

PLR Report purchased at [www.plrmonthly.com](http://www.plrmonthly.com)

**Welcome to PLR Monthly and your PLR Report. We hope you enjoy the report and all it has to offer.**

**Please remember to check out the all the video tutorials available to you in the VIP [PLR Monthly](#) Members area.**

Have you considered an affiliate program for this eBook so you can earn an extra income?

Since the eBook is PLR then you can promote PLR Monthly quite easily by signing up here:

**<http://www.plrmonthly.com/affiliates/>**

Thank you and we hope you enjoy the eBook.

PLR Monthly Team

# Creating and Using Facebook Like Pages

By: [your name]

## Contents

Building Facebook Page Likes – The Secrets You Don’t Know .....	4
The Benefits of Facebook Page Likes.....	5
Top Tips to Increase Your Facebook Page Likes.....	5
Using Facebook Ads to Grow Your Facebook Page Likes .....	6
How to Increase Your Facebook Page Likes Daily by 80% .....	7
Creating a Facebook Like Page.....	8
Creating a Facebook Like Page to Drive Traffic to Your Site .....	9
How to Get More Facebook Page Likes .....	9
How Internet Marketers Can Maximizing Their Facebook Page Likes .....	10
What You Should Know About Growing Your Facebook Page Likes .....	11
How to Get People to Like Your Facebook Page .....	12
8 Ways to Get More Likes on Your Facebook Page.....	13
Building Likes and Your Fans on Your Facebook Page.....	14
Building a Successful Facebook Page .....	15
Create the Facebook Like Page With Maximum Value .....	16
Build the Perfect Facebook Like Page.....	16
10 of the Top Benefits to Having a Facebook Page.....	17

## **Building Facebook Page Likes – The Secrets You Don't Know**

Have you ever wondered why so many businesses put so much effort into creating a Facebook page? If you haven't yet experienced the power of marketing through Facebook pages, it's time you did. Creating the page is easy, bringing in likes, which are your fans takes some skill. Remember the more fans you have, the more fans you will get – your fan base will grow exponentially. We're about to share the secrets to a successful Facebook page. Are you ready?

### **Create that Better Than Average Facebook Experience**

After your Facebook page is up and running, you will need to begin to engage and connect with your existing likers, but you will also have to be diligently working at growing your fan base. These pages are no longer referred to as fan pages. Instead, the object is to get likes and these followers are called likers.

Deliver an amazing experience to your likers and they will spread the word to their friends and they will spread to their friends and suddenly it has worldwide exposure. You need to do more than focus on getting visitors to hit the like button. You want to create content that is so good it gets attention for what it is.

### **Link Link and Link Some More**

If you haven't met the @ symbol on Facebook, it's time you did. You can link to your Facebook page simply by making a comment that includes the @ with your page name. For example, let's say you are an internet marketer. You visit another related site and make a comment such as "great page, glad to see you are promoting xyz @myfacebookpage."

### **Funnel Your Fans**

If you want to turn your likers into paying customers, you need to funnel those likers to your website. However, you also want to funnel your fans from your blog or website to your Facebook page. You can do this by making sure you ad social sharing to your blog or site. Then your visitors can "like" your blog or site and tweet it or be directed to your website.

### **Learn More About Facebook Pages**

The more you understand how Facebook works the more you will be able to benefit from it and the more you will be able to drive traffic to your Facebook page and turn them into likers or fans, by clicking the 'like' button.

There you have – the secrets out. When you use these great tips, you will begin to quickly build likers on your Facebook page.

## **The Benefits of Facebook Page Likes**

If you have a business, you need to know about Facebook pages. In fact, if you use Facebook personally, you are likely already familiar with Facebook pages. However, you may not know their true value. Let's examine the benefits of Facebook page likes and fans, and what they can do for your business.

There is a myth circulating that Facebook likes don't mean a thing. Don't for a minute believe this! Our guess is that these nasty little rumors are often started by companies that would like to send the competition down the wrong path. In this case, keep them from further exploring Facebook pages and the importance of likes, which translates to fans.

The fact of the matter is that the more likes you have the more likely you are to get the exposure you need and want for your business. Here are three ways your business can benefit by having a high number of likes/fans.

1. Likers have a larger number of friends: According to Facebook the average liker, which is a person who likes other updates, has 2.4 times more friends than the typical user, and clicks 5.3 times more often on links to external sites than a typical user. Those are significant differences. This means those individuals who are the most engaged on Facebook, are the people that are very important to you and your Facebook page. They are reading, engaging, and sharing – the three things you want to happen. When they like your page, you are going to benefit directly from that like.
2. News Feed exposure: According to an Intel social media strategist, if you don't have likes you can forget about your posts showing up on any news feeds. Even when you have likes, it is difficult for your posts to be found on feeds because less than .5% of all status updates ever appear on a feed. The bottom line is no likes=no visibility.
3. Like Translates to Social Proof: Let's change this analogy to two brick and mortar stores. If you had two identical coffee shops side by side, one was nearly empty and the other was bustling with people you would be far more likely to stop for a coffee at the busy shop. The same applies to Facebook pages. Two nearly identical pages – a visitor will almost always choose the one with the most likes to join.

These three simple ways that you will benefit by having more likes, so it is important that you take the time to grow your likes/fans. Don't leave it on automatic mode or you could be disappointed.

## **Top Tips to Increase Your Facebook Page Likes**

Great – you have created a Facebook page but now it seems like after your closest friends have liked the page, you hardly see any new likes. You may already know that increasing your likes is key to increasing your traffic and ultimately increasing your revenue. Let's look at some top tips to increase your Facebook page likes.

### **Like Button on Your Website**

The first thing to do is install a like button on each page of your website. This will send traffic to your Facebook page, which helps you convert visitors to fans.

#### Suggest Your Facebook Page to Friends

You may have already invited some of your friends, but why not invite them all. You'll see in the drop down menu the opportunity to "suggest to friends." When you choose this option, a list of your friends that have not been invited appears – click away.

#### Connect Your Facebook Page to Your Twitter Account

All of your Facebook page posts will be sent to Twitter when you use this functionality. By doing this you can easily convert your Twitter followers to Facebook page fans, because you have created interest.

#### Promote Your Facebook Page in Your Newsletter

If you use email marketing, you can include a message to let your subscribers know about your Facebook page. Include a link to make it easy for them to arrive at your page.

#### Promote Your Facebook Page on Your Business Cards

Include a link on your business cards that links to your Facebook Page. Business cards target an entirely different market than your online contacts. Take advantage of it.

#### Fiverr

This is an online market where services are for sale for \$5. Have a look at the advertising section and their social marketing section. You'll find some who will suggest your Facebook page to 5000 of their own friends for just \$5. You will have to ad them as an admin to do this. You can almost instantly pick up hundreds of fans.

#### Create a Static Landing Page with FBML

Create a customized landing tab for your landing page. Visitors will have to click like to move further into the page. This is a solid method of increasing visitors to likes/fans, so be sure to take advantage of what it can offer.

#### From Your Personal Profile Link to Your Facebook Page

At the bottom of your personal profile, you are able to add links to any websites you are affiliated with. The more links that you create going to your Facebook page the more traffic you will send that way, and the more fans you will acquire.

## Using Facebook Ads to Grow Your Facebook Page Likes

Facebook pages are an excellent tool to help promote your business and bring targeted traffic to your website. Let us look at the steps to creating a Facebook page ad to help you build fans through the 'like' button.

#### Step #1 Identification of Your Goals

The first thing you need to do is identify what it is you are going to promote. It could be your website, where you want to drive sale; a product that you want to build awareness around, etc.

#### Step #2 Target Appropriate Traffic

Consider the timelines of the people you want to find your Facebook page. Choose your criteria based on interests, location, education, age, likes, friends, etc. You decide.

#### Step #3 Design an Ad That's Engaging

You will want to create an ad that will drive people to your Facebook page. Your ad should include name of your page, a key piece of information, a clear action, and be eye catching. You can create different ads to target different groups of individuals. Using the ad manager keeps managing your ads relatively easy.

#### Step #4 Set Your Budget and Manage It

Start by setting your budget. Determine the maximum you want to spend daily. When you reach that budget, no more ads will appear for that day. You will also need to decide on your bid price, which fluctuates constantly. You will have to set a bid range. You can use the Ad manager to set your budgets and then manage your ad campaigns. You can increase or decrease your budget any time you like. There is a great deal of flexibility in Facebook ads. They are also some of the most affordable ads online, so make sure to take advantage of them.

#### Step #5 Review Your Ads and Tweak

In your Ad Manager are your detailed metrics. You can create reports that show you how your ads are performing and then make changes to tweak the performance of your ads. You can edit your ad campaigns at any time. The more you learn about the age, location, gender, etc. of your audience the better you will be able to tweak your ads to target the people you want to like your page and become fans. Identify the ads that are performing the best and learn from those ads.

These five simple steps will help you to create the Facebook ads that will drive traffic to your Facebook page to increase your likes/fans.

### **How to Increase Your Facebook Page Likes Daily by 80%**

If you still aren't convinced about the power of Facebook, consider this – In 2010 Facebook was the most visited site in the U.S., beating out even Google. Therefore, if you have a Facebook page for your business, you can get an idea of the potential you have to grab targeted traffic.

After all, you only want targeted traffic, because traffic that isn't interested in what it is you have to offer will do nothing to increase your sales or your revenue. This is also why you should always be looking for different ways to increase your likes, and thus your fan base.

Putting like boxes on every page of your website, and a like box in your sidebar will certainly help generate traffic but not by 80%. So what is the secret to maximizing your likes? Glad you asked.

You likely already know how powerful a tool email is. Most successful business owners already have subscribers. However, rather than just sending out emails that invite your existing subscribers to visit your Facebook page and like it, you should make sure that you have setup an autoresponder series to follow up on that initial email.

Consider this. If every day, you have 10 new subscribers that mean you have the potential for 10 new Facebook likes every day.

It is not as easy as sending out one email and asking them to like your Facebook page. You are going to have to offer them something – a free gift like a special free report, or any gift that is relevant to what your products/services are. Get them to your Facebook page by telling them to visit it and like it to claim their free gift.

You might even offer all kinds of free stuff. You could set up a tab titled “Free Stuff,” and have all kinds of free downloads available. But how do you stop a visitor from just downloading and not bothering to like your page. Easy! Rather than having your visitors land on your wall, you create a landing page. The landing page only needs to have a short paragraph about your company or your products/services and then tell the visitor they have to like the page to go any further. Let's be honest everyone loves free stuff so it's a great way to grow your fan base.

You can spread the word through email, using Twitter, Google+, LinkedIn or any other method you can think of. When you carry this method out consistently, in no time at all you will see your Facebook page likes increase by as much as 80% daily.

## **Creating a Facebook Like Page**

Facebook pages have become increasingly popular as a tool to promote business. The Facebook pages are stand alone so there is no need to connect them to your personal Facebook profiles. Once you have created your page, the next thing you need to do is get people to click the “like” button.

The more people that join your page by clicking the “like” button the more people that will want to become a member. When your visitor clicks the “like” button you might even have added an app where they will be asked to sign up to your email list to receive the free download or free information.

Statistically it has been shown that likers, which are the people who click the “like” button, are far more engaged and active on the pages than the average Facebook user is. In fact, the average liker has 2.4 times the number of friends and click on 5.3 times more external links than typical users. You can see why you want to build your likers.

When you go to create your page you can choose from a number of categories including local business, company, brand/product, Artists/public figures, entertainment, and community. It is important to choose the type of page that best suits your page's focus.

You can grow your fan page as big as you like. There are no limitations on members. You can send updates out to unlimited members. There is no cap. And you can keep followers focused on what is happening with your business or products. You never have to reveal who the administration is. The page operates as its own entity.

Once you have set up your page you will want to upload your company logo or a photo that represents your business, your product, or your brand. You should fill out the page info completely. Instead of just giving the information Facebook requires, get creative and use the available fields to promote your business. For example, you can list links to your website or other relevant pages in the company overview field.



Consider using FBML to build a landing page. This is Facebook's HTML version. You can use it with the Static FBML app. The purpose is to send people to a landing page rather than your page's wall. It allows you to provide whatever message you like. It can really help with your Facebook growth. There are a number of apps and sites that will help you create an above average landing page that will get your page noticed.

## **Creating a Facebook Like Page to Drive Traffic to Your Site**

If you have been wondering whether it was worth your time to create a Facebook page, the answer is an emphatic yes. With your Facebook page, you have total control over the way you interact with visitors and potential customers. You can easily send traffic directly to your website, and the best news is a Facebook page won't cost you any money.

Rather than having your visitors land on the page's wall, it is a good idea to create a landing page. This can be achieved using FBML, which is simply the Facebook version of HTML. Using this you can put basic HTML in a tab or box on your page. It is not in your default applications but you will have no problem finding it by searching the application directory.

When you create a landing page, your visitors will land here and immediately receive the message you put on that page. For example, you can give a short description about your company or product and then tell visitors to click the "like" button. This can really increase your traffic exponentially. Why? Because the first thing you ask them to do is like the page before they go any further so you will have a much higher click through rate.

Think of your Facebook page as if it were another site for your business. The tabs at the top are just a different type of site navigation. You have a lot of flexibility here. You can create a tab for your newsletter, a tab for products, etc. Again, you will use the FBML to do this. Make good use of these tabs.

Remember to take advantage of the sidebar. You can put in your sidebar the same things you would put on your tabs. It's an excellent place for a newsletter sign up as it fits rather nicely. It is also a great place to conduct a poll or put an affiliate banner. Use this space so you get the most out of it.

You want your Facebook page to target relevant traffic that you can then send on to your website turning into paying customers. You also want to use your Facebook page to create brand loyalty. Done correctly, visitors will drop by often to see what's new on your page, and even more importantly become customers that spend their money on what you are selling. You should never underestimate the power of having a well designed Facebook like page.

## **How to Get More Facebook Page Likes**

Recent changes to Facebook saw the Facebook Insights dashboard completely rebuilt. This has led to the addition of the "like" count and an engagement count, which you will see on your page as 'how many people are talking about this.'

The best method of gauging your continuous success on Facebook is to use the 'talking about this meter.' If you are a Facebook page administrator, you should be working at getting as many people as you can talk about engaging on your page and talking about it.

There are five factors that are included in the talking about this data:

1. Number of Facebook user comments involving the brand
2. Number of 'likes'
3. Photo tags
4. RVSPs @mentions of a brand
5. Facebook places check-ins

### How to Get More Facebook Likes

1. Start by using a reveal tab if you want to convert a higher number of visitors to fans.
2. Use the available Facebook social plugins on your website(s).
3. Get more page engagements using rich content, videos, photos, etc.
4. Remember user engagement is the best tool for enjoying ultimate success on your Facebook page.
5. Quotes are an excellent way to get posts shared and tweeted on Twitter. Combine a good picture and a good quote and you can enjoy lasting results. This will be very beneficial to your numbers.
6. Take advantage of the Facebook questions tool. Create your own poll. This is a great way to get fans engaged and to bring new fans on.
7. Utilize the tagging feature whenever possible. Tag friends and they likely to make a comment on your wall.
8. Make sure to install the like button on your website content. This can be an excellent way to increase traffic to your Facebook page.
9. Make sure that you have Facebook commenting enabled on your blog. This will let Facebook users comment on the blog with the thread showing up on Facebook within minutes.
10. Always share any posts to other groups that are relevant. Join the groups so that when you publish content that is related to the group you can use Facebook's share functionality and post it to these relevant groups.

Your goal is to create the most powerful Facebook page you can. By utilizing these tips and tricks, you can watch your stats go through the roof, and you too can begin to enjoy what other companies are enjoying. On Facebook the size of your company doesn't matter – it's a level playing field. The only thing that matters is just how savvy you are when it comes to getting the most out of your Facebook page.

### How Internet Marketers Can Maximizing Their Facebook Page Likes

Internet marketing is the hottest business opportunity on the net. Internet marketers are always looking for a more effective opportunity to promote their business. A Facebook page is one of those tools every internet marketer should utilize. However, to be effective it requires you to ensure you grow your fan base through the "like" button. Let's look at ways you can do that.

First, you should eliminate your wall and instead create a landing page for your visitors. By doing so you can catch visitors and funnel them to the 'like' button before they can see any of the rest of your Facebook page. Internet marketers who have used this method almost immediately saw a significant increase in likes/fans.

The second thing to do is to set up comments on your landing page. Using this tool allows anyone, including those who are not fans, to comment. It also allow you to do a news feed broadcast which will bring more traffic to your page.

Make sure you take advantage of traditional media to spread the word about your Facebook page. Newspapers, television, magazines, and radio are all forms that will instantly generate action and therefore more fans. However, remember most traditional forms of media are expensive to use, yet another reason to make sure you give your promotion the attention it deserves. A less expensive method would be to include your link to your Facebook page in your newsletter that you email out to subscribers.

One powerful tool that is overlooked far too often is simply adding a tag line to your e-mail signature. Simply place your link under your name, or create a tag line and place your hyperlink within it. By using this tool, you are exposing your Facebook page to an entire external force that could potentially be fans.

If you are a blogger or you use LinkedIn or Twitter, make sure that you use these other social networking sites to promote your Facebook page. These invaluable tools are often overlooked. In fact, get the most out of these tools by linking them to your page so that every time you post to your page wall, that post appears on your other social networks. Of course, you need to be posting regularly to be effective.

Your Facebook page is a powerful tool for your internet marketing business when you take the time to build your likes and grow your fan base. Remember one fan can generate hundreds of other fans.

Every successful internet marketer has a Facebook page with thousands of likes and growing daily. When in doubt do what other successful marketers are doing.

## **What You Should Know About Growing Your Facebook Page Likes**

Chances are you may already have a Facebook page for your business. If you don't then the first thing you need to do is go create a Facebook page! Social media isn't a fad – it's a reality and it's a proven powerful marketing tool, so you shouldn't delay. Once your page is constructed, the hard part begins – you now need to bring traffic to your site, and have them 'like' your page and become your fans.

You want to be able to create this potential base, engage them, build brand recognition, and convert them to a paying customer. However, the first thing you need to do is grow your fan base. Let's look at ways you can accomplish this.

6

#1 A Custom Facebook URL

Once you reach 25 fans, Facebook provides you with the option to create a custom Facebook page URL. This is an excellent opportunity to brand yourself and make your page easier to remember and find. It gives you additional exposure and it makes you rank better in searches.

## #2 Get a Facebook Badge

You will want to get a Facebook badge and then add to your site. Don't just put it on your home page. Include it on every page on your website. There are a number of badges to choose from so find the one that best matches your site. Always stay consistent with the choice you make.

## #3 Get Exposure for Your URL

Once you have your custom URL you need to promote it in every way possible. Include it on your outgoing emails, tweet it, add it to your LinkedIn profile, include it on your Pinterest account, and every other imaginable way you can think of. Twitter is a social media network that deserves an additional mention because it can so easily be used to generate more likes.

## #4 Facebook Advertising

This is one way of growing your fan base that doesn't get mentioned that often. There is a common mistake that this method takes too much money to use. Actually, Facebook advertising is one of the cheapest forms of advertising online. And it offers excellent exposure to a very targeted consumer base, which therefore leads to a significant increase in likes.

## #5 Post Breaking News to Your Facebook Page

Special promotions, freebies, short sales, product launches, etc. any of these breaking news or others. Everyone loves a great deal or something free. Your fans are likely to share these posts and that will lead to an increase in likes.

Facebook pages are powerful marketing tools that can help you to target relevant traffic and then drive them to your website. Using these five techniques will help you to grow your page, increase your likes, and therefore your fan base.

# How to Get People to Like Your Facebook Page

Setting up a Facebook page is free and offers you an excellent marketing tool if you use it correctly. Building a fan base from scratch takes time. Success is based on growing your fan base. To do this you need to get people to "like" your page. Let's look at some ways you can do that.

## #1 Quality and Engaging Posts

It's really quite simple – if you your page to be liked it has to be likeable. If you have a disorganized Facebook page, that's boring and outdated, doesn't engage those who drop by, and has really little value, you can't expect people to "like" your page, and therefore you can't expect your fan base to grow.

The information you post on your wall needs fresh, and it must engage both current fans, potentially new fans, and admins. When you get the right mix here, you will find your “links” grow quickly, and you will build the fan base that you want.

## **#2 Make Sure to Reward Existing Customers for Their Loyalty**

Even though you are just setting up a Facebook page, chances are your business is already established. Encourage your existing customers to come join your Facebook page and become a fan. You can reward them with special discounts, contests, etc. for clicking “like” and becoming a fan on your Facebook page. One that works well is doing an appreciation of the month for members. It’s worth the effort because a positive comment from a customer is far more powerful than a marketing plug.

## **#3 Make Full Use of Your Other Social Networks**

There are plenty of other social networks other than Facebook – LinkedIn, Twitter, MySpace, your blog, and the list goes on. Learn how to leverage all of these other social network venues you use. Reach out to as many people as you can. The more the better! Don’t be afraid to broadcast your message on all of the social networks you use. Overlapping is okay! Don’t be afraid to get creative with ways you use your social networks.

## **#4 Place Facebook Social Plugins on Your Website**

You need a central hub where you can show all your social media activity. Your website is the best place to do just that because you are in control of everything that occurs on your site. Be sure that you place the Facebook social plugins on your site, such as the comment stream and ‘like’ button. Also, make sure to include the plugins for your other social networks like Twitter and LinkedIn.

It’s important that you make use of all the tools available to you to increase your Facebook fans. These four are a great place to start.

## **8 Ways to Get More Likes on Your Facebook Page**

Facebook pages – there are millions of them and every day they are getting millions of new likes/fans. With the latest round of Facebook changes the word ‘fan’ is replaced by ‘like,’ but it is the same thing. These are all still fan pages. The more likes you have the more exposure you will get and the more likes you will gain. It’s a bit of a vicious circle. So, the first thing we have to look at is how you can increase your likes. Let’s look at 8 ways to get more likes on your Facebook page.

1. Post regular status updates on your Facebook page inviting users to visit your page. You should also post an invite to your Facebook page on your personal status update. Be creative; throw in a reason with the link.
2. Get your fans to upload photos, and then tag those photos. If you and your fans attend an event together make sure you take tons of pictures. Then upload them to your Facebook page

and invite fans to tag themselves. This will cause the photos to post to their Facebook walls, and you will have an opportunity to generate new traffic.

3. Provide an incentive to like your page by creating a landing page that allows only those who like the page to see what the page contains. Once the visitor likes the page they get whatever the incentive you are offering is.

4. Talk to group admins that are related to your page. Groups are actually more powerful because they send messages right to the users Facebook inbox, where pages send updates to a news feed. If you can team up with relevant groups, you can help each other build your fan base. You however, will get the most benefit.

5. To send out an SMS to get people to join text message to 32665 and type “fan yourusername” or “like yourusername.” This works really well at a live event.

6. Install one of the Facebook badges. Badges load fast because they are just images. This allows you to share from anywhere on the internet.

7. Install the like box on every page of your website. Facebook has a like box builder that makes it very easy for you to build a custom box.

8. Take advantage of the latest status tagging feature, which lets you tag any person or page by simply adding the @sign followed by the person or page name you wish to tag.

Now that you know all about these 8 ways you are ready to implement them.

## **Building Likes and Your Fans on Your Facebook Page**

If you don't already have a Facebook page for your business, you should. When used properly it will allow you to increase your targeted traffic and bring new potential customers to your site. Of course, we all know that building the page is the fun and easy part. Now you need to get people to like your page, and that can take a little work.

As your likes increase and your fan base grows, it will grow exponentially, because those fans will share posts on your page wall with their friends and their friends with their friends, and on it goes. You can see why it is so important that your posts are interesting and engaging. The better your posts the wider their reach will be.

If you want to be successful, be a copycat. Look at what your competition is doing and how they are bringing visitors to their page and getting them to 'like' the page. Don't look at just any competition, look for the big guy and only look at those that have a high fan base.

Consider changing your wall to a landing page. This is one of the most successful concepts being used today. Using FBML, which is Facebook's own version of HTML you can have your visitors land on your landing page where there is just enough information to hook them to want to see more. Before they can proceed, they have to like the page. Using this technique, you can watch your fan base grow at an unbelievable rate.

Always make sure your message is clear and concise. Longer is not always better. In fact, the experts recommend keeping your posts between 80 and 160 characters to get the most response off them. Fans scan, which is why simple, short, and to the point are always the most successful.

You should use full length URLs or if you are going to use a tiny URL tool then make sure you customize that shortened URL and do not leave it to read the default that the software creates. That's because your URL can be an important tool for you when it comes to engaging your fans. For example, a URL that reads [www.tiny.com/uze87](http://www.tiny.com/uze87) is not going to get nearly as many clicks as a URL that reads [www.facebook.com/marketingtips](http://www.facebook.com/marketingtips) or [www.tiny.com/marketingtips](http://www.tiny.com/marketingtips) because the later two tell the fan what they are clicking on. This becomes even more beneficial as the link is shared and others don't know what it is related to.

Facebook pages are a powerful marketing tool, and best of all they are free. Grow your business by increasing your likes and growing your fan base.

## **Building a Successful Facebook Page**

The goal to building a Facebook page is for it to be successful and generate an enormous amount of "likes." The first thing to do is get a little inspiration from elsewhere. Have a look at some of the existing pages on Facebook. You can get some really good ideas!

### **Completing Your Profile**

You want to make sure that your profile is complete. You should try not to leave any blanks. In the top left you are going to add your image. Make sure it is an image that can help you with your branding. Use your header to convey your marketing message. Update and change it often.

### **Posting to Communities**

Sharing your content on your page few people are going to see and if they do see the post it is unlikely they'll be very interested. A better option is to search for pages related to your content and then join their discussions and leave comments. With a little effort you can build a strong reputation in these communities.

### **Run Ads**

You may think this is out of your budget. However, you would likely be wrong. Facebook ad campaigns cost significantly less than you might think. You'll need to spend some time getting to understand Facebook ad campaigns so that you can get the most out of your money. You don't have to continuously run ads, but when you want to bring more traffic to your page run a short ad campaign.

### **Run Surveys**

People love to share their opinions, and Facebook users aren't any different. Put together surveys to engage your audience and bring more visitors to your site.

### **Whenever Possible Use Apps**

Timeline works well with apps. In fact, it is an integral part of the new pages. Take advantage of the ability to use these apps to improve your engaging with visitors to your page. If you are unfamiliar with tying apps to your page, take some time to get a better understanding of how they can be used and how they can benefit you.

### **Share**



Share content that would appeal to your audience. Even on a page that has lots of discussions going on, sharing is an important element in keeping your audience on your page and continuing to return because they know you have an interesting and engaging page.

#### Go Outside Facebook

Search the internet looking for individuals that are very influential in your niche and then network with them. Use sites like LinkedIn and Twitter. Doing this offers value to your visitors and builds credibility on your site.

### **Create the Facebook Like Page With Maximum Value**

Creating a Facebook like page offers you a valuable marketing tool that when used correctly can give you maximum value. There are many who are unaware of just how powerful a Facebook like page can be for you to generate targeted traffic who can then be redirected to your website and become paying customers.

The first thing you should do is use FBML to create a landing page so that visitors that come to your page enter through your landing page rather than your wall. What is handy here is that you can ask them to 'like' your page before they are allowed further access to your page. This is a method that will grow your likers exponentially. Take advantage of what it has to offer.

It is important that you post to your Facebook page often. It is all about your content and the interaction with your followers. If you are planning to post something every now and then or once every couple of weeks, don't waste your time setting up your Facebook page. You need to be posting daily so that you have a chance of showing up on the news feeds of your followers. You can be providing answers to questions, discussing new products, sharing a news item, offering links to your blog, etc. The list goes on.

There is viral building going on here, because when someone clicks your like button, or shares things from your post it will show on the news feeds for all of their friends. You can see how your post can go viral. The better your posts the more likely they are to be shared and the more likely they are to be viral in nature.

If you want fans, people need to know you have a Facebook page. You can do an email blast to drive visitors to your page to click the 'like' button and become followers. You can post a link to your blog, on your websites, or use whatever other avenues you have at your disposal.

Make sure you are sending updates to your fans but don't abuse it by bombarding your followers or they will quickly leave your page. Use it wisely by letting customers know about upcoming events, new products, and sales and you can actually increase your revenue.

Create a Facebook like page and get maximum value simply by setting up your page right.

### **Build the Perfect Facebook Like Page**



Facebook is a powerful tool and those that master it can expect great things when it comes to product branding and business promotion. Thankfully, the new Facebook pages allow you a lot more flexibility and creativity than the old pages did. Let's have a look at the importance of the various page components.

#### 1. The Profile Picture

The profile picture can be found at top-left corner of the page. This should function as your logo or what you are branding. The maximum size you can have for this picture is 180 x 540 pixels. It will work best if you use the full 540 width. Make sure you edit so that your branding offers a good visual. In other words, make sure it isn't cut off in the thumbnail

#### 2. The Photo Strip

Do not neglect the value that lies in this simple little strip. The images you include should complement each other and compliment your profile picture. They should provide a message about the brand, and they should not be busy.

520 pixels wide and it can be as tall as you want. However, you are allowed to upload your image in a variety sizes and it will be down sized. Just make sure you keep the ratio correct.

#### 3. The Wall

There is no difference between the wall from one page to another page. Being so generic makes it difficult to stand out and create that all too important first impression. The branding occurs in your profile picture and photo strip. Therefore, you want to make sure you are engaging those who come to your page, offering something of interest and value so that they not only return but also click the "like" button. The wall is not nearly as important as the news feed.

#### 4. Like

Which brings us to "like" – the object here is to get your visitor to click the "like" button on your page. This is the equivalent of getting a Twitter follower. Once you get a follower to "like" your page the good stuff begins with your news feed. Without getting the visitor to like your page, you can't influence them with your news feed.

#### 5. News Feed

The newsfeed is what a person is greeted with the minute they log into their Facebook account so you can see why this has so much value. You can share links, make comments, and focus on promoting your products or services and branding yourself. When a visitor has clicked the "like" button, they will see these posts in their feed each time they log in, and you have created a powerful marketing opportunity.

Building the perfect Facebook page doesn't take as long as you might think. Just put enough planning into the process and you'll be networking and growing your business in no time.

## 10 of the Top Benefits to Having a Facebook Page

Social networking opportunities are many, and almost everyone is familiar with Facebook, at least from a personal profile. Personal profiles add friends. Those friends share posts, exchange messages, and interact in a number of social ways.

You can also create a Facebook page for your business. The goal here is to get likes, which translates to fans, and then to engage those fans so that they share your posts and as a result, more people come along and like your page and it continues to grow.

A Facebook page offers many benefits to a business. Let's have a look 10 of the top benefits to having a Facebook page.

1. Your Facebook page can drive targeted traffic to your site.
2. You are able to communicate in the same manner you would with email. When a person likes your page, they are automatically added and you can easily communicate with them. Whether you have 10 fans or 10,000 fans, the process to communicate is exactly the same. One message reaches all of them.
3. The more fans you have the more you will get. It's called viral growth and you can benefit significantly from it.
4. Facebook has a high PR so your Facebook page will appear in Google and other search engines. Your website is also a good place for backlinks.
5. The more fans or likes you have the more popular your product/service will be and the more likes/fans you will get. You can see exponential growth here.
6. Your Facebook page is an excellent source for feedback on your product(s) or service(s). There can also be in depth discussions on products/services.
7. Your Facebook page is an excellent tool if you use it as a customer support system to your business.
8. Facebook messaging and Facebook email have expanded the forms of communication right at your fingertips.
9. Facebook has a number of social plugins that you can use to add additional functionality to your site. For example, one social plugin allows visitors to your website to comment in the Facebook comment box in your website, and those comments instantly show up on your Facebook account.
10. Facebook is the largest social networking site on the internet with the largest number of users and those numbers are growing daily. As a result, you have a vast market available to target. You can easily target customers in other countries or focus on your local customer base.