

Everything You Need To Crush It With Facebook!

How To Create A Killer Facebook Fan Page For Your Business

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Killer Facebook Fan Pages

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Creating A Killer Facebook Fan Page for Your Business

Introduction

Practically everybody is talking about Facebook in the business community. All the big brand names have a presence there, with good reason: 750 million active users worldwide. The number is always increasing, you can see the current stats here -

<https://www.facebook.com/press/info.php?statistics>

The question for the small business owner is: “What do I need Facebook for? How, exactly, is a social networking site going to help me attract new clients/customers, increase revenue and build my “brand” into something useful?”

Here's the simple answer -- done right, a Facebook Fan page can:

- ⤴ drive 10 or more new customers per month to your business
- ⤴ give you really useful analytics about how folks are using your Fan Page
- ⤴ show up in the search engines for your most valuable keyword phrases.

Let's look at that last point first. Google gives plenty of “weight” to a Facebook Fan Page that has specific keywords in the description. Plus, you can select from both a broad category (companies and organizations, for example) and specific type (small business, for example) of Fan Page that will enhance your place in search engine indexes.

A word of warning, though -- never, ever use a PROFILE page for your business. Here's why, straight from the mouth of Facebook's Terms of Service: **"Profiles represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook."**

Here's the threat to your business if you use a Profile page for a business – it can be taken down with no notice and every connection you made with it will be lost forever, with no

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recourse. Hey, it's their website. Play by their rules or pay the penalty.

If you've already set up a Profile page as a business page, there's just no easy way for you to “migrate” all your friends over to a Fan Page. You'll either have to politely ask everyone to do that themselves via a Message or Status Update or use Facebook's formal Page Recommendation tool (which doesn't allow you to send a custom message explaining why you are doing this).

There's a third type of Facebook page, intended for Groups. Group pages are for active discussions. They require a lot of attention and interaction. Most small business owners don't want or need this kind of Facebook page, unless heavy social interaction is at the heart of their business.

Let's get to the heart of using Facebook Fan pages to build your business.

Get Ready, Get Set – Plan!

If you're completely unfamiliar with Facebook and how it works, you may be wondering if you just put up a Fan Page, will you suddenly get a ton of new business? The short answer is “no”. The long answer is “Nnnnoooooooooo!”

Facebook Fan Pages grow “organically”, over time. Friends tell friends about Pages they “like” by hitting a “Like” button that shows a reference your Fan Page in their own Group, Profile or Fan page. Search engines, like Google, index your Fan Page for the keywords you rank most highly for. You can also tell people you know via email, snail mail or word of mouth about your Fan Page.

The magic happens when your Fan Page “goes viral”: enough people refer to your Fan Page so that word about it spreads like the common cold in a kindergarten class. Depending on the size of your market, whether that market is local, regional or national, you will grow your Fan Page according to the number of potential clients/customers in your niche.

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The key to organic, viral growth is offering good content for your users. Bells and whistles won't do it. You have to have solid, written content that informs, entertains, educates and delivers benefits, not just features.

Features are what you think is cool about your merchandise, product or service. Benefits answer two vital questions every prospect or returning customer asks:

1. What's in it for me?
2. What else is in it for me?

Fan Page Basics

Every Fan Page has to have all the key information about your business and some useful, perhaps entertaining content that will engage your fans and keep them coming back for more. Here's a suggested list of items to include:

- ⤴ Your company name and logo
- ⤴ Your website address and contact info
- ⤴ Any Press Releases, Videos or Blog RSS feeds that pertain to your business
- ⤴ Your Twitter Updates
- ⤴ Current Company News and Updates
- ⤴ Active Customer Interactions

Having active customer interactions can be very important if something urgent (good or bad) happens with your company or its way of doing business. For example, if you wheel and deal in used musical instruments and you just got a ton of great equipment you have to move, a Fan Page update with photos of the gear can move inventory fast, because evangelical Fans will spread the word and perhaps buy something themselves!

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Use Your Website to Cross-Promote Your Fan Page

Some business owners will balk at sending perfectly good prospects away from their beloved website over to Facebook. “Won't they go away and never come back?!” Not if you do this right.

Your Fan Page should also cross-promote your website. That way, you'll be able to take advantage of the one thing your Fan Page can do that your website finds a bit difficult – update with ease. Fan Pages can be updated in a snap. Web pages need a technically-minded person to go in and physically change content “under the hood”, so to speak.

Optional: Using Facebook Ads to Promote Your Fan Page

If you're a savvy business owner who understands ROAS (Return On Ad Spend), you might consider using Facebook ads to promote your Fan Page within Facebook. While this is too specialized a subject to cover here, know that you can expect a standard cost of 50 cents per new fan using this tool. If that number works for you, go for it!

Getting and Keeping Fans

The key to getting and keeping fans for your Fan Page is to deliver benefits that make them want to come back. Good, solid content will do this better than any other inducement, including discounts, coupons or other bait.

You may have to hire a contractor or employee to do your writing, but don't skimp on this invaluable resource. There is no substitute for delivering benefits to people up front. Those benefits will come from you taking the time and effort to create valuable, benefit-oriented content (or hire it done).

The rule here is that Content Is King. What you have to say and how you say it will matter more than just about anything else on your Fan Page. Treat your fans like royalty, with respect

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and consideration for their need for benefits.

Killer Apps: Software for Hooking Your Prospects

Applications or Apps can be as simple as inserting a YouTube video on your page or adding the RSS Feed from your company blog. If you have access to a “coder” (someone who builds apps for a living), you might create an Order or Buy It Now button for your Fan Page that links directly to your website's shopping cart or ordering system.

You can even build a silly game that hooks people (and has little or nothing to do with selling them something). This is another way of delivering a benefit up front that can build a long-term relationship with your business.

Another App to consider is making your Fan Page user-friendly for smart phone and Blackberry users. It may not take a specific App to do so, but you may want to view your Fan Page on one of these devices. Make sure it looks right and works correctly for them. They can be some of your best fans!

Analytics: Free Data Updates from Facebook

Unlike a profile page, Fan Pages are analyzed and the results are delivered to you by email through Your Weekly Facebook Page Update. You can also click on Insights on your Fan Page to view the number of Likes and Posts by your fans over time.

Once you get the hang of these statistics, you'll better understand how you are growing (or not), and can then take action to exploit your growth or enhance it with fresh Fan Page content.

It's also possible to get an even more detailed analysis by installing Google analytics. If you are already familiar with this service, you know the depth and breadth of these statistics is very sophisticated. The how-to of this is too detailed to go into here. Just know that it can be done.

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Getting Engaged with Your Fans

Once you become familiar with how Facebook works, you'll see how fans become engaged with a Fan Page through:

- ▲ “Liking” an update
- ▲ Commenting on an update
- ▲ Getting hooked on an “App” or game that's specific to your business.

The ideal here is to develop as many Evangelical Customers as you can. Evangelicals spread the word about your business on their own, at no cost to you other than the benefits you've already delivered to them.

Keeping Your Fans: Once a Fan, Always a Fan

One of the worst things you can have on your Fan Page is a revolving door: folks come in, wander around and wander out, never to return. It's the same for your business. Customer retention is vital for most small businesses.

All the things you do in your business to keep your customers coming back may not translate into what a Fan Page needs to keep fans coming back. The nature and type of interaction on a Fan Page is more immediate and emotional than what you have when someone enters your place of business.

With experience, you'll find out what will work for your Fan Page if you are attentive, persistent and careful with what you say and how you say it via updates, Apps and other content.

Speaking frankly, Facebook is addictive for many people. You will be exploiting this tendency. Make sure you deliver something of value to them, even if it's trivial or silly, so that your fans get a real benefit from it, not just more time in front of a computer screen or staring at a smart

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phone.

Putting It All Together: Fan Pages for the Bottom Line

Having and keeping a Fan Page for your business is not just an exercise in making page layouts or creating Killer Apps. Even if that's your business, your Fan Page needs to work hard for you.

Keeping in mind that a Fan Page is like a living thing: it needs regular care and attention. Again, if this kind of thing is not your main strength, you'll need to hire someone to handle it for you that:

- ♣ Knows what he or she is doing
- ♣ Is reliable, predictable and dependable
- ♣ Won't hold your Fan Page hostage by keeping the login and password secret from you.

One of the best ways to improve your bottom line with your Facebook Fan Page is to make regular, repeated calls to action. Along with your good content, offering your fans discounts within a limited time frame (and offered exclusively to Fan Page friends) is a proven technique to get folks to convert from a fan to a Customer.

Another good call to action is to get a fan to enter his or her name and email into a newsletter or email list. The same goes for getting fans to join a discussion forum or Facebook Group, if that's a part of your marketing strategy.

The whole point is to convert lookers into action takers. From there, it's up to you to retain those folks by maintaining your connection with them by delivering good content, great deals and fantastic service.

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It's the Relationship, Stupid...

Relationship marketing is a specific method of doing business. Wikipedia states: “Relationship marketing differs from other forms of marketing in that it recognizes the long term value to the firm of keeping customers, as opposed to direct or “Intrusion” marketing, which focuses upon acquisition of new clients by targeting majority demographics based upon prospective client lists.”¹

This is not “brute force” marketing or the hard sell. It's the retention of customers based upon respect and an emotional connection. That's what Facebook is for many users – an emotional connection to the world via a new medium. Disregard that connection at your peril.

Get used to the idea that people will learn to like your business if you give them something of value on a regular basis. It need not be something that reduces your profit margin. It may be as simple as sharing something that makes them laugh and feel good. Try it – you'll like it!

Smoothing Out the Learning Curve

Hopefully, this report has given you some ideas as to how to best use a Facebook Fan Page to promote your business. Still, there's no substitute for getting one up there and posting Updates and Comments. Keeping in mind the profile of your Ideal Customer and how he or she is using Facebook, you'll begin to understand how this all works by the number and type of Likes and Comments you get.

It isn't necessary to be on Facebook 24/7 to get a feel for how it works for you. The key is to commit to a regular presence there. You'll find the right balance according to the feedback (or lack thereof) you get. Once a week updates might be just right. A fast-moving business that considers five minutes to be an eternity will want to link their Twitter updates to their Fan

¹ Relationship marketing. (2011, July 12). In *Wikipedia, The Free Encyclopedia*. Retrieved 21:50, July 21, 2011, from http://en.wikipedia.org/w/index.php?title=Relationship_marketing&oldid=439021240

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Page.

Whichever time frame you end up settling on, be flexible. Don't think you have to wait until your regular weekly Update to share something you believe will have value to your fans. Treat them like the Friends they have become to your business.

Summing Up: Fans for Your Business

Now you can see that a Facebook Fan Page could be the missing ingredient in customer acquisition and retention for your small business. You can hook 'em and hold 'em with a properly made and consistently updated Fan Page.

Most importantly, don't approach this with grim determination. Have fun! Be relaxed, playful and experiment. Take the time to look over other Fan Pages, especially those that are in your niche, but not directly in competition with you. Learn from their example.

You can be very successful with a Facebook Fan Page with much less effort than most other forms of online marketing. That's because the format is made for promotion and the number of prospects is staggering.

The only thing left to do is follow the two rules of success:

1. Get started.
2. Don't quit.

I sincerely hope this helps you.



Garrett Pierson

<http://www.outstandingventures.com/evp/?seed=fanpagevideo>

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What's Next

If you would like to learn more about how you can create a Killer Facebook Fan Page and also learn **how to optimize your fan page** then check out this video:

>> <http://www.outstandingventures.com/evp/?seed=fanpagevideo> <<

If you would like to check out some amazing software to help you with creating your Killer Facebook Fan Page then you need to check out our newest software:

>> <http://www.fanpagegeneratorpro.com/> <<

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About the Author



Garrett Pierson has been helping individuals and businesses find "what it takes to be successful" in creating the life they deserve and business they desire by giving them the tools and techniques to make it happen.

He is co-founder of **Outstanding Ventures, a consulting firm** specializing in search engine optimization, social media, website conversion, and online success. Clients include Alex Mandossian, Global Marketing Strategies, Webstarget, and many more.

Garrett is author of the book "**What Success Takes**", a print and audio book on "The Die Hard Principles of True Victory in Life, Business, and Soul." This book includes 30 interviews of successful people such as *Raymond Aaron, Mike Filsaime,*

Carolyn Ellis, Noah St. John, Joel Comm, Russell Brunson and many more.

Garrett is a family centered entrepreneur that lives his passion each and every day, and it's his goal to help others do the same.

Here is what others have to say about Garrett:

"Garrett Pierson is a perfect example of someone who understands what it takes to be a success and is willing to live out those principles as an example to others.

A new face on the business scene, Garrett is one to watch!"

- JOEL COMM, New York Times Best-Selling Author of Twitter Power

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"Garrett Pierson is a bright young visionary on the scene, passionate to helping others reach success in their lives. He's clever, insightful, engaging and committed to making a difference in the world. I'm a huge fan!"

- Carolyn Ellis, Author, Trainer and Founder of Brilliance Mastery

"Garrett Pierson, for me, is the true leader from behind. When he's not noticed, is when he does everything right. That is the true definition of a leader, to be invisible, to engage and enroll others, rather than command and control them, which is a leader from the front. It's been an honor and a privilege for me to be interviewed and associated with him, because I approach what he knows with a beginner's mind."

- Alex Mandossian, Entrepreneur, Trainer, Improver and Electronic Marketer.

Garrett Pierson is definitely a Natural. He's one of those guys you want to hate because he's so successful and so young too! But don't hate him because he's successful. Garrett is a warm, caring person who really wants to help others succeed. Learn from him, study him, and take advantage of what he has to offer."

- Noah St. John, author of The Secret Code of Success

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