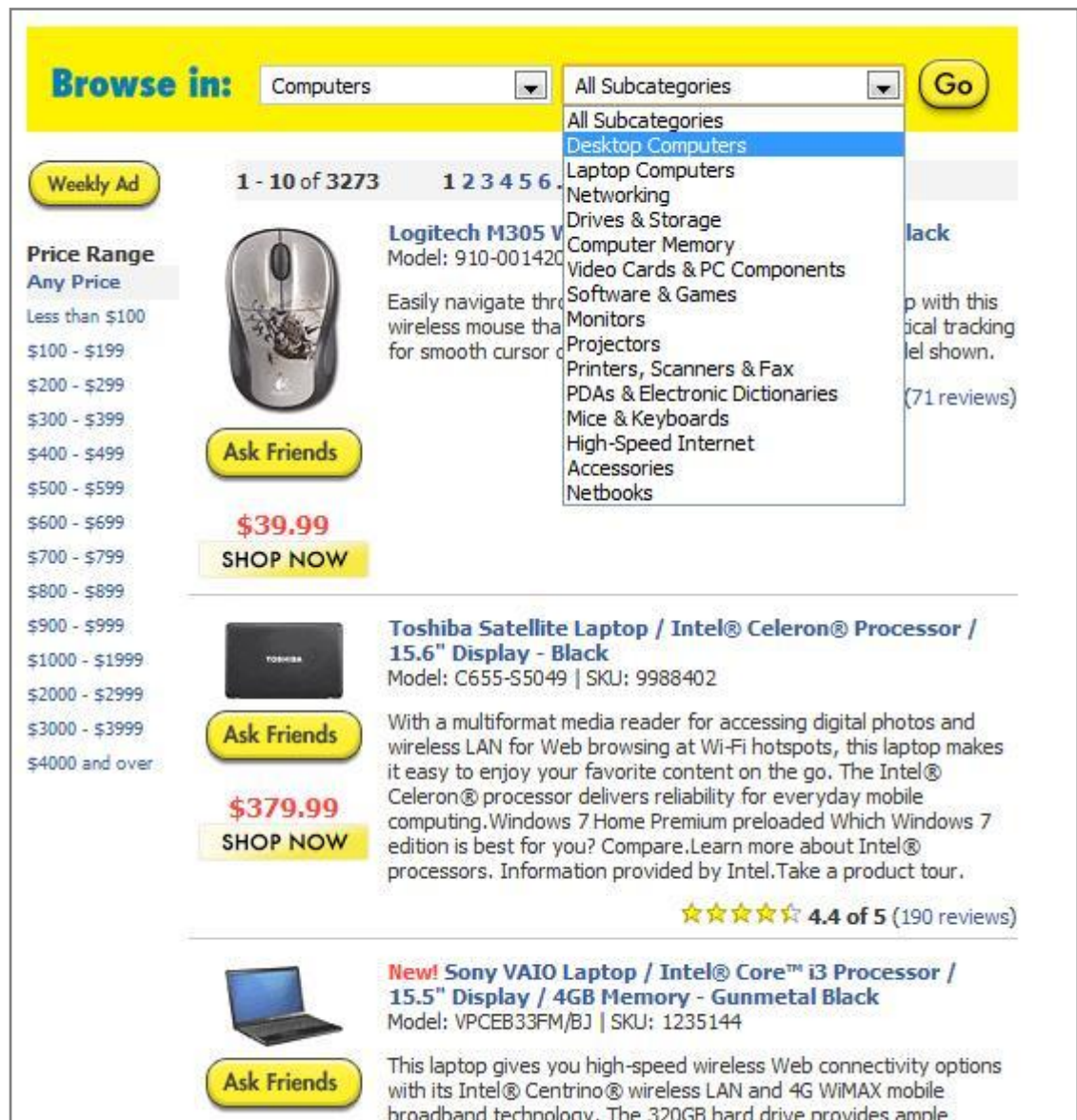
It also offers search filters to help narrow your search depending on the occasion. Feature filtering is an essential component of any product search tool.

Clear calls to action coupled with this kind of functionality will undoubtedly help to drive sales.

We will go into greater detail about the benefits of f-commerce later in the report.

Example 24: Best Buy's product search

Another commerce-focused example is provided by Best Buy, which - unlike 1-800-Flowers - sends its customers to its e-commerce site to buy its products.



It has an even better filter function – due to the wider of range products – plus an opportunity for your network to rate products, but it does not allow you to type in your search, which seems like a missed opportunity (although something like nine out of ten shoppers prefer to browse and drill down into link-based searching, rather than searching by keyword).

Top tip

Add a search bar and filtering option to your product search.

5.3. Make Facebook your social media hub

Facebook should be at the heart of your social media strategy. Thanks to the sheer number of people who use it every day, the ever-increasing number of apps, the high levels of engagement and the incredibly viral nature of its feeds, it is the ideal place to anchor your campaigns.

Here are some suggested ways of making your Facebook page the hub of your social media activity.

1. Use prominent links to your company website and other social media platforms

Adding non-Facebook social media accounts to your page is the obvious first place to start. Help people to tune into your Twitter presence, and your blog, via Facebook.

Example 25: Room 214's staff Twitter accounts



Since social media is about your employees as much as your customers, why not help Facebook visitors and fans to connect with your staff? Social media agency Room 214 demonstrates how this can be done, by highlighting staff Twitter accounts.

If you mouse over each of the photos of Room 214's staff, the photos change to their name. If you then click on them, you are directed to their Twitter page.

Top tip

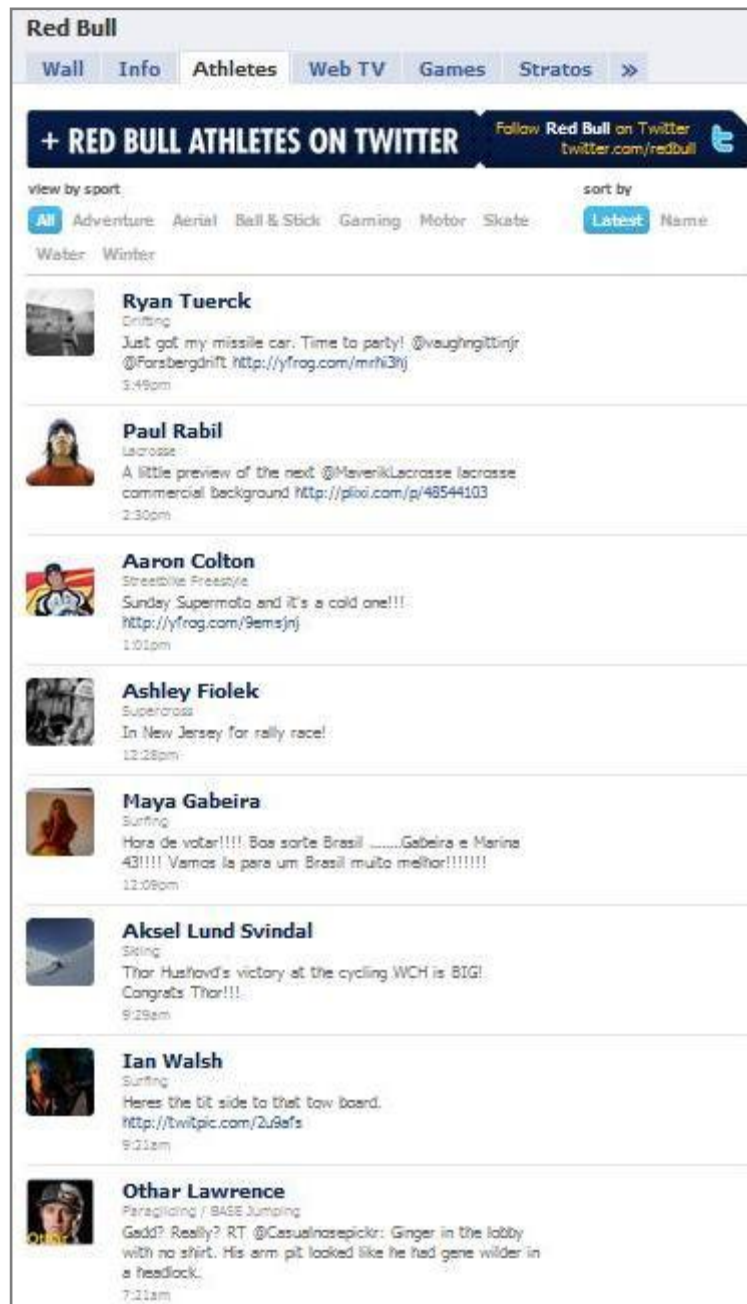
Not only include links to your company's other social media profiles prominently, but also links to key employee social media profiles.

2. Integrate other social media apps into your page

There are all kinds of social media apps – many of which are free – you can add to your page. So why not use them?

Example 26: Red Bull's Twitter app

One example of a brand really using this to its benefit is Red Bull.



Its page assembles tweets from Red Bull-sponsored athletes / daredevils and allows fans to connect with them beyond Red Bull's domain. Their latest tweets even appear on Red Bull's status updates.

3. Don't just limit yourself to one Facebook page

If you are a global brand, why not create pages for each country? The more relevant the content to the consumer, the more engaged they will be.

Mobile phone company, Sony Ericsson, provides us with an example of this.

Example 27: Sony Ericsson



When you visit Sony Ericsson's Facebook's page you are instantly greeted with a list of regional Facebook pages from which to choose.

Top tip















If you are an international company, why not create a Facebook Page for each region. It will increase engagement with your content.

4. Create a page for each product

If you have a lot of popular products (with their own devotees) then you could create a Facebook Page for each one, using your landing page primarily for navigation.

Once again, this will lead to greater relevance for your visitors, and in turn brand loyalty and engagement.

Example 28: Honda

Official Honda Fan Pages	
 Fit The Fit is Go!	 Insight Hybrid for Everyone
 Civic Driver-focused	 Accord All we know, all in one place
 FCX Clarity Zero emission fuel cell electric vehicle	 Accord Crosstour Versatility Modernized
 CR-V Something new to crave	 CR-Z Introducing the Sport Hybrid.
 Pilot Ride Ready	 Odyssey Respect the Van
 Ridgeline Strength meets Intelligence	 Element Find your Element
 Classic Models Share photos and stories on the wall	 Honda.com Find a Honda to love

The 'Classic Models' fan page is a great creative idea. It's the perfect idea to let fans interact with others about their love for older Honda cars.

Example 29: Disney's product pages

Disney has so many different products to rave about, so why limit itself to just one page?

Top Pages

1		Disney 9,994,867 people like this.		 9,996,669 people like this. Be the first of your friends.
2		Toy Story 8,030,343 people like this.		 8,031,191 people like this. Be the first of your friends.
3		Disney Pixar 5,081,870 people like this.		 Michael Kopetchni and 5,082,436 others like this.
4		DORY 4,783,705 people like this.		 Beth Eccles and 4,784,693 others like this.
5		Disneyland 4,484,477 people like this.		 4,485,035 people like this. Be the first of your friends.

[See All Pages](#)

Take a look at the number of fans each page has to understand why this is a necessary approach for Disney!

Top tip

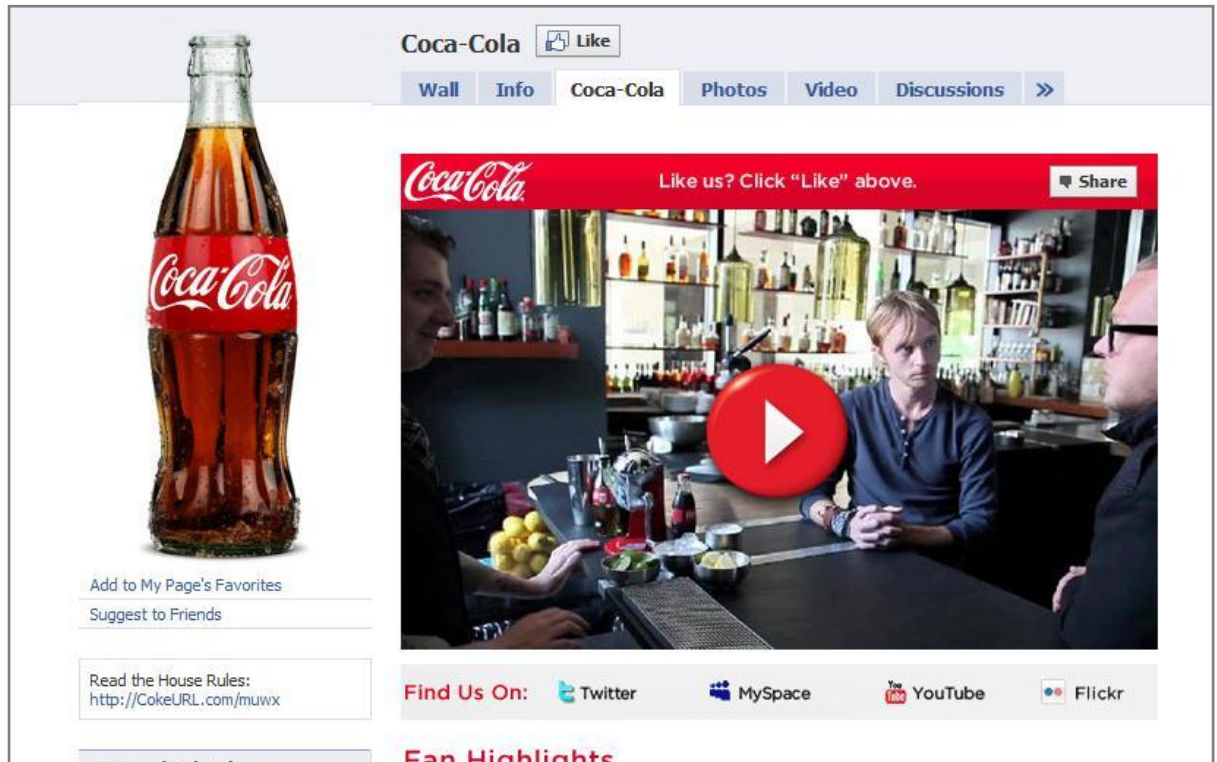
If you have a large range of popular products, set up fan pages for each of them.

5. Consider supporting other Facebook fan pages

Some of the bigger brands will inevitably attract unofficial fan pages, some of which have larger followings than the brand's own page. Don't try and take them over! Instead, consider helping them.

Example 30: Coca-Cola fan page

The biggest example of this is a fan page for Coca Cola, originally set up by two Coke drinkers.



The page has been incredibly successful and has one of the largest followings in Facebook. Coca-Cola rewarded them with a tour around their headquarters in Atlanta, USA and instead of trying to take control of the page, has chosen to work with them, thereby empowering its biggest brand devotees to run the page from the perspective of a consumer.

5.4. How to create compelling content for your page

One of the fundamental mistakes made when setting up a Facebook page is to assume people will be engaged by whatever content you put out. They won't. The content needs to be compelling enough to share.

Content, whether it is a simple status update or your own custom app, is the lifeblood of your page. The real secret of successful Facebook strategy is to create the right kind of content, and to understand what your audience wants.

Even if you don't want to create your own custom apps to add to your page, Facebook has thousands and thousands of apps – many of them free – which can help you deliver engaging content.

But what is the 'right' content? These are the key questions you should ask when developing your content strategy.

Question 1: Does it fit in with your brand's objectives, principles and values?

You need to define the type of content on your page and also the structure of your pages, to place the content in the right places.

Start by creating custom tabs via the free FBML app. Label them in a way which fits in with your overall strategy. For example: a 'Welcome' tab for new visitors, a 'Fun' section for games and quizzes, a 'Fashion Advice' tab if you're a clothing brand, or a 'Movie Reviews' tab if you are a film blog.

Always be aware of how your content fits in with your brand and image. Is it a fun brand? Should it be informative? You set the tone.

Top tip

Before you even start, write out exactly what kind of content you think fits in with your overall strategy. Brainstorm with colleagues to get the best results. Then set up a structure that encompasses these ideas.

Test, Test and Refine.

Every comment that you post has its own analytics. These are:

- Impressions: The Raw Number of views that the Status Update has been seen
- Feedback: The Number of Likes and Comments Per impression
- Number of Comments: The actual number of comments.

Just as in any online channel, you should test the strength and the Feedback Rate of the status. Creating a decent testing plan will allow you to understand:

- What topics interest your fans the most
- What Tone of voice to use
- The Best Time of Day to comment
- Which messages are likely to be shared the most
- Which messages invoke emotional appeal

Crafting your messages based on these learnings over time will improve the reaction, as well as the viral nature of your status updates.



Question 2: Is it regular and up-to-date?

Nothing looks worse than looking at a Facebook Page that has stagnant, out-of-date content.

Make sure fans of your page look forward to seeing what will appear in their news feeds, even if it's just a case of regularly updating your status bar.

Example 31: Starbucks' status updates

The Starbucks's page is a superb example of how to use the status bar regularly to interact and engage with fans.



Starbucks focuses less on flash apps and more on good content and benefits for its fans.

Top tip

Make sure you have regular content flowing through your page. Even if it's just a status update, try and post something once a day.

Question 3: Does it offer value to your community?

In order to engage successfully with your subscribers, you need to create content that is both valuable to them, to help compel them towards sharing it with their friends.

‘Value’ can be split into five different key categories, as we will outline below. If you can create content that at least falls into one of these categories, you should do well. But can you create content that can satisfy more than one?

It may be worth considering developing an extensive and ongoing content strategy to meet these specific categories:

Category A: Is it fun and entertaining?

Everyone wants to have fun and be entertained. If you put a smile on someone’s face they are going to be more likely to tell their friends about what you have on offer.

Here are some examples of fun and entertaining content:

Games

There is no doubt about it; social media – and particularly Facebook - has changed the landscape of the games industry. Thanks to games like *Farmville*, which boasts a staggering 80 million regular users, gaming has been opened up to an entirely new audience.

But while the average console gamer is a 29-year-old male, social gamers are 43-year-old women. This is a hot demographic for a lot of brands.

Some companies have invested in custom games apps. Creativity, innovation, simplicity and strong execution are all key to the success of these games.

Example 32: Red Bull’s games section

Red Bull has created its own game zone called the ‘Procrastination Station’, with lots of cool games that fits its brand perfectly.



Some of these are simply links to other websites, but *That's It, That's All* is a game that is embedded into the Facebook page itself. Let's take a look at this in a little bit more detail.

Example 33: That's It, That's All

This is a cool skiing game which is embedded on Red Bull's Facebook Page. It fits its high energy brand perfectly, plus it is potentially very viral as it allows fans to embed it into blogs.



Creating engaging and fun content does not have to cost very much either. A lot of existing apps can be added to your Facebook page for free.

One example is provided by TomTom, which during the Easter Bank Holiday added some fun content to its Facebook page to help make the family car journey that little bit more enjoyable. Mum and dad were treated to Spotify music playlists, while the kids were given games to ease the boredom.

But there are other ways to engage fans. In fact, all of the following can be added to your pages for nothing.

1. [Quizzes](#)

OK, not everyone likes quizzes, but they can be very addictive and will keep a subscriber coming back for more.

2. [Virtual gifts](#)

Offering virtual gifts, which sites like 1-800 Flowers do, is a very cheap and easy way of engaging your fans.

3. [Videos](#)

Adding videos to your page can transform it. Many brands utilise video extremely well and when done well it can really add to the user's experience. Some have even formed their own TV channels, hosted on their Facebook Pages.

Category B: Is it useful?

Offering something useful should never be underestimated. Brands can create tools for their audience to help them in their daily life.

The most common examples of this are mobile phone apps, loyalty card accounts or store locators.

Mobile apps

Accessing web pages on your smartphone can be difficult. Unless you possess superhero eyesight, you have to do a lot of zooming in and out to read its content.

That's where mobile apps come in. They are optimised for smartphones and are designed to make things easier for your fans to interact with your page.

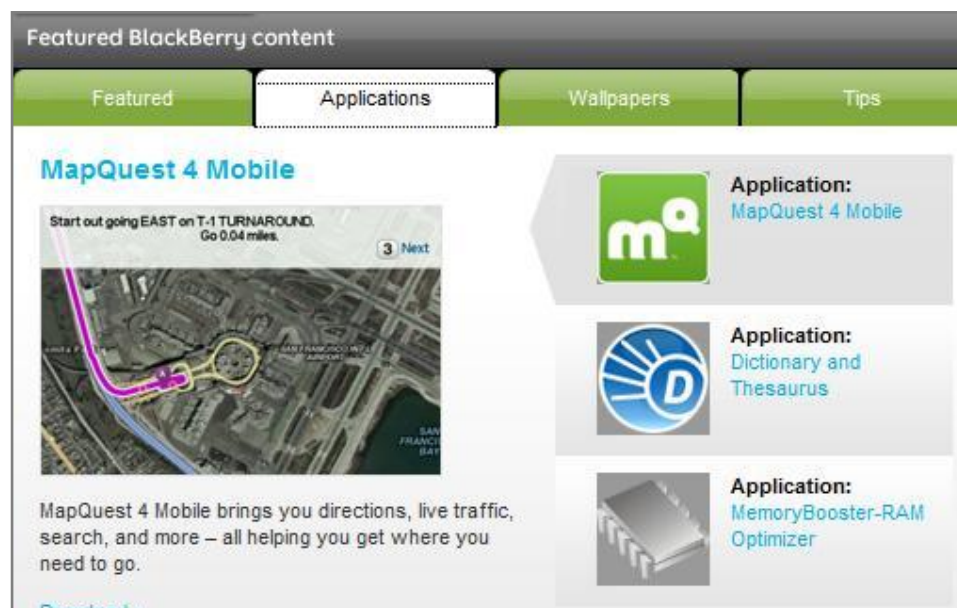
Example 34: Blackberry's Facebook app

Blackberry offers its fans its own Facebook app.



Example 35: Blackberry's other apps

Blackberry has created other dedicated apps to help fans in their daily lives, such as live traffic maps and dictionaries.

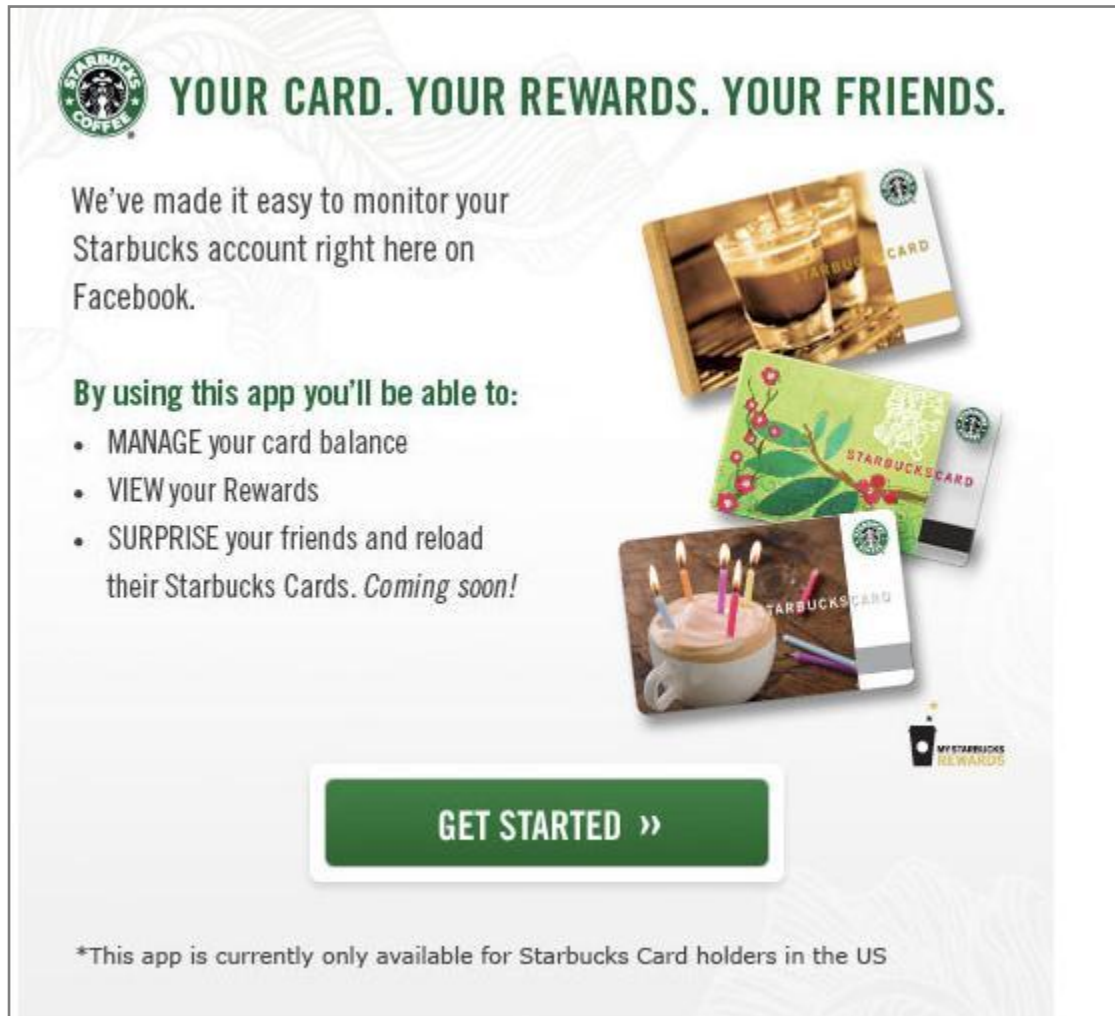


Loyalty card accounts

If you want fans to keep coming back, why not allow them to manage their loyalty accounts through Facebook?

Example 36: Starbucks's loyalty scheme

Here's another strong example from Starbucks, which shines a light on how to promote the benefits of customer loyalty.



The advertisement features the Starbucks logo at the top left. The headline reads "YOUR CARD. YOUR REWARDS. YOUR FRIENDS." in green. Below this, the text says "We've made it easy to monitor your Starbucks account right here on Facebook." To the right, three Starbucks Cards are shown: one with a coffee drink, one with a green floral design, and one with a birthday cake. Below the text, a list of features is provided: "By using this app you'll be able to:" followed by three bullet points: "MANAGE your card balance", "VIEW your Rewards", and "SURPRISE your friends and reload their Starbucks Cards. Coming soon!". A green button with the text "GET STARTED »" is positioned below the list. At the bottom, a disclaimer states: "*This app is currently only available for Starbucks Card holders in the US".

YOUR CARD. YOUR REWARDS. YOUR FRIENDS.

We've made it easy to monitor your Starbucks account right here on Facebook.

By using this app you'll be able to:

- MANAGE your card balance
- VIEW your Rewards
- SURPRISE your friends and reload their Starbucks Cards. *Coming soon!*

GET STARTED »

*This app is currently only available for Starbucks Card holders in the US

The landing page provides visitors with a direct link to its loyalty card app, which allows users to keep in touch with their individual loyalty accounts through Facebook. The only issue is that, at the time of writing, this is limited to US Starbucks customers.

Store Locator

Allowing fans to easily find out where there nearest store is a great way to combine offline and online. It can really help drive sales.

Example 37: Best Buy's store locator

Best Buy's store locator is a good example of how to do this effectively.



The screenshot shows the Best Buy Facebook page interface. On the left is a profile picture of a Best Buy employee with the tagline "Buyer be happy.™". The main content area is titled "STORE LOCATOR" in a yellow banner. Below this, it says "Connect with your Favorite Store" and "Begin Your Search". There is a text input field for "Enter Your Zipcode" and a yellow "Find stores" button. Below that, it says "- OR -" and a yellow "Go to my favorite store" button. On the right, there is an image of a Best Buy employee holding a sign, with the text "Your Store is Waiting to Connect with You." and a paragraph explaining the benefits of connecting with a store, such as getting store hours, phone numbers, and driving directions. At the bottom left of the page, there is a link that says "Add to My Page's Favorites".

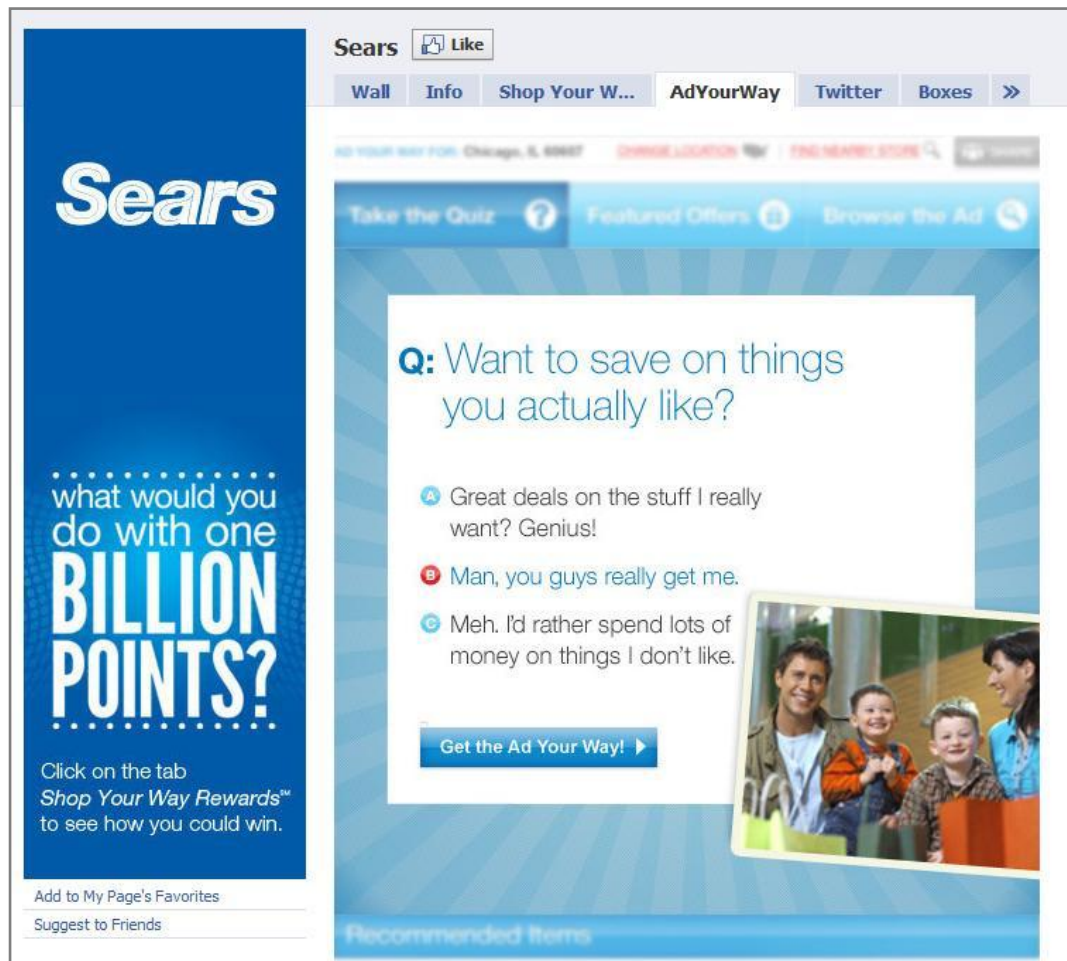
Category C: Can you help people save money?

We live in an age of austerity, if you believe the news headlines. As such helping people to save money can be a very powerful incentive for visitors to become fans.

Offering exclusive promotions to new visitors to your Facebook Page, plus the promise of more discounts if they keep coming back, is a sure-fire way to promote brand loyalty and drive user engagement.

Example 38: Sears

Sears handed out \$10 store coupons to new subscribers, although its new landing page is more subtle.



New visitors to the page are greeted with the words 'Want to save on things you actually like?' That will capture their attention. Sears has also – by accident or design - marginally blurred out the other elements on the page, thereby allowing the central message to become more prominent.

Plus, after you have squinted at the screen long enough, you will notice the words 'Featured Offers'. It gives the page a kind of members-only feel.

Category D: Does it boost your reputation?

Providing fans with exclusive / useful content is a great way to build up a strong relationship with your following. It makes them feel valued and special.

By subscribing to a Facebook page, visitors expect to receive the best kind of content. The onus is on you to deliver headlines that will drive people to click on the links to your site. And to make people glad that they're tuned into your messages.

Letting your subscribers know about the latest promotions, events, discounts and product launches before non-subscribers will forge a fierce brand loyalty.

Example 39: Dell's Social Media for Business page

One clever example of this is Dell's Social Media for Business page.



Separate from Dell's brand page, it offers video tutorials on how small businesses can get the best out of social media. While social media is not Dell's brand, giving small businesses a valuable resource is certainly something that it will want to align its brand to.

Category E: Does it encourage fans to get involved?

It's all very well being a useful resource portal, but if you really want to unleash the true power of Facebook you need your community to pitch in too.

People like to feel part of a community, and if they think their ideas and opinions matter, they will do more work to push your brand than any marketing professional can. The voice of the consumer, and the consumer's network, is all powerful in the modern business environment.

The beauty of Facebook is that it provides you with a platform to harness customer engagement, and it doesn't need to be expensive or time-consuming.

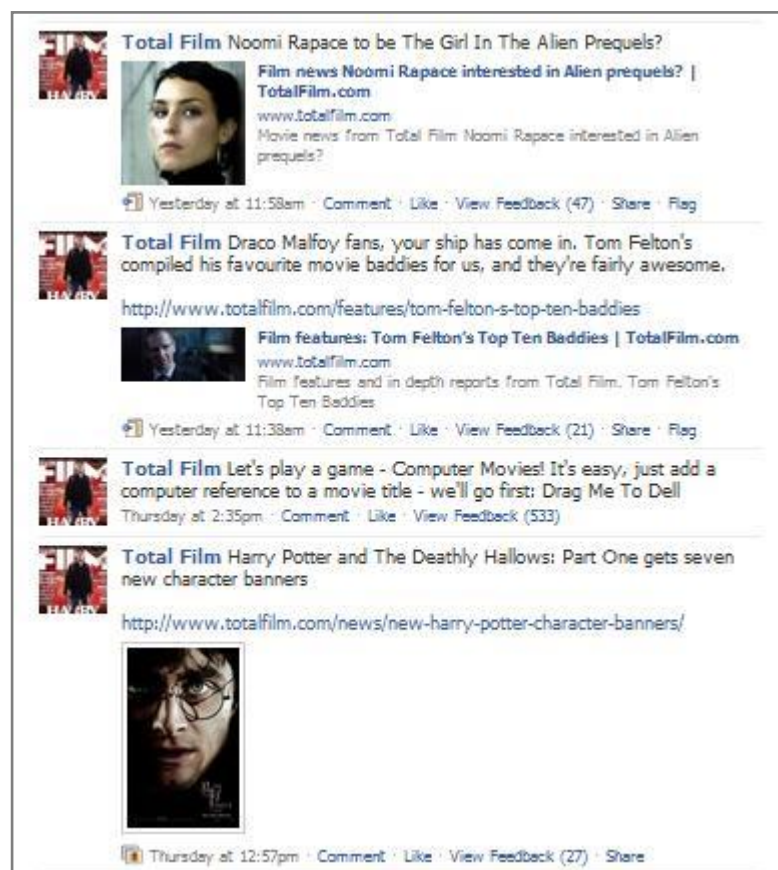
Here are some tips:

Tip 1: Ask the question

One example is a simple status update. It seems almost criminal, but when you look at a lot of brands' Walls, sometimes the blog posts attract less comments than a question that you have typed out in a matter of seconds. Your fans want to share ideas and provide feedback. Make the most of this.

Example 40: Total Film's status updates

Total Film's request for computer-inspired movie names attracts hundreds more comments than some of its exclusive content. It proves that the community wants to be involved.



It's simple: ask people a question and they feel compelled to answer. This will attract new fans (hoping to offer their amusing suggestions) and open a dialogue with your fans.

Tip 2: Take a poll

The polls app is free to download and is very effective way to get your fans to engage with your content.

Example 41: The Twilight Saga

Here is an example from The Twilight Saga's home page.



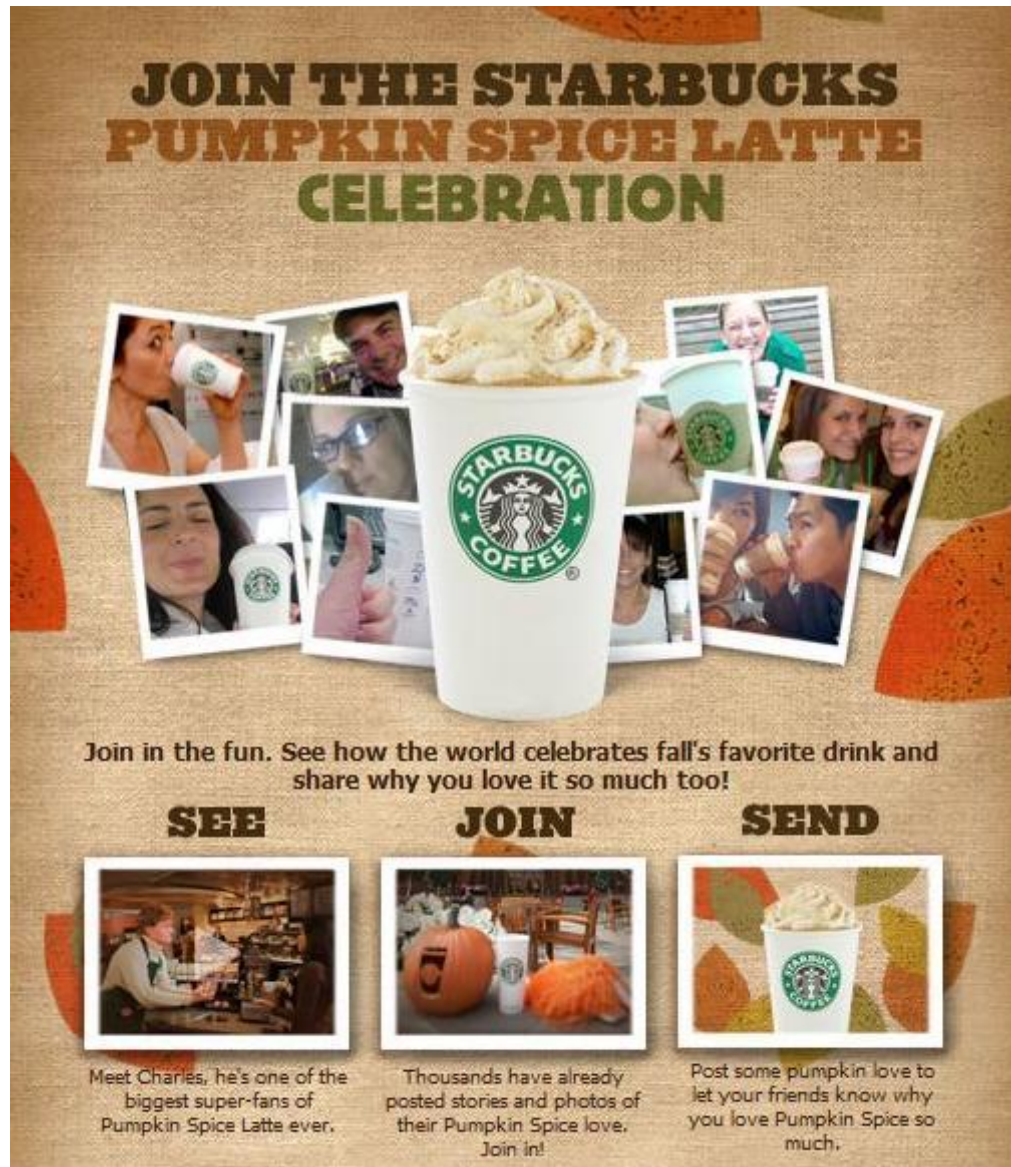
Notice how such a simple poll can generate so much engagement.

Tip 3: Get the picture

Ask fans to send in pictures or videos of themselves with your product or at one of your events. This is a very simple and effective way to crowdsource content from the community. Just about every mobile phone now has a camera on it, making it almost as easy as leaving a comment.

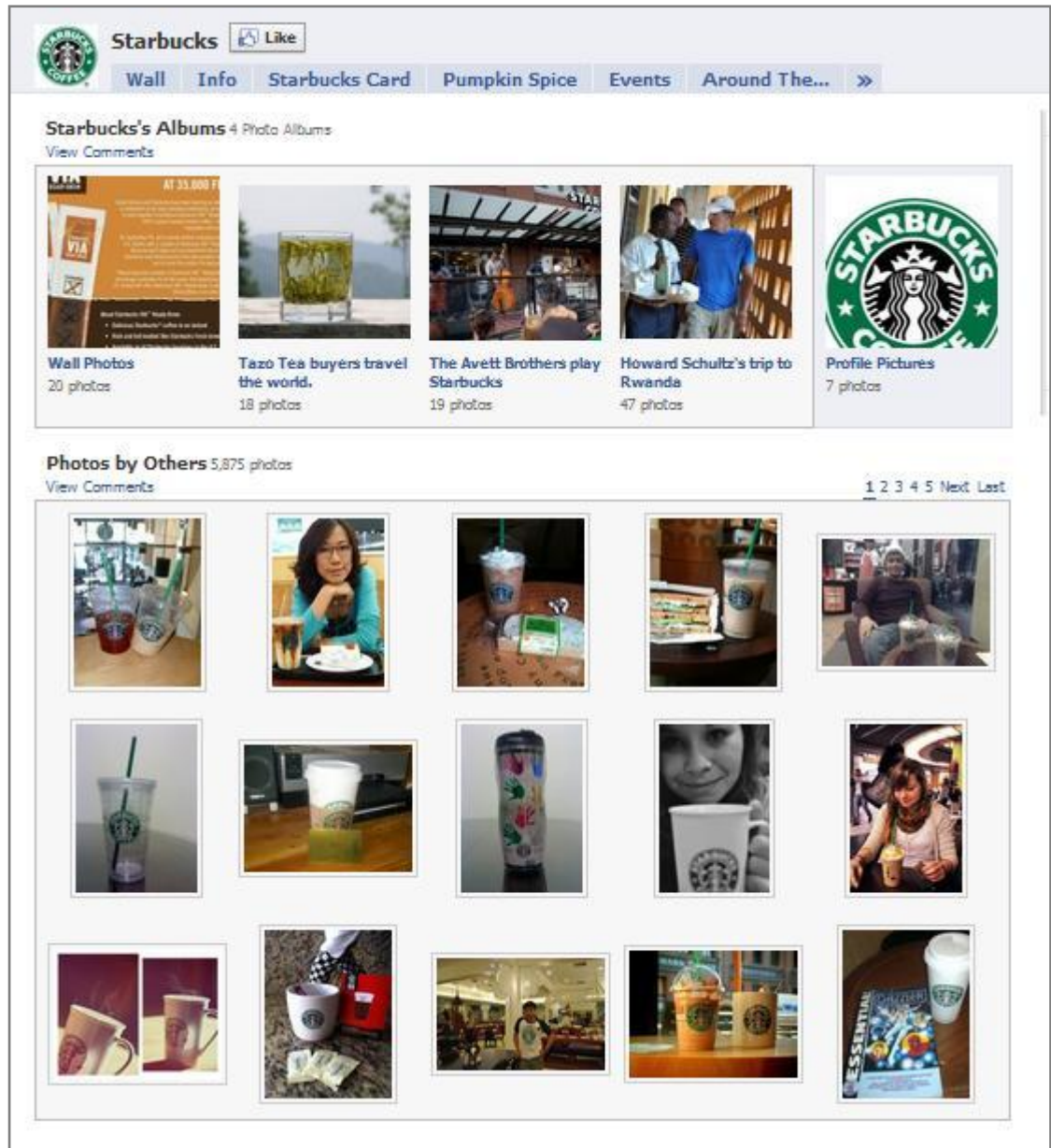
Example 42: Starbucks's call to send in pictures

Starbucks does this very effectively – it even asks for poems about its new products.



It is a perfect example of how to encourage fans to get involved, with a nice design, a clear call to action and some fans of photos. And if you look overleaf, you can see the reaction.

Example 43: Starbucks's fans' pictures



As you can see, there are thousands of images sent in by fans of them drinking their favourite product. This is all free content for Starbucks, and can be very engaging (everybody who submits a picture is likely to check it out and point their friends at their own featured mugshot).

Example 44: Coca-Cola

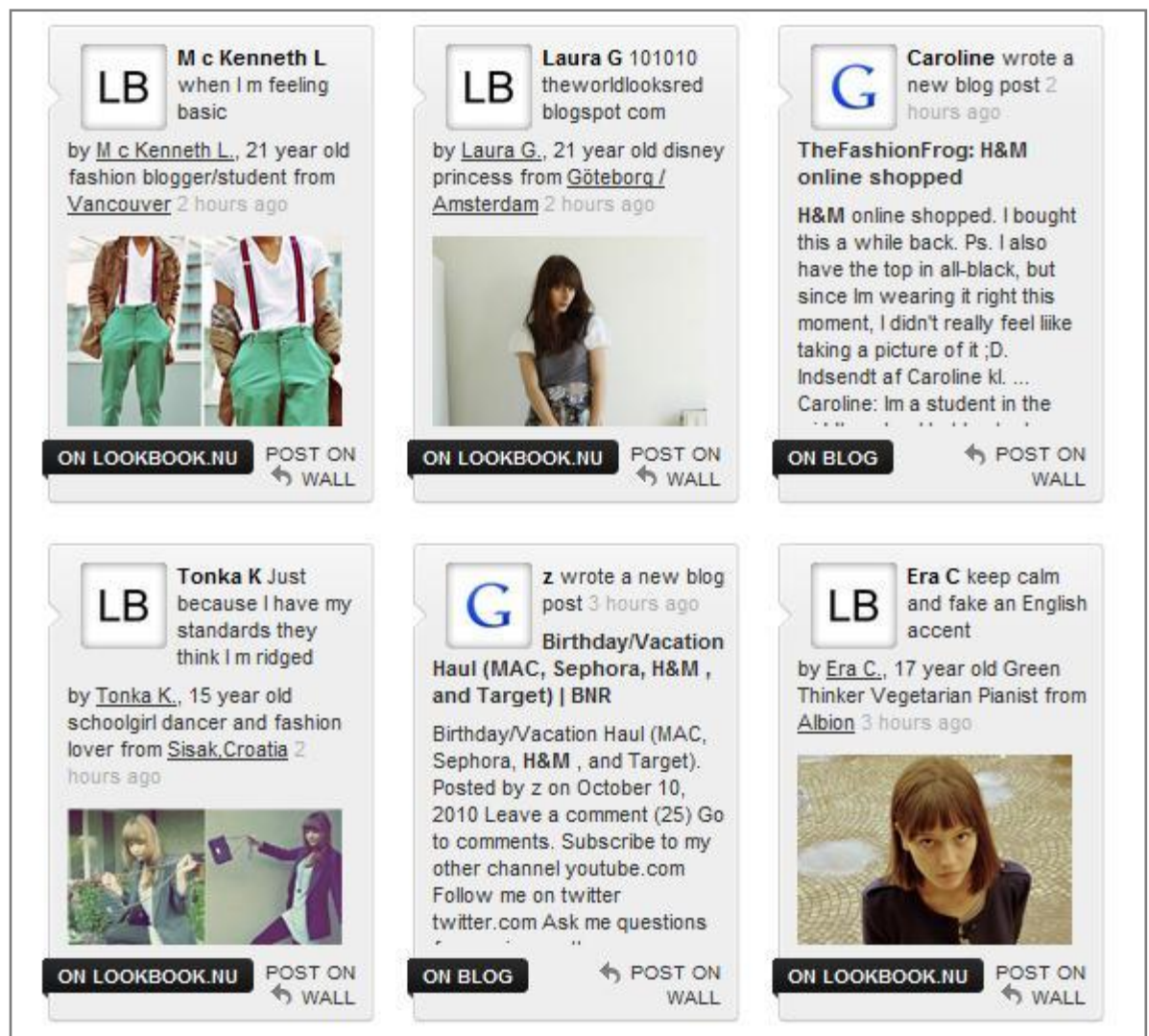
Coca Cola's fan page is a great example of how to use fans' photos.



Fans are more than happy to express their love for their favourite soft drink by sending in photos, and the administrators of the page reward the best ones by putting them on their landing page. Kudos, all round. Be aware, though, that it's against Facebook rules to do this on a page's Wall, but it's perfectly acceptable to do this within a third-party tab application.

Example 45: H&M

H&M very cleverly takes this to the next level by including pictures of their fans wearing its clothes. Fashionistas simply love this kind of thing. All fashion retailers should be doing this.



This is not featured on their Facebook page, but is part of their so-called Social Media Room on their site and is easily accessed from the landing page of their Facebook Page.

The idea is brilliant. It not only helps give the customer and more realistic idea of how the clothes look when they are not being worn by models and been touched up on Photoshop, but they also give a transparency to the H&M brand.

Top tip

Create competitions encouraging fans to send in their photos with your product or using your service (if possible).

Tip 4: Reward your most active fans

It goes without saying that you will get more fans willing to take part if there is something in it for them. And it does not have to cost a thing.

Some Facebook pages do this by holding 'fans of the week' competitions.

Example 46: Revision Eyewear



Revision Eyewear rewards fans for coming up with the best/most comments, or sending in the best video or photo by placing a picture of them below their logos on every page.

However, you need to be conscious that Facebook's rules state that any competition cannot be based upon the best, most popular or highest-volume comments from fans. Avoid doing this at all costs.

Example 2: Mountain Dew

Others go even further. Soft drink company Mountain Dew used its Facebook page to launch its new DEWMOCRACY campaign.

It rewarded its most devoted fans with the chance to choose the flavour of its new drink. Again, fans love to be asked questions and to feed ideas into product development.



It did not end there. After trimming the flavours down to three, people were allowed to then vote for the colour of each drink through a live video stream on Mountain's Dew's Facebook Page.

Every time someone voted for a colour, a paintball was then fired at a person on the live stream.

It's a brilliant idea and brilliant fun.

Top tip

Reward your most active fans with free products or even just a photo below your logo.

Golden Rule 14: Be localised

Facebook has the ability to serve localised content to pre-specified geographical regions, so you should seriously consider engaging in different languages, if it's applicable.

It's widely known that a localised Facebook page can have a user engagement rate more than thirty times higher than that of a general global one, so the importance of reaching out in this way shouldn't be underestimated.

Example 47: Starbucks Turkey gets to grips with the national language



Starbucks Türkiye Like

Wall Info Photos Around the... Links

Dünyada Starbucks

Kahve sınırları olmayan bir tutkudur. Siz de kahve sevginizi tüm Starbucks üyeleri ile paylaşabilirsiniz.



Kuzey Amerika

- Canada
- Amerika Birleşik Devletleri
- Puerto Rico
- Meksika

Avrupa

- Avusturya
- Belçika
- Çek Cumhuriyeti
- Fransa
- Almanya
- İrlanda
- Hollanda
- İspanya
- İsviçre
- Türkiye
- Birleşik Krallık

Asya

- Hong Kong
- Tayvan
- Endonezya
- Malezya
- Filipinler
- Singapur
- Tayland

Güney Amerika

- Arjantin
- Brezilya
- Peru

Information

About:

Starbucks Coffee, Türkiye'de 19 Nisan 2003 tarihinden bu yana misafirlerine her fincanda eşsiz Starbucks Deneyimini sunmaktadır.

170,023 people like this

Gizem Kızılcıma Sükran Burma Sebastian Birr

Bihter Buger Özgü Çalışkan Mustafa Varinli

Photos

2 of 15 albums See all

Wall Photos

Updated on Friday

Kış 2011

5.5. Moderating the conversation

In some respects your community owns the conversation, but you need to be an active moderator. You cannot sit idly by and watch the conversation unfold. Your involvement is essential.

Show your fans you care what they have to say. Ask for their thoughts. Answer their questions. Show them that you're listening.

Here are some more of our golden rules...

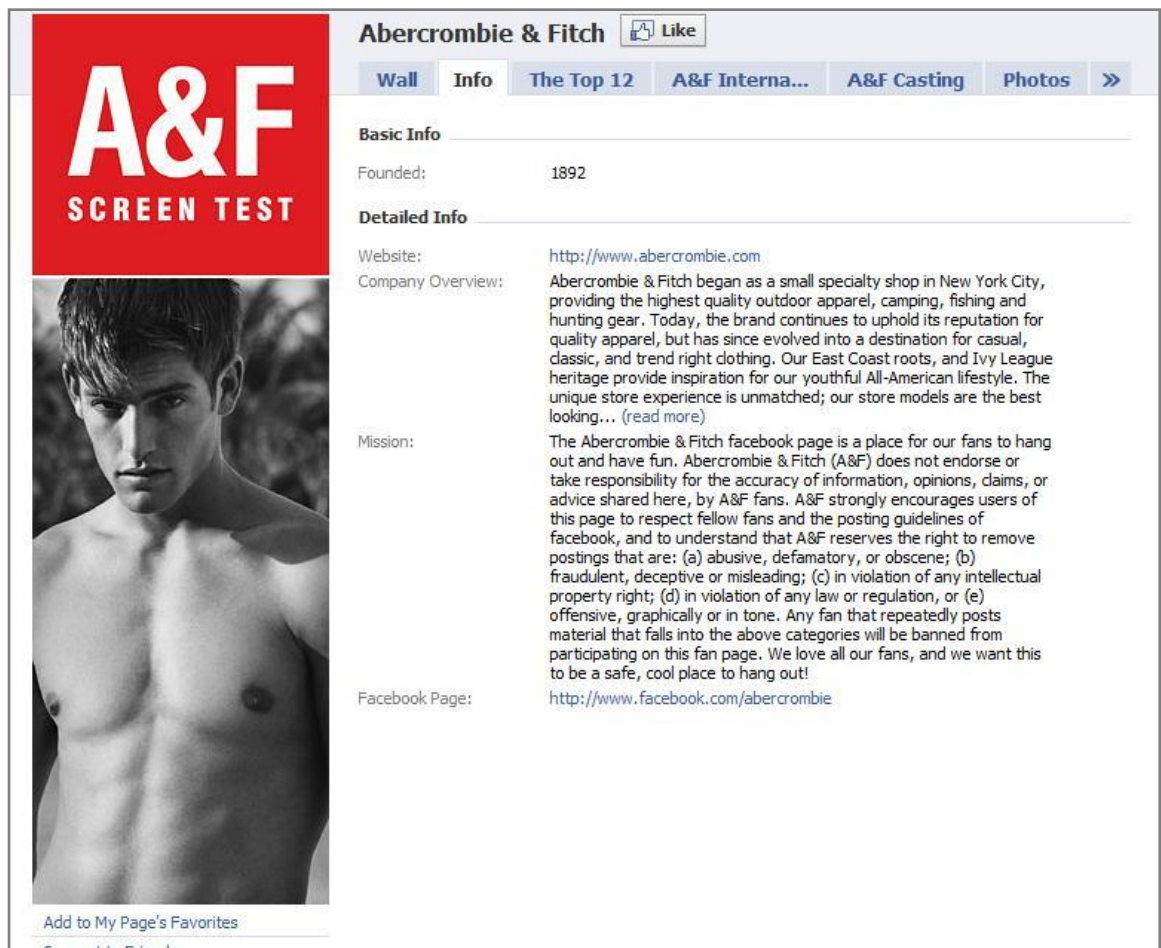
Golden Rule 15: Lay down the ground rules

Moderating content on your Facebook Page should be treated in exactly the same way as you would any website.

To encourage people to interact and engage on message boards, video/photo/story submissions and wall posts, you need to let people feel free to talk, but with some restrictions and guidelines.

Just make sure you lay down exactly what these are, just as Abercrombie & Fitch does on its information tab.

Example 48: Abercrombie & Fitch's using its wall ground rules

The image is a screenshot of the Abercrombie & Fitch Facebook page. The page header shows the brand name 'Abercrombie & Fitch' with a 'Like' button. Below the header is a navigation bar with tabs: 'Wall', 'Info', 'The Top 12', 'A&F Interna...', 'A&F Casting', 'Photos', and a right arrow. The 'Info' tab is selected. Under the 'Info' tab, there is a 'Basic Info' section. It includes 'Founded: 1892' and a 'Detailed Info' section. The 'Detailed Info' section contains a 'Website' link to 'http://www.abercrombie.com', a 'Company Overview' paragraph, a 'Mission' statement, and a 'Facebook Page' link to 'http://www.facebook.com/abercrombie'. The 'Mission' statement is the most prominent part of the detailed info, detailing the brand's commitment to quality and its stance on user-generated content. To the left of the 'Info' tab, there is a large red square with 'A&F' in white and 'SCREEN TEST' below it. Below this is a black and white photo of a shirtless male model. At the bottom of the page, there are links to 'Add to My Page's Favorites' and 'Suggest to Friends'.

As you can see it clearly states how it wants visitors to communicate among themselves and the brand. This does not have to be displayed via the information tab. Some place a message at the start of their message boards. Obviously, make it clear that offensive comments and spam will not be tolerated.

Top tip

Clarify what exactly are the ground rules for discussion.

Golden Rule 16: Let the conversation flow and respond quickly

Facebook is an easy place to engage a large group of people, but you have to make sure you let the conversation flow, even if you don't like to hear what is being said.

This is your chance to hear what people are saying about your products, services and promotions, and then take control of the conversation.

Don't get into the bad habit of erasing negative comments. Listen and react (promptly).

Top tip

Set yourself a target time within which to respond to customer queries and questions. Try to avoid delete negative comments as much as you can.

Golden Rule 17: Make your fans feel special

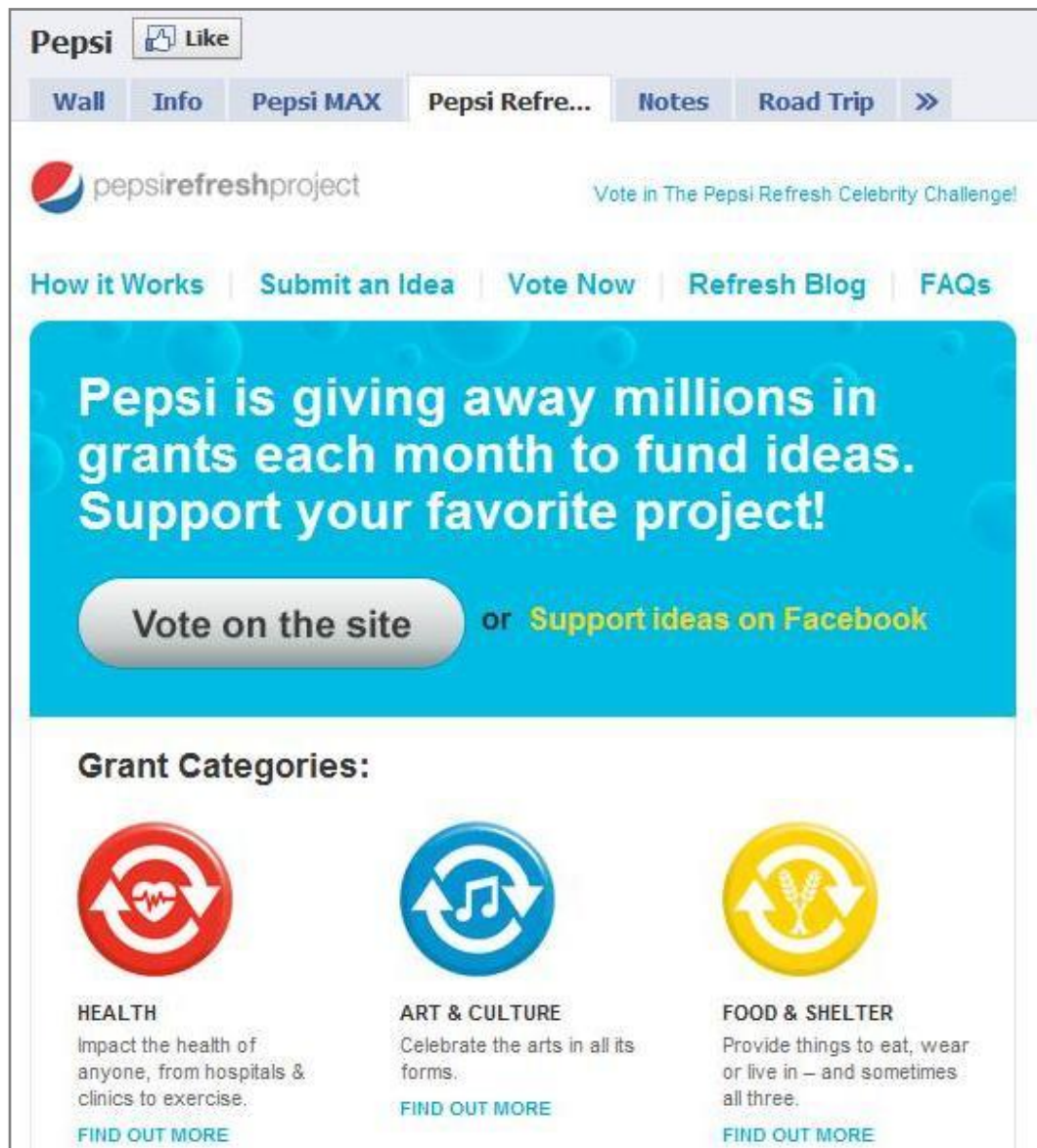
Identifying what your fans really care about and giving them the personal touch is a sure way to promote fierce brand loyalty.

We have already mentioned one way of doing this is to award your most active fans with their picture underneath your logo. Another way of showing you care what your fans have to say is to repost their comments in your status bar. This is a simple tip that works just like retweets do on Twitter.

Another really good way to show you care about their values is to partner with causes your customers care about. A lot of brand pages promote charities and schemes they are involved with via Facebook Pages. It is the perfect platform to do this.

Example 49: Pepsi Refresh Project

The Pepsi Refresh Project is a charity-focused scheme and uses Facebook really well to help raise awareness of its goals. It encourages consumers to determine which ideas receive funding.



The project, in which Pepsi gives away millions to fund grassroots ideas, is the perfect way to connect with visitors on a different level.

Golden Rule 18: You set the conversation

By asking regular questions, you set the agenda. Keep people busy answering your questions.

Top tip

Getting involved with community projects and causes or simply publicising ones you are working with already will open up a bond between you and your subscribers and well as potentially attracting new fans.

Golden rule 19: Give your full contact details

Don't forget to put all your contact details on your Facebook page in case a customer is not satisfied with your answers.

Give a detailed breakdown of which number or email to contact for a certain type of customer query.

Top tip

Make it easy for fans to be able to get hold of you by including all your contact details on your page.

5.6. Putting yourself on the map

Obviously, creating cool features and content on Facebook mean nothing if nobody can actually find your page in the first place.

Here are some ideas to make your page a little more findable...

1. Publish regular and interesting content

Every time one of your subscribers responds to something you publish - either by liking, sharing or commenting on it - it will also appear in their friends' news feeds.

You must make your content interesting to demand interaction. Import blog and other content via RSS, or by updating your status updates on a regular basis.

Mashable and Total Film are two publishers that regularly ask questions or run polls through their status updates, thereby demanding interaction and people to express their opinions.

Example 50: Total Film asks the question

Here we see Total Film asking its subscribers to name their favourite films of the year. It is a question that a lot of Total Film readers will have an opinion on. This is reasonably viral too, as it is the kind of thing subscriber's friends will see and they will have their own views.



Top tip

Don't be afraid to demand interaction from your fans.

Top tip

Make the most of your existing social networks to try and build up followers. Ask your staff to do the same.

2. Tag people in photos at events

Want to get people's attention? Tagging fans in photographs will notify them (just make sure you have permission first). Their friends will potentially see these pictures too. You might also want to consider asking people to upload images themselves and tag your brand, too.

Top tip

By tagging people's photos you will potentially expand the reach of your page.

3. Post an ad

If you want to build up your fanbase quickly and you have a small budget, placing an ad across Facebook's vast network might be a good idea.

Facebook allows you to target specific demographics, to show ads to people based on their location or personal profile data.

Make sure you have something to offer (a promotion, exclusive content, an event) and include a clear call to action within your ad. Just be careful not to target users who are already connected to your page, as this will be a waste of budget!

Example 51: Posting an ad on Facebook

Specify your own daily budget and choose whether to pay every time someone clicks on your ad (CPC) or every time they see it (CPM). You can also track your clickthrough rate and impressions through your publisher interface (the ad creation tool is shown below).

The screenshot displays the Facebook Ad creation tool interface. At the top, it says 'Advertise on Facebook'. Below this is the section '1. Design Your Ad'. The 'Facebook Content' dropdown is set to 'HecklerSpray'. The 'Title' field contains 'HecklerSpray'. The 'Body Text' field contains 'One Of The 50 Most Powerful Blogs In The world - The Guardian, 2008'. To the right of the text fields is a preview of the ad, which includes the HecklerSpray logo, the text 'GOSSIP FOR GROWN UPS', and a list of accolades: 'One Of The 50 Most Powerful Blogs In The world - The Guardian, 2008 Best British Entertainment Blog - Ask/Metro Britblog Awards, 2007.' and 'David Waterhouse likes this.' with a 'Like' button. Below the text fields is a yellow box with a note about capitalization guidelines. At the bottom, there is an 'Image (required)' field with a 'Choose File' button and the text 'No file chosen'.

Top tip

Posting an ad can be a very quick way to build up a following to your page. Just make sure you set yourself a daily spending limit.

4. Remember the search optimisation basics

While utilising Facebook's viral channels will help reach out to people your subscribers are already connected to, employing simple optimisation tactics will help you to connect with more people within the social network's huge user base, as well as Google searchers.

Here is how you can do it:

- **Name your page after your brand.** Resist the temptation to try to name your page after generic terms such as 'insurance' and 'travel' etc.
 - When Facebook launched its pages, they were designed to represent brands, celebrities and businesses. Facebook has been known to disable updates for generically-named pages.
 - Once you have chosen a name, stick to it, or you may incur the wrath of both Facebook and Google. And that's a fight you won't win.
- **Define your URL.** In 2009, Facebook finally allowed brands to select their own URL for their pages – a huge leap forward for SEO.
 - It means your URL can now become www.facebook.com/yourbrandname.
 - Be careful when selecting generic terms for the reasons we explained in the previous point.
 - If you have not done this yet, do it immediately at www.facebook.com/username.
 - You will need at least 25 fans before you can choose your own URL.
- **Create tabs and add keyword-rich text and links.** You will need to download the Static FBML tab first. Note that Google treats the tabs as separate URLs / pages. Add keyword-rich descriptions and tags to your event and photos
- **Link to your fan page from your websites.** Use your existing websites to help with your linkbuilding.

Example 52: Mashable's Facebook plug on web page



As you can see Mashable gives its Facebook Page a prominent position on its website, right next to its logo. No doubt it has also written a blog post about it.

- **SEO your About box.** The About box (on the left-hand side of your default wall tab) represents the highest place in the CSS structure of the page to add some custom text. Add keyword-rich text to this area to help Google make sense of it.
- **Fill out your info tab.** It is very important that you fill this tab completely with useful links and keywords. Download our [SEO Best Practice Guide](#) for more information on SEO.

Mashable is The Social Media Guide - a place for news, tips, how-tos and the latest information about social media for web users, brands, news organizations, marketers and charities.

Top tip

Once you have reached 100 fans change to a vanity URL. You should also fill in the About and Info boxes with keyword-rich text and fill out all the link columns.

5. Put the Facebook fan page widget on your website or blog

This is a great feature to add to your blog or website. It simply allows you to create a widget that gives potential new fans the chance to see who else from Facebook has joined up to your page.

There are lots of different widgets to [choose](#) from, so why not add one to your website today?

If your brand has a large number of products, or has static category/product pages, increase the reach of these pages within Facebook by adding a “like” button to these as well.



Top tip

Add a Facebook Page widget to attract new fans.

6. Promote, promote, promote.

Think of innovative ways to promote your Facebook page. For example, you could run a paid-search campaign against specific brand terms and have users directly visit the page when they click on PPC ads. Alternatively, you could run a specific email campaign.

You might also want to consider encouraging staff to promote your page too, especially those in customer service. Why can't staff have links to Facebook in their official email footers?

5.7. Don't be afraid to experiment

As all good marketers know, the key to any kind of success is experimentation and innovation.

To know which content strategy is best for your page, don't be afraid to try out something new and compare the reaction with a split test.

Here are a couple of tools to help:

5.7.1. Tools to track your success

1. Facebook Insights

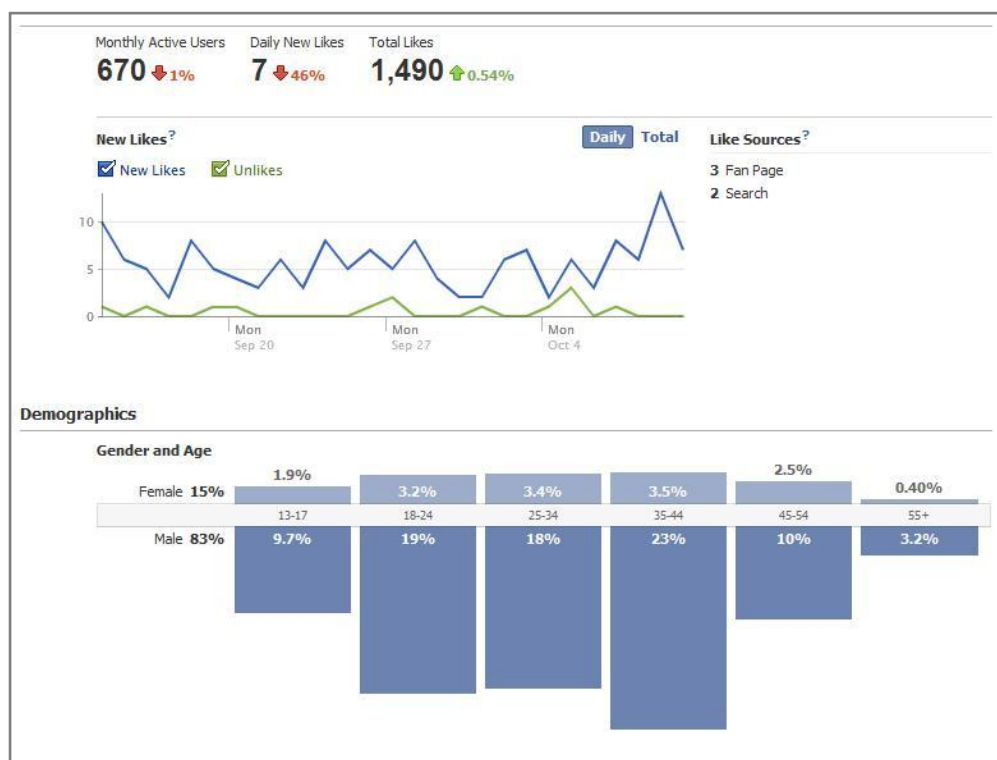
Facebook Insights is a useful - if somewhat - limited tool that is available to help you measure engagement on your Facebook pages.

For any page administrator, Insights is featured on the left-hand side of the page, below the logo. If you click on the 'See All' option you will get a larger break down of things such as:

- How many comments did your posts attract?
- Where are your fans located?
- Are they mostly female or male?
- How many fans 'liked' your posts?
- Average comments per post

Example 53: Hecklerspray's Facebook Insights

Here's what Facebook Insights looks like for the Hecklerspray blog. It is a snapshot of user interactions and includes details of subscriber activity.



The trouble with Insights is that it is limited to fans' interactions. If you want more detailed and sophisticated data on the visitors to your page, (and to discover the most popular sections of the page), you will need to add Google Analytics.

If you have developers that know how to work APIs, you can get more data out of the insights tool by building a [custom API based tool](#).

Top tip

Claim your domain! To see Insights for your website, you need to [claim your domain](#) by associating it with a Facebook that you manage.

2. [Google Analytics](#)

We recommend adding Google Analytics to your Facebook page, although you're unable to track user demographics – only Facebook Insights allows this. However, you can see which keywords they used to find your page. It is essential for testing, and for determining what kind of content works best.

Google Analytics is free and will give you a real insight into how people react with your content. There are some issues though. Facebook can only run limited JavaScript, while Google Analytics needs JavaScript to track visitor activity. Thankfully there are some solutions to this.

We recommend a tool called, predictably, **Facebook Google Analytics Tracker**, and you can get it [here](#). For a detailed, step by step guide to adding it, please visit [here](#). You will need to add the FBML app to your page and have a Google Analytics account before you start.

Top tip

By adding Google Analytics to your Facebook Page you will get a better idea of your customers' habits. It will allow you to keep tweaking for the best results.

5.8. Turn your Facebook page into an f-commerce site

All retailers should conceivably be experimenting with using Facebook Pages as a platform to sell products. With over half a billion (and growing quickly) super-engaged users who spend vast amounts of time on their various platforms, Facebook could well be the future of e-commerce.

Some brands have started to dip their toes in the water, but a lot still link to their own e-commerce sites to complete the purchase. Why not make it simpler by making your Facebook page a one-stop shop for engaging, searching, researching and buying your products?

It will not work necessarily work for every brand or business model, but remember:

- **Best practice e-commerce is about making a transaction as easy and seamless as possible**, so why divert your customers to a different site to complete their transaction?
- **The numbers are in your favour.** There is potentially an enormous and currently untapped opportunity for retailers that they need to explore.
- **The majority of brands have been slow to pick up on the potential of your Facebook page as a complete selling platform.** F-commerce is still in its infancy, so why not steal a march on your competitors, before they pick up the baton first? Those who begin to place resources into this area now will likely reap rewards later.
- **100m active users are currently accessing Facebook through their mobiles.** When you consider Amazon, an early adopter of m-commerce in 2003, recently announced \$1billion in sales from its mobile channels, it's not hard to see the bigger picture.
- **Shopping is very social.** A lot of customers listen to their friends' recommendations or reviews before deciding what to buy. So why not utilise the biggest social network there is, rather than steering them away?
- **Setting up an f-commerce platform does not have to be expensive or difficult.** In fact, there are a number of third-party solutions out there. These include [BigCommerce](#), [Payment](#) and [Volusion](#). Just remember if you intend on building your own checkout to download our [Checkout Optimisation Best Practice Guide](#).

Top tip

Why not ask your subscribers if they would like to be able to buy things without leaving Facebook?

6. Measurement and ROI

Perhaps you will follow our suggestions and build a fantastic Facebook Page. But then what? Well, no doubt your boss might ask you about how it is performing.

Has it all been worth it? Has the money and time you have put into the project been well invested? You might have 25,000 fans, but what is the value to the business?

The bad news is there are no simple answers, no profit and loss sheet to easily equate exactly how much cash you have spent and how much cash you got back.



Why? Because social media assets such as a Facebook Page offers a lot more value than can be written down on a balance sheet.

These include customer service, brand reach and brand loyalty. It has led to a great deal of cynicism about social media and its ROI.

No doubt in response to this uncertainty, some companies have even gone so far as to create tools to work out the value of your Facebook page and each fan.

One slightly crude example of this is the [Social Media Evaluator](#) created by social media company [Vitruve](#). By simply submitting your Facebook Page URL into the app it will throw up a valuation based on such factors as the number of posts, interactions and fans. It even went as far as to give a figure on [the value of one Facebook fan](#), which, according to their calculations was \$3.60 (£2.24).

This is arbitrary at best and we would like to suggest a better way of persuading those in charge of budgets to invest in Facebook.

In this section we will provide you with tips on how to present to your boss just how much of an asset a successful Facebook Page can be.

Tip 1: Get the best tools for the job

As explained in the previous chapter, you will need reliable measurement tools.

We recommend Facebook Insights and Google Analytics. Both are free and easy to use.

- **Facebook Insights** is accessible to all Facebook Page administrators and is hosted on the left-hand side of the page. Click on the link to see how it works.
- **Google Analytics** will have to be added to your page. For a detailed, step by step guide to adding it, please visit [here](#). You will need to add the **FBML app** to your page before you start.

Tip 2: Think big

To judge the success of your Facebook Page, you need to take a step back and look at the bigger picture. Here are a couple of things to consider:

- Set yourself a decent amount of time for your Facebook Page to achieve its goals, whatever they might be. Like a fine wine, it needs a decent amount of time to breathe.
- Look at your overall business performance over that period, rather than just the simple metrics of your Facebook Page. Judging such things as how many fans you have or how much traffic has been driven to your e-commerce website from your Facebook Page is one thing, but also take into account such things as improved profits, customer satisfaction and sales.

Tip 3: Take a snapshot

Before you even start your campaign there are a couple of things you need to do to help you track your success.

The first one is to **benchmark your starting position**. That way you can track what impact your campaign has had.

The things to look out for are:

- **Facebook stats:** If you already have a Facebook Page, write down the obvious stats. These include how many fans you have, how many times they comment on your stories and how much traffic is referred to your website from your Facebook Page.
- **SEO:** Write down which keyword searches are important to you and track where you rank right now. Also write down how many times people search for your brand name.
- **Customer satisfaction:** How do your customers score you?
- **Other social media stats:** Take a note of your other social media stats, such as Twitter followers, retweets, YouTube subscribers etc.
- **Other ROI benchmarks:** How much are you paying to acquire customers via other marketing channels? How effective has it been? How vast is that advertising budget, and how is it being split up? And what proportion is being directed into channels that you cannot accurately measure?

Tip 4: Write down what exactly you want to achieve and how you want to measure it

This is the second thing you should do before you even begin your campaign and will make it easier to gauge your success more accurately.

Write down a list of what you want and **work out exactly how you can measure it**. For example, these are some of the possible success factors you can achieve from your Facebook Page:

- Build your community
- Increase sales
- Promote a particular event or promotion
- Increase brand loyalty
- Increase brand awareness
- Drive traffic
- Improve engagement
- Improve customer service

But which KPIs are you going to use to measure these success factors?

Well, it is actually easier than you think, and you can use Facebook Insights and Google Analytics to track them.

- **Sales:** Measuring sales from social media is easy enough to do, just like tracking sales from Google searches. You only need to look at the success of Blendtec's Will It Blend campaign to see that. It has reported a five-fold increase in sales since the YouTube campaign began. Imagine what you could do with Facebook?
- **SEO:** As well as optimising your brand page for search by adding keywords to your About and Information tabs, by putting your content on the biggest and most viral social network there is your content will attract a ton of incoming links.
- **Traffic:** An obvious one to track. Just remember quality over quantity.
- **PR:** Customer service, marketing and public relations are now joined at the hip thanks to the effects of social media. Anyone's opinions can be connected to the web now through such marketing channels as Twitter and, of course, Facebook. But rather than column inches, it is measured in retweets, blog posts and shares.
- **Customer engagement:** By listening to customers and letting them know you are listening will improve your service, your products and your brand. An engaged customer is much more likely to rave about your brand and purchase your products or service.
- **Retention:** Keeping hold of your customers is crucial and will only come if they are engaged with your content/offers and feel like they are being listened to. Keep a look out on Facebook Insights to see the number of active users or check your Google Analytics stats for returning customers.
- **Interaction:** It's quality not quantity that counts. You can have as many fans to your page as you want, but if they are not engaging and interacting with what is going on, something is wrong. On Facebook, this is very easy to track through shares, comments, likes, votes etc.
- **Leads:** Obviously, tracking the amount of traffic to your e-commerce site is an easy way to gauge this, but there are other ways to track your leads on a Facebook page. These can range from requests for more information about a product to people saying they are going to turn up for a product launch you have announced in your events tab.

- **Branding:** These include brand favourability, brand awareness, brand recall, propensity to buy etc. They are how expensive TV ads are measured. So why not apply the same factors to your Facebook, or, indeed, any other social media channel. If you have 50,000 more positive comments about your brand than last year then that is a sure sign your brand favourability is up.

Tip 5: Write your own success story

Measuring things such as your community and referral traffic is easy enough to measure, but what about brand loyalty and improved customer service?

For example, for customer service, why not apply success factors, such as a time limit on how quickly you respond to Facebook queries? Why not set up a unique phone number for Facebook, to directly track calls? Maybe look at how many times you had to reply before your customers were satisfied or the percentage who expressed their dissatisfaction with your answers?

The most important business KPIs are things like profits, sales, average order value, customer lifetime value, customer retention rates and satisfaction scores. Compare customers who are engaged on Facebook to those who are not.

7. Case study

To help give you a clearer picture of what we are talking about, we have conducted a case study of H&M's Facebook Page.

In it we will look at exactly the same areas we explained in the report, with screenshots to help highlight exactly what we are talking about.

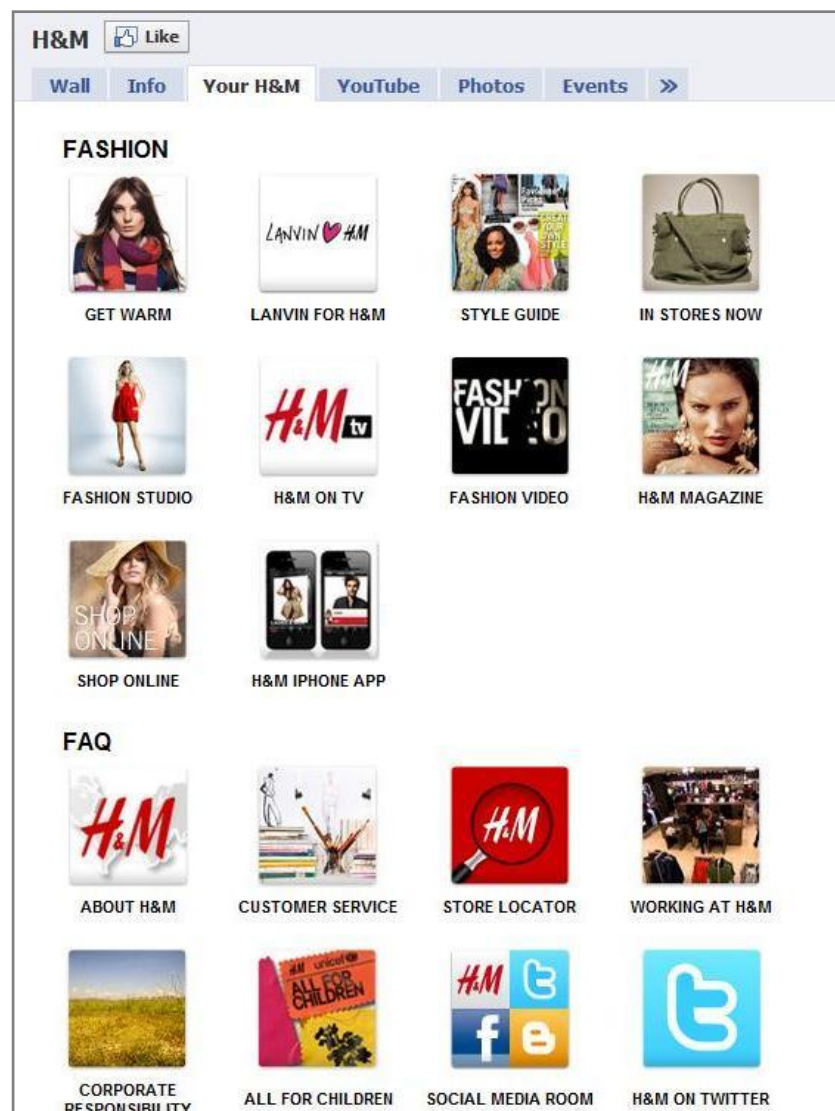
With **4.3 million fans**, it is clear that retail chain H&M is doing something right with its Facebook page. A strong, global brand like H&M will attract these kinds of numbers by virtue of its reach and brand awareness, but there is a lot to learn from the way it engages with its community on Facebook.

Let's look a little closer.

7.1. Landing page

H&M's landing page is basically a portal to its own Flash website. Every single icon you see is a link, although one of them (In Stores Now) comes up 'page not found'.

Example 54: H&M Facebook landing page



H&M clearly views its Facebook page as a means to drive traffic to its main e-commerce site.

Note that the page also does not include a strong call to action, to persuade visitors to click on the Like button, which is one of our best practice recommendations.

The range of links is impressive, covering everything from shopping online and new products to jobs at H&M and its social media arm, making it the perfect starting place for any new visitor.

So while it's a simple, informative and useful page, it does little to identify the benefits of pressing the Like button.

Consequently, it raises the question whether it has missed a trick by not putting large pictures of its new range on this landing page.

7.2. Functionality and design

Links

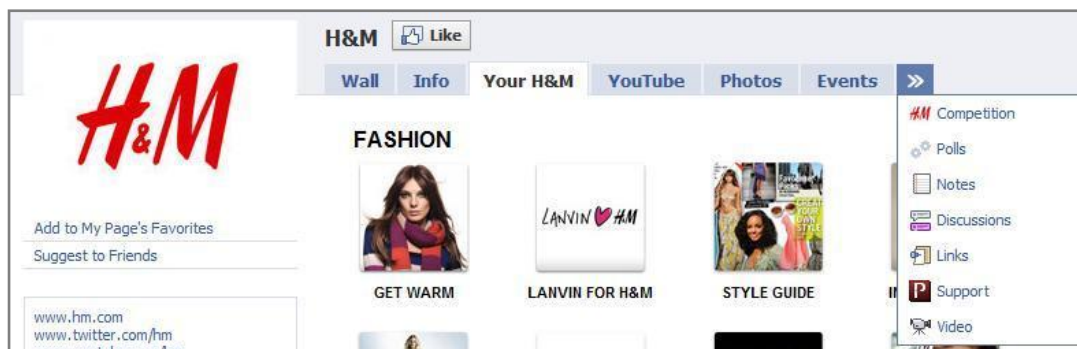
With the exception of 'Lanvin For H&M' (something I am still not sure about after clicking), all of the links on the landing page are clear.

The text also underlines when you mouse over it, but the pictures do not react.

Visible tabs

I don't think you could argue with the organisation or labelling of the tabs.

Example 55: H&M visible tab structure



It covers the basics: community, information, functions, videos, photos and events. Nice and simple.

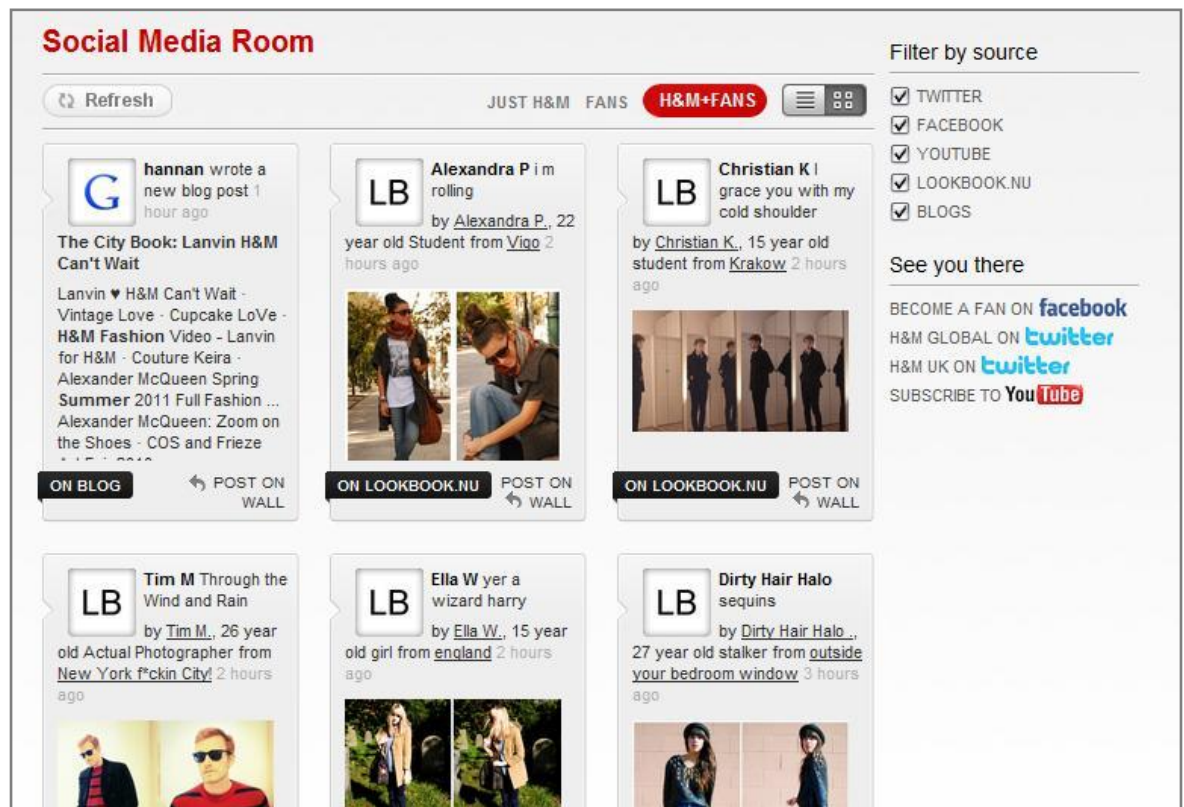
Design and style

Once again, H&M has used a very functional design. Sometimes simplicity is the best way.

7.3. Visibility and SEO

As mentioned previously, 4.3 million fans tells its own story. I imagine a lot of subscribers signed up through H&M's excellent [Social Media Room](#), which is on its main e-commerce site (which isn't remotely as optimised as its Facebook page).

Example 56: H&M's Social Media Room



As you can see, there is not only a link to 'become a fan on Facebook', there is also a filter option which allows you to only see H&M's Facebook status updates.

We think this is very smart. This is clearly what H&M sees as the hub of its social media strategy.

SEO

H&M has not used its About box (left-hand side on all pages) to pack it with keyword-rich content. It has just thrown a few links in there. No anchor text to speak of.

The Information box is slightly better, and it has filled in all the sections, but we think it could have done a little more to optimise its search presence.

Example 57: H&M's Information tab



Aside from SEO, we also think H&M has missed a trick with its mission statement. Why not set out what its Facebook Page's mission is?

If the focus of the page is to provide a first line of customer service, why not tell your customers exactly the kind of care and standards to expect?

By setting out your aims and objectives to your customer (for example: answering every question within a certain time period), it will make it a lot easier to quantify whether you are hitting your business targets.

7.4. Content

It is difficult to judge H&M's content on its Facebook Page because a lot of it is actually on the e-commerce site while most of page is devoted to driving traffic.

But H&M publishes lots of status updates, which drives feedback and puts it in touch with its community.

Example 58: H&M's regular status updates



Taking a look down H&M's wall, it updates the status bar about twice a day, which is regular but not overkill.

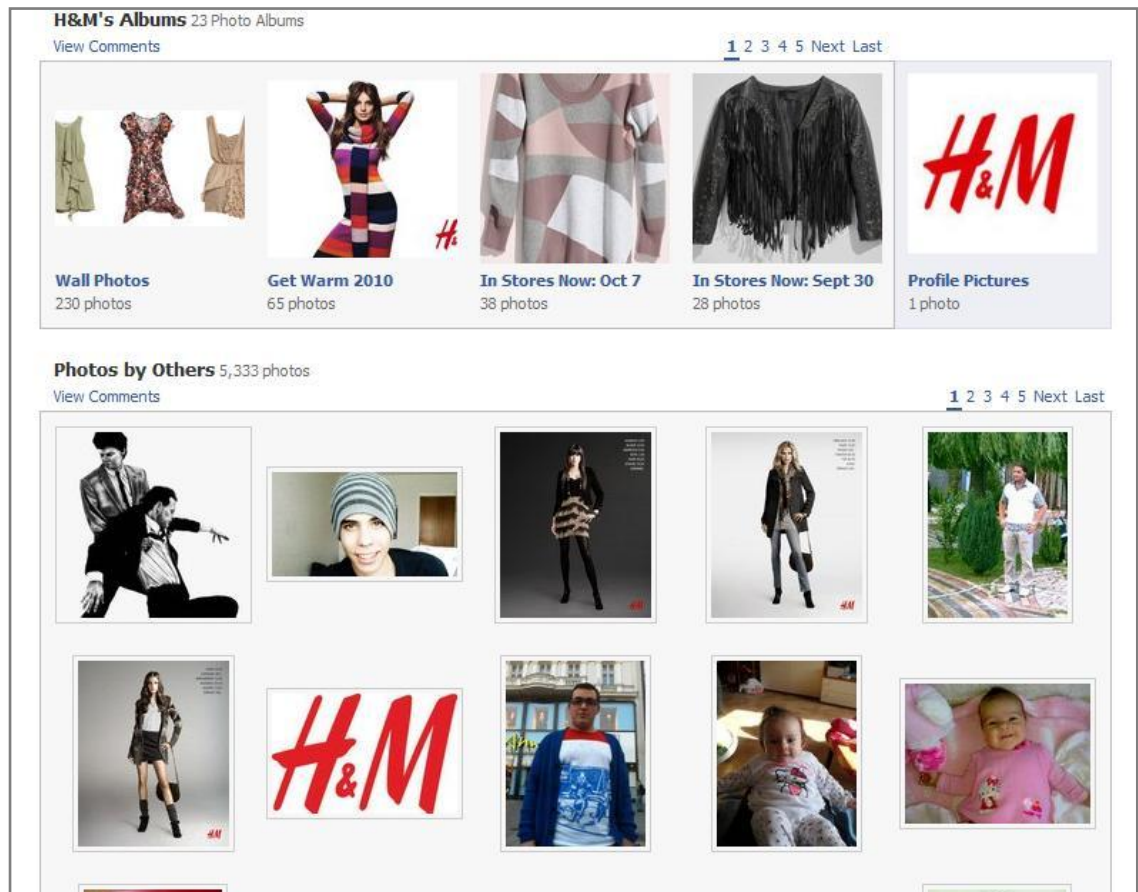
It also asks its community to provide feedback on its range of products (and adverts).

Send in pictures

There is a plea for people to send in pictures of themselves wearing H&M products, which, as mentioned before, is a fantastic way to drive engagement and gives its brand transparency.

Example 59: H&M's model customers

Everybody wants to feel part of something, so why not let them feel a part of it by being one of your models?



These pictures are featured in H&M's photos tab and its Social Media Room.

Videos


Videos also play a very important part to H&M's strategy. What makes these particularly interesting is the fashion tips, which are perfect for its audience of fashionistas.

Example 60: H&M's video fashion tips

Creating interesting, relevant and rich content will engage your customers in a way product photos and reviews never will.


Videos by hennesandmauritz

[See all \(142 videos\)](#)




H&M Fashion Video - Movie Making
The making of a movie. Follow us behind the scenes and meet the models, the director and the filmcrew behind H&M's new commercial.

Added: October 13, 2010
From: hennesandmauritz
Views: 12,155
03:21 ★★★★★
Category: Entertainment




H&M Fashion Video - Beauty tips
Want to look great? We went to London and Paris to get hold of the best beauty tips in the world. Watch closely.

Added: October 06, 2010
From: hennesandmauritz
Views: 24,498
02:16 ★★★★★
Category: Entertainment



H&M Fashion Video - NYC Fashion Week
In this week's Fashion Video we report straight from New York Fashion Week. Don't miss it!

Added: September 29, 2010
From: hennesandmauritz
Views: 33,772
02:13 ★★★★★
Category: Entertainment



H&M Fashion Video - Meet Bryan Boy, fashion blogger
Meet the fashion blogger Bryan Boy and hear about how he first fell in love with fashion. This week you'll get to follow him to Stockholm and the heart of H&M.

Added: September 22, 2010
From: hennesandmauritz
Views: 32,522
03:29 ★★★★★
Category: Entertainment





The videos are also hosted on Facebook itself, although you have to download the app first to view them.

Corporate responsibility

Corporate responsibility is clearly something H&M takes very seriously and Facebook provides the perfect platform with which to shout about it.

Example 61: H&M's corporate responsibility page

H&M's landing page on Facebook has a link to its corporate responsibility page, which is hosted on the main e-commerce site.

H&M and WaterAid H&M has collaborated with the international charity WaterAid since 2002. WaterAid enables the world's poorest people to gain access to safe water, sanitation and improves hygiene. Read more about H&M and WaterAid	
Functional wear without fluorocarbons From the winter 2010 H&M will have outerwear with water repellant treatment free from fluorocarbons. The garments with this fluorocarbon free treatment are labeled "Bionic Finish Eco". Read more	
All for Children All for Children is a unique five-year collaboration project between H&M and UNICEF. The aim is to protect children's rights in cotton producing areas in Tamil Nadu, India. Read more about All for Children	
Sustainable materials Respect for the environment is important to us, and to our customers. Therefore we are using - and continuously trying out - new sustainable materials in our products. Here is a selection of what can be found at H&M during 2010. Read more about our sustainable materials	
Information material Download a brochure, H&M's Code of Conduct, one of our fact sheets or our Sustainability Report to read more about our work in the area of sustainability. Information material	

As you can see H&M helps out with a variety of worthwhile causes.

Example 62: H&M's corporate responsibility status updates

It also regularly provides updates on its Wall about how much has been raised towards each of its campaigns. This is exactly what brands should be doing on their Facebook Pages.



It allows fans to share their values with the rest of the community. Social media is about making friends.

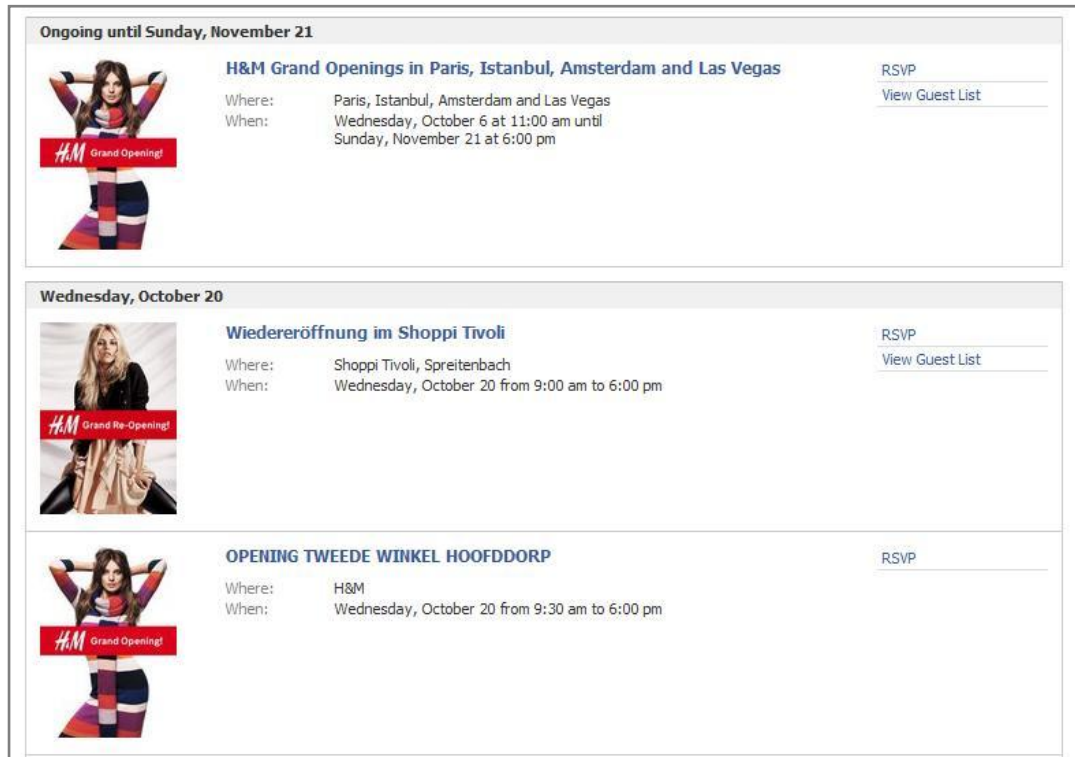
Events

Events, such as store openings and product showcases, are also very important to H&M. They are one of the visible tabs and are updated regularly.

This is where Facebook can act as a hub, connecting offline with online.

Example 63: H&M events

Most of these are store openings from all over the world and written in different languages.



However, with so many stores in so many different countries, we think H&M could have created more than one Facebook page for each region. The main Facebook page could simply act as a hub.

We also wonder, judging by the number of questions H&M receive about these events, whether it could provide more details about the events themselves.

7.5. Customer service

H&M uses its Facebook page and its Twitter corporate profiles to answer customers' queries quickly. They explain the causes of problems and help out when needed.

It is one of the first ports of call for customers in need of answers. This is great, but global brands need to be aware of the fact that what might start off as a PR/marketing exercise is likely to become a channel for customer questions. As such you'll need to be prepared to resource for this.

H&M needs to lay down a few ground rules, and the aims and objectives of its Facebook Page in its Information tab.

8. Checklist

This comprehensive checklist of best practice issues and their associated success factors can be used to audit your Facebook pages.

In the grid below, we have compiled a list of tests for each area we have looked at in the report to give a readily accessible overview of the points to consider, with space for you to record your site's performance, either on its own or against a competitor.

Best Practice Issue	Success Factor	Tests
Getting started	Making sure you have	<ol style="list-style-type: none"> 1. Have you added our recommended basic apps list? 2. Have you written down what you want to achieve from the page?
Optimising your landing page	Ensuring that new visitors click on the magic Like button and subscribe to your page	<ol style="list-style-type: none"> 3. Have you changed your default landing page for new visitors from your Wall to a page customised by you? 4. Have you asked potential subscribers to click on the Like button? 5. Have you listed the benefits of subscribing to your page? 6. Do you have a nice, large picture of your product/products or listed the services you provide? 7. Does your design make you stand out from your competitors' pages?
User Experience	Making sure your Facebook page is as easy to use as possible	<ol style="list-style-type: none"> 8. Have you clearly labelled all your tabs? 9. Have you prioritised your visible tabs? 10. Do all your links work? Are they clear and do they inform visitors of the benefits of clicking on them? 11. If you have a product search widget, does it have a filter options and can you type your search term? 12. Have you road tested the Facebook page yourself? 13. Have you tried using your page on a smartphone?

Social media hub	Ensuring your Facebook page is crucial to your overall social media strategy	14. Have you included your other social media links (Twitter, YouTube, other Facebook Pages)? 15. Have you promoted your Facebook page through your other social media channels? 16. Have you integrated other social media apps into your page's content? 17. Have you included your Facebook fans widget into your website or blog?
Content	Fans return regularly to read your content and engage with it through comments, likes, shares or sending in their photos, videos or competition entries	18. Have you added your RSS Feed from your website, blog? 19. Do you use the status update bar more than once a day? 20. Have you added upcoming events? 21. Does your page have fun widgets or games? 22. Do you have a store locator? (If you have one) 23. Have you promoted your mobile app? 24. Do you ask for feedback from fans? 25. Does your content make your fans feel special? 26. Does your content promote fan involvement? 27. Is it interesting and informative? 28. Have you had a look at the range of apps already on offer? 29. Do you reward your most active Facebook fans? 30. Do you have content that is only used on your Facebook page?
Customer service	Making your Facebook page the first port of call for customers looking for handy information and tips on your products or upcoming events, and listening to their feedback	31. Have you included your full contact details? 32. Do you respond to every question/concerns posed by your community quickly and efficiently?
Moderation	Generating comments, shares and likes	33. Have you laid down the ground rules on your information page? 34. Do you repost your fans' best comments? 35. Do you respond quickly to comments? 36. Have you partnered with any causes or charities?

<p>Putting yourself on the map</p>	<p>How well you attract new visitors to your landing page</p>	<p>37. Have you filled your information tab with keyword-rich content and links?</p> <p>38. Have you added keyword-rich content to your About box?</p> <p>39. Have you added the Facebook fans widget to your blog or website?</p> <p>40. Have you encouraged fans to join your Facebook page from your other social media accounts/ your own blog or website?</p> <p>41. Do you post regular content and updates?</p> <p>42. Have you invited your own (and your employees') friends networks to sign up?</p> <p>43. Have you changed to a vanity URL?</p> <p>44. Have you considered posting an ad?</p>
<p>Experimentation and optimisation</p>	<p>Tweaking the layout, content, design and functionality using tracking tools to improve conversion rates</p>	<p>45. Do you regularly check your Facebook Insights stats?</p> <p>46. Have you added Google Analytics?</p> <p>47. Have you split tested to see which calls to action etc get the best conversion rates?</p> <p>48. Have you considered using f-commerce to drive sales?</p> <p>49. Have you stopped tweaking?</p> <p>50. Are you satisfied with your page?</p>

9. Resources and further reading

9.1. Econsultancy reports

Social media statistics

Global: <http://econsultancy.com/uk/reports/global-social-media-statistics>

UK: <http://econsultancy.com/uk/reports/uk-social-media-statistics>

USA: <http://econsultancy.com/uk/reports/north-america-social-media-statistics>

Social Media and Online PR Report 2010

<http://econsultancy.com/uk/reports/social-media-and-online-pr-report>

Value of Social Media Report

<http://econsultancy.com/uk/reports/value-of-social-media-report>

Social Media and Online Brand Monitoring Trends Briefing

<http://econsultancy.com/uk/reports/social-media-and-online-brand-monitoring-trends-briefing>

Social Media & Online PR Business Case

<http://econsultancy.com/uk/reports/social-media-online-pr-business-case>

9.2. Econsultancy articles

[The secret to successful Facebook fan pages: pre-existing popularity](#)

[25 Brilliant Examples of Facebook Brand Pages](#)

[Are Facebook profiles costing you fans?](#)

[Why people are friending your brand on Facebook](#)

[Facebook profile pages get a big overhaul](#)

[Facebook gets rid of promotions, sweepstakes restrictions](#)

[Does your Facebook campaign break the rules?](#)

[F-commerce is here. Make big wins if you play the game right](#)

9.2.1. External resources

Mashable

[HOW TO: Build a Facebook Landing Page for Your Business](#)

[5 Elements of a Successful Facebook Fan Page](#)

[Killer Facebook Page fan pages: 5 Killer Case Studies](#)

[5 Tips for Optimizing Your Brand's Facebook Presence](#)

[8 Essential Apps For Your Brand's Facebook Page](#)

Smashing Magazine

[Designing A Facebook Fan Page: Showcases, Tutorials, Resources](#)

Inside Facebook

[8 Best Practices for Retailers on Facebook Pages](#)

[How To Develop A Facebook Page That Attracts Millions of Fans](#)

[10 Key SEO Strategies Every Facebook Page Owner Should Know](#)

App Storm

[35 of the Best Facebook Fan Pages](#)