

FACEBOOK: NOT JUST FOR COLLEGE STUDENTS

WHAT EXACTLY IS FACEBOOK?

Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people.

IS FACEBOOK RELEVANT FOR BUSINESS?

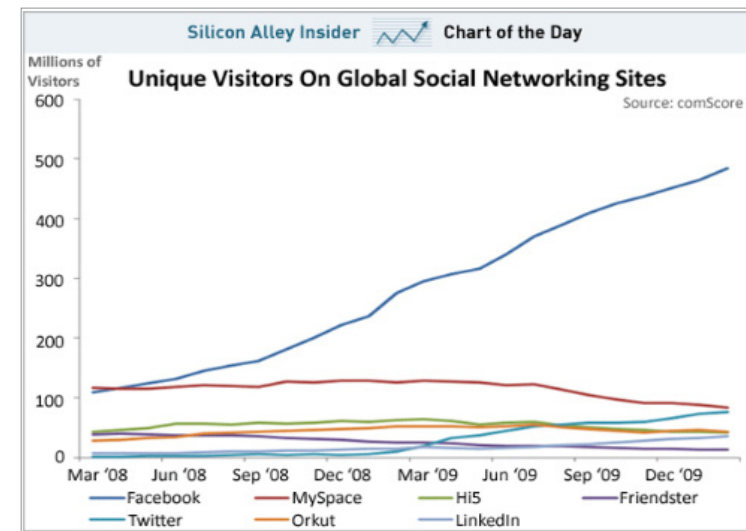
Facebook recognizes that engaging with businesses and buying things are a part of everyday life. With that in mind, it has created a system where ads are more relevant and actually enhance, instead of interrupt, the user experience. This is achieved, in part, through a feature called the “News Feed,” which enables peer recommendations and activity to be subtly branded and spread from one person to all of his or her friends, to all of their friends, and so on.

Dozens of organizations have also tapped Facebook Fan Pages, Groups and social ads. With Facebook’s array of options for businesses to connect with customers, it is quickly moving from a ‘nice to have’ to a ‘must have’ element in your business outreach strategy.

HOW BIG IS FACEBOOK?

- Facebook has more than 400 million active users as of 5/13/10.
- The average Facebook user has 130 friends.
- There are 1.6 million Fan pages on Facebook.
- 50% of Facebook users log in daily.
- Facebook saw a 276% Growth in 35-54 Year Old Users in 2009.
- Facebook growing faster with women than men in almost every age group.

<http://socialmediaseo.net/2010/04/08/facebook-growth-chart/>



Best Practices for Marketing in Facebook

Based on our experience and the experiences of organizations marketing in Facebook like Dell and conversations with small- and medium-size business owners, we’ve identified several best practices for using Facebook, such as:

- Assign a specific person to create and manage your company’s Facebook Page. It’s important to post new information, photos and videos regularly to keep it fresh.
- Respond to messages and questions left on your Page’s discussion board and “Wall” within 24 hours.
- Post all of your events, videos and relevant photos to Facebook. Consistent activity and active sharing are critical to Facebook success.
- Don’t fall victim to the mentality: “If I build it, they will come.” It’s important to develop a strategy to attract fans, which may involve both paid and unpaid approaches.
- Promote your Facebook Page outside of Facebook to attract more fans. This can be as simple as adding a line to your current marketing or PR materials, such as “Find us on Facebook to learn more.” Be sure to review Facebook’s guidelines for external promotion. Facebook also offers a “Share” button that you can add to your Web site to make it easier for your content to be shared on Facebook.
- Don’t think of Facebook as a marketing channel to push company messages. Think of it as a community where you can participate and add genuine value.



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24 WAYS TO MARKET YOU, YOUR COMPANY OR YOUR CAUSE IN FACEBOOK

Source: www.insidefacebook.com

Facebook offers many ways to get the word out and bring the people in. Here's how to get started.

I. Tools for Guerilla Marketers

1. Profile Page
2. Groups
3. Pages
4. Events
5. Notes and Photos
6. Messages
7. Marketplace
8. Share / Posted Items
9. Networks
10. Mini Feed and News Feed

II. Tools for Advertisers

11. Social Ads
12. Integrated Opportunities
13. Beacon
14. Polls
15. Facebook Platform Ad Networks
16. Facebook Platform Application Sponsorships
17. Sponsored Facebook Groups

III. Tools for Application Developers

18. Profile Box
19. Mini Feed
20. News Feed
21. Invitations
22. Facebook Notifications
23. Email Notifications
24. Application Directory

Kavarna, the coffee house on Broadway, has built a substantial following in Facebook and uses the platform to dialogue with fans and alert regulars about new events and musical acts.

LOCAL FACEBOOK EXAMPLE

The screenshot shows the Facebook profile for 'Kavarna Coffeeshouse'. The profile picture is a white coffee cup with a black lid and the Kavarna logo. The cover photo is a similar coffee cup. The page includes a 'Fans' section with 6 of 273 fans listed, including Olivia Wendt Dart, Ludwig Jorgas, Laurel Brown, Alan Greenberg, Timi Wojcik, and Jessica Day. The page also shows location information (112 S. Broadway St., Green Bay, WI, 54303), phone number (920) 430-3200, and hours of operation (Mon-Fri: 8:00 am - 10:00 pm, Sat-Sun: 9:00 am - 6:00 pm).

THE TOP FIVE THINGS YOU NEED TO DO IN FACEBOOK

1. **Use a current profile picture:** A clear, well-lit picture of you will help you to put your best foot forward.
2. **Invite Your Actual Friends (and Family):** It's true the 'weak ties' are often the most valuable. It pays to stay connected!
3. **Don't just add random friends:** Trust me, it's not all about the friend count.
4. **Keep your status current:** Use a service like ping.fm to update Twitter and LinkedIn while you're at it.
5. **Make sure to use the privacy settings:** Facebook allows you to control who sees what. Put limitations on who is, and who is not, able to view different parts of your profile.