

# Facebook for Dummies:

A How-To Guide on Getting Started & The Advantages of a Facebook Presence

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*With more than 600 million Facebook users and a worth of \$50 billion, it would be foolish for businesses to not make themselves present on Facebook.*

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## Jump On the Facebook Bandwagon

More companies are getting on this bandwagon, so why hasn't your business taken advantage of Facebook's benefits?

- Advertise and market your business to your target audience(s)
  - Through Facebook, businesses are able to capture the attention of a larger audience that would not have been able to be reached otherwise.
  - Business pages can be viewed publicly by non-Facebook users allowing for a broader audience.
  - Able to reach a global audience
- Increase word-of-mouth about your business between friends and family
  - Business pages can be used to create a viral market for products through buzz campaigns.
- Increase the visibility and presence of your company
  - Beneficial for small businesses
  - Generates customer awareness and brand recognition
- Develop and strengthen customer relationships
  - Respond to comments and private messages to elicit emotional connection between your business and customers
  - Helps in understanding who your customers are and what they want
- Increase customer engagement with your company
- Generate customer loyalty by increasing "Likes"/ "Fans" received
- Keep up-to-date with social media trends and your competitors by having a presence on Facebook
  - Helps to partner with other businesses
- Increase professional contacts
- Can increase productivity and profits for your company

Companies on Facebook not only use their page for advertisement purposes but also for several other reasons:

- Unveiling of new products
- Coupons and free offers
- Service mission of company and/or product
- Release statements and photos

## Facebook: Business or Social + Business

### Facebook Business Pages

- Primarily used by companies that want to manage pages and ad campaigns
- Allows companies to have a presence on Facebook, but with limited access to Friend profiles
- Can have multiple administrators for one page
- Anyone can “Like” or become a “Fan” of your business page
- Pages are categorized by type making it easier for searches

### Facebook Social + Business Pages

- Allows users to use their personal profiles to create a business page
  - Permits the separation of personal and business matters but will need to adjust privacy settings
  - Can have multiple pages for one profile
- Updates and posts on a business page wall will automatically be posted on the news feed of users who “Like” or are “Fans” of the business
  - Increases business presence through regular updates

## How to Create a “Page” For Your Business

In order to create a business page, you need to have an already established personal profile. Once you have a profile, setting up your business page is only a few clicks away.

### Option #1:

- Click “More” from the left side of your Facebook home page
- Click “Ads and Pages” then “+ Create Page”
- Select the type of page you want to create and assign a title
- Check the box indicating that you are the authorized person for this page
- Click “Create Official Page” to launch your business page
- Once you have established your business page, customize the page with information and graphics that would be most beneficial to your audience.

### Option #2:

- Click “Advertising” at the bottom of your Facebook home page
- Click “Pages” then “Create a Page”
- Select the type of page you want to create and assign a title
- Click “Create Page” to launch your business page

## What Should Companies Include On Their Business Page?

- Completely fill-out business page information.
  - Name of company

- Relevant employees
- Contact information of company
- Upload business-relevant pictures/graphics to make page more appealing
- Post information about company and past and current projects
  - “About Us”
  - List of products or services
  - Client/Project list
- Use Facebook applications to link other social media networks
- Include link to official company website
- Post information relevant to industry
- Start discussions to engage customers
- Use Events Calendar to let Fans know about upcoming events



## Attracting and Engaging Users

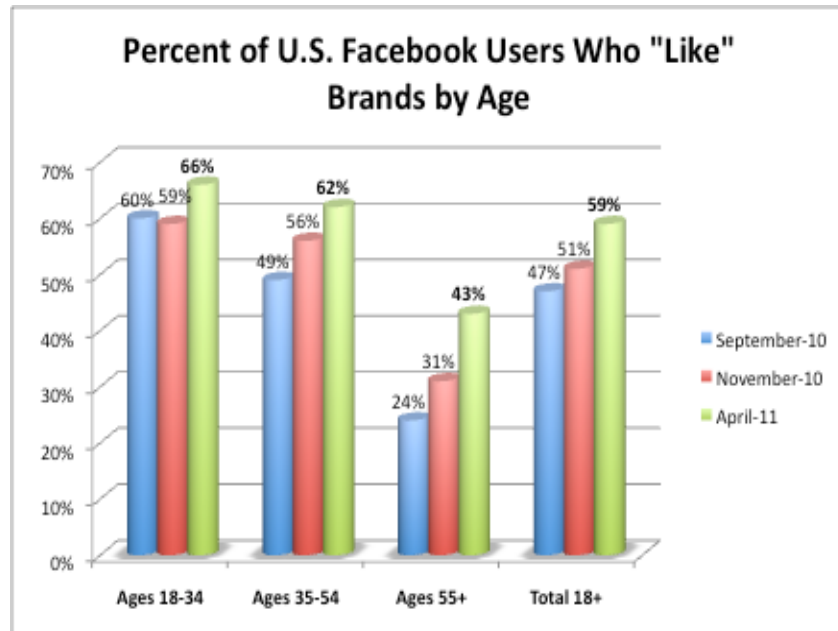
**Attract customers** to your business page by inviting all your Facebook friends to “Like” your new page. Although your Facebook friends may already be familiar with your company and its products and services, it is a good start in beginning to draw attention to your business page. Friends of friends will be able to see that they “Like” your page which can create a snowball effect. Also, Facebook offers social plug-in widgets that can be used to promote the existence of your Facebook business page. If your business has an already established e-mail list, newsletter, or company blog, distribute an announcement about your new Facebook business page including the link and asking them to join, or “Like” your page. If your advertising and marketing budget allows, you can purchase a Facebook ad that would allow you to promote your business page. You can attract customers by including a link to your Facebook business page with your signature on e-mail correspondences. Also, include a link to your Facebook page on your company’s website.

Attracting customers to your Facebook business page is important, but **engaging** them and giving them a reason to return to your page is also an important factor in the success of enhancing your business. It is critical that you regularly update your page with relevant information on a daily or weekly basis. This engages customers by providing them with a reason to regularly check your Facebook page. Besides just posting information about the company and its activities, encourage user comments and feedback to create a sense of involvement and community.

### Facebook Users Ages 55+ Increasing “Likes”

Although it took time for older adults ages 55+ to connect with brands on Facebook, this segment of consumers has increased their likelihood to “Like” and connect with brands through Facebook. In September 2010, only about 1 out of 4 older adult Facebook users “Liked” a brand compared to 60% of 18-34 year olds already doing so. By April

2011, nearly half of Facebook users ages 55+ were connecting with brands through this social medium. Also, compared to the 47% of adult Facebook users who “Liked” a brand as of September 2010, this has increased to 59% of adult Facebook users as of April 2011 contributed mostly by older adults 55 years or older. With the increase in brand “Likes” among this demographic, these users have just as much social engagement and influence as younger users.



## Video Blogging Enhances Customer Relationships

Video blogging is relatively rare in the business world today, which can provide businesses with an added advantage over competitors. Customers want to know more about the companies they purchase products from and the people behind these products making the open space of video blogging a key tool to be utilized by companies. Creating videos can enhance customer relationships by permitting customers to visually see the people (and their personalities) behind the products fostering a trusting relationship between customers and brands. Some important information to keep in mind when creating a video blog is:

- Focus on unique content, not just on products
- Use a format that can be replicated for future video blogs
- Let your personality shine through
- Market and promote video blog on company website



## Linking Company Website with Facebook Page & Other Social Media Networks

Twitter and Facebook have the capabilities to post information on one site that will simultaneously be posted on the other site as well. This will save you time by not having to go to each individual site and entering the same information over and over. Also, this will increase your business presence across numerous social media networks with little effort. Use the Facebook Applications to link your social networks.



## “Social Rank”

Recently, more search engines are beginning to factor in links from social media sites when determining search rankings. Danny Sullivan coined the concept “**Social Rank**” which pertains to a social media user’s determined authority. Social rank is important to how much value a search engine places on a link within a user’s post – this can mean the difference between being placed on page one or page two.

Social rank is influenced by:

- Amount of friends, fans, and followers
- Ratio of followers:following
- Importance of friends, fans, and followers

In order to get on the right path to increasing your social rank, businesses need to develop real relationships with customers and other businesses within their industry to gain credibility among other users. The following are a few examples of how businesses can build their social rank:

- Create a space where you can share quality and relevant information
- Develop relationships with social media users who already possess a strong influence
- Find creative ways to encourage users to share information that is posted

## Facebook Places & Deals

Although it has its flaws now, **Facebook Places** will become a powerful promotion and marketing platform for businesses to engage Facebook users and identify what matters to its customers building customer loyalty. This feature allows businesses to tailor their marketing strategies in accordance with what is most relevant to consumers. Facebook users simply check-in to let the people in their network know where they are (location-based) and what they are doing. It also permits users to see other friends in the local area and find new places where others have checked-in. Location-based check-in allows companies to connect with consumers when it is convenient for them by delivering relevant deals and offerings.


### Ways Businesses Can Take Advantage of Facebook Places:

- **Special Offers**
  - Business can offer customers special discounts or promotional items for checking-in.
  - Promote these offers through in-store signs and at cash registers so that customers are aware that your business offers these discounts through Facebook Places.
- **Promote Your Business**
  - Word-of-mouth is one of the most effective forms of marketing
  - Encourage customers to share their experiences
  - Engage customers by offering discounts for those who post pictures, reviews, and share updates with friends
- **Reward Customer Loyalty**
  - Repeat customers is key to a successful business
  - Offer customers discounts for a certain number of Facebook Places check-ins
  - Create competitiveness among customers by offering Facebook Place “Leaders” special discounts; this will entice customers to keep making repeat visits.

Out of Facebook Places, is **Facebook Deals** that drives traffic to company websites and stores. Facebook Deals provides an incentive for users to check-in to Facebook Places in order to receive the special offer or discount. When a business creates a deal, they can promote it on their business page. Facebook Deals will also send Facebook mobile app users a notification when they are in the area of a Facebook Deal. When a user checks-in, they are automatically sharing with everyone in their network the deal which becomes a valuable tool for businesses to promote their company. Businesses will be able to place restrictions on the deals offered, such as a limited number of users who check-in, one deal per user, and start and end dates for the deals. Facebook Deals is only offered on a limited basis, but once it is becomes more available businesses will be able to list deals under four different categories:

- Independent
- Friend
- Loyalty
- Charity

## Advertising & Average CTR

In the last two years, Facebook's share of online display **advertisements**  from 2.9% to **13.6%** of the U.S. market. eMarketer estimates that Facebook advertising will reach **\$2.9 billion** in the United States, and about **\$4 billion** worldwide. With Facebook's growth in advertising, the company is likely dominating over other avenues of advertising, such as newspapers, TV, and Internet search engines. Facebook's advertising popularity is likely to grow with the recent introduction of a new advertising platform that incorporates users' networks of friends into the advertisements themselves, such as their names, photos, and posts for a personalized advertising experience.

As marketers advertising on Facebook booms, the **click-through rates** for these advertisements are appalling according to a report by Webtrends.

	2009	2010
CTR (Click-Through Rate)	0.063%	0.051%
CPM (Cost per Thousand Impressions)	\$0.17	\$0.25

**"Tabloids and Blogs"** (0.165% of CTR) and **"Media and Entertainment"** (0.154% of CTR) were the only ad categories to exceed 0.1% of CTR. **"Healthcare"** was the worst performing category with only 0.011% of CTR and an average cost-per-click of \$1.27. While many advertisers use Facebook to drive traffic and increase sales, many use it for added social value. However, social advertisements are only effective for up to 3 to 5 days according to the Webtrends report. These declining CTR result in Facebook deactivating the advertisement.

## Privacy Settings

It is recommended that businesses update their privacy settings to control what information people can see.

- **Who Can See Your Information?**
  - Unless the intention of your Facebook page is to be public for all to view, use "Customizable Settings" to set individual privacy settings.
- **"Friend List"**
  - Companies should use this feature to categorize friends into groups. Once in groups, you can adjust the privacy settings to be selective of what groups see what information.
- **Who Can Search For You?**
  - Using the "Connecting on Facebook" setting, you can customize what people can and cannot see on your Facebook page when searching for you. Also, many users do not realize that everyone can see what you "Like." Facebook has a setting that allows you to control who sees what you "Like."
- **Photo Tagging and Photo Privacy**

- If you do not want your business contacts or customers to see pictures that you were tagged in, either turn off your photo tagging setting or allow limited users to see these photos.
- Similarly, to change the settings for who can view your uploaded pictures change your “Photo Privacy” settings accordingly.
- **Posting on Wall**
  - Facebook has become a target for spam links being posted on Facebook Walls. In order to stop these links from being posted on your Wall, set your account so that no one can post a public note directly onto your Wall. This setting will not restrict other users from commenting on the posts, links, and photos that you post yourself.
- **Apps May Know Too Much Information**
  - Over the years, Facebook users have accumulated multiple apps which have access to your Facebook information. In order to regain control of what apps can access your information, go to “Apps and Websites” in order to view which apps are in use and eliminate the ones that you no longer use.
  - In addition, any information your friends can see on Facebook can also be seen by any app they have added to their Facebook even without your knowledge. In order to protect your information, disallow what can be shared with apps that your friends add.
- **Unapproved Log-in**
  - Facebook’s best security feature is the ability to individually approve and name each computer or mobile device that logs into your account. Once this feature is enabled, Facebook will automatically send you an e-mail or text message indicating that an unapproved device has logged into your account.
- **Browsing Securely**
  - What many Facebook users may not be aware of is the fact that most Facebook browsing is not conducted using a secure connection leaving you vulnerable to hackers. In order to ensure safe browsing, in “Account Settings” check the box that enables “https://” secure browsing.

Facebook is a service for businesses to utilize to promote and market their products and services, so why isn't **YOUR** company on Facebook?



[www.facebook.com/littleandking](http://www.facebook.com/littleandking)

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