

# Your guide to Facebook for business.

## Why should you use Facebook for your business

- **Cost.** It's FREE!
- **"Fish where the Fish are"**. Your audience is there, so why not meet them halfway?
- **New Audiences.** Allows you to reach people you might not have otherwise
- **Real- Time Conversation.** Promote two-way dialogue to better understand your audience
- **Feedback.** Get a "pulse" from the community, employees, customers, etc.
- **SEO.** An increase in content = increase in search results
- **Measurement.** Facebook Insights provides analytics about how your page is (or isn't) being used

## Best Practices

- Secure a username for your business at [www.Facebook.com/username](http://www.Facebook.com/username)
- Check your Facebook page often and engage in conversation(s)
- Give users a reason to come back
- Ask yourself : What would I like to see on this page if I were the customer?

## FAQ's

### 1. I don't understand how Facebook could help my business. Isn't it for connecting with your friends and family?

Facebook has many uses, one being a communication tool for business to use to promote their brand, engage in conversations about products and services and measure the effectiveness of the content shared through the site.

### 2. How do I know what people will want to see on my business Facebook page?

Ask them. The beauty of social media is that it is rich in promoting two-way dialogue. The content posted on your Facebook site doesn't need to be anything

brand new. Don't assume those following you on Facebook have spent an extensive amount of time digging through your website, brochures or other communication materials to find out more about your business.

### **3. What type of information is usually shared on Facebook pages?**

Below is a list of ways to find content for your page:

- Post business updates on your wall (i.e. Partnering with non-profit XX to promote education)
- Share useful information from your website
- Share links to other websites relevant to your business
- Post quick videos about your products and services
- Create contests to increase participation, with prizes awarded to those with the best answer

### **4. How much time will this take me? I'm already in over my head with work and don't see value in spending more time focusing on a Facebook page.**

The amount of time and effort you put into your Facebook page is up to you. Ask yourself this: How much time am I willing to spend promoting my business? Visit your page often to understand how users are engaging with one another. Most importantly, identify ways you can help provide more information for those following you. Just as you would like to save time for your business, your customers would like to save time searching for information about your business. It's a win-win for both parties!

### **5. Can I use Facebook to make business connections?**

Absolutely! There are a number of ways to connect with other Facebook users to help meet your business needs. Below are a few ideas to get you started:

- Research prospective customers and/or employees before meeting them
- Keep an eye on competitors

### **6. What is a Community Page?**

Community Pages are a new type of Facebook Page dedicated to a topic or experience that is owned collectively by the community connected to it. Just like

official Pages for businesses, organizations and public figures, Community Pages let you connect with others who share similar interests and experiences. (*source: blog.Facebook.com*)

## 7. Are businesses in the Great Lakes Bay Region using Facebook?

Yes! Below are just a few examples; there are MANY more using this tool effectively.

- **Dow Corning Corporation** [www.Facebook.com/DowCorning](http://www.Facebook.com/DowCorning)  
*Likes: 563*
- **The Dow Chemical Company**  
[www.Facebook.com/TheDowChemicalCompany](http://www.Facebook.com/TheDowChemicalCompany) *Likes: 236*
- **The Saginaw News** [www.Facebook.com/saginawnews](http://www.Facebook.com/saginawnews)  
*Likes: 2,284*
- **Central Michigan University** [www.Facebook.com/cmich](http://www.Facebook.com/cmich)  
*Likes: 19,105*
- **Brewtopia Coffee** [www.Facebook.com/brewtopiacoffee](http://www.Facebook.com/brewtopiacoffee)  
*Likes: 810*
- **Meijer** [www.Facebook.com/Meijer](http://www.Facebook.com/Meijer)  
*Likes: 150,894*

## Pages

### Overview

A Facebook Page is a public profile that enables brands, businesses, or public personalities to connect and share with Facebook users. Pages provide a “voice” for communicating with Fans in real-time as you post interesting and relevant stories. When your Fans interact with your Facebook Page and the content you share, viral stories can appear in their friends’ home pages .

### What to do

- **Create a mini hub**

If fans visit your Facebook page, why not keep them there for as long as you can? To do so, add Facebook applications to your fanpage. If you own a shop or restaurant, think about adding locator functionality. Fans will be able to search for your nearest location without leaving your page. You might even add a tab with today's special or a tab with your menu of the week.

- **Use creative welcome tabs**

Welcome tabs are great landing pages. With a creative design you are able to make the best impression possible. If this is the first contact with your company, better make it an ever-lasting one. Welcome videos are extremely inviting to new fans. You could even ask your page visitors what they would like to see on your page.

- **Offer special content to fans**

Fans deserve a reward. Give them access to exclusive content if they click on the like button. Lead your fans to an exclusive video or interview on the welcome tab. Offer them special coupons to receive a discount on your product of the month. The technological possibilities are endless. It comes down to your imagination.

- **Make it personal**

Why not reserve one of the tabs to present the contributors to your fan page. Ask each of the community managers to your page to write a small bio, add a picture and present it with an ‘Our Team’ tab on your page. This tab will make your business fan page more personal and increase the likeability of your company.

- **Educate and entertain**  
Use your fan page to provide educational tips to your fans and ask interesting and fun questions. If your business sells clothes, why not talk about the latest trends. Ask your fans to share pictures of how they dress and give them some advice. Share tips what they could wear this Spring.
- **Set up a storefront**  
One of the great applications on Facebook is Storefrontsocial. If you want to sell your products online, this is definitely an app for you. It's easy to set up a storefront and present all your products with great looking pictures. Fans will be able to buy directly on your page. And even better – with tweet and share buttons next to the products they are able to share their favorite products with followers and friends.
- **Share your passion**  
Facebook page is a great place to position your company. Transform the fan page into a real experience. Tell a story about your company. Use video and photos to spread the passion for your brand. Add the right music to it and you'll be able to enter the power of the heart. Add share buttons to it and watch your Facebook page content spread like wildfire.
- **Dare to take risks**  
It takes courage to start a business. It asks even more to present yourself in a unique and compelling way. Although there are lots of functionalities on Facebook to support your positioning, being noticed comes down to creativity and guts. Remember that your Facebook page supports how you want others to see your company or brand. The only way to learn if you succeed or not is asking for feedback. So, take some risks and ask your fans for a response.
- **Add a blog**  
If you have a company blog, you could use NetworkedBlogs to add it to your Facebook page. NetworkedBlogs is the biggest news reader on Facebook, publishing more than 500,000 blogs around the world. It offers a syndication application to share your blog on the fan page, your personal page and your twitter accounts.

## Applications

- **Discussion Boards**

Users can discuss your products, promotions, and more. This application is available as a full tab.
- **Video**

You can upload an unlimited number of videos to your Facebook Page. You can choose whether or not to allow Fans to upload their own videos. This application is available as a full tab. Facebook supports high definition video and audio. Please target your video to have the highest image quality possible while still under the 1GB limit.
- **Photos**

You can upload unlimited photos and choose whether or not to allow Fans to upload their own photos. This application is available as a full tab.
- **Events**

Inform Fans of movie premieres, in-store sales, concert dates and more by posting an event. Once a user RSVPs, it will be added to her calendar, and her friends may see the event in News Feed. This application is available as a full tab.
- **Static FBML**

FBML, Facebook's version of HTML, lets you customize a rich, interactive experience. You can add as many as 10 FBML modules to the Boxes and "Wall" tab of your Page (up to four on the Wall tab). The Static FBML application is also available as a full tab, where you can embed Flash animations. The FBML tab can be as wide as 760-pixels and has no restrictions on height. We recommend you use the comments widget (more info found on the developer wiki) to make your FBML a more social experience.
- **Reviews**

Users can write a one- to five-star review. This application is available as a full tab.
- **Other Platform applications**

There are thousands of Facebook Platform applications built by 3rd party

developers available for use on your Facebook Page. Over time, more and more of these will be available as full tabs for your Page.

## Community Pages

### Overview

Community Pages are a new type of Facebook Page dedicated to a topic or experience that is owned collectively by the community connected to it. Just like official Pages for businesses, organizations and public figures, Community Pages let you connect with others who share similar interests and experiences.

On each Community Page, you'll be able to learn more about a topic or an experience—whether it's cooking or learning a new language—and see what your friends and others in the Facebook community are saying about this topic. Community Pages are still in beta, but our long-term goal is to make them the best collection of shared knowledge on a topic. We're starting by showing Wikipedia information, but we're also looking for people who are passionate about any of these topics to sign up to contribute to the Page. We'll let you know when we're ready for your help.

## Places

### Overview

Facebook Places are locations in the real world that users can now "check into" from their mobile devices, much like Foursquare or Gowalla. Each location has a Places page, a stream of updates aggregated from what users post to their profiles, and a "People Here Now" section where users can see who they know who might be there.

Users can add locations that aren't in the database, powered by local business listings provider Localeze, claim establishments they own and report locations that aren't kosher (such as someone's apartment).

**Getting and Using your Place:** <http://www.insidefacebook.com/2010/08/20/how-marketers-and-businesses-can-start-using-facebook-places/>

## Deals

### Overview

Facebook Deals works closely with places in that it allows local businesses to offer consumers deals when you check in to their place on Facebook.

### How to Make a Deal

After claiming your business within Facebook Places you'll have to create a Deal. You can accomplish this by clicking on the "Create Deal" button on the right hand side of your Places page.

#### 1. Select Deal Type

Next up, you'll be shown the create deal page. This is an extremely simple page. The most important component of the page is at the top, where you select your deal type. As the image below illustrates, there are four types of deals: individual deals, friend deals, loyalty deals, and charity deals.

*Individual Deal* – An individual deal rewards individual customers when they check in at businesses. This is for deals such as the gap giveaway where the first 10,000 check-ins get a free pair of jeans.

*Friend Deal* – Friend deals reward groups of customers as they check-in together. This is the equivalent of the types of deals that would be offered to Foursquare users who generate a "super swarm" event. For example, check-in with 10 friends (bring a crowd), get round of beer on us!

*Loyalty Deal* – This is a **huge** one. It aims to replace the annoying loyalty cards that sit in your pocket. Users who check-in to a Place more than a specified number of times can get a reward incentive. As I mentioned earlier, this can replace traditional loyalty programs.

*Charity Deal* – This is a way for businesses to raise money for a cause by giving away money to a charity every time users check-in to their businesses.

#### 2. Define Deal Offer

Next up, you'll have to define the offer that you'll want to give to customers. This will depend on the type of deal you've selected. Examples of deal offers include:



*Giveaway Deals* – First 50 customers to check-in will receive a free coffee.

*Discount Deals* – 25% off your order when presenting this deal to the cashier.

*Incentive Based Deals* – Free sub with the purchase of two or more value meals.

*Donation Deals* – We'll donate \$1 to the Leukemia and Lymphoma foundation when you check-in.

*Crowd Deals* – Bring 10 friends with you (who also check-in) and you'll receive a free round of beer on the house!

### 3. **Promote Via Your Page**

Currently there are only three ways to spread awareness about your deal. The first two are the only ones you have control over. For free, you can post the deal to your Facebook Page or Place by clicking on the "Share With Connections" button pictured below. The second way to promote your deal is by purchasing Facebook Ads. The third way is more organic. As Facebook users walk in the vicinity of your store, they will see deals if they load up Facebook Places on their phone. That means some spontaneous consumers will end up claiming deals as they are made aware of them on their phone.

### 4. **Track The Deal**

The last component of running a deal is tracking it. Currently Facebook doesn't provide businesses with many reports about deals that were redeemed. Instead, you need to train your employees on how to accomplish this. While Facebook may eventually provide more detailed insights about deal performance, all tracking must take place on your end for the most part.

### 5. **Specify Deal Restrictions**

While managing deals and coupons can often become cumbersome, Facebook has created a system which automatically controls the duration of deals as well as any restrictions that you'd like to implement. There are three settings that you can use to control your deal:

*Deal Duration* – Since Facebook knows that you can give away free products forever, you can place restrictions on when your deals will be made available. All you need to do is specify a date range and Facebook will automatically handle the rest.

*Deal Quantity* – If you are giving away free products or steep discounts, there’s a good chance that you’ll want to limit any promotion you are running. The second restriction enables you to limit the number of people who can redeem a Deal. Simply type in the number of people you’d like to restrict the deal, or select “Unlimited” if you don’t mind how many people redeem the deal.

*Repeat Claims Restriction* – If you wish, you can limit the number of times that a customer can redeem a deal. Currently there are two options: once per user, and no more than once every 24 hours.

### **Sample Deals**

Many other businesses are already planning deals in the coming weeks for their U.S. Places, including the following:

- **24 Hour Fitness:** Donating \$1 to Kaboom to support children's health for everyone who checks in to its fitness clubs.
- **American Eagle Outfitters:** Offering 20 percent off.
- **Chipotle:** Giving its Facebook guests two entrees for the price of one.
- **Gap:** Giving blue jeans to the first 10,000 customers to claim their deal.
- **Golden State Warriors:** Inviting those who check in to an exclusive event with a basketball player on the NBA team from Oakland, Calif.
- **Harrah's:** Offering a complimentary nightclub admission, buffet or other gift to people who stop by any of its 10 Las Vegas resorts.
- **H&M:** Offering 20 percent off.
- **JCPenney:** Giving \$10 off any \$50 purchase.
- **Lululemon:** Sharing the gift of yoga by giving guests a pass to a local yoga studio.
- **Macy's:** Offering 20 percent off select merchandise.

- **McDonald's:** Giving \$1 per customer to the Ronald McDonald House Charities.
- **North Face:** Donating \$1 to the National Park Foundation for every person who checks in at a North Face store or National Park.
- **The Palms:** Upgrading your room or extending your weekend at the hotel another night--on the house.
- **REI:** Donating \$1 to a local conservation non-profit when you visit its stores.
- **San Francisco 49ers:** Giving to the first 200 fans who check in the opportunity to buy tickets to a subsequent football game for just (you guessed it) \$49.
- **Starbucks:** Donating \$1 per guest to Conservation International.
- **TAO and LAVO:** Adding you and a friend to an upcoming guest list at one of the nightclubs for checking in.
- **Texas Tech:** Giving away 100 pairs of tickets.
- **University of California at Berkeley:** Letting football fans who check in form the human tunnel through which the players run.
- **University of Nebraska:** Inviting attendees to a meet-and-greet with a Husker living legend.