

Quantum Results Coaching Personal Development Series



31 Days to Facebook® Marketing Mastery



**Marge Brown and
Bruce Brown**



Quantum Results Coaching

**31 Days to
Facebook® Marketing Mastery**
Get results in just one month

Marge and Bruce Brown
Quantum Results Coaching

“Our head of social media is the customer.”

- **McDonald’s Corporation**

“How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?”

- **Seth Godin, www.sethgodin.com**

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Introduction

The time for arguing about whether social media is valuable or a waste of time and whether it makes sense for businesses and organizations of all sizes to use social media for marketing has passed. If you've argued against it and resisted, it's already past time to get over it and start getting up to speed. You can of course hold off, but, unless you provide a highly unusual business or service, make plans to cope with being left behind.

Social media marketing can help you build traffic to your website or location, increase your following, build your 'tribe', and engage and involve your market community. The overall advantage and best use of social media is to establish and strengthen your organization's relationship with your market.

The world of social media encompasses many platforms and programs, strategies and techniques, choices, decisions, and action steps. Mastering them all, or even understanding them all, particularly since they change quickly and continuously, is impractical if not impossible. Therefore, the most practical, efficient, and smartest route is to decide where and how to start, and that's what this book addresses – starting with the biggest player in social media, Facebook®.

Facebook has detractors and complainers for sure, but it's the biggest platform on the planet and growing in subscribers and impact every day. We'll waste no time apologizing for Facebook's policies and strategies, but get right to the best information, tips,

techniques, and strategies for you to master Facebook marketing for your business.

Each of the 31 tips, techniques, and strategies we describe are those we use ourselves. We didn't invent or create them, but they are commonly implemented by businesses and organizations around the world. Facebook changes often, usually with no notice, so our approach is not to provide keystroke-level training, but rather to present each concept briefly along with a bit of discussion as well as four questions or suggestions for setting up, using, or managing your own Facebook marketing strategy.

You can use this book as a workbook, or as a guide to coach yourself or others with Facebook marketing. As with our other 31 Days books, just reading the book from cover to cover likely won't provide much help, the concepts here won't benefit your business a bit unless you put them into action.

We'd love to hear from you if you have questions, comments, or suggestions. Have fun with your social media marketing; we mean that sincerely, because if you're enjoying your marketing it shows and your efforts will be even more successful.



Bruce Brown Marge Brown



“Your first task with Facebook is to create a personal Profile.”

#1–Create an Appealing Personal Profile

Your first task with Facebook is to create a personal Profile. Your Profile is not about your business but it plays an important role in support of your business. You can be sure that many people who do not know you but find your business Page will want to check out who is the person behind the business – that connection of personal and business lives is a key element behind the strength and popularity of social media marketing.

Make your profile very personal. Reveal who you are in as much detail as you're willing to share. For example, information about your family, schools, hobbies, pets, favorite sports teams, foods you like, places you like to travel, anything you are comfortable sharing – what you're really doing here is setting up points of commonality so if someone sees your business Page and then checks out your Profile, the desired reaction is “Oh, I can see we have things in common, I'm comfortable doing business with this type of person.”

There are some general categories to avoid on your personal Profile. For example, don't include mundane status updates about waiting in line to buy coffee or being stuck in traffic – people don't really care and it doesn't help you establish points of commonality. It's also highly advised that you don't mention politics or religion – while you may have strong feelings about both, if you associate your personal Profile with one side or one group that may tend to attract like-minded people, but also to repel others. If you think of your personal Profile as an

extension of your business Page, that's the best guideline for getting the maximum positive marketing results.

Be careful that your Profile does not look like a business Page. Facebook is very clear that Profiles are for real people, while Pages can be for businesses. If you do use a Profile for a business you run the risk of having it shut down at any time with no notice and no recourse.

Make a point of using photos and graphics often in updates on your Profile, doing so will increase your audience. You'll also want to present a well-rounded view of who you are, not just sticking to a single dimension. Be sure to keep your emphasis on the positive, however. Focusing on the negative or complaining attracts people who like that type of content but repels most others – the exact opposite of your intention in setting up a personal Profile.

1. Decide what type of image you want to portray in your Facebook Profile.

This will be you, of course, but be as complete as possible in describing the personal attributes you wish to portray that will support your business Page.

2. Choose a current headshot photograph to use with your Profile.

Also consider the type of large image you want for your personal Profile cover photo. It's important that this image be appealing and relevant to the personality you wish to convey, but do not make it business-related.

3. List the types of information you want to include in your Facebook Profile.

4. From your list in #3 above, pick the three or four types of information you will most often update on your personal Profile. For example, photos of your pets, places where you travel, meals you like to prepare, items you collect, or inspirational sayings (with images) that you like.



“You can actually run your business from custom tabs within your primary business Facebook Page or use Facebook as a traffic director to send your market to your website or blog.”

#2–Set up a Facebook Page for Your Business

You may want assistance in setting up a Facebook business Page. You can do it yourself and set up a Page in just minutes, but even if you have the skills required to create an effective business Page, think carefully about the most cost effective use of your time. You can hire help or possibly get free help from a friend or acquaintance that has experience with setting up Facebook Pages.

Whether you get help or do it yourself, look for Pages you personally like in the same or related businesses to use as models. Of course you won't want to copy the designs and content of other Pages, but list the features you like in the models and incorporate those in your Page.

Be careful not to set up your business Page as a sales page. Even though Facebook allows you to do so, being all about sales on the 'front page' of your business Page is a turn off and ineffective. The Page should be creative and graphically attractive. The ideal outcome is for your target market to consider your business Page as the 'go to' Page in your market niche.

You can conduct sales from your business Page, but do so from custom tabs (like custom Pages) you (or someone you hire) can set up that are accessed by the row of small square images just below the Page's cover image. You can actually run your business from custom tabs within your primary business Facebook Page or use Facebook as a traffic director to send your market to your website or blog. Think

this through ahead of time so you have a sound strategy in place that you are able to maintain given your time and resources.

1 Do some research and identify at least a half dozen Facebook Pages in the same or similar business.

2. Make a list of the features, content types, and design elements you want to have on your primary business Page.

3. After looking at the custom tabs or Pages from other businesses, decide on the type and number of custom tabs you want to have attached to your business Page. Make a list of the tabs and prioritize them – you may find it's better to start with just one or two custom tabs and add more as your main business Page gains more traffic.

4. Decide whether you will design, create, and manage your Page or whether you will hire out these tasks to others.



“Use a complementary headshot and not a product image or logo on your business Page.”

#3–Essential Tips for Your Personal Profile and Business Page

Use the following quick tips as a checklist for your Profile and Page:

- * Make sure that each line in the ‘About’ section directly under your Profile photo that is related to your business has a clickable link that takes your market to your primary business Facebook Page. One link is sufficient and three are too many.
- * Photos: Use a complementary headshot and not a product image or logo on your business Page. The whole purpose of using social media to put a ‘face’ on your business is defeated if you use a logo or product shot.
- * Don’t use the same headshot on your Profile and your business Page. The headshot on your Profile can be more informal than the one on your Page, but be sure both photos are close-ups (people want to see the whites of your eyes) and smile in both headshots.
- * If your business Page has a color theme, do not use the same colors on your Profile. The best way your Page and Profile can work together is when the Profile presents you as a complete person with interests outside work and your primary business or industry.

1. Write the 'About' section for your personal Profile. This section should be very short (no more than one sentence) and should include a link to your business Page.

2. Find two good headshot photos for your Profile and business Page. Be sure the photos are cropped fairly tightly so most of the space is filled with your face. If you don't have recent headshots, take new ones.

3. Decide ahead of time about the color scheme and design elements for your Profile and business Page. Remember that the greatest tool you have for this is the 851 x 315 pixel cover photo for each.

4. Set a time schedule to periodically review and update the 'About' sections of your Profile and your business Page.



“The trick, therefore, is to always be sure every post on Facebook, whether on your Profile or on a business Page always has an image.”

#4–Increase Your Exposure

It's nice to think that everything you post on your Facebook Profile will be seen by all your Friends and all your Fans who 'Like' your Page. The fact is that neither case is true.

You may have a relatively few Friends and Page Fans who check out your Profile and Page daily, but most people only notice what shows up on their news feed, and even then, particularly for people who have many Friends, people generally only see a small fraction of what scrolls by during the day. When you add to that Facebook's current restriction on how many people even see your posts on their newsfeeds (regardless of Friend or Fan status), it may seem like you can't have much impact with your posts.

Indeed you can directly and easily affect how many people see your posts if you pay attention to a few realities. The good news is that your Friends and Fans will be more likely to view posts that also qualify for the greatest exposure by Facebook.

Here's what you do.

When posting on your Timelines on both your Profile and Page, posts are most likely to be viewed in this order:

- a. photo albums,
- b. single photos,
- c. video,
- d. website links.

Any post without a photo is very unlikely to be seen, especially website links.

The trick, therefore, is to always be sure every post on Facebook, whether on your Profile or on a business Page always has an image. You don't have to create your own images, but whether you use original photos or graphics or find others you can use, look for compelling images that will attract 'Likes' and 'Comments' on their own. For even greater effect, when Friends or Fans 'Share' your posts you will enjoy greater distribution by Facebook with the possibility of an even wider group of people discovering your Page and Profile.

1. Be sure you organize and have easy access to digital images you've taken yourself.

2. Learn how to do screen captures and how to crop the images in a photo editor (Windows Paint is fine for PC users). If you can do this quickly you should never be at a loss for a decent image to use with your posts.

3. Always be thinking of photo Albums for Facebook. Albums get the widest distribution and notice of all posts. Individual posts can be aggregated into albums so you can get double the benefit from the same post.

4. To maximize the reach of a post containing a link, do a screen capture of the Page the link will lead to, convert the capture to an image file, post the image as a photo and include the link URL in the photo description.



***“As a general rule, keep your Facebook posts
and comments very short.”***

#5–Keep It Short

As a general rule, keep your Facebook posts and comments very short. Most people will only read what shows up on their newsfeed or your Timeline, which means maybe three lines worth.

One reason many folks only read the first lines of your posts is that they are just scanning for updates and news and don't really want to take a lot of time from their day to read long messages - that's not why they are on Facebook in the first place.

Another factor, and one that's increasingly important, is that many of your posts are seen first on mobile devices. If you aren't clear in the first line or two what your post is about, phone and tablet users are even less likely than computer users to push buttons to see more content.

There are occasions when a longer post works in your favor, but definitely don't overdo it. While there's no rule of thumb on this, perhaps a ratio of 6 to 1, that is six short posts to one longer post might be a good starting place – and then check out the relative number of people who see each post.

A reason to write longer posts once in a while is that when a reader clicks the 'See More' prompt it counts as an additional click on your Profile or Page by Facebook's current Profile and Page rating algorithm so you may enjoy higher distribution if Facebook deems your content worthy. Longer posts where the 'See More' prompt isn't clicked don't

count against you (as far as we know), but you stand the chance of annoying your Friends and Fans.

1. Look back over your last few days of posts and updates on your Facebook Profile and your business Page. How long is your average post (word count and line count)?

2. If your average post length is greater than three lines, try rewriting a few of your recent posts in shorter form – just to see if you can do it. Hint: writing shorter can take longer, but with practice it comes easier for most people and the discipline is a good one to learn.

3. Is there much variety in your post length? If so, go back for a week or two, looking for at least 30 to 40 posts and figure out the ratio of short to long posts, or possibly short to medium to long posts.

4. Make a commitment to set a ratio of fewer long posts to shorter ones. Perhaps 1 to 6 is a good starting point. Write in this space what your desired ratio will be, try it for a week and come back and see how you did. It may take a few weeks to establish better habits.



“Aim to get 100+ Friends on your personal Profile and at least 200 ‘Likes’ on your primary business Page.”

#6– It’s Good to Have Friends and It’s Nice to be Liked

It’s understandable that at first you may fall on one side of the whole ‘get more Friends and Fans’ concept. Some people only want Friends on their Profile and Fans on their Page who they actually know. Other people are wide open and indiscriminately accept all Friend requests and seek new Friends and Fans however they can. Our best advice on this score from a marketing perspective is to have enough Friends and Fans to indicate to the world that you are a sociable person and that there are a number of people who ‘Like’ and therefore supposedly approve of your business Page.

Having at least a moderate number of connections serves as social proof that you are probably an okay kind of person and that your business isn’t brand new or disliked. If you’re in a service business and have very few ‘Likes’, that can send the message that no one is attracted to you or your company or that you’re inept.

Aim to get 100+ Friends on your personal Profile and at least 200 ‘Likes’ on your primary business Page. Generally the limit of Profile Friends is 5,000 (though that may change in the future) and there is no limit to the number of ‘Likes’ a Page can have. More is probably better, depending on your business, but in many cases it’s not really essential.

If you are looking for a quick way to get more ‘Likes’ on your Page, join Facebook Fan Page Parties. Fan Page Parties are events hosted by a business (often a

business that sells marketing or social media services) where people are invited to list their Facebook business Page links, often with a one sentence service or product description.

Other people who attend the party (usually they're one day in duration) agree to list their own links, 'Like' some or all of the other Pages listed in the party, and hopefully 'Comment' or post on the Pages that particularly appeal to them.

Don't get too hung up on spending time in Fan Page Parties because you could literally be on them every day of the week and get loads of 'Likes', but if there's no real engagement with people it doesn't really do your Page much good – so after you have 200 or so 'Likes', try for organic growth in 'Likes' – meaning people who 'Like' your Page because they found it due to the content or other engagement.

1. Make a note here of how many Friends your Profile has and how many 'Likes' are on your business Page. Also jot down how long your Profile and Page have been in existence.

2. If you have fewer than 200 Profile Friends and 100 Page 'Likes', or Fans, set a goal for a reasonably challenging increase over the next week to 30 days.

3. Find the Pages of two or three respected and successful competitors. Note the number of Fans their Pages have and, assuming you can find the Profiles of the business owners, how many Friends they have. Decide whether their numbers are reasonable goals for your Profile and Page.

4. Check out Facebook's tools for finding new Friends and also search for 'Facebook Fan Page Parties' and participate in at least one. Notice how many new 'Likes' your Page gets. The more you engage other participants, the more 'Likes' you'll receive.



“One of the strongest ways to get traffic is to ‘Share’ content from other Pages in the same or related businesses.”

#7–Share and Share Alike

One of the strongest ways to get traffic is to ‘Share’ content from other Pages in the same or related businesses. Using the Facebook ‘Share’ feature accomplishes two positive things for your Page.

First, when you find something you find useful, informative, or even just enjoyable on another person’s Profile or Page and ‘Share’ it to your Page or Profile, you help the original person who posted the content. As you will also in time, if you pay attention to who is sharing your content, other people will appreciate your sharing their content on your Page because that increases their Facebook rating and visibility. It’s also a courtesy to thank the original source in the shared post, doing so makes it clear that you are crediting them as the source – in most cases the original poster will in turn ‘Like’ your post and may also ‘Comment’ on your Page – which helps you. If you regularly ‘Share’ from another business Page and always give them credit, you are very likely to reap added attention from the owner of that Page, including a higher likelihood they will ‘Share’ your original content, too.

The second benefit of sharing content from other Pages is that if you choose relevant, helpful content, your Page Fans will be more likely to see your Page and also to value your Page as a go-to destination in your category. For this reason, it’s particularly strategic to find and ‘Share’ from a dozen or more Pages in your business sector. The best ratio for shared versus original content on your Page is

debatable. Try for at least three shared posts from other Pages for every original post.

Another bonus from featuring a lot of shared content is you don't have to create as much yourself, plus when you develop the discipline of regularly checking other related Pages you'll stay abreast of both new developments in your field and know what others find important.

It's wonderful to have your content shared by others so you appear to be an authority, but the quickest way to get there is by consistent, frequent sharing yourself.

1. Find and list four to six Pages in your business category. They can be either direct competitors or related fields.

2. Create a schedule for sharing content from other Pages – with a minimum of two ‘Shares’ a day, preferably four to eight, spread throughout the day. Remember to always credit the original source.

3. Get in the habit of 'Liking' content and commenting on it, even if very briefly, before sharing – you'll find the original posters appreciate it and most will reciprocate.

4. Chart the organic growth your business Page enjoys over a month based on the number of 'Likes' and 'Shares' your own Page enjoys.



“The goal for putting up a Facebook business Page is to increase business, but the objective for each post is to seek engagement.”

#8–Call to Action

OK, so for sure most people don't want to feel like they're being sold to all the time with social media, even on Facebook business Pages. However, that doesn't mean you can't suggest or ask people to take specific action.

For example, rather than say “Click here to buy my stuff.”, which is about as blatant as it gets, you might ask people to ‘Like this post’ if you find this coat attractive, or if you think this car is hot, or if you are a Fan of quinoa recipes.”

Soliciting ‘Likes’, ‘Shares’, and ‘Comments’ is totally fine and most people won't be offended. That doesn't mean they'll always act, but they're not too likely to take offense. You will get some ‘Likes’, ‘Shares’, and ‘Comments’ even without asking, but more of each is better.

The opposite of a call for action is to just treat your posts as informative or entertaining without asking for interaction. You can do that, but it's more effective if you often ask your Page readers to ‘Like’, ‘Comment’, or ‘Share’.

The goal for putting up a Facebook business Page is to increase business, but the objective for each post is to seek engagement. The greater the engagement the more people will see your Page because of the way Facebook works, so work for engagement.

1. Survey your last week's worth of business Page posts to ascertain how many had an obvious call to action and how many could have had a call to action. Viewing your own past posts through the 'call to action' lens may be revealing.

2. Research other business Pages from similar and related businesses to evaluate how they solicit action. Pay most attention to the Pages where 'Comments' routinely get many 'Likes', 'Comments', and 'Shares'. What techniques or attributes about those posts appear to draw the engagement?

3. Make a list of calls to action you can use and then for a one week period include a specific call to action with every second or third original post on your Page. Keep track of the types of action calls you use and observe which are most effective.

4. After a one week trial set up a schedule for a full month to gather even more data about what works on your Page. Keep looking at other Pages as well to see what works for other businesses.



“Your business Page will also succeed to the extent that you use it to build relationships with Fans and visitors.”

#9–Get Engaged!

The primary reason Facebook and other social media is successful is relationships. Your business Page will also succeed to the extent that you use it to build relationships with Fans and visitors. The process that best fosters relationships on Facebook is called engagement.

There are many techniques to engage on your Page. The common focus is to actively get involved with the people who show up on your Page. Here are some easy ways to engage:

- * When someone ‘Likes’ your Page – send them a Private Message to engage in conversation to learn more about them.

- * When someone ‘Comments’ about a post on your Page, reply in a timely manner. Don’t just say ‘thanks’, but write a bit more. It’s not effective to go off with a long essay or exposition, but a sentence or two is appropriate.

- * When someone ‘Shares’ one of your posts, go to the Page or Profile where they shared it and ‘Like” their post, and perhaps ‘Comment’ there as well.

- * Following the practice of Givers Gain, consciously spend about 2/3 of your time on Facebook ‘Liking’, ‘Sharing’, and ‘Commenting’ on others’ posts. You will likely find this to be the most effective practice of all engagement efforts.

- *When you are on another’s Page, if a post strikes

you particularly, this could be a good time to send that person a private message about your feelings or thoughts in addition to a shorter 'Comment' directly on the Page.

1. Make a list of 10 Pages in similar or related businesses and commit to visiting each Page at least twice a day at different times of the day (say early morning and late afternoon) to 'Like', 'Share', and 'Comment'. For the greatest effect, choose Pages with many 'Likes' and lots of engagement – this will help you be noticed by others who are more likely to follow back to and engage on your Page.

2. Be very free with 'Likes' on posts on other people's Pages and Profiles. Realize that all comments reflect on you so be polite but enthusiastic.

3. Share at least 10 posts, preferably with distinctive images or photos, each day for a week and track which posts attract the most 'Likes', 'Shares', and 'Comments' on your Page.

4. Send 10 private messages a day for a week and track the results. Of those 10, send five to people based on posts on their Pages and send the other five to people who 'Comment', 'Like' or 'Share' content from your Page.



“The power of video cannot be overstated in social media.”

#10–You Oughta Be in the Movies

The power of video cannot be overstated in social media. Nothing else you do short of meeting people in person has the potential of video to communicate your message and who you are to your market.

Video includes not only the audio and visual content, but it also can convey and evoke emotion. The relative level of video professionalism (and slicker isn't necessarily better) is also a powerful message bearer.

So make ample use of video in your Facebook posts. Have fun with your videos, don't take yourself too seriously – remember that social media marketing is all about building relationships and showing your personality. Your short video clips (never more than three minutes long, under two minutes is better) are best when they present you as a friendly, professional, real person who the viewer can trust and with whom the viewer is drawn to engage and potentially do business.

Don't get too hung up on perfect lighting, set arrangement, and sound, or even producing a glitch-free video. While you don't want a sloppy, inaudible, poorly lit video, you don't need – and might not even want – a highly professional result. Your video serves as a personal message, not as a commercial.

Here are some types of video content for Facebook Pages that work well in marketing:

* A brief introduction of yourself and your business and what it is about your business that really gets you excited. Perhaps a sentence or two about how you got started is also interesting and effective.

* Customer or client video testimonials about your products or services.

* If you have a new product, a new line, or a new service you're introducing, a video is appropriate but don't focus on features and benefits, focus on results and feelings – go a little over the top but don't get gushy, hyper, or unbelievable.

* Think of the top six problems addressed by your business and make a short video about each and focus on success.

* Identify the top half dozen questions your customers ask and create a short video for each.

* Each month create a short video about the season or thanking your customers or talking about your market or business. You might create videos more often, but daily is too much for most business Pages.

1. Spend a week looking for videos on business Pages in similar or related businesses and note the types that are used and those you think are most effective.

2. Write a short outline of personal and business introduction and create and post a (maximum) two minute video on your Page.

3. Identify four to six clients or customers who would be willing to do a one minute testimonial about your products or services. Ask them and create and post the videos, one a week.

4. List the six most important problems your business solves and create a two minute video for each.



“Apart from the overall value in being positive in life in general, you’ll find that positivity on Facebook directly and measurability benefits your marketing impact.”

#11–Always Be Positive

Apart from the overall value in being positive in life in general, you'll find that positivity on Facebook directly and measurably benefits your marketing impact. Start from the premise that people want to feel better as a result of being one of your customers and only focus on positive content.

Your Facebook Profile and Page are your social media real estate. You have the right to cull out any posts that are negative about you, your business, or just negative in general. Don't accept posts about religion, politics, with profanity, or anything derogatory or discriminating.

If someone posts something negative on your Facebook territory, you have several choices. You can send the offender a private message to ask for further information or to explain why you don't keep negative posts on your Profile or Page. You can also just delete the posts and unfriend the poster if necessary.

Never respond in kind with anything negative to a negative post, no matter how offensive. If you do so, you may find that you actually attract some new Friends or Fans, but they won't be the type you want, and the likely result is you will drive away more positive folks who don't want to be exposed to or participate in negativity.

1. Read through the past two weeks on your Profile and Page. Tally the number of positive, neutral, and negative posts or content.

2. Outline a short strategy you will use to communicate with negative posts, in order to shut them down.

3. Write a short paragraph you can use to send to negative posters. Keep this post somewhere where you can easily cut and paste it to send to negative posters. You might even save this content as a file on your Page with the heading Positive Content Focus – that way others may see the file and appreciate why you take the stance.

4. Be conscious of responding as quickly as possible to positive posts on your Profile or Page from other people – you want to reward the behavior you seek.



“The power of social media marketing, especially via Facebook is the perception people have that the business owner is a real person communicating in real time.”

#12—Show That You Are Real and Really There

Marketing is a fact of life in business. If you are in business you must market as well as sell. The power of social media marketing, especially via Facebook is the perception people have that the business owner is a real person communicating in real time. This does take time. Face it and do it yourself. Do not use automatic posting utilities such as HootSuite or TweetDeck to post for you.

Here's the problem with auto-posting: when a post comes from an external utility it is sensed and displayed as such by Facebook. This works against you in two ways, neither of which helps you.

Facebook ranks auto-posts from external utilities lower than real time posts from real people. Since one of your goals is to get the widest viewership possible, having Facebook rank your posts higher is a priority.

When people notice that your posts come via an auto-scheduler, it may not have much effect consciously, but the subconscious context that you're not really there can be present. For those savvy Friends and Fans who get what an auto-scheduler actually is, seeing one of your posts arrive that way alerts them that you're not really online at the time (on the chance they may want to message or chat right then) plus they may wonder if you're using an auto-posting utility to put the same content on a number of social media sites – which is generally not a good idea.

1. If you are currently using an auto-posting utility, try to assess the benefit in terms of engagement. Survey the past few days or weeks of posts to see the relative number of 'Likes', 'Shares', and 'Comments' on auto-posted versus real-time/real-you posted content.

2. If you have content that you put up every day at set times and an auto-posting utility is a necessity despite the potential limitations, come up with a personal policy for your Profile and Page of the types of information that you post personally and the types that can be automated.

3. Check out the Pages of a dozen or more similar or related businesses to see if and if so how often they use auto-posting. Then check out their effectiveness via engagements.

4. Identify the top two business Pages in your business category and survey those Pages for auto-posting and other utilities. Regardless of everything else in this tip, if what the top businesses in your field do works, you will do well to emulate them.



“For most effective marketing, post three to five times a day, seven days a week.”

#13–Frequency and Consistency

For most effective marketing, post three to five times a day, seven days a week.

With both your personal Facebook Profile and your business Page, frequency and consistency both matter. If you only post once a week or even as many as four times a week, your Facebook Page rank will be very low and your Friends' and Fans' impression will be that you're not really using Facebook to engage them.

Facebook experts have differing opinions on how often to post, ranging from just a few per day to once or more per hour. Part of the decision, of course, depends on your availability and how much you enjoy interacting with people who visit your Page, but our take on it is that the minimum number of posts per day should be three to five. If you have an interesting variety of post content, and if your Fans react favorably, you can increase the number of posts, but watch for Fan leakage – if you're posting every hour and you notice your number of Fans is decreasing, that could be a clear sign to ease off.

It's also a good idea to spread your posts throughout the day. Realize that different groups of your Friends are on Facebook at different times. While there may be a few who seem to camp out on Facebook 24/7, most people have a routine. Posting early morning, early to mid-afternoon, and early evening each day will likely get you the greatest exposure. You may want to consider your market in this timing (if you sell around the world), you may

want to carefully consider posting times.

It's also important that you stay reasonably consistent. If you post eight times a day for a month and then disappear for a week or two your exposure will drop. We've noticed there are people who consistently 'Like' or 'Share' our posts when we're on Facebook consistently but if we stop for a bit they have either moved on, no longer see our posts, or perhaps Facebook's distribution and post exposure time have dropped.

1. Survey the frequency and types of post from other successful Pages from related businesses in your field. How often do they post and what numbers of 'Likes', 'Shares', and 'Comments' do they receive. This step is especially important for businesses that market to people of the same demographic and time zone(s) as your business.

2. Look back at your Page and chart both the frequency and consistency of your posts. Notice whether Fan engagement rises or falls depending on the frequency of your posts.

3. Based on the results from steps #1 and #2 above, set a plan for the number and times of posts you will commit to for your Page for a 30 day period. And then put it into action.

4. Carefully study the results of your 30-day test. You can use Facebook's Insights analytics as well – loads of data there – but your study of your own posts and engagement is most valuable. Make adjustments you think are necessary and test it for another 30 days.



“The graphics to link back to Facebook are called widgets, gadgets, badges, and other cute names – they don’t all work the same, but if you set them up to appear on every website page and as part of every blog post, you can get extra marketing help.”

#14– Use the Power of Facebook on Your Blog or Website

Have you noticed little Facebook icons on other people’s websites and blog posts? Those people are capitalizing on Facebook’s distribution and reach for marketing. Take a lesson from those folks and do the same with content you create and post outside Facebook.

The purpose of linking back to your Facebook Profile (which is the way it usually works) is to get people who see content outside Facebook to not only realize that you have a presence on Facebook (which could indicate tech savviness and being up-to-date with technology) but also actually help you distribute your non-Facebook content to their Facebook Friends.

Typically the way these graphical reference tools work is by including a link to your content on the website or blog in a post on their Facebook Profile, often with some automatically generated text such as, “I just read this on Sally’s site,” – followed by a link to the site.

You could of course include links to your blog post or website content and ask people to ‘Share’ them, but that’s too much work for many people, while an easy one-click graphic is more appealing.

The graphics to link back to Facebook are called widgets, gadgets, badges, and other cute names – they don’t all work the same, but if you set them up

to appear on every website page and as part of every blog post, you can get extra marketing help.

If you see one widget that is visually appealing and easy to use as a viewer (yes, try it yourself) and it's commonly used by the sites you check, that's the one to use. During the short link sign on (in which you allow the link to post on your Facebook Profile – you can always rescind the posting rights later) you should be able to determine the publisher of the widget (often there's a link right there for you).

1. Start by checking out the blogs and websites of the biggest and most successful players in your business and related fields. Look for social media widgets, particularly for Facebook

2. Install the widget, gadget, or badge on your blog and set it to automatically appear on every blog post. You may have to set it manually to appear on each website page unless you put it in a page header or footer.

3. Stay current on new tools other companies are using to leverage Facebook's distribution power. The way to do this is to set a schedule to routinely check other sites and blogs – good for competitive research overall.

4. On an annual or semi-annual basis assess whether to continue using the same blog and website utilities or to change to newer and more effective add-ons.



“If you’re only going to use one social media platform, Facebook’s the way to go.”

#15–Facebook Isn't the Only Game in Town- Just the Biggest

If you're only going to use one social media platform, Facebook's the way to go. However, for maximum exposure you should have content on other sites, such as LinkedIn, Twitter, and Google+. Each of these sites has its best purpose and best uses – those are beyond the scope of this book. There will also be overlap of some people who monitor content on multiple social media platforms. However, for many businesses wider social media presence is a good thing.

If you use LinkedIn, Google+, Twitter, or other social media platforms, be sure to post different content on each media. You can cross reference posts occasionally, but don't do that all the time – your viewers will assume the same content is on all platforms and that won't serve you. If, for example, you have every Twitter update post on your Facebook Profile you're likely to turn off your Facebook Friends and Fans.

The decision to take a firm stance on multiple platforms isn't trivial. It's better to do a great job on one platform (our vote is for Facebook) than to limp along with occasional posts on many platforms. To support multiple platforms proceed with a planned strategy, with periodic analysis, and perhaps even with the advice and feedback from social media marketing consultants. While turning content creation over to other companies isn't advisable, strategic planning may benefit immensely from

people whose job is to be aware of the relative strengths of various platforms.

1. Decide how much time you are willing to devote each day, week, and month to doing the best marketing job you can with Facebook. This base time measurement can help you decide if expanding beyond Facebook is practical or even possible for you.

2. Analyze 10 to 20 other successful businesses in your field to determine in which social media platform they are active. Research how they use the various platforms and plot the idea next steps for your business.

3. If you have time as determined in step #1, pick one additional social media platform other than Facebook on which to build and maintain an active, robust presence. Run it for at least one month to test results and also to determine if you have the time for this new platform while still keeping your Facebook presence at a high level.

4. Ask around your area, preferably from businesses of the same size as yours, for the best social media consultant in your area. Ask for a free initial consult to find out how they can help and how much it would cost.



“As you grow in your skills and success with Facebook Page marketing, the most effective way to branch out is to add visual content.”

#16– Get Visual with Pinterest, Instagram, and YouTube

As you grow in your skills and success with Facebook Page marketing, the most effective way to branch out is to add visual content. Still images and graphics are highly effective and video is an even better communicator. Depending on your personal skills and comfort level, you may want to experiment or go full bore in this, but at least be aware that these tools can vastly upgrade your Facebook marketing impact.

Pinterest, a relatively new social media platform, works well with Facebook because of its sole focus on visuals. Pinterest is like a collection of scrapbooks called 'boards' into which you can 'pin' photos, images, and graphics that you create yourself and store on your computer or that you find on other sites and Pages. There are some restrictions on how and when you can paste, and the use of 'Likes', 'Re-pins', and 'Comments', as well as keywords, take a little time to figure out, but it's easy to set up interaction between your personal Profile and Pinterest. With a bit of thought you can have this fast-growing visual social media platform feeding right back to your Facebook Page.

Instagram is a photo editing and distribution phone and tablet application that, from its launch, was set up to integrate with Facebook profiles. Having a rich profile adds to the 'personal' side of your marketing presence and when you use Instagram you can quickly choose the best looking lighting effects and even frames without having to move a photo first

from your camera to your computer, then into a digital editor, and finally to a Facebook Page – with Instagram it's all done in one easy process.

YouTube, of course, is a huge entity on its own and a powerful marketing tool. Setting up your own YouTube channel is probably the second most important online marketing strategy you can implement, with Facebook still being #1, of course. You can share YouTube videos directly to a Facebook Page. The viewer recognition factor is immediate and click thru levels are high.

1. Track the relative engagement response of posts with and without graphics on your Page and Profile over a two week period to establish a baseline.

2. Set up a Pinterest account and open four to six boards with at least six images in each. The boards should be related to both your personal interests and to the subject matter of your Page. Use keywords and descriptive comments for each image. Also be sure to include links to your Page in the comment section for each image and enable a Pinterest and Facebook connection and track the interaction.

3. If you have a smartphone or tablet that supports Instagram, download and install the Instagram app and have fun learning how to use the various lighting and frame effects. Whenever something happens that's photo-worthy for your Profile or Page, use Instagram for a fast shot and be sure to send it to Facebook. The added benefit of Instagram albums can be a big draw.

4. Do your research of the ways your biggest competitors use YouTube. No other content is as powerful as a friendly, informative, short talking head video. Create and post five videos.



“The power of Facebook Page custom tab opens a vast world of possibility, as long as you realize that the content and ultimate control of the Page and tabs lie with Facebook.”

#17–Facebook Custom Tabs – Your Fortune is Waiting

The greatest power of Facebook Pages is found in the custom tab feature. Also known as custom apps, custom tabs allow you to set up additional Pages linked directly to your original Page. Because custom tabs can be linked to websites or blogs outside Facebook or to infinitely customizable ‘Pages’ stored within Facebook, you can theoretically replace external websites or blogs-that-look-like-websites with custom tabs to conduct all your business entities.

One significant factor to note about putting all your business eggs in Facebook’s basket, of course, is that if you do so, you will cede overall control of your business Pages to Facebook – which many would never do. Business owners and site designers rightly value domain ownership and hosting and the right to move or change content as they wish. When you utilize Facebook’s custom tab feature, you don’t own the domain nor do you host your own content. So be aware of the limitation of control – if you only use Facebook Pages and custom tabs for your business, you are putting faith that Facebook will continue to let you use the space the way you want to.

If we put aside the focus on Facebook’s overall control of content and hosting, there is quite a bit of power behind custom tabs. You can have up to 12 different tabs, four of which show up directly below the Facebook Page cover photo. To see the other eight Pages requires clicking a down arrow to the right of the top four tabs.

Tabs, which we're only referring to as such to avoid confusion with the main Facebook Page, can hold catalog items, forms, special landing or sales content, FAQs, menus linking to other outside resource, testimonials, and anything else you can set up with HTML. There are plenty of third-party applications that can aid you in developing custom tabs, from simple template-based designs to more open utilities that guide you in placing your own HTML code (the latter of course requires greater expertise and work on your part).

One common and powerful use for a custom tab is to add Fans and collect contact information. You can set up a tab that shows limited content to Fans but much more to people who 'Like' your Page, thereby incenting them to become Fans – often doing so by promising a download link for a free report or special access IF the visitor provides name and contact information such as an email address. This practice is common with many websites and blogs and shouldn't generate too much resistance from people who are sincerely interested in what your business or organization offers.

The power of Facebook Page custom tabs opens a vast world of possibilities, as long as you realize that the content and ultimate control of the Page and tabs lies with Facebook.

1 Survey a wide variety of custom tabs on business Pages both within and outside your business category. Keep track of the custom tab types and designs that appeal to you and consider if they are applicable to your business.

2. Look closely at the tabs of 10 to 20 of the top businesses in your industry to learn not only how they use custom tabs but also to see if there is something missing you could provide that might give you an edge.

3. Make a list of all the custom tabs you can think of that could add value to your Facebook Page. If you have just a few Pages to start that's fine, but if you have many, prioritize them in terms of what you think your market will value.

4. Depending on your level of design skill and programming expertise, either set up a few Pages or enlist the help of someone else to design up to four initial Pages for you.



“Private messaging in Facebook is a powerful feature for connecting with people to build relationships, to prospect, and to conduct business.”

#18—Facebook Private Messages

Private messaging in Facebook is a powerful feature for connecting with people to build relationships, to prospect, and to conduct business. Unlike your Profile or Page Timeline, where posts you put up can be seen by every visitor, private messages are similar to email and can be seen only by the person or persons to which they are addressed.

You can send a private message to one person or to multiple recipients. As of this writing there is no support for groups or lists, but you can write messages to and reply to one or all of the people on a message thread.

Short private messages are a useful tool to connect with all visitors to your Page with whom you wish to engage. For example, you may choose to send a message to all people who ‘Like’, ‘Share’, or ‘Comment’ on a particular post. You can also reach out to individuals who ‘Comment’ on a post when you wish your reply not to be visible to others. Often if you’re asking for more contact information such as a phone number or email or shipping address people will be more willing to share the information via private message than put it out there for all to see.

Because many people don’t check their private messages often and don’t have notification services turned on, you may have to notify them yourself by a message on the Timeline (for example, “I just sent you a private message.”) or by sending an email. This extra step can seem a bit awkward, but compare it to reaching out to a potential customer

who wanders into a real store.

You can also encourage Page visitors to send you private messages via Facebook for more information or to take advantage of a special opportunity. Allowing people to stay within Facebook to respond to you rather than using a separate email system is a helpful convenience and may increase your response rate.

1. Familiarize yourself with the use and capabilities of private messaging within Facebook. As the functionality of this feature grows it may be that Facebook 'PMing' replaces email for many people.

2. Because you don't need to find out email addresses, private messaging on Facebook is convenient, but it's also a good idea to set up a separate contact database outside Facebook with Friends' and Fans' first and last names, Facebook URLs, regular email addresses, phone numbers, and, if you need them, shipping addresses. Don't leave all your data only on Facebook.

3. Whenever possible determine how your Page Fans like to communicate – you could even use the Polling feature to gather that information. Some will prefer Facebook PMs, email, phone calls, or text – the better you can shape your communications to contact preferences the more effective you will be.

4. Experiment with sending PMs to people who ‘Like’, ‘Share’, or ‘Comment’ on your posts for a few days or a week and track any changes in engagement.



“You can also use Facebook’s ‘Share’ feature to send a post via a private message to another Facebook user.”

#19–Combine Sharing with Private Messages

You already know that sharing posts and information is a powerful way to add content to your Profile or Page Timeline. You can also use Facebook’s ‘Share’ feature to send a post via a private message to another Facebook user. This technique can be very useful particularly as you learn about the preferences of your Fans.

Because the content on your Timeline scrolls down as you add more posts and because other people’s newsfeeds typically flow past with relatively few posts even being seen unless someone subscribes to or makes the specific effort to visit your Page, content you want people to see may not be seen. Therefore, particularly for your important Fans, however you define that, sharing your own posts to specific Fans can be the best way to be sure they see them.

You can also ‘Share’ posts via private messages from other Pages and Profiles and that thoughtfulness demonstrates your understanding of individual Fan’s interests and needs. For example, if you find a post about a new study, or an event, or an article that you know will be of particular interest to one or more of your Fans, sharing that post via a private message is thoughtful and appreciated, perhaps with a comment such as “I thought of you when I saw this.” or “I thought you’d want to know about this.” Personalizing the comment will heighten its value.

1. Pick one of your Page posts to 'Share' with a small group of your Page Fans who engage frequently. 'Share' the post either individually or to the group (try it both ways) and observe the response.

2. Make a list of the types of posts on your Page that some or all of your Fans would particularly appreciate. Set up a schedule to send a fixed number, maybe four to 10, to your very best customers or frequently engaging Fans to determine if this technique increases engagement.

3. Identify several other non-competitive but complementary Pages that often have content that could be of value to your Fans. Make a list and either book mark or memorize those Pages.

4. Using the list from step #3, for one week share specific posts via private message to your biggest Fans and record the anecdotal engagement resulting from your sharing.



“Use compelling, informative cover photos.”

#20–Your Cover Photo is Your Billboard- Make it Work

Use compelling, informative cover photos. You can have a cover photo on your Profile and on your business Page. It's not a good idea, however, to use the same cover photo on each. The cover photo for your Profile will be most effective if it conveys clearly ideas or people or places that are important to you – and remember that in the new economy where relationships matter, many Page visitors will check out your Profile in conjunction with deciding if they want to be Fans of your Page.

Do not have much content about your business in your Profile and especially not in your cover photo – that could send the exact opposite message and lead potential Friends and Fans to believe that you'll always be trying to sell to them. The best result your Profile cover photo can have is that it induces a viewer to want to get to know you.

Your business Page cover photo, on the other hand is most powerful when it depicts a solution to one or more of the biggest problems your business customers face. If you can do that in a graphically pleasing, attractive manner, your Page can be a strong element in your overall Facebook effectiveness. Do not make your Page cover photo about you, the point is to capture the needs and desires of your potential customers.

Facebook has specific sizes and content restrictions applicable to your cover photos so you'll want to be sure adhere to them (currently no calls to action are

allowed, for example, and no URLs).

There is an argument for changing or rotating cover photos if appropriate for your business, to emphasize seasonal focus, for example, but if your cover photo is part of your brand, be careful about changing it too often.

1. Research is important to check out both Profile and Page cover photos that you like and that make an impact. When you look at others' photos with the above factor in mind, you'll notice who is working cover photos to the best advantage on both Profiles and Pages.

2. Decide which elements of your personal life you want to feature on your Profile cover photo and then take or design the best you can. If you need assistance remember that the cover photo is your first and strongest way to make a good impression.

3. List the three most important needs your customers have that you address. Focus on the solutions, not the problems, and take or create a photo that is graphically pleasing and offers hope and promise of success to your customers.

4. Because people will view your cover photo on a variety of devices, be sure your cover photos are high resolution and in sharp focus. The specific size currently supported by Facebook cover photos is 851 pixels by 315 pixels so be sure the proportion and cropping of your photos matches that size.



“Don’t waste your time complaining about changes to Facebook on your Facebook Profile or Page.”

#21– Don't Be Distracted by Facebook Policies and Changes

Go with the program and make money.

If you are marketing on Facebook, the best policy is to do the very best you can by and for your business. Facebook owns the platform and sets the rules. Now that the company had gone public to some extent it is answerable to its stockholders and board of directors about policy decisions and changes. Because, however, Facebook as a company is forging new territory, oversight and external direction will likely have little impact on their policies.

Don't waste your time complaining about changes to Facebook on your Facebook Profile or Page. It's easy to get sucked in to conversations about this topic, but our advice is to skip it and stick to business. This unparalleled free platform makes it easier to communicate with and market to more people in the world than any other at this time. Odds are other platforms will rise (and fall) in the years to come, but right now Facebook is the main deal and you'll be wise if you make the most of it.

Realize that Facebook continues to evolve and change. Some changes you'll like and others you'll resist. Don't resist these changes, get all upset about them and leave Facebook because of them. Rather, capitalize on any changes and be an early adopter of the new features – present a positive face and be a leader rather than a lemming.

It will behoove you to become more and more expert

on using Facebook in the coming months and years. Your business will benefit in the growing world market to the extent you are able to understand, utilize, and leverage this unprecedented marketing engine.

Let the negative people, the people looking for a fight, or those who don't have better use for their time spend their efforts fighting or complaining about Facebook changes. Your best strategy is to capitalize on this marketing opportunity.

(The four steps for this tip focus on maximizing your command of Facebook and staying current with new developments.)

1. Find the very best resource for learning Facebook basics and stay updated with new features, programs, and policy changes, always looking for the best use for you and your business.

2.. Identify two to three top Facebook marketing consultants and follow their blogs, 'Friend' their Profiles, 'Like' their Pages, and watch their YouTube videos. You can learn loads for free from the leaders of the businesses that help other businesses use Facebook well. When you're ready, buy courses and consultations from the gurus, but only purchase what's suitable to your level.

3. Through your consultants, stay abreast of new Facebook applications that add improved features, make the work easier, or expand your marketing reach beyond Facebook. Every six months review what and who you use and be open to revise your applications and/or hire a new consultant.

4. Be a change agent and let your Fans know when you adopt new Facebook features and applications so they'll be able to be better users and also so they'll value your tech savviness – they may even bring you new customers by sharing links to your Page features.



“Be assiduous in taking all game requests off your Profile and be thankful they don’t show up on your business Page.”

#22– Don't Mix Business with Gaming

Be assiduous in taking all game requests off your Profile and be thankful they don't show up on your business Page. Gaming on social media is a huge draw and obviously big business for many on Facebook, but unless you are in the business of Facebook gaming, steer clear of social media games.

If you do want to play games via Facebook applications, we strongly advise you to set up another Profile than the one connected to your business Page. Apart from the sheer distraction of individual games, the number of posts you'll get from gamers and requests to play other games can quickly become a huge time suck. If someone is assessing your business Page, goes to your Profile to see what you're all about as a person and sees an inordinate preoccupation with gaming, you stand the risk of losing the potential customer.

There is nothing of course wrong with gaming on Facebook and it provides pleasure for millions of people. The problem is that not everyone wants to play and because the game application companies make more money when more people play, they devise convenient methods for players to invite or entice others. Let it go and stick to business if business is why you're using social media.

Because the potential rewards are so great when game companies can figure out new ways to attract new players, forget about being completely immune to their advances. Take the steps below to lessen the

intrusion and impact of unwanted games and gamers.

1. Go to your Facebook Requests page and decline all game requests. Usually you can opt to ignore or block all incoming game requests for that game – when that choice appears, take it.

2. Delete all game requests that show up on your Profile Timeline. Polls can be a different matter, because many are legit, but pay attention particularly if someone sends you an icon or graphic or compliment that doesn't seem logical.

3. If someone you know continually hounds you with game requests, you have three choices – ignore them, send a private message asking that they stop, or unfriend them.

4. Occasionally we see people post a blanket message that they don't want to play games and don't want any Friends inviting them to play games – this tactic is ineffective and only raises the gaming-related information on Timelines.



“It’s vital that you pay attention to your own Timelines, and especially to notifications that someone has just posted.”

#23–Guest Posting on Your Profile and Page

When you set your preferences in Facebook you can choose to allow or block posts from other people on your Profile or Page. Allowing others to post heightens your chances for positive engagement but also opens the possibility that others will post content or messages you do not want to appear on your Timelines.

It's vital that you pay attention to your own Timelines, and especially to notifications that someone has just posted. Particularly if the external post has negative content, game invitations, or even links to competitors, the sooner you know about the post and can get to your Page or Profile and delete it, the better.

As a matter of courtesy, most Facebook users will not post on others' Profiles or Page even if the block feature isn't activated, but not everyone is aware of this etiquette and some won't care. If you find such a post, and it's not congruent with who you are or your business, then delete it immediately. You don't have to inform the person who made the post.

If someone has a complaint about your business the best course is to first delete the post and then send a private message to the poster to try to rectify or at least understand the problem.

When someone posts on your Timeline with content that is congruent with your message, show you're aware of the post by commenting on it and being part of the conversation. This engagement on your

part sends a strong positive signal to the people who watch but don't generally post or participate that it's OK and in fact that you encourage engagement.

1. Review the settings preferences for your Profile and for your Page to be sure you understand and agree with who is allowed to post on your Timeline.

2. Set a policy and have anyone with admin rights to your Page understand exactly how to deal with posts from others on your Page Timeline.

3. When you comment on others' Pages, do not include links back to your Page – that's considered poaching and rude.

4. If someone posts positively on your Page Timeline be sure to 'Like' the post and engage further via comments.



“You can use the Milestone feature to tell the story of your company, to announce new personnel, new products or services, company awards or special mentions, number of Facebook Fans, duration of business, in short anything you want to share as part of your business identity.”

#24–Use Milestones on Your Page to Best Advantage

Facebook Pages allow more posting options than Profiles. One of the most powerful options is the Page Milestone. You can use Milestone postings for many purposes and if used strategically, you can maximize the effect.

Facebook Page Milestones include dates, descriptions, and optional location data and photos. A Milestone can span both columns of a Page Timeline which makes them especially noticeable and, combined with the 'PinIt' feature, can be set to stay at the top of your Timeline until you 'un-pin' it.

You can use the Milestone feature to tell the story of your company, to announce new personnel, new products or services, company awards or special mentions, number of Facebook Fans, duration of business, in short anything you want to share as part of your business identity.

In traditional marketing, press releases were and still are an important way to get the word out about company news. Milestones don't go beyond your Page Fans, but they can serve the same announcement function as a press release.

Milestone photos should be high resolution images, since the displayed Milestone image is often much larger than the typical Facebook photo.

1 Write a storyline style script for your business including start date, when people joined, when products were developed, and various promotions, achievements, and breakthroughs. Anniversaries, numbers of customers, amount of business, and seasonal celebrations are all potential content for Milestones. Keep the emphasis on content that your customers and potential customers will appreciate.

2. Look around other business Pages for ways they use Facebook Milestones. Make note of those types that could work for your business.

3. Make up a schedule of Milestones for your business. Some might be time dependent, others relating to Fans, customers, or other measurable quantity. Weekly Milestones might be a bit much, but at least every month use this feature as a running graphical record of your business success.

4. In order to build anticipation, consider running an advance tease campaign before posting a new Milestone. For example, you could hint about a new product, or suggest that soon you'll reach a new business threshold to share with your Fans.



“Facebook provides several ways to draw extra attention to posts.”

#25–Pin to Top or Highlight – Two Ways to Get More Attention

Facebook provides several ways to draw extra attention to posts. While nothing gets as much viewer notice as a compelling photograph, Facebook's 'Pin to Top' feature lets you stick posts to the top of your Timeline and the 'Highlight' feature makes a post span two Timeline columns.

Only one post can use the 'Pin to Top' feature at a time, which is logical because only one can hold top position. 'Pin to Top' is available only for posts on Facebook Pages. To activate the feature, after you've created the post, go to the top right corner of the post and hover over the Edit button and when the menu pops up, click 'Pin to Top'. Any previous post that was at the top will be replaced by the new one and the original post will revert to its place on the Timeline based on when it was originally created.

The post 'Highlight' feature can be used on both Profiles and Pages and can be applied to multiple posts. You don't want to overdo post highlighting, particularly if photos or graphics are low resolution, because the image coarseness can be a distraction, but highlighting a post can really make it stand out. If you have a large photo with lots of detail (especially if the image is high resolution), highlighting is an effective way to show the detail.

1. Experiment with 'Pin to Top' for a Page post and 'Highlight' for both Profile and Page posts to see how to do both and to determine how you like the way each looks.

2. Use 'Pin to Top' with Milestones (see tip 24) for a pre-determined period (no more than a week).

3. At least once a week include a high detail, high-resolution photo on your Page and use the 'Highlight' feature to draw attention to it.

4. Set a policy for the types of posts that use the 'Pin to Top' and 'Highlight' features.



*“Two highly effective ways to build engagement,
interest, and excitement with your business
Page are the use of contests and polls.”*

#26– Contests and Polls

Two highly effective ways to build engagement, interest, and excitement with your business Page are the use of contests and polls. Contests draw interest because they offer participants the chance to win while polls give people an opportunity to express an opinion or a preference and usually to find out how their response compares with others.

Contests on Facebook are tightly regulated. Because there are legal implications with contests, Facebook has set rules of operation and only those contest apps that follow the rules are theoretically allowed to run contests. If you search on ‘Contests’ in the Facebook search box you’ll find many current contests and also get an idea of what’s possible as well as what’s allowed.

Most Facebook contests are associated with product promotions or brand recognition and usually participation in a contest requires participants to ‘Like’ the company Page as well as enter the contest by providing personal information such as an email address. When contests are successful, the company hosting the contest gains huge numbers of ‘Likes’ as well as a growing email list for future promotions.

Polls are easier to set up with Facebook on your Page. Click the ‘Event, Milestone +’ option in the Facebook status box and select the ‘Question’ option. You can immediately start a poll running by typing a question and entering options for people to select. You can also choose to let people add their own options, which is the equivalent of an ‘Other’ field.

As people click the option boxes in the 'Question' status their vote is tallied and the new total for that option as well as the Facebook Profile headshot of the voter is displayed. The Facebook 'Question' feature for polling isn't a robust surveying tool, but it does give your Fans a chance to let you know what matters to them.

Note that you cannot 'Like', 'Comment', or 'Share' a 'Question' status, but you can 'Pin It' to the top of your Page Timeline so it stays more visible to people who visit your Page.

1. Enter the term 'Contests' in the Facebook search box and explore some of the most popular contest apps.

2. Make a list of potential contests, usually around company, product, or service promotions that could be applicable for your Page.

3. Make a list of the categories of preferences or opinions you'd like to present to your Page Fans.

4. Set up an initial poll using the Facebook 'Question' status option and let it run for a week to measure the amount and type of feedback and participation you receive.



“As soon as your Page has 30 ‘Likes’ the Facebook Insights panel of your Page Admin screen becomes active.”

#27–Know Your Market

The more you can learn about your market and your market niche, the better. You can find out a great deal about your market by engaging with them and by the use of polls using the Facebook status ‘Question’ option (see Tip # 26). When your Fans and visitors ‘Like’, ‘Comment’, and ‘Share’ status updates you can pick up valuable insight into the way they think and their preferences.

Using Facebook’s private messaging is another way to find out about your Fans, but like the other methods mentioned so far, this feature only helps you learn about the people who are active on your Page. As you probably already know, however, many more people see your Page and your status updates than your Fans and often those folks will not ‘Like’, ‘Comment’, or ‘Share’, a status nor will you have the chance to send them a private message because you don’t know who they are.

Fortunately Facebook provides a valuable tool for learning about the attention and actions that occur with your status updates. As soon as your Page has 30 ‘Likes’ the Facebook Insights panel of your Page Admin screen becomes active.

The Insights panel provides information about the number of people who are ‘talking about’ your Page and the overall Page ‘reach’. When people are talking about your Page that means they have created a status themselves that mentions your Page in the past seven days. Page reach refers to the number of people who have seen any content from

your Page in the past seven days. The reach number is usually much larger than the number of people creating content referring to your Page, but both data points are helpful. You can also track the number of posts you've put on your Page and via a line chart track the 'reach' and 'talking about' numbers.

If you click 'See All' on the Insight Panel the information is broken down to the post level. Here you can track the effectiveness of individual posts – this way you can learn very quickly which types of posts get the most response and clicks from viewers. It sure can be helpful if you learn that one type of post is hugely popular while another is usually ignored.

1. If you don't already have 30 'Likes' on your Page, commit to reaching that number as soon as possible so you can gain access to the Facebook Admin Insights panel.

2. The Insights panel only tracks and reports data for the past seven days. In time you may want to set up a spreadsheet outside Facebook to record interaction levels on a periodic basis – weekly data mining from this panel makes sense and isn't very burdensome.

3. Explore the Insights panel to learn exactly what type of data is reported and what it means.

4. For a one month period plan the types of posts you use to update your Page status and track the relative engagement by your Fans and visitors.



*“There are three levels of Facebook assistance
we suggest you explore: local; media; and
international.”*

#28–Get Help

If you are serious about your business (it's not a hobby) and want to make the most of the powerful marketing possibilities with Facebook, at some point you are going to want to get professional help with your Page. The possibilities are almost unlimited for ways to interact with your market on Facebook. There are methods, techniques, tools, and strategies that haven't been invented or thought of yet. Unless your business is Facebook marketing or social media consulting services, there's no way you can keep up with it all – nor should you.

While you stick to your business and tend to your market, identify resources to help you with your social media marketing, either now or in the future. By doing the basics yourself you will be an informed consumer which is important when any new industry (such as social media consulting) is emerging so you can select the best people or firms to help you.

There are three levels of Facebook assistance we suggest you explore: local; media; and international.

Talk to other business people in your community to find out who they use for social media consulting and get to know who the best local consultants are today. If local companies or consultants run free or low cost seminars or workshops, it's a good idea to attend to get a sense of what their service is like and how they relate to people – you're also likely pick up some good tips.

Many media experts use blogs, their own Facebook pages, and YouTube to market their services by offering free webinars, reports, and tutorials on social media marketing. There's so much available you need to be selective or you could get buried by the free material, but availing yourself of this material on a limited basis is wise.

As you progress in your Facebook marketing you'll learn new ways to work with custom tabs and Pages. Unless you want to spend your time programming and designing, it's highly advisable to hook up with a trusted source to let them do the heavy lifting on the programming and design side. Look internationally because there are plenty of resources that are highly talented that can do a great job. As with local consultants, however, always ask for references and ask to see sample sites or Pages.

1. Survey your friends or attend networking events to identify two or three local social media consultants and interview them for the purpose of possible future work.

2. Once a month survey Facebook to find new social media consultants and firms and download (and read) their free reports.

3. When you find one or more social media consultants you like, follow their blogs and get on their email newsletter lists (or subscribe via RSS) so you'll stay on top of new developments as they learn about them.

4. Consider looking internationally for Facebook Page and custom tab design and programming firms.



“Because the power of Facebook and all social media marketing is in the relationships that grow from interactions, it is essential that you personally communicate on your Page as well as on your Profile.”

#29–You Be You

Because the power of Facebook and all social media marketing is in the relationships that grow from interactions, it is essential that you personally communicate on your Page as well as on your Profile. Your personality, your moods and tone, even your humor will be apparent to frequent Page visitors. It is therefore, important to the purpose and success of your Page that you give it personal attention.

You do not have to do all the work on your Facebook Page by yourself, however. You certainly can hand off or outsource page design and programming. There also may be tasks and even some posts that someone else in your company or someone you hire can do – for example, daily posting of standard format information such as recipes, testimonials, and product shots. Be careful not to allow others who post for you to editorialize or ‘Comment’ personally because your Fans may sense the difference.

It’s also important to always post relevant content on your Page, but don’t always be selling. A good ratio for ‘selling mode’ posts is one in every six posts. For the other five posts, focus on your market’s interests, problems, and what they would find entertaining or humorous. Make good use of Facebook Insight to see what your market and your Fans ‘Like’ and respond to and be sure to give them plenty of it – but mix it up as well with new types of content so your Page won’t seem stale.

One valuable strategy to let your personality and your personal interests shine on your Page is to invite a subset of your customers or Facebook Fans to join you in a private Facebook Group for a special project or to further explore a specific topic. For example, in the health and wellness fields private groups for 90 day challenges are common as group members share experiences and offer each other support and encouragement as well as provide information that could be too specific and focused for the more general business Page.

Always be looking for ways to engage your Fans and visitors on your Page.

1. Write a description of the person you wish to portray on your Facebook Page – making a separation of topics you’ll discuss, ‘Comment’ on, or post about on your Page versus those you’ll relegate to your personal Profile. For example, you may be a dog lover, but restrict cute puppy photos to your Profile while you may want to include photos of great reading chairs on your Page if you’re an author.

2. Make a list of the types of posts you will include on your Page and determine which, if any, could be posted by a co-worker or a paid outsource.

3. Track your posts for a month to determine your current 'selling mode' posts to the overall number of posts. If the ratio is less than six to one, adjust it by including more content related posts and fewer sales messages.

4. Identify three or more topics that would be suitable for setting up ongoing private Groups with your Fans and customers.



“It can be prudent to be selective about the information you put in your Profile and Page, especially if you are concerned about alienating lots of people.”

#30–Fill It Out!

Don't pass up one of the best opportunities Facebook provides you for adding information about your business, and even yourself. Continuing with our assumption in this book that your primary purpose of being on Facebook is to build your business and that you want to attract as much business as possible, then it only follows that you'll want to be complete as possible with your personal Profile information and your business Page information.

When you first set up your Profile and Page you may choose to include only the basics to start connecting to Friends and Fans. Very soon after the initial launch of both Profile and Page, however, go back to be sure you have entered at least some information in all possible areas in each section.

It can be prudent to be selective about the information you put in your Profile and Page, especially if you are concerned about alienating lots of people. For most people, however, listing your schools, hobbies, favorite books and movies, quotations, places you've traveled, pets, and heroes and inspirations will only work to give people a fuller picture of you as a person. This data often matters to people looking at your business Page as they search for things in common.

On your business Page the Admin section allows you to enter business milestones, complete descriptions with major projects and products and particular areas of expertise. This section allows you to tell the

whole story about your business for those who will be checking you and it out.

1. Review your Profile information, adding as much information about your life and your interests as you feel ready to share with the Facebook community. Be sure to omit or delete anything you'd rather not share with the general public and with people with whom you'll be doing business.

2. Review your Page information on the Admin settings page to be sure you've told the most complete story possible about your business origins, expertise, history, and accomplishments. List any awards and publications as well as major milestones.

3. Research the business Page information on the 'About' screen of several other successful businesses in your industry to determine if you've left anything out that would be beneficial on your on Page.

4. On a semiannual basis, have one or more of your business advisors review both your personal Profile and business Page 'About' screens for feedback and suggestions.



“Once you’ve identified a dozen or more significant keywords for your business, you can significantly increase your SEO and SMO by entering those words in the ‘About’ section of your business Page.”

#31– SEO and SMO

The biggest challenge with marketing on the Internet, of which social media is a subset, is getting people you don't know to find your website, your blog, or, in the case of the focus of this book, your Facebook Page. Some people will stumble across your Page, others will find it because they know you or have heard of you, but the greatest potential is when people from around the world find your business while searching the Internet. That's where Search Engine Optimization (SEO) and Social Media Optimization (SMO) come in.

Strategies, techniques, and even gimmicks to increase SEO abound. It is far beyond the scope of this book to explore or even explain SEO or SMO to any great degree. It is important as a Facebook business Page owner, however, that you know there are techniques you can utilize quite easily.

The first step you should make is to find out what 'keywords' are most important in your business. A 'keyword' is a word or phrase that people are most likely to use when searching for your type of business. There are many free keyword search utilities available, including Google's own Keyword Search Tool and others. Use them to see what words are most frequently searched in your business category.

Once you've identified a dozen or more significant keywords for your business, you can significantly increase your SEO and SMO by entering those words in the 'About' section of your business Page.

Another technique that works but should be used with caution is to include those keywords in your posts, updates, and comments on your Page. If you focus too greatly on loading up every post with keywords it will tend to turn off your Fans, so don't overdo it.

Keywords in your 'About' section are an important way to increase your search presence on the Internet, but they are just the beginning. As you have the time and budget, investigate improving both your SEO and SMO

1. Search for your own name and for your business name on Google and other major search engines. If you know where you appear with your current SEO and SMO it will be easier to determine how new strategies can help.

2. Use keywords that matter to your market. Use Google's Keyword Search Tool to identify a dozen keywords relative to your business.

3. Regularly update your business Page 'About' section to be sure you have included relevant keywords. Always include as many keywords in this section as Facebook will allow.

4. Consider hiring an outside firm or consultant to assist you with your SEO/SMO. Be sure to get references and be very clear in your agreement about what the company will do and how results will be measured.

Go Get Started

Okay, so that's the list: 31 tips in 31 days for successful Facebook marketing.

If you read the whole book through from beginning to end (we know some of you did), that's fine, but now, to really get the benefit from the 31 tips, go back to the beginning, read the first one and focus on it. Repeat for 31 days, one per tip.

Of course, just reading a book of tips on Facebook marketing doesn't magically deliver results. Add two more steps after you read any of the tips:

Jot down notes on how you will use the tip or strategy. The questions and suggestions after each tip will help you.

Implement the strategy.

You know what? Some of these tips may not be right for you. Some may be perfect for you. You won't know until you try them in real life.

Maybe you could pick up some tips about horseback riding without ever getting on a horse, and possibly you could even *sound* like you knew about riding, but until you actually get on a horse, you have no real clue. It's the same with developing the habits for successful Facebook marketing.

Implement these tips and techniques in your business. Stick with the strategies and apply them consistently. Business development is one of the most important keys to your success!

About Bruce Brown

Bruce Brown is a health and fitness Coach who describes himself as a serial entrepreneur with a chronic networking condition. From his earliest days of networking in kindergarten in Lewiston, Maine to his present day high visibility in social media and ubiquitous presence at business networking events in the greater Wilmington, North Carolina region, Bruce has always been drawn to meeting and getting to know people. He attributes his business and personal success to building relationships.

Bruce currently maintains several blogs, including www.BeingBruceBrown.com, which he uses to document his travels and activities, networking events, and works in progress.

Quantum Results Coaching is Bruce and Marge Brown's coaching and publishing company. In addition to writing the 31 Days to Mastery Series, Bruce also helps individuals and families improve their health and fitness through nutrition, exercise, and support.

www.BrucetheCoach.com is Bruce's fitness and health coaching website.

Bruce and Marge are both very active with the North Brunswick Chamber of Commerce. Bruce can be found at many networking events from Wilmington, North Carolina to North Myrtle Beach, South Carolina. Bruce and Marge, who met on a blind date in 1970, were engaged in thirteen days,

married four months later and recently celebrated their 42nd anniversary. They have three children and four grandchildren.

Bruce's email address is Bruce@BrucetheCoach.com or contact him on [Facebook](#).

[About Marge Brown](#)

Marge Brown is co-owner of Quantum Results Coaching and an experienced coach and writer. She is a personal and business coach, and is a graduate of Coach University, personally trained by its founder, Thomas Leonard, and his faculty. Marge is best known for her hard work, her generosity, her seemingly endless supply of ideas, her ability to make the right connections for others, and her wonderful laugh.

With her husband Bruce, Marge achieved the highest leadership training level — Samurai — in the Klemmer and Associates Leadership Program.

She lives in Leland, North Carolina, with her husband, Bruce. Their three grown children, son-in-law, daughter-in-law, and four grandchildren reside in three locations: San Francisco, California; York Beach, Maine; and Brooklyn, New York.

Follow Marge through her blog at www.BeingMargeBrown.com and she can be reached at Marge@MargetheCoach.com or contact her on [Facebook](#).

