

HOW TO

build a Facebook fan page

Your customers are on Facebook.

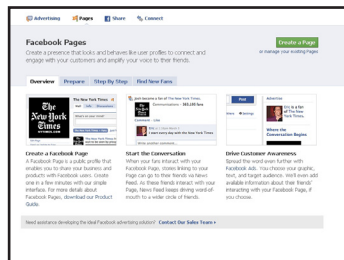


The quintessential social networking site has more than 300 million active users (via Mashable.com) and that number continues to grow. It's a place where people choose to spend their time, so becoming a valuable part of that space can be a great way to increase customer loyalty

and foster a community around your business. One of the most effective ways to start creating that is to run a Facebook Fan Page.

Follow the advertising link at the bottom of the Facebook homepage.

Then click on Pages near the top, and then the green Create a Page button. It's at that point that you'll need to make some choices. You will probably want to categorize your business as "Local business." At that point, you can choose your more precise category, such as automotive or pets. Now fill in all the relevant information. The more the better! Once you get everything set up, get ready to unveil your new creation to the world! Ready? Go ahead and publish!



Post to your page.

You can easily post updates, plan events, publish pictures and engage with your audience.

But how to get an audience? That's where promotion comes in.

Interested in ways to grow your audience?
call us at (602) 444-1700

PROMOTE YOURSELF!

Having a Facebook page is great, but it won't do much good if no one knows about it.

Don't expect people to come to you. You have to reach out to them. Whether it's through Facebook ads or cross-platform promotion. It's important to attach links to your page on your other online spaces, such as websites, blogs and Twitter.

Create fresh content. Don't just republish things from Twitter and your blog (though you can certainly promote them all with each other). Ask questions and stimulate debate. Let people know about sales and specials. Be genuinely interesting. This will make you more valuable to your fans and also make the page more attractive to search engines, who view frequently published content favorably.

Target the right demographic. More and more people are joining Facebook, but certain demographics are better represented than others. Younger, more affluent people abound on Facebook. Keep that in mind when building your page and publishing content.

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