

So you've set up a Business Facebook page, now what?



Traffic: Tips on how to bring more people to your site:

How to post a message: Once your business page is set up, posting a message is easy. Just open your page and the first thing you'll see is News Feed. Right below this is a text box that says "What's on your mind?". Simply place your cursor here and start typing.

Find Fans: Become a fan of the page yourself. Then, send it to your colleagues and friends and invite them to Fan the page. Do a search on Facebook for what you do and look for people in your area or networks who list it as an interest.



Advertise the page: Once the page has been built and Fans have been found, get the page (and your company) more exposure by using Facebook's ad program to drive more people to the page. Facebook has an incredibly powerful ad program that is strongly recommended for all SMB owners to look into. Because of the personal nature of Facebook, users enter in all sorts of important buying information. They tell you how old they are, where they live, what they're interested in, favorite bands, likes, dislikes, etc. The Facebook ad program allows you to target your ads based on ALL of this information. That means if you sell wedding gowns, you can set it so that your ads only appear for people between a certain age, who live within 20 miles of your store and who are currently listed on Facebook as being engaged. You can't beat that kind of targeting.



Build it out: Make your page stand out and unique by adding engaging content via your Tabs that will attract users and keep them coming back to your page. That means adding videos, photo galleries, importing your blog, useful Facebook applications, incorporate coupons, etc.

Fill out your info page completely. Here you can have a clickable Web address, company overview, mission, and products. You can give only what Facebook asks for or get creative and provide other information as well. For example, in your company overview, you can list links to pages on your Web site, your newsletter signup form, other social media, or whatever you want.

Upload a logo or photo with a Web address at the bottom. It won't be clickable, but fans can see where to go if they want to visit your Web site.

Link to your page from everywhere. If you want fans, you have to let people know you're on Facebook. Put an icon or link in your newsletter, on your Web site, in your e-mail footer. Print "Become a Fan" on your invoices, business cards, letterhead, everywhere.



Use your tabs wisely. If you think of a Facebook page as a secondary Web site for your business, you'll realize that the tabs at the top of the page are like site navigation. You can have a tab for your newsletter, a tab for donations, a tab for products, etc.

Don't forget the sidebar. Anything you can put in your tabs, you can also put in your sidebar. A newsletter signup form fits here nicely. So does a poll (another application you can add), affiliate banner, or set of links.

Post often. The same rules apply to Facebook as any other social media. It's all about content and interaction. Posting something every few weeks won't cut it. Post at least every week or even every day to make sure you're showing up in the news feeds of your fans. This can be links to your blog, product announcements, questions, news items, or anything your fans would be interested in.

More...

Every time someone becomes a fan, comments, clicks the “like” link, or shares your post, it shows up in that fan’s news feed for all their friends to see. So “viral” is built in.

Send updates to your fans. This feature is a little like e-mail. Don’t abuse it, because Facebook fans aren’t expecting (and don’t want) an avalanche of messages from you. But used wisely, this handy feature lets you update fans about your products, sales and events.

Subscribe to similar fan pages and groups. A cheap way to reach beyond your fans and attract new fans is to subscribe to similar pages and groups and post short messages inviting people to visit your page. Don’t do it too often. And don’t be spammy. But a few messages here and there will help grow your fan base.

