

#2: Design Strategy

Once you're clear on the objective(s) of your Facebook page, the design needs to reflect that. Say your primary objective is to build your email list. You'll need to **feature at least one opt-in box**. For instructions on how to add custom content to your page, see this [post](#). Go to Social Media Examiner's Facebook [Page](#) to see a sample opt-in box.

#3: Content Strategy

Ideally, just as with your blog, you'll have an editorial guide (or content matrix) which includes a plan for publishing a mix of updates, photos, videos, and links. For a sample content matrix, see this [Google doc](#). Use a platform like [HootSuite](#) or [ObjectiveMaddster](#) to pre-schedule your content. Depending on the nature of your business and your overall objective, for the most part, it's **best to publish a mix of your own content and what I call "OPC" (other people's content)**. Sources of quality OPC include [Guy Kawasaki's AllTop](#), [Technorati](#), [Listorious](#) (a directory of Twitter Lists), along with your favorite blogs (subscribe in Google Reader or via email). Plus, remember your own Facebook Friend Lists!

#4: Promotion Strategy

Now you've built it and need to ensure "they come!" There are many ways to promote your Facebook page inside Facebook, outside Facebook and offline. See this post for ideas: [21 Creative Ways To Increase Your Facebook Fanbase](#).

#5: Engagement Strategy

Now you're starting to gain traction! But you'll need to allocate resources to ensure your Facebook page is being monitored and moderated—if not always by you, then by your team. If one of your objectives is to enhance customer service, you'll want to **be prompt in responding to fans' comments and use a personal, approachable tone**. [BestBuy](#) does a great job of this. See these two posts for ideas on enhancing engagement: [How to Better Engage Facebook Fan Page Fans](#) and [13 Ways to Move Your Facebook Fans to Action](#).

#6: Conversion Strategy

I usually find the tipping point in social media is between 500-1,000 fans/followers/friends/email subscribers. You'll start to see measurable results with this size group. You'll be building trust and loyalty among your fanbase with consistently good content and reliable responses. Now you must have a strategy in place to convert your fanbase to paying clients or customers. Perhaps you'll offer a special event (live or virtual), coupons, discounts and other incentives to give your fans a strong call to action. The bottom line is to let your fans know exactly what you want them to do. And pace your offers. If you're hosting live/virtual events, be sure to also use the [Facebook Events](#) feature. See this post for ideas: [10 Tips for Creating Buzz With Facebook Events](#).

By the way, just as soon as you have your first 25 fans, be sure to **register your own unique username** (sometimes called a "vanity URL") for your Facebook page at <http://facebook.com/username>.

That's it! That's all you need for now—(1) a profile with a strategy and settings you're happy with, plus (2) the makings of a robust, active Facebook page.

I trust this has been of use if you've been a bit stuck on how to really gain traction with your Facebook optimization. Did I miss something? What else would you like to see covered here?

Facebook 101 Business Guide

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Facebook 101 Business Guide:

Facebook Neo Monefa, 2016-09-10 Your Ultimate 101 Facebook Guide Made Easy You are about to discover proven steps and strategies to use Facebook to do cheap or free marketing to leverage your business promote your products and services and find new clients Facebook has over 500 000 000 users that you can reach in just 10 minutes If you know how to use Facebook properly and understand how it works you can make it work for you With this guide you will learn how to use Facebook to promote your products find new customers and launch promotional campaigns that will target only your prospects You are about to discover how to maximize your exposure using Facebook s platform and how to get the best bang for your buck In this book you will learn the best ways to promote your business or products on Facebook taking advantage of the various tools available today You will find out how to properly setup Facebook pages how to operate them how to make the best of Facebook groups and of course Facebook advertising campaigns Here Is A Preview Of What You Will Learn Getting You To A Quick Start Facebook Pages Kick Start Your Marketing Campaign Operating Your Facebook Page The Right Way Facebook Groups And How To Make The Most Out Of Them Facebook Advertising Campaigns Explained Making Your Very First Advertisement With Step By Step Instructions And Much Much More Why You Should Buy This Book You will learn how to professionally setup a Facebook page for your business product or service how to operate it and and how to plan your content marketing campaign the right way You will find out how to maximize your exposure using Facebook groups how to select and use them to attract potential buyers to your Facebook page or even website One of the best ways to reach the right audience for what you have to offer is undoubtedly Facebook s ad campaigns Using Facebook advertising campaigns you can choose to display your ads on specific segmented target groups of your choice That way you are getting the best ROI for your marketing campaign as your ads will be only offered to people that have already displayed an interest for what you are offering dramatically increasing your chances of getting a lot of potential customers Finally you will be given clear and concise step by step instructions on how to setup and execute your very first Facebook advertising campaign Want to Read the Full Story Hurry For a limited time you can download The Ultimate 101 Facebook Guide for Branding Marketing and Business for the SPECIAL LOW PRICE of only 13 95 Download Your Copy Right Now Just Scroll to the top of the page and select the BUY BUTTON Tags internet marketing for beginners online marketing for beginners online marketing for small business digital marketing strategy how to market your business how to market online internet marketing strategies facebook marketing facebook business page facebook for dummies facebook advertising how to market on facebook social media marketing

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This book delves into Facebook 101 Business Guide. Facebook 101 Business Guide is an essential topic that must be grasped by everyone, ranging from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Facebook 101 Business Guide, encompassing both the fundamentals and more intricate discussions.

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 - Chapter 2: Essential Elements of Facebook 101 Business Guide
 - Chapter 3: Facebook 101 Business Guide in Everyday Life
 - Chapter 4: Facebook 101 Business Guide in Specific Contexts
 - Chapter 5: Conclusion
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