



FACEBOOK MARKETING
INSIDE THE CODE

The Advantages of Facebook Marketing-



Facebook represents a marketer's dream. While some view it as a means of social activity, the trained eye observes an infinite flow of data spewed from the minds of potential consumers available at your fingertips. People post their gripes, likes, wants, and needs. [Facebook](#) users' interests and opinions on products and services give you an outline around which you target customers and brand your product. Social Media is quickly becoming the norm. Business who aren't utilizing these free tools available to them are rapidly falling behind. "If there are about 150 million Americans that are on Facebook, that's about half the total U.S. population. There's over 600 million users worldwide which is more than a quarter of the total users of the Internet. So, if your audience isn't on Facebook, then you have a really big problem." - Justin Kistner, Senior Manager of Social Media Marketing for Webtrends. While [Facebook](#) is not a place where business is done, it maintains a massive database of information capable of answering any question a marketing team could have about consumer preferences. Social media may not directly boost the bottom line, but it can and will generate sales leads, increasing traffic to your webpage, and allow you to directly interact with consumers.

Eric Dean of Whereoware said it best, "Consumers want whatever they want, however they want it, whenever they want it, wherever they are." ¹ Social media provides excellent direction in a business' quest to satisfy consumers' needs. [Entropy Profit Systems](#) can provide solutions to fully utilize this jumbled database of thoughts, opinions, and personal information.

The Marketing Strengths of Facebook

Social media marketing provides direct communication with customers. Once your group of fans or "followers" is large enough it evolves into a community for consumers to voice concerns, questions or ideas. Jupiter Research reported that 70% of viral marketers report increasing brand awareness as one of the greatest results of their social marketing campaign. [Facebook](#) gives you the ability to gain customers, acquire leads, sell and promote products, share information and, most importantly, interact with customers.

The goal is to utilize Facebook as an inbound marketing strategy to learn about our consumers rather than urging consumers to learn about our business. Every day, the majority of the over 70 million Facebook users login to their page and share information. This is a staggering number that cannot be ignored. Not taking advantage of a trusted platform with that many users that is offered for free is ludicrous.

¹Hienzen, Jenny. "HAT hosts online technologies conference." *Home Accents Today*. June 2011

Facebook users are all around you. Children, friends, coworkers, and even grandchildren could act as a reliable resources in creating and altering your [facebook](#) page for optimal traffic. Do not be afraid to ask those around you for thoughts and advice, especially if they are ardent Facebook users.

Setup and Customize Your Own Profile-

Ensure your privacy settings are set to allow any user to view your page. Many personal profiles have security guards on them to avoid strangers visiting and commenting, but the business approach is quite the contrary. On the top of the fan page will be an "account" tab. Within this tab is a privacy link that will allow you to customize this setting to include all users. Individual users that cause problems on your page can be blocked but in general, the more the merrier.

Choose the correct business classification and category when creating the page to help Facebook index you in the correct section.. Update your profile picture with your company logo and make sure you fill out the company information section in precise language as this is more indexable data for search engines. Further aesthetic upgrades can be installed by utilizing Facebook Applications, which will be discussed later. To assist people who may struggle finding your page, a vanity URL can be implemented by visiting www.facebook.com/username/. This chops down the length of your URL

There are a few things to consider when optimizing your page for Facebook searches and search engine queries. The name of your businesses page should identify your brand without description because [Facebook](#) is trained to search based on an exact match. Searching too closely related terms will yield very different results so be specific and consider what your fans would search to find your page. Facebook page search optimization is all what you are willing to put into it. Keeping your content fresh, relevant, and useful drives people to "like" the page and discuss it with others. Keep enough public profiles pointing at your site and it will rank your page up in [Facebook](#), Google and Bing searches.

Last, but certainly not least, make sure your page is published. When you're ready for users to see your page, go to "Edit Page", click the "settings" link and set it to published. You can also unpublish the page at any time. Fun tip go to <http://profile-themes.com/> to create a custom personal profile layout using images.

Understanding the Facebook Wall & Newsfeed

Every Facebook Page comes equipped with a Wall. This is where your content is held; all posts, comments and likes appear here. Think of it as a way for consumers who are fans of your page to communicate directly with you, and more importantly, you with them. Many business pages utilize this space to build community amongst [Facebook](#) users following the page. It is also an excellent tool to address consumer complaints and publicly display customer service solutions.

Linking a blog to your Facebook is an easy way to ensure continuous content on your wall. Blogging should be a major part of any social media marketing strategy. All blogs come with an RSS (Really Simple Syndication) feed, a specific stream of information that can be subscribed to with a Reader. RSS feeds are another way to get content to those interested in it. Reading and commenting on other blogs is a great way to stay in touch with what is happening within the industry, as well as a tool to generate and deliver content to users. Linking your Fan Page to your company blog allows [Facebook](#) to automatically repost your blog articles to your Fan Page Wall. Blogging and RSS feeds are fantastic in delivering content to subscribers and fans.

[WPBook](#) — WPBook does a few unique things, first, it lets you cross-post all of your blog content onto Facebook (which is great if you don't already have that set-up). Second, it makes sure that comments published on one entry show up on the other. So if you have comments on both your Facebook Note and on your regular blog entry, everyone can see the comments at both places. This is great for users who want to get their content out to more people, but don't want to deal with trying to track down a lot of separate conversations.

Every user has a unique Newsfeed that is seen upon login. It is a running ticker of all your friend's activities performed within the site. For instance, if five of your Facebook Friends "liked" my business's fan page, your Newsfeed would inform you of this as it occurs, hopefully influencing you to visit the page as well. Facebook uses an algorithm to control what actually gets shown and each user's Newsfeed. A quality post is one that receives a high number of likes, comments and shares in a short amount of time. Quality posts are determined to be relevant and kept within the Newsfeed for users to see. Posts that don't receive enough traffic are removed from users Newsfeeds (they will still appear in the wall they were originally posted on).

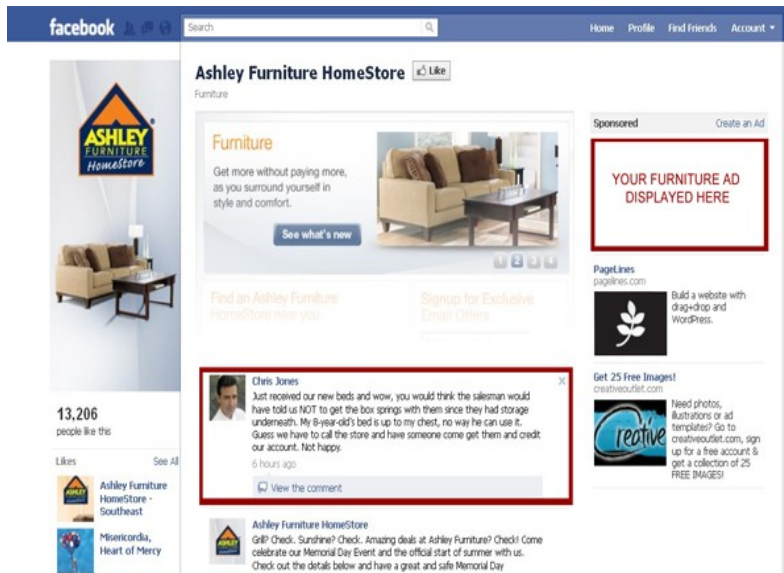
News Feed is a feature that tells people on [Facebook](#) about their friends' recent activity on the site. The News Feed is the first thing people see when they log in to their accounts. As a result, literally millions of people can hear about something in just a matter of days.

News Feed spreads information on Facebook through networks of friends. When people on Facebook "Like" a business, play a game, use an app or interact with other content they like and are interested in, the activity generates a story on their profile and in their friends' News Feeds. News Feed is a great way for people to discover and connect with the

Expand the reach of your post when you mention a person or organization you are connected to in a post on Facebook, type the @ symbol, begin typing the name, then choose them from your drop down menu. Your post will automatically post to their wall.

How to Use Fan Pages and Groups-

Fan Pages and Groups allow you to display content, offer sales, and create more loyal consumers. Social media are an excellent way “to deepen the relationship with the consumer and ultimately build loyalty to the brand.”¹



Facebook Profiles are meant for people, Pages are meant for businesses. Do not make a [Facebook](#) Profile to represent your business as the capabilities are very limited. However, because a Page must be created through a user's Profile, both must be created (if you already have one, it is fine to use but do not allow anyone who might not be with the company in the future to become the primary admin of the Fan Page.) After you make your personal profile page, there will be a link at the bottom asking if you would like

to create a Page or you can visit www.facebook.com/page/create.php. Facebook will prompt you to select the classification of your business, upload a picture, and add information regarding your business and your page is created.

This will represent your business and you will be listed as the Admin. Facebook has added a feature that allows you to use Facebook as your business as if it were a person and not an entity. This link is found in the right column of the Fan Page when an admin visits. Admins using [Facebook](#) as the business will communicate to users under the business' name unless they click back to their normal user mode, and become their personal profile, again. This is valuable because you can like other pages and communicate and comment on discussions while always leaving a link back to your page. Note that your name will not appear anywhere as admin.

¹Evans, Gary. "Shabby Chic Brand finds success on Facebook." *Furniture Today*. August 2011
Facebook Fan Page Info: <http://www.facebook.com/FacebookPages>

Hiding content from non-fans Using the welcome tab you can customize page to be use as a teaser to encourage visitors to "Like" your page and become a fan.

```
<fb:fbml version="1.1">
```

```
<fb:visible-to-connection>This part is visible for fans only!
```

```
<fb:else>This part is visible for non-fans</fb:else>
```

```
</fb:visible-to-connection>
```

```
</fb:fbml>
```

Facebook provides an "Insights" section that allows the admin to view data on the fans of the page broken down by age and gender and how these people are interacting with the page. To find the "Insights" section go to the "Pages" tab inside the Page Manager and click "Insights" underneath the name of your [Facebook](#) Page. This is essential demographic data that can help focus your social media marketing campaign.

Facebook Groups are communities of people with a common interest. They represent an effective way to acquire sales leads. If you own a bicycle shop, creating a group for ardent cyclists yields target consumers to breed a relationship with.

To create a group visit www.facebook.com/groups.php, select "create a group", fill out the group name and information, and change the privacy setting to "open". Invite any people you know will join to set a few base members because users are unlikely to join groups that do not have members. To save time, search high-member groups that others have previously created for leads. Simply search your businesses niche (and a location if desired) within Facebook and sort through relevant groups for potential customers.

How to Find and Add Friends-



Finding and acquiring friends should be your number one goal after creating a Facebook page. This is a crucial step because without users following your page, it will continually be pushed to the bottom of the search results where no one will find it. One quick way to help get you started if you already have a private profile is to send out a suggestion for your personal friends and relatives to “like” your company fan page.¹

Still, drawing “likes” from [Facebook](#) users is tough. Your page must give consumers a reason to follow. By generating engaging content, users have a reason to visit, interact, like and share. Utilize existing groups and competitor’s fans to pinpoint consumers that are likely to show interest in your business. Join their groups with a personal profile and add members as a friend. Once they trust you as a Facebook user, suggest your business’ fan page to them. Sometimes a call to action is effective. Put out a small invitation to follow your Fan Page at the end of your blog posts, inside your business and at the bottom of your emails. Current customers that are satisfied with the product or service they have received are far more likely to contribute a visit and follow to your page, and you already have their contact information! Another highly effective tactic is a promotional offer aimed only to those who are fans of the page: “5% off your total if you ‘like’ us on Facebook!”

Sweepstakes and contests are popular trends within the Facebook community. There are countless applications (Wildfire being one) that organize and run contests and sweepstakes for you! Facebook posts their guidelines at www.facebook.com/promotion_guidelines.php. These promotional tactics are effective as long as a fan page “like” is required to participate. Sweepstakes and contests generate phenomenal hype around your page, so you want to use that hype to gain as many followers as possible while the promotion is still running.

An important thing to note about the impact your fanbase has on your business, is facebook search results. The search results are usually compiled according to the number of likes. If you type in a certain business or the name of a company, the results are shown in the order of likes. It even shows you how many of your friends like the product. This clearly goes on to prove that, [facebook](#) fans play a key role and do matter for your business. Buying fans to give your page an attractive start can pave the way for favourable results. It is better than

¹Tip: To check all friends in order to send a page suggestion: Go to your event/group/page, click invite people and then paste this snippet in the URL field of your browser. Left-click the mouse in the URL field and hit Enter then send.

```
javascript:elms=document.getElementById('friends').getElementsByTagName('li');for(var fid in elms){if(typeof elms[fid] === 'object'){fs.click(elms[fid]);}}
```

To find find potential followers you can use this google search trick to find by key keywords, just replace the keyword with your desired search results. `inurl:keywords = site:facebook.com`

waiting for a long time until people find you. By finding your fans first, it enables you to spread the word more efficiently. This is to stimulate future likes and get yourself ahead of your competitors. You can introduce your products to the fans you buy and make them familiar with your products and more users will follow their lead. The fans or the number of likes you buy are actually your potential customers. Which is why, you should consider their location and compatibility to the products you sell. Using non-targeted or bulk fans from companies or individuals that do not offer real targeted followers, will give you followers and can be very inexpensive. The draw back is they are not potential consumers and can not offer the possible cross sale to target market. On the contrary, the targeted plans are meant for those businesses who want to advertise their products/services in specific geographic locations. Although slightly more expensive it offers one feature over non-targeted followers, the ability to actually pull customers from your competitors.

Using Targeted Facebook Ads to grow fans



Facebook ads are an excellent application to promote your business. Fully customizable and more affordable than ads on other sites, Facebook Ads are invaluable in boosting your business. By visiting <http://www.facebook.com/advertising/> and creating your own ad, you can reach as narrow or as broad a market as you please. By changing the targeting during your ad set-up you can control who sees your ad according to location, age, sex, relationship status, sexual

preference, education or workplace. These ads cost you money each time a person clicks on them (hence pay-per-click or PPC), as they automatically reroute the user to the URL of your choice. You can set a cap on how many clicks your ads can receive daily. They are simple to produce and will always be visible by your target consumers. Pictures are good to incorporate as they draw the most clicks. The main goal of these ads is to get attention, circulate your business' name, and get users to your company site.

Ads can be socialized so that users' interactions are reflected in the ads their friends see. You can run ads both in traditional banner column locations and within the Newsfeed. Perhaps the best feature of Facebook Ads are their ability to be customized to seek out even the most distinct demographic within the user community.

One aspect of maintaining fans that is commonly overlooked is cultivating relationships with your fans. Think of followers as brand advocates. Followers constantly interact with their friends on Facebook. Gaining a positive relationship with your followers encourages them to recruit more people to your page. Keep giving followers interesting material and they will continue to interact and promote your page for you

Using Applications on Facebook-

Applications on Facebook are beneficial for our purposes. These applications act as a means of furthering creating a sense of community and belonging for fans of your page.



There are many apps available within Facebook and even more throughout the internet created by third parties.

Applications may entertain, inform or give users a voice, but they all contribute to the sense of community followers want to feel:

- **[RSS Graffiti](#)**: is one of the perfect choices if you want your new published post appears on your Facebook profile or pages wall instantly each time you publish them. This way your entire fans will notice with what you just published and can “Like” or “Share” it to their friends.
- **[Livestream](#)**: The Livestream app lets you tie into your account and start streaming your videos live onto Facebook. Streaming has become amazingly popular amongst the tech-savvy individuals running the Internet. You can share information a lot quicker and more directly. They may respond to your streams in real-time and chat with others viewers
- **Photos**: Upload photos that best represent your business image as a good profile picture is crucial to help users find your business in searches. Upload photos frequently and make sure you tag photos with appropriate key words. 'more [help using photos](#) another tip is you can use flicker or other photo sharing service to update your photos.
- **Events**: Inform fans of sweepstakes, sales and events within the industry. To create an event go to “Edit Page” and click on “events” then create. You can add photos or videos to promote your event. This is particularly valuable for grand openings, public appearances and occasions or milestones worth celebrating with consumers.
- **[Twitter](#)**: This application assumes you have a company twitter account. Adding this to your profile makes your tweets appear as status update on your Fan Page. This is beneficial in ensuring a steady stream of content for followers to interact with.

- **Reviews:** Users can rate and write a review based on their experiences with your business. Consumers always look to other consumers for buying advice. Publicly remedying a complaint in a forum like this reflects positively upon the reputation of your business. This is another opportunity to gain candid feedback from your customers regarding your business. Users in violation of Facebook's Terms of Use can be reported and will be removed from this section so don't worry about unsatisfied customers hurting your image. Only reviews of three stars or higher will receive free viral distribution into your follower's Newsfeeds.
- **Discussion Board:** This feature can be turned on or off by the admin, also allows you and fans to create new topics. When you as admin replies to post it appears to be from Facebook and not your admin profile account. You can also delete any post and flag user violating Facebook's terms of use, so you can protect your brand.
- **Skype Me:** Users of the VoIP and IM chat software Skype will redeem this application as a must-have. Chances are you already have a personal account or have created a branded account under your fan page. Either way is fine, Skype offers an organic solution to meet and converse with your fans. You may hold chat sessions or disclose important release information via Skype as well.
- **Extended Info:** For those who are less knowledgeable in web page development and HTML I highly recommend checking out this app. It works similarly as the Static FBML application, yet the user interface is a lot easier to go through and doesn't require lengthy HTML knowledge.
- **Static FBML:** By adding this application you are placing a customizable tab within your Fan Page that can render HTML, FBML, Javascript, and CSS. This grants you the ability to add images, video, stylized text and virtually anything else you want. Tabs act as excellent landing pages within your Fan Page and can be easily customized to fulfill any goal from displaying contact information to advertising new products. You can read more about [FBML code right here](#) at their developers' documentation page. It's simply a way to include tools and forms within your page without knowing any backend programming.

What can you do with static FBML, use iFrame to allow you to embed an external Web page into your [Facebook](#) Page tab. Because the iFrame Web page is not hosted by Facebook, it allows Standard HTML, Standard Javascript, and CSS. This means that developers are free to use popular, simple and standards-based web programming model (HTML, JavaScript, and CSS) compared to highly restricted FBJS and FBML.

Some uses for Static FBML, Since you can create and name custom tabs, you have the ability to turn Facebook page into your website. Using free web hosting and a CRM solution. Have an about us tab, contact tab with form to collect leads, insert google maps and full [shopping carts](#) with reviews of products etc. Here is the code used for product reviews.

```
<fb:comments xid="YOUR_PRODUCT_UNIQUE_ID_#1" canpost="true" showform="true"
candelelete="false" numposts="3" returnurl="http://YOUR_PRODUCT_HOME_URL">
</fb:comments>
```

You can even upgrade Insights using Google analytics Just create up a new account in Google Analytics using your Facebook page URL, copy your **UA-XXXXXXX-XX** number and insert it at the top of your FBML code

```
<fb:google-analytics uacct="UA-9999999-99" />
```

There are thousands of applications available that are customized to fit every aspect and type of business. Many applications that are useful in one industry have little use in other niches of business. Search the applications available on Facebook to find the one that fits what you're trying to accomplish. If you run across a page utilizing an application that you would like to use, click "Add" in the upper-right part of the box. If there is no "Add" button it is because that application cannot be added to your page because of compatibility issues.

Additional Resources:

To post to multiple social accounts <http://ping.fm>
Facebook Marketing and Software <http://www.entropyprofitsystems.com>
Facebook's Search <http://www.facebook.com/srch.php>
Guide to Facebook Ads <http://www.adsmarketing.com>
Facebook Places Page <http://www.facebook.com/facebookplaces>
Facebook Deals Page <http://www.facebook.com/deals>
The Facebook Marketing Update 2011
The Unofficial Facebook Privacy Manual
Facebook For Dummies