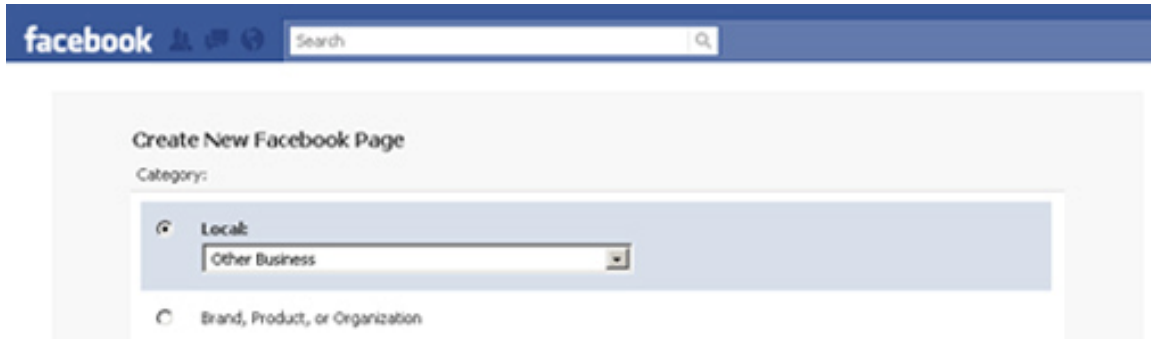


Small Business Facebook Marketing Quick Reference Sheet

The Small Business Facebook Quick Reference Sheet is intended to give you guiding reference of all the things you should touch on to get started creating a strong presence on Facebook for your business.

Facebook Marketing is about your Page



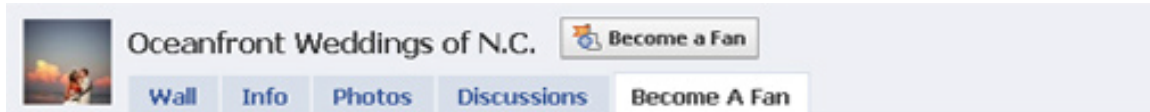
- If you don't have a Page on Facebook for your business. Make one¹. Pages on Facebook are Profiles for Business
- Make sure people can find your Facebook Page² by naming it something people will search for
- Your Page is where your brand lives, and what you will be branding.
- Your Page gives you access to your fan's Live Feeds. The Live Feed is where all Facebook users see what's being shared. So every time you share something, it shows up on their Live Feed *when you share it*. Remember. Facebook is real-time.
- The goal of your Page³ is for people who aren't fans to become fans
- The goal of your Page for people who are fans is to become loyal advocates who buy

¹ <http://thesnell.com/blog/2010/01/12/video-how-to-create-a-facebook-page-for-your-business/>

² <http://thesnell.com/blog/2010/02/15/2-simple-steps-to-help-get-your-facebook-page-found/>

³ <http://thesnell.com/blog/2010/01/07/5-facebook-page-secrets-you-need-to-know/>

How To Brand Your Facebook Page

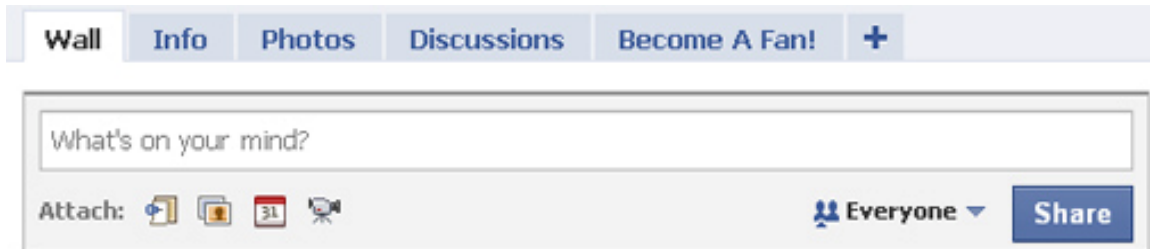


- Customize your Facebook Fan Page through the Custom Tabs that act as custom ads. There are plenty of resources online and people (like myself) who can assist with this⁴
- Create a profile picture that is branded *and* sells your Page. Don't just brand it with your logo. Put your URL and a reminder to your non-fans to become a fan. (*How to do this*⁵)
- Write a snappy description that exudes your brands personality
- Add Applications to your Page to make it more sticky like YouTube, Promotions, or your own custom app
- Make your Page more interactive and engaging by having videos and pictures readily available for people to view

⁴ <http://thesnell.com/blog/facebook-fan-page.design.php>

⁵ <http://www.allfacebook.com/2009/02/facebook-profile-photo-hacks/>

Facebook Marketing From your Page

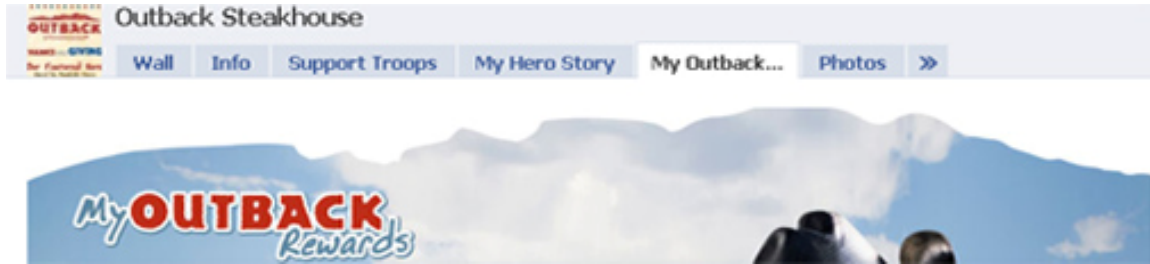


- Marketing with your Page happens through posting updates on your Page via the "Share" button
- Make the content you share interesting and relevant to your fans
- Change up your content types. Don't just share status updates or links. Make sure you're sharing visually interesting content like images and videos
- Ask no-risk questions to spur interactivity and habit. Think: "What's your favorite drink?" *not* "What do you think about the healthcare bill?"
- Make sure you share when people are listening/sharing most⁶. Find your Facebook prime time⁷.
- Post regularly
- Pay attention to your Page marketing Insights. It's where you can do things like check your Page demographics and see if it's what you expected for your brand.

⁶ <http://danzarrella.com/data-shows-articles-published-on-the-weekend-are-shared-on-facebook-more.html>

⁷ <http://thesnell.com/blog/2009/08/05/how-to-market-in-real-time-on-facebook/>

How to Increase Your Fans on Facebook



- Buy them through Facebook Ads
- Buy them through give-aways and sweepstakes: "Become A Fan and get a 20% off coupon"
- Earn them through helping them be more awesome (quality content)
- Get them by making your Facebook presence known in your other marketing such as TV, your website, e-mail marketing, and other messaging.
- Encourage users to become a fan for their benefit: "If you need any additional assistance and are on Facebook, you can always reach us there!"
- Create a simple viral marketing campaign/contest: "Tell us about your favorite product and the winner gets a gift certificate" (this will show up to the friends of fans)
- Spur virality by getting people to mention your Page (by using the @ symbol in their posts) for rewards (like a ticket to your event)
- Create events, whether virtual or physical, and use Facebook's Event system to invite people
- Tag users in photos when possible

While this may just be an overview reference sheet, if you follow all these points on creating a presence for your business on Facebook, I assure you that you'll be well on your way to lots of fans and a successful page. Just remember that you have to stay active!

Contact Nathan Snell

Have any further questions? Feel free to e-mail me at nathan@thesnell.com