

Spinning Planet

Facebook

Manual

Everything you need to know about your Facebook Business page.

Starting out with Facebook

There are two sides to your new Facebook page: the administrator profile, and the business page.

- **Administrator** - you need to have a Facebook profile to link your business page to, which is why you have an administrator profile. This is a profile that is separate from any staff personal Facebook profiles so that anyone in the business who is given permission can access it and update the business page. It is like your own personal Facebook profile except this is the business one.

It is important to have a neutral profile in case the person who is in charge of updating the Facebook page leaves the company. This way they will not accidentally take the business page with them. Once you have a main administrator profile you can add other administrators to the business page if you wish. This way you can administer the business page from your personal Facebook account while still having the neutral admin profile.

The admin profile is what you will use for making any changes to the set up of the business page. So if you want to add an application or manage Facebook ads, you will use the administrator profile.

- **Business Page** - this is the page that your customers will be looking at. You will be using this page the most. It is where you will post things from to update your customers. This is the page you need to get people to “Like”.

Now that you have a Facebook business page, how do you make the most out of it?

Facebook is not about selling to your fan base. The main objectives of Facebook are to foster relationships with your fans, and direct traffic back to your website. This is important to remember because Facebook users will not appreciate it if you bombard them with advertising. They like your page because they like your products and/or services and they want to be kept up to date on the latest news and information regarding your business and related areas.

Read below to find the best strategies for making the most of your Facebook business page.

So why use Facebook?

By keeping Facebook users interested in your business and what you have to offer you are keeping your business “top of mind”. This means that your fans will be reminded of you constantly (no this is not brainwashing), and this will hopefully lead them to shop with you more often. It also means that in conversation with others, they will remember you and recommend your business. Facebook is a constant reminder of how much they like you. The more “likes” you get, the more “word of mouth” sharing you are likely to receive.

Getting “likes” or fans

This is one of the most important aspects of your Facebook business page. You can never have enough “likes” or fans. The more people that like your page, the more people there are being reminded of you, and the larger the spread of awareness for your business.

There are a number of ways to gain “likes” for your business page. To start with make sure all your family, friends, staff, business colleagues etc “like” the page, and then ask them to share the page with their friends.

You should have a “Welcome” page for first time viewers. The welcome page is something that showcases your business. It should also prompt users to “like” the page. Remember to gain the most “likes” you must give visitors a reason why they should like your page.

What will they get from liking your page?

- Be the first to know the latest product news and information?
- Be eligible to enter Facebook fan competitions?
- Facebook only specials?
- Learn of upcoming sales?
- Join in discussions?

There are lots of reasons why people will like your Facebook page, you just have to make sure they know about them!

Now that you have a growing list of Facebook fans, how will you keep them interested?

What to post

You know your customers better than anyone. What are people interested in when they visit your business? People like to learn about exciting new products, new service offerings, changes to the industry, or related topics. Your posts should be relevant to your business. Also make sure you show your business's personality in posts. The content still needs to be professional, but it can be written in a way that reflects your personality.

Keep your posts interesting by adding pictures, and inviting discussion. Ask fans what they think of subjects, products, services, or what they would like to see available. This is a great way of enhancing your business, as you can find out exactly what people want.

When to post

To keep your business top of mind you should post at least once a week. If you have a number of things to tell your fans about, post them at different times during the week rather than 4 posts all at once. Spread them out so your fans are not bombarded with information, and so they have time to read each post. When posts are lumped together it is easy to miss one.

Remember, only post **interesting and relevant** information. Fans will "unlike" your page if their news feed becomes full of irrelevant posts 5 times a day. Think of posting like texting your friends. You text them to let them know of important or exciting things that have happened, not to let them know what you are doing every hour of the day.

Competitions

Running competitions is a good way of keeping fans interested and engaged on your Facebook business page. People will return to the page when they know there is a chance they could win something, and they are often happy to share information and ideas.

What are the goals of your competition?

- Do you simply want to engage fans by offering something fun?
- Do you want to find information?
- Are you launching a new product and wish to gain interest in the product?

Competitions can do all of these things. Simply let people know what they have to do and what they can get from doing it. For example: “Fill out our survey and go in the draw to win a FREE DVD pack worth \$50” or “Send us a picture of you with your favourite pet to win.....”. Once again, the competition and prize should be relevant to your business.

Responding

As previously mentioned Facebook is all about fostering relationships with your customers. One of the aims of your Facebook business page is to get fans to interact. This means that it is very important for you to respond to those that do interact on the page. Your Facebook page should be checked each day so that responses are prompt.

Respond to all posts and comments on the page. This includes comments on your posts. Facebook is open for everyone to see so your response is critical for illustrating your commitment to customer service, and satisfaction.

Customers will post positive and negative comments, questions, opinions, and comments on your posts. Your response encourages people to continue interacting because they feel that you are listening to them.

Negative comments should be dealt with ASAP in a positive manner. If needed, get the customer to email you their contact details so you can call them to have a conversation rather than display everything on Facebook. If this happens, make sure you show that you have responded to the initial complaint to illustrate good customer service.

Updating

It is important that you keep all information up to date. This includes contact information and sales. If you have changed address or phone number, make sure you update the information on your Facebook profile and tell your fans about it if necessary.

Make Facebook part of your marketing strategy. When a new sale starts up, post it and let people know. Change your profile picture to represent whats going on in your business. For example, pictures of the latest sale, new products, a pink picture to show support for Breast Cancer Awareness etc.

Linking to your website

Your Facebook page should drive traffic to your website. For this to happen, you need to post links to your website whenever possible, for example in your 'About' page and in your page description or cover photo so people can clearly see it. If you upload an image of a product, make sure you post a link to the relevant product page in the photo description so that people can go straight to it. In your posts, invite people to go to your website to view the latest sales, make a booking, view your full product range or get more information on something you have posted.

Networking and liking

You can increase the chances of your Facebook page being viewed by networking with related Facebook business pages. Post on their pages and "like" them, and hopefully they will like you back. This means that people that are fans of their page will see the link to your page, and hopefully follow it. It will increase the visibility of your Facebook page for free. For example, a mechanic may "like" a spray painter's Facebook business page.

Facebook Advertising

Lastly, if your target market can be found on Facebook, why not try Facebook ads? Facebook ads are a form of targeted advertising where you pay only when people click on your ad (PPC - Pay Per Click). Because Facebook users upload information about themselves including their age, gender, interests, hobbies, and location, Facebook ads allow you to narrow your target audience as much as you like. This means that your ad will only appear to those people who are relevant to your business.

The End

This is the end of the Spinning Planet Facebook Manual. We hope that this has been helpful to ensuring the success of your Facebook Business Page.

If you need any help with Facebook marketing, or would like to try Facebook Advertising just give us a call on **0800 123 WEB (932)**