



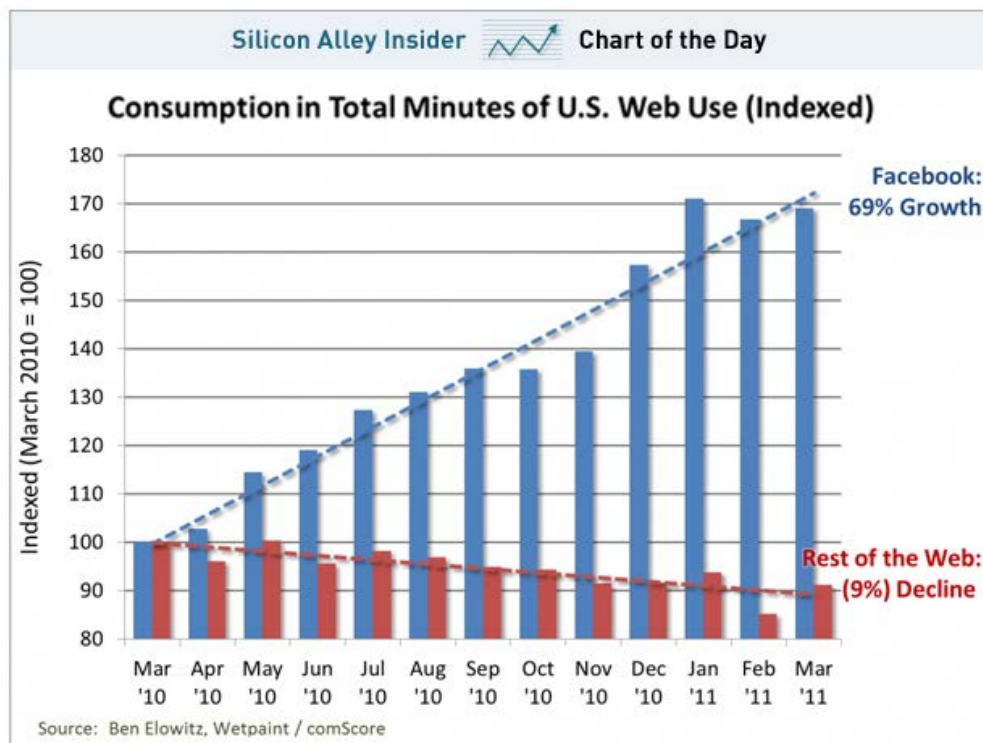
# Web Visibility – Facebook Tools

A Torian Group Solution - Technology with Integrity

By Tim Torian, Torian Group, Inc.

**Executive summary:** Determine how Facebook fits in to your marketing and branding plans. If appropriate, take advantage of this list of activities, tools and resources for Facebook.

Facebook now has more users than there are people in the US. Its use has grown so much that the use of the rest of the internet has actually dropped:



No matter what you sell, your customers are on Facebook. Are you? Watch [this video](#) on the impact of social media as well.

Here's a short checklist, and some resources to get you going.

1. Like any marketing, start with the end in mind. If you haven't already, define your "unique selling proposition" – what unique market do you serve more effectively than anyone else? Determine who and where those people are – create a persona to describe each of your customer segments. Use that to identify where or if Facebook fits in to your marketing plan.

A good analogy for those not familiar with Facebook is that it is online social networking – just like you can join the Chamber of Commerce and service clubs

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to meet people who might be customers, you can develop deeper relationships with people online via Facebook. The best marketing plan often incorporates both in person and online strategies so that they complement each other. Facebook results are showing up in Google organic search. Just having a Facebook page can make your business more likely to be found. Determine what action you want visitors to your Facebook fan page to take. This is critical, and often overlooked. Keep it simple, and focused. Perhaps you want them to visit your web site, or contact your office for more information.

2. Create your personal Facebook page.  
All business pages are associated with one or more personal pages, and are managed with your personal Facebook login. If you try to setup a business page first--which you can--you will actually be going through both setups at the same time. Consider whether to separate your business and personal Facebook contacts. Although it is against the Facebook policy, you can create more than one personal profile.  
Complete your profile, and set security. Choose a secure password. Set secure browsing as your default.
3. Create your business page, and fill out the information for your profile. See the resources below for detailed instructions.
4. Set security on your page. Hide it till it is ready. Be sure to not allow the public to post on your wall – it is a source of spam. Assign any additional people who will be page administrators so they can manage and post to your page. Again, see below.
5. Invest in some high quality graphics for your business page. The left column of your profile allows a picture 180w x 540h (in pixels). You can also put a row of pictures along the top, which can combine to look like a single image.  
Make sure that it reinforces your brand by using the same color scheme, logo and fonts you use in other marketing. This may be the first impression you make.
6. Using Apps (links below) to make it easier, create a custom business Facebook page: create a “landing page” for non-fans with a compelling reason to click the like button on your page. Display a different page to fans. Add any additional custom tabs that fit your marketing plan. Keep it simple. You can always adjust it later.

As mentioned, Facebook has started making their business pages much more flexible. You can now create a custom tab (it shows on the left side), and configure it using all the same tools used to make web pages – including Flash, Video, and anything you could put in your website. This is done by creating a window which displays a web page hosted elsewhere (not part of Facebook), by implementing a custom App. Fortunately, there are a number of vendors who offer ready-made Apps you can use. You still have to design the custom page – you may need a graphic designer to make a good impression. Be cautious of free

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Facebook apps – they often are either poorly made or can link to malicious websites.

7. Add a couple of posts introducing your business. Your message will be guided by the goals you set in your marketing plan. A good start is to state in a friendly way what your unique benefits are – why people should be interested in you and your Facebook page. The business page can have a different tone than your personal Facebook – people have already agreed that they are interested in your business. Make them glad they did.

8. Get at least 25 followers so you can claim your business URL (Facebook page name). One way to do this is to use the Facebook tool which emails all your Facebook friends. Or just email or call people you think will want to like your page.

Facebook pages have a single list of available names, and once taken, they are gone forever. You want your page to match your website and email:

[www.facebook.com/yourbusinessname](http://www.facebook.com/yourbusinessname) Be sure you claim it first.

9. Market your page: Add a Facebook “like” link to your web page and other online presence. Consider moving at least some of your marketing dollars to Facebook Ads.

Facebook offers narrowly targeted online advertising at very reasonable rates.

“Pay per click” means you only pay for those who express interest in your offering – not something you can get from traditional media.

10. Keep it alive – set up social media tools and schedule regular posts to your page. Log on for a few minutes daily and respond to any posts. Do not leave this to someone who does not know your business. This is “facebook to facebook” selling, and can have a big impact – good or bad – on visitors. The person posting has to share your values, know your business, and recognize familiar “faces” when existing clients or customers post.

Social media should be an extension of the relationship building you are already doing – just another channel of communication. You might be able to work in a mention of your upcoming sale into a personal conversation, but it has to be appropriate, and relevant. Business pages on Facebook make it easy to separate your personal and business communications. When someone “likes” your business page, they sign up for relevant messages about your business. Take that trust seriously, and deliver messages which will have value, and not motivate potential customers or clients to block you as spam. Be cautious of marketers telling you they will handle your social media marketing for you. You can get valuable help with setup, but be prepared to deliver your own message.

If you don’t have the resource to post regularly, post a clear message that points people to your website or phone for more information, and explain that you don’t plan to post further. You can still make a positive impression with the right static message.

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11. Measure your results. Use the “Insights” menu item on the bottom left to view statistics on visitors. Add your website(s) to get statistics on where your “likes” are coming from. Think through how you will measure success based on your marketing goals. Track how many visitors to your site came from your Facebook, or how many calls are coming in from Facebook visitors.
12. Fine tune your strategy. Use feedback to improve the visitor’s experience, and improve the number of visitors who do what you hoped they would.

## FACEBOOK RESOURCES

### Setting Goals, creating a marketing plan:

[Mashable guide to Facebook](#).

Determining who to target – [Demographics for free](#)

The [Pages Guide for Businesses](#) guides you through creating a business presence on Facebook.

[The importance of planning](#)

[Marketing tips](#)

Video on the [importance of Social Media](#)

Setting up your personal Page: [www.facebook.com](http://www.facebook.com)

### Setting up your business page:

Facebook [Pages Manual](#) for step-by-step instructions to create a Page now.

Facebook also has good [help on setting up your page](#).

There are a number of good online videos explaining the process of creating your business page. [Here’s one](#). [Here](#) is a tutorial on creating a custom App for hosting your own Facebook custom page. [Here](#) is how to set your custom page name (URL).

### Custom page building:

#### Paid Subscription App Packaged Solutions

These are companies offering apps which make page creation easier. They are higher quality, and most have a suite of tools that work together. If you are wanting a quick reliable easy solution, go with North Social and pay the monthly fee.

North Social – [www.northsocial.com](http://www.northsocial.com) (Recommended) - sign up for their newsletter.

Pagemodo – [www.pagemodo.com](http://www.pagemodo.com)

Lujure – [www.lujure.com](http://www.lujure.com)

RatePoint – [www.ratepoint.com](http://www.ratepoint.com)

<https://www.socialappshq.com/products>

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## Free Apps

MailChimp - <http://www.facebook.com/apps/application.php?id=100265896690345>

Constant Contact - <http://www.facebook.com/ctctjmm1>

Fan Appz - <http://fanappz.com/sign-up/> (Free Lite Option)

Payvment - <http://www.payvment.com/> (Free eCommerce Solution)

Extended Info - <http://www.facebook.com/extendedinfo?b>

Easy Promos - <http://www.facebook.com/easypromos> (One Promotion for Free)

Hy.ly Tab Builder - <http://www.facebook.com/HylyWelcomeApp> (Limited Options for Free)

Poll - <http://www.facebook.com/OpinionPolls?ref=appd>

Contact Tab - [http://www.facebook.com/ContactTab?sk=app\\_168151469879028](http://www.facebook.com/ContactTab?sk=app_168151469879028)

Survey Tool - <http://www.facebook.com/simple.surveys?ref=appd>

Blog- [Post Your blog on Facebook](#)

Add more functionality with ExtendedInfo - <http://www.facebook.com/extendedinfo>

[TabPress](#) is a free application provided to the community of Facebook admins so that they can easily create iFrame Page tabs for their Pages.

[TabSite](#) allows you to create multiple tabs within your custom tab so that you can create a mini-website. You design your custom tab on their website and then load it onto your page.

## Lists of page building and customizing apps:

[Top 10 Facebook Apps for Building Custom Pages & Tabs](#)

[Ultimate list of Facebook Apps](#)

[Customizing Fan and Business Pages](#) on Facebook - lists useful apps.

The Social Media Guide [http://thesocialmediaguide.com/social\\_media/39-business-apps-for-your-facebook-page](http://thesocialmediaguide.com/social_media/39-business-apps-for-your-facebook-page)

Mashable <http://mashable.com/guidebook/facebook/>

[Branchout](#) is a site that builds on Facebook to add Linked-In like features.

## Guide to Facebook Ads:

[www.facebook.com/adsmarketing](http://www.facebook.com/adsmarketing)

## Analytics:

<http://www.facebook.com/insights/> (no page selected) for help with Insights.

[The Measurement Standard](#) is one of the best sites for leading edge information on analytics and social media. Here's their excellent article on [what to measure](#).

## Social Media management tools:

These are tools that allow you to post once to multiple social sites, and monitor multiple accounts from one "dashboard". Many allow you to schedule posts – create content to be posted at future times.

[www.seemic.com](http://www.seemic.com)

[www.hootsuite.com](http://www.hootsuite.com)

## For Developers:

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<http://socialmediclub.org> Fresno chapter: <http://www.facebook.com/smcfresno>

If you're developer, there's a [developer app](#) with some [great documentation](#). If you're not, there's a [Static HTML: iframe tabs](#) application that provides a friendly way of setting up a custom tab without too much pain. It even has built-in reveal functionality, which is the ability to present additional content to visitors after they press the Like button.

**[Facebook Platform](#)**: If you want stand out from the thousands of other Facebook advertisers, create your own tools and applications with Platform. This system helps Facebook users design interactive apps so that visitors and friends can easily explore what your company has to offer.

### **Blogs and resources about Facebook**

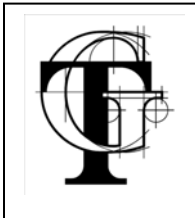
Hands On: [Facebook Video Chat](#)

[Inside Facebook](#) website

[Social networking watch](#)

[Web Marketing Today](#)

Contact us for help getting your company set up on Facebook. We can set up your account, assist with creating a custom page, and train you on how to manage your marketing campaign, or help develop one.



**Tim Torian** has taught computer networking at the College of Sequoias and Cal Poly Extension. He has a BS in Computer Science, and has been consulting on computer networking for the past 30 Years. He is a Microsoft Certified Systems Engineer, and a Cisco CCNA and CCNI. He was recognized as Entrepreneur of the year for 2008 by the Tulare County EDC, and "Technology business of the year" in 2011 by the SBDC. He is president of Torian Group, Inc. which provides a full range of Technology Consulting services to local business, including computer services, networking, web and custom software development. [www.toriangroup.com](http://www.toriangroup.com)

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