

THE ULTIMATE GUIDE TO FACEBOOK MARKETING

How To Create A Lead-Generating Business Profile On Facebook

Compliments of Detroit Internet Marketing, LLC

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Why Facebook?

Since its creation in 2004, Facebook has become the most popular social network on the web. It started as a venue for friends and family members to stay connected with one another, but it has become a powerful marketing tool for businesses to use online. It is free to join, and its promotional possibilities are *endless*.



Need more convincing? Let's look at the stats:

- As Of June 2014, Facebook Has Over 1.32 BILLION Active User Accounts
- 829 Million People Log Into Facebook Daily
- 5 New Facebook Profiles Are Created Every Second
- 1 Out Of Every 5 Page Views In The U.S. Is On Facebook
- 4.5 Billion Likes Happen Every Day

I could go on, but the fact is that Facebook gives you direct access to people in your local community and the world at large. You just need to learn how to use it to your advantage. I will walk you through the basics of using Facebook to promote your website, so you can soon get those stats working in your favor.

Facebook Demographics

Facebook is only for teenagers and college students, right? Nope. Not at all.

Facebook is a site for the masses, and the users on this social media phenom span over all different demographics. Elderly women, college graduates, high school students, doctors, lawyers, veterans, politicians, celebrities – all of your potential clients are on Facebook *right now*.

Check out these Facebook demographic statistics:

- 66% Of People Between The Ages Of 15 And 34 Use Facebook
- 45% Of Internet Users Age 65 Or Older Use Facebook.
- 57% Of Millionaires Use Facebook
- 71% Of Adult Internet Users In The U.S Have A Facebook Account

Those numbers say two things: (1) *Everyone* uses Facebook. (2) Where do I sign up?

You can use Facebook for marketing no matter what your audience may be. This site continues to grow every minute of the day, which only provides you with more opportunities to reach out to people in your area and around the world. Take advantage of this ever-growing opportunity, and you'll be generating leads in no time!

Facebook vs. Other Social Networks

There are hundreds and perhaps even thousands of social networks on the internet. Twitter, Myspace, Ning, LinkedIn, Friendster, Google Plus – the list goes on forever. What makes Facebook so much more significant than these sites? Let's look at the facts...

Average Monthly Active Users (MAUs)

- **Facebook: 1.19 Billion**
- Google+: 540 Million
- LinkedIn: 259 Million
- Twitter: 232 million
- Instagram: 150 Million

As you can see, Facebook has more than double the number of monthly active users than its closest competitor, Google+. All you need is a tiny fraction of those users to turn into leads, and your business will grow on its own!

The reason why so many people prefer Facebook over other social networks is because of the flexibility of the site. You can do just about anything on Facebook, from posting pictures to having conversations with long lost friends. Facebook offers games, discussion groups, applications, and many other opportunities to give people a unique experience online. You will find it to be highly beneficial for your business because of that.

Note: I'm not suggesting that you shouldn't explore other social networks to market your business. In fact, I fully encourage you to do so. Nevertheless, you need to be aware of the magnitude of Facebook's impact on the internet and harness that for your business marketing.

60 Seconds On Facebook

This is what happens every single minute on Facebook:

- 50,000 Shared Links
- 382,000 Likes
- 500,000 Comments
- 98,000 Accepted Friend Requests
- 88,000 Status Updates
- 231,000 Sent Messages
- 74,000 Event Invites
- 79,000 Wall Posts

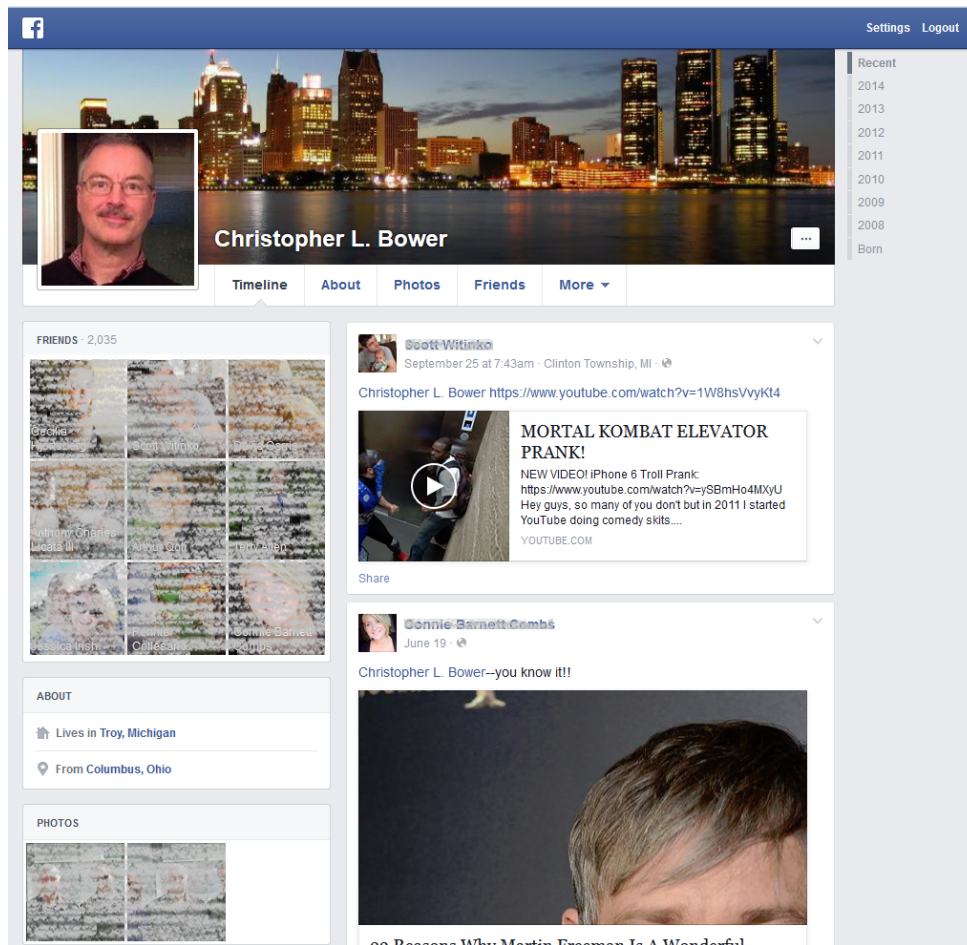
You get the point. Facebook is viral, active, downright explosive, and the best part of all – it's FREE!

Business Pages vs. Personal Pages

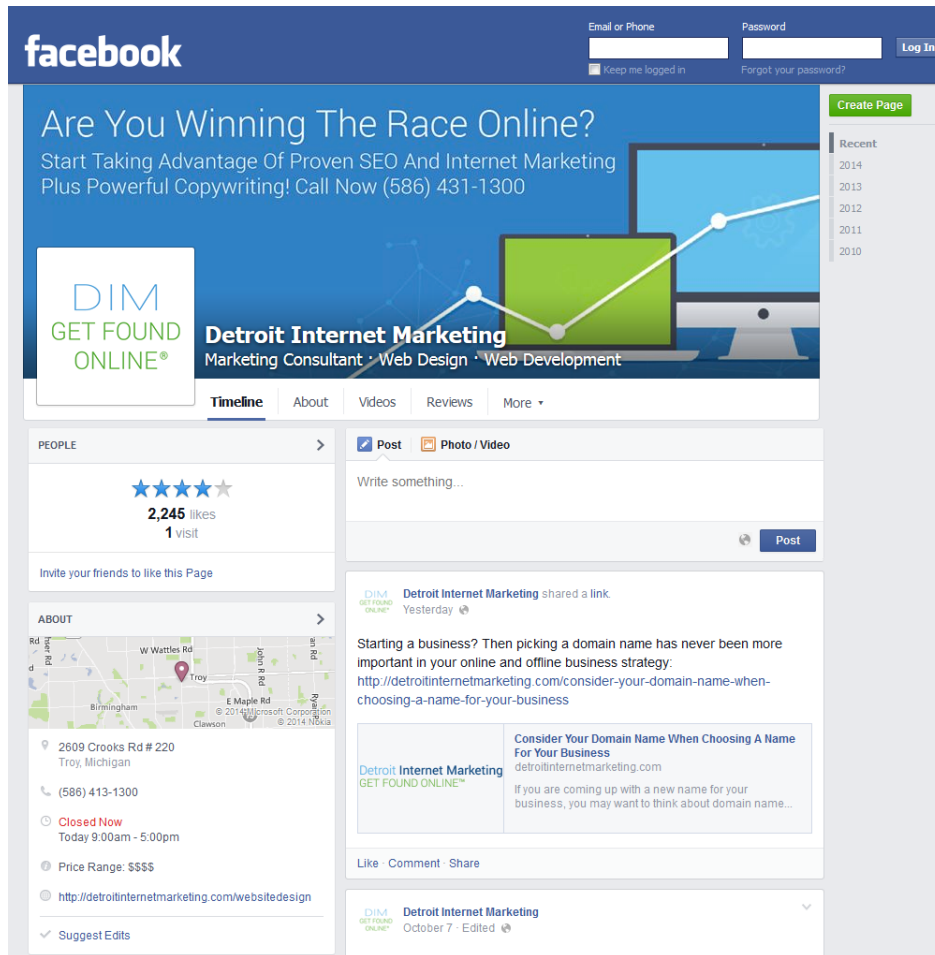
Hopefully now you're convinced that Facebook can help you market your business. With the formalities out of the way, let's get to the fun stuff – creating your Facebook account.

There are two different kinds of Facebook pages: business pages and personal pages. Business pages are used to help businesses promote their sites and provide information for their customers and clients. Personal pages are made more for socializing with friends and family. If you are going to use Facebook to market your site, you will need to create a business account that is separate from your personal one.

Personal Page



Business Page



Notice that the personal page is much "busier" than the business page. Business pages are designed to be professional representations of businesses and the people who run them. Personal pages are meant to be much more casual, and they are used to communicate with friends and family. If you want to create a professional image for your business on the web, you have to get a business account.

With a business profile on Facebook, you can see all of the pages and ad campaigns you have created on the account. What you cannot see is the profiles of users on Facebook or any site content that is not directly related to the pages you have created. This prevents businesses from spamming Facebook users on a regular basis, which you wouldn't do anyway (hopefully). Despite these limitations, a business account can be a vital asset to you.

How to Create a Business Page

Creating a business page is fairly simple to do, and the basic steps will only take about 5 minutes to complete. You may spend 20 minutes customizing your account from there, or you may spend hours. It just depends on how creative you want to get.

Here is a step by step guide to show you what it takes to create a business page for your company on Facebook.

Step 1 – Choose A Username

The username for your social network accounts is just as important as the domain name for your business. This is the name that people will use to find you on Facebook, and it will be on any publications you make that have a link to your Facebook account. Thus it is important to come up with the right account name from the start because it will impact the image for your business online.

With more than 1.32 billion active Facebook users on the site nowadays, it can be challenging to come up with a username that is both catchy and available. You may need to draft out several options to see if they are available account names.

It would also be a good idea to see if the same usernames are available on Twitter, LinkedIn, YouTube, and any other social networks you may use to promote your business. If you find one that spans over all of those sites, you will be able to create a cohesive marketing image for your company online.

Step 2 – Create A Facebook Page

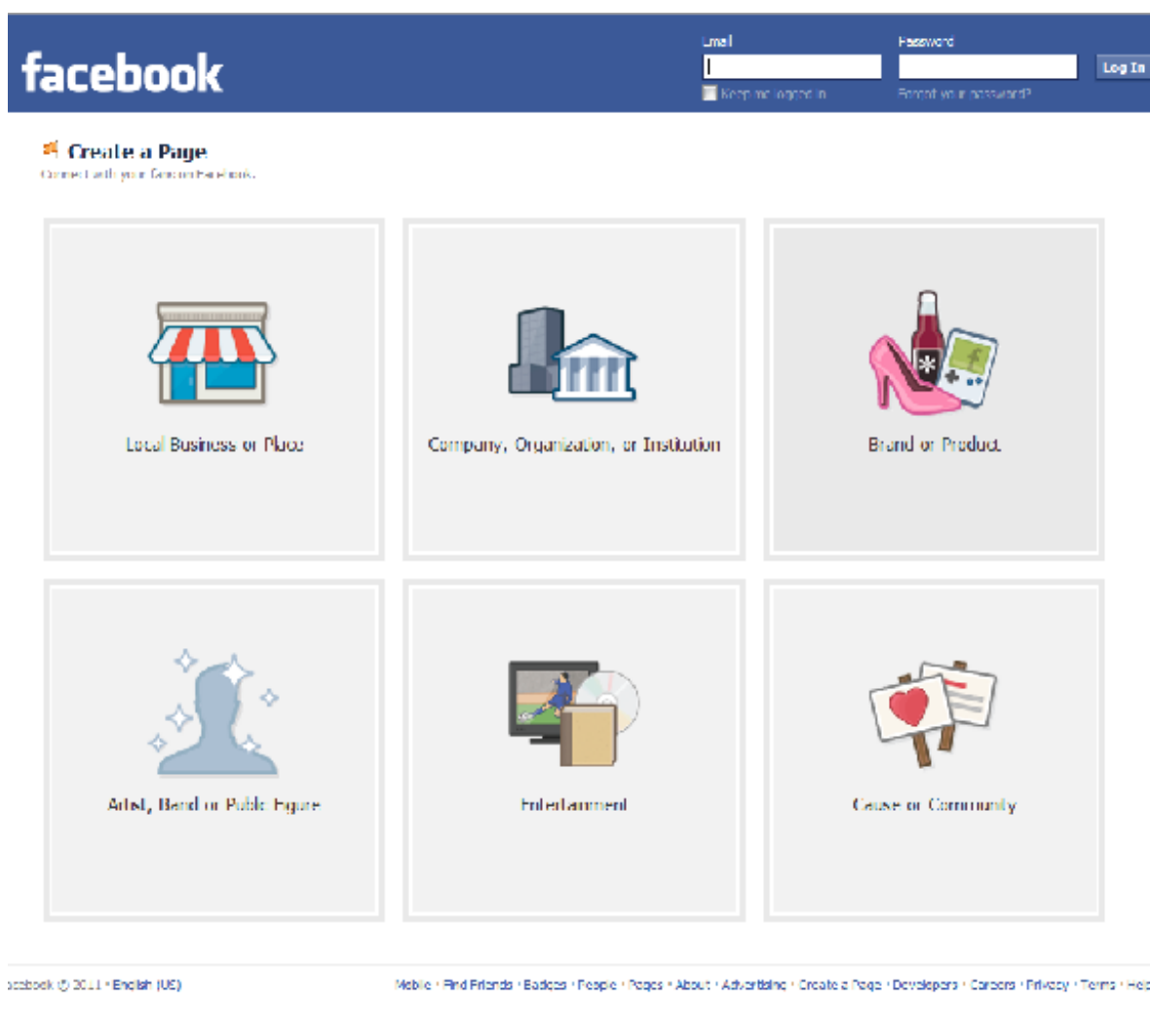
Facebook is constantly changing its page layout and menus, so you may not find an easy link to the business account creation section through the Facebook homepage. The easiest way to register for a Facebook account is to go through this link:

<http://www.facebook.com/pages/create.php>

The person that creates your Facebook page is going to be deemed the owner of it, and he or she will have exclusive rights to the content and the account in general. If you are not going to be the one that actually creates the account, you need to make sure you can trust him or her to do the job.

After the account is created, you can assign administrative rights to different people so that one person is not in total control of the account. That will keep you protected if there are multiple people with access to the account.

The account creation page should look something like this:



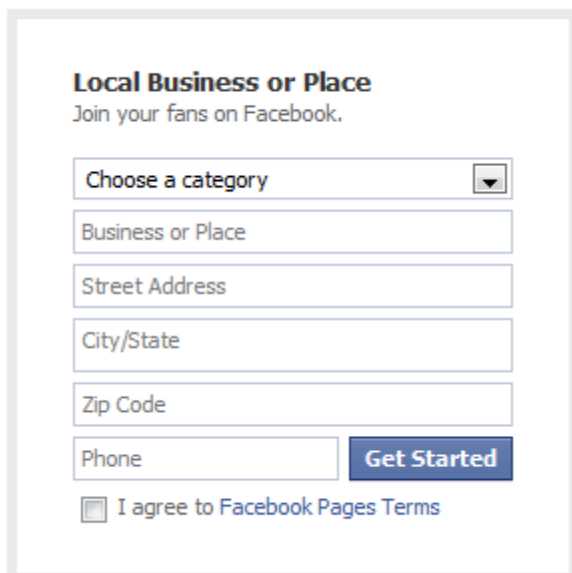
It will let you select the type of business page you want to create. It is important to think about which account type best fits your business because you will not be able to change this later on.

You can choose from 6 different categories:

- Local Business or Place
- Company, Organization, or Institution
- Brand or Product
- Artist, Band, or Public Figure
- Entertainment
- Cause or Community

You can pick any category you want to, but the selection you make may impact

your business's ability to show up in search engine results. If you want to show up for directories in your area, it may be best to choose the "Local Business or Place" option. If you run a company that works on a global basis, the "Company, Organization, or Institution" option may be a better fit for you.



The image shows a screenshot of the Facebook account creation form for a "Local Business or Place". The form is titled "Local Business or Place" and includes the subtext "Join your fans on Facebook." Below the title is a dropdown menu labeled "Choose a category" with a downward arrow. The dropdown menu is open, showing the selected option "Business or Place". Below the dropdown are several text input fields: "Business or Place", "Street Address", "City/State", "Zip Code", and "Phone". To the right of the "Phone" field is a blue "Get Started" button. At the bottom of the form is a checkbox labeled "I agree to Facebook Pages Terms".

If you click on each one of the options, you will see dropdown menus to start the account creation process. Most of them ask you to choose a category that your business

would fit into, as well as the name of your company or brand. The image at the left shows the dropdown menu that you might see if you selected to create a "Local Business or Place" account.

Select and fill out the information as it corresponds to your business. Accept the terms and click "Get Started" to continue.

Facebook will take you to a basic account creation page to let you customize your business account profile. You should be able to follow the step by step instructions there to complete the first part of the account.

Put up a few messages on the wall so people have something to "Like." This will be important for the next part of creating your account. You can let people know what your business is or what promotions you are running right now. Then you can move on to developing a pool of Facebook friends.

Step 3 – Get Friends To "Like" Your New Page



You will not be able to secure an official Facebook username until you get a certain amount of "Likes" on your account. This is the same theory as not being able to make a thread on a forum until you have made a certain number of comments. Facebook does everything it can to ensure positive user experiences, and this is just one of the ways they prevent businesses from spamming other users on the site.

At this time, Facebook asks that you get 25 users to sign up for your page before you can have an official username. That may change by the time you read this eBook. Before you reach that magical number, your Facebook URL will look a little messy. Eventually, you should be able to get a cleaner URL.

"Like" your own page, and have everyone else you know sign on to "Like" it too. You can send out a massive invitation to people by clicking on the "Suggest to Friends" option in your profile. That will get the word out to people you are connected to on Facebook. You can give out your link to people who aren't connected to you on Facebook via email.

It may take a little bit of time to get your 25 "Likes," depending on the network you have access to. Be patient, and you will soon have your official URL.

Step 4 – Set The Username For Your Facebook Page

You can create a username for a personal page or a business page by going to this link:

<http://www.facebook.com/username/>

You must be signed in to access this page. The first option you will see allows you to create a username for a personal page, which you may want to do if you have not already. That will help you create an overall image for your business. In another link on the page though, you should be able to set a username for a page.

Then you will see something like this:



The dropdown menu will let you select any page you have registered on your account. If you do this before you get your 25 likes, you will see an error message that will tell you that your account is not eligible for a username at this time. Otherwise, you should have a data box that will let you put in your desired username.

Put in the name you want and "Check Availability." If your first choice is not available, go down your username list until you find something that works. You cannot change your username later, so take the time to find one that truly works for your business.

Step 5 – You're Done!

Once you have your business page and a special username for it, you will be able to start marketing your business online through Facebook.

Connecting With People On Facebook

In the last chapter, we talked about what it takes to create a business page on Facebook. Now we're going to talk about how you need to use the page to reach out to your future customers and clients.

If there is one thing you get out of this eBook, this needs to be it:

Facebook is NOT meant for selling. It is meant for communicating.

At the core of its existence, Facebook is a *social* network. It is a place where a business owner can go to connect to his or her customers. If you look at Facebook purely as a place to put ads, you're missing the point of this concept entirely. You need to keep communication in the forefront of your mind.



Communicating With Facebook

When I say "communicating," I don't necessarily mean having conversations. You can communicate with your customers without sending a ton of private messages back and forth through the site. How do you do that? By posting valuable content on your profile page that your customers can relate to.

Here are some of the best pieces of information to put on your business page:

- Tips
- Announcements
- Industry Information
- Product Information
- News
- Helpful Resources

People like seeing business profiles that are full of suggestions, news, and helpful information that they can use in their own lives. The more you can help your customers through your business page, the more trustworthy you will appear. Trustworthy companies get to the top every time. Why can't you be one of them?

Before you start putting personal information all over your business page, let's make a few things clear. Your visitors don't care about...

- Your Love Life
- What's Good On TV
- What You Ate Last Night
- The Latest Office Gossip
- Pictures Of You Soaking Up The Sun

Get the picture? Your business page is supposed to help you communicate with clients in a way that won't bore them or, even worse, creep them out. Keep the details about your personal life to a minimum and you will see much better responses from people who visit your business page.

Interacting With People On Facebook

You can interact with people on Facebook on top of dishing out vital information. In fact, we strongly suggest that you do. Reply to comments on your Facebook wall, especially if they are questions from your customers. Providing quick and helpful answers will show other users that you care about your clients and that you know what you're talking about.

Don't be afraid to make things a little personal, as long as they pertain to your business. Your visitors will appreciate seeing the person behind the profile.

Advertising On Facebook

In the midst of communicating through Facebook, you can throw in some promotional information for your business. That's the whole point of this eBook, right? The key to running a successful ad campaign on Facebook is to run your

promotions tastefully. You have to get the word out without going into ad overload.

A good rule of thumb is to have **1 ad for every 50 posts** that you make on your Facebook page. The other 49 posts need to contain some of the helpful information mentioned above, like news, tips, articles and more. This ratio works well because it ensures that you don't look like a spammer. Social network users hate spam, and they will do everything they can to avoid it.

What NOT To Do:

- Buy This!
- Buy This Now!
- Have You Bought This Yet?
- Did I Mention You Can Buy This?
- I Want Your Money, So...Buy Now!



Don't feed your visitors link after link from your site thinking that you will draw in more traffic. You will actually push people away. Keep your ads to a minimum and you'll get much more attention in the end.

To Sum Things Up...

When you're creating content for your business page, think about the *users*, not about the *sales*. Far too many marketing schemes fail on Facebook because the people doing them fail to think about the people first. Put yourself in your users' shoes and think about what you would want to see on a business page. When you keep their wants and needs in mind, the sales will flow in automatically.

Defining Your Target Market

Your target market is the group of people you are trying to reach out to. It's your audience, your customers, your followers – the people that keep your business running every day. If you don't know which people make up your target market, you will have no path to follow with your Facebook posts and marketing as a whole. If you skip this step, you are almost guaranteed to fail with Facebook marketing.



Factors That Define Your Audience:

- Age
- Gender
- Hobbies
- Interests
- Needs
- Wants
- Financial Status
- Location
- Goals

You need to get an idea of who you are actually reaching out to. Think about their lives, and what your business could do to make their lives a little bit better. You must narrow down your target market to a core group of people that you can logically see responding to your business. Then you can figure out how to connect with them.

Example

Let's say I run an athletic shoe store for women. I sell tennis shoes, water shoes, workout shoes, running shoes, and more. The shoes are made to provide a girly approach to a traditionally male-dominated market.

In this example, my target market would consist of fitness conscious women who also have a flair for style. The women would likely be between the ages of 18 and

34, which would make Facebook perfect for helping me reach my core demographic. You have to analyze your business and figure out what the target market would be for your products and services. This may take time, but it is well worth it in the end.

Tips For Finding Your Target

If you are struggling to figure out what your target market actually is, try searching online for questions that pertain to your business. See what kinds of people are asking those questions online.

You might find forums that focus around your industry, and then you can narrow down your audience by determining what group of people typically uses those forums.

You can also find your target market by looking at your competition. If you run a retail store, go to another retail store in your area that sells similar products. See what kinds of people you find walking down the aisle. You might be surprised by the kinds of customers you are actually attracting with your business.



Going Beyond The Target Market

Is it possible to reach out to people beyond your target market? Absolutely.

The fact is that you never know who is actually going to find your Facebook page. The point of defining your target market is to get a general idea of which people make up the majority of your audience. You might run a business that has multiple target markets, in which case you will have to define multiple marketing plans to stay in touch with them. The sooner you know this though, the sooner you will be able to react to your own business needs.

Crafting Your Message

Your message goes well beyond marketing alone. This is the overall purpose of your business. You have to know this message before you can have a successful marketing campaign, and ultimately a successful site. So, what are you trying to say?

Step 1 – Think About Your Target Market

I didn't put the last chapter in here because I wanted to have a longer eBook for you to read. Crafting your marketing message starts with a look at your target market. By understanding the people that relate best to your business, you will be able to have a clear path for defining your message. Otherwise, you will be shooting messages all over the place without a target in sight.

Step 2 – Identify Their Problems And Needs

When you know who you are trying to reach out to, you can start thinking about who their needs are. Here are some easy questions to ask yourself:

- What are the biggest problems facing my target market?
- How does my audience feel about those problems?
- What questions are these people asking?
- Are there any needs that have not been met?

Every target market has its own set of unique struggles and frustrations. If you can identify those struggles and frustrations, you will get a better response from your target market. By showing empathy and understanding, you will make people trust you more. That will ultimately lead to more business.

Step 3 – Provide Solutions and Results

Merely understanding the needs of your target audience isn't enough. You have to know how to respond to them. People don't want sympathy. They want solutions. It is your job to figure out what those solutions are.

If you know about a common question from your target market, make a post that provides an answer for it. If you see a growing problem for your audience, bring up a product you sell that can fix it. The key to all of this is to see the issues and



then react to them in a way that will drive up business for your company or organization. As long as you don't overwhelm the users along the way, you can provide them with help in exchange for their business.

If you already have proven results from a solution you have provided, let people know about them. You might mention a patient of yours that you helped get through a troubling illness, or you may bring up a homeowner that you helped remodel a bedroom. That will make you see more reliable and successful.

Step 4 – Explain What Makes You Different

Your marketing message needs to portray what sets your business apart from your competition. What makes you different? Better yet, what makes you *special*?

You don't necessarily have to be the best at what you do, nor do you have to offer the lowest prices or the largest range of services. Whatever business you run, there is something that makes you different from other businesses like yours. You wouldn't have started the company in the first place if you had nothing new to bring to the table. Identify this special trait and formulate your Facebook marketing to promote yourself.

Something to think about...

Your future customers are always going to ask themselves, "What's in it for me?" If your marketing message purely explains what you do, you'll never be able to answer that question. Just keep that in mind as you develop your marketing plans.

Creating A Marketing Calendar

You have all of the tools in place now to plan out your Facebook marketing. You know who you are trying to reach and what you are trying to say. Your task now is to figure out what sort of schedule you will use for your marketing to bring all of that together.

Think Like A Blogger

Think about Facebook as a blog of sorts, where you try to connect with people and offer them helpful information along the way. Of course, Facebook isn't a blog site – it's a social network. Nevertheless, putting yourself in that blogger



mentality may help you plan out your marketing calendar better. You may have themed days for content, or you may have a certain quota of posts you need to meet. That's up to you. Do whatever it takes to make a plan you can stick to.

Remember The Ratio

Remember when I talked about advertising on Facebook way back in *Connecting With People On Facebook*? There, I mentioned that you need to have **49 non-ad posts for every 1 ad** that you put up. Thus when you start creating your marketing calendar, you need to think about how often you are making regular posts in comparison to promotional posts.

It may be best to do an ad once a month. Then you can plan to post up valuable content on all of the other days of the month to balance things out. If you have a month where you are running an aggressive ad campaign, you may consider boosting the amount of other posts you put up to make up for the extra ads. Your goal needs to be to keep people coming to your Facebook page. That will be advertising enough.

Adapt Your Calendar

Once you get the hang of running a business page on Facebook, you'll start to develop a rhythm to making posts and communicating with people on the web. Feel free to adjust your marketing calendar as that happens to reflect new ideas you come up with along the way.

A good marketing plan is never perfect. There is always room for improvement. As long as your changes happen in relation to your target market, you should see nothing but success from your efforts.

Conclusion

Using Facebook to market your business is not hard if you know what you're doing. This social network is a powerful tool, but it can also be a powerful disappointment if you don't use it properly. Hopefully this eBook has shed some light on how to use Facebook to market your business online.

Keep your message and your target audience in mind at all times. The image you create for your company on Facebook will ultimately reflect the image for the business in general. With the right ideas and a little bit of luck, you can build a better business with Facebook.

Questions?

If you have any questions about Facebook marketing or any of the topics mentioned in this eBook, don't hesitate to ask. Use the following information to learn more about what Facebook can do for you:

- **Email:** support@detroitinternetmarketing.com
- **Website:** www.DetroitInternetMarketing.com
- **Phone:** (586) 431-1300

Resources

http://www.mediabistro.com/alltwitter/social-millennials_b49852

<http://www.ibtimes.com/facebook-gets-older-demographic-report-shows-3-million-teens-left-social-network-3-years-1543092>

<http://www.pewinternet.org/2013/12/30/social-media-update-2013/>

<http://www.cnbc.com/id/101846130#>.

<http://www.businessinsider.com/2014-social-media-demographics-update-2014-9>

http://www.mediabistro.com/alltwitter/social-media-active-users_b52643

http://content.time.com/time/video/player/0,32068,711054024001_2037229,00.html

<https://zephoria.com/social-media/top-15-valuable-facebook-statistics/>