

10 Tips to Creating a Successful Facebook Fanpage for Your Business

Facebook is the King of the current social networking sites and currently has more than 500 million active users around the world! I thought about what would be the 10 most important points to keep in mind when creating your business Facebook page and in this white paper, we will cover them in some detail.

1. Optimize the whole account to the maximum potential. You can do this by adding a good profile image, having a compelling and informative description of your business, segmenting your content using the tabs feature, having links to your website, incorporating photos and videos and so on. Make sure your cover photo is fantastic. This is like a billboard for your page. Consider changing it monthly.

2. Create a strong network of followers. Make sure that you target your promotional efforts on Facebook to get followers who are genuinely interested and passionate about your business. The key issue is focusing on your particular message and unique value offerings. What types of folks out there are most interested in your business products and solutions? Who are your best current customers? Consider them as you seek new customers. Create a persona of your ideal customer. Create your page with them in mind. In addition, you can target them with some inexpensive ads and attract them to your page.

3. Add content that is valuable and important to your followers. Ask yourself what are the most important and helpful things they would really love to read about on your fanpage and give it to them. Better yet, you can create a survey on your page and ask them for their direct feedback.

4. Don't engage in hard selling- Facebook is a social platform and people find cold selling not only a nuisance but akin to spamming. Even if you want to increase your business membership or enrollment or sales through your fanpage, you need to be subtle about it. Don't always be asking people to buy or visit or be telling folks why you're better than the business down the road.

5. Position yourself as a solution provider- as a business leader, you obviously have a lot of specialized skill and knowledge in your niche, so turn those competencies into an asset. Become the go-to person for followers interested in your niche. Make sure to use the platform to give good advice regarding the solutions and products you offer.

6. Be Consistent with your participation. This means that you ought to post regular status updates and to post ones that are relevant. Although you can set up automated status updates, it's best to combine this with real time updates that go with the current tempo of your fan's discussions. If your posts are far and few between, why would anyone visit your fanpage? By posting at least once a day, your updates will appear in



your fan's newsfeeds and then they will be interested to link to your fanpage and join other fans in their discussions. This will create a lively, interactive fanpage. You can use original content a few times a month and repost other helpful content from other sources. In both cases, you become an authority in your niche and a solution provider. This raises awareness for you, causes appreciation and respect. Eventually it leads to leads.

7. Create good opportunities for discussion. This is one of the best ways to liven up your fanpage and keep your fans engaged. As you bring out the opinions of your fans, you will notice a spike in your comments as fans engage in friendly social discussion. Remember that it is called SOCIAL media for a reason. It also makes your site memorable, because folks remember the lively discussions about your business.

8. Understand your crowd. If you have done your research, you will have a follower base with very specific demographics and personality traits. It is in your best interest to thoroughly understand what appeals to your followers and to be able to speak their language. Don't use jargon that is unfamiliar to your potential customers. Instead strive to make your world understandable to them. Teach, tell your stories and provide solutions.

9. Build Trust You must always develop your business image as being one that people can trust. Your products and services or church programs should always be of high standard and you should always maintain ethical business practices. Make sure to "fact check" your information and be careful not to make "mountains out of mole hills" which can ruin credibility.

10. Engage and respond – if you expect your fanpage to grow and thrive, you need to keep your followers at the centre of all you do by caring about their opinion. You must participate not just through status updates but also by replying to posts and addressing people by their name. You should also be able to handle negative comments or criticism as diplomatically as you can and this will make your followers respect you more. If you see some of your followers at church or in town, make sure to bring up comments from Facebook that they have engaged with. This help reinforce the importance you place on your social media network.

PurposeLaunch would love to partner with your business in helping you develop a full social media and website solution. Our solutions not only help you on Facebook but on multiple social networks as needed. We also help you collect names of "warm leads" for your business products so you can reach even more people with your business purpose.

Email Mike at Mike@purposelaunch.com for a free consultation.

