



Using Facebook Fan Pages to Market and Grow Your Business!

A Webinar for Special Mompreneurs
by Christine Gallagher

<http://CommunicateValue.com>

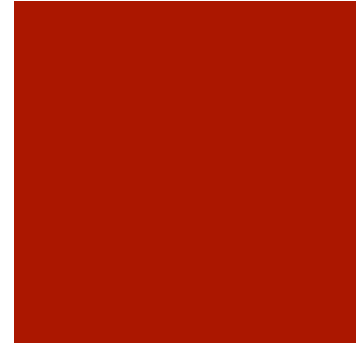
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What You'll Learn

- Why Facebook?
- The primary goals
- Profiles vs. Groups vs. Pages
- Creating and setting up your Page
- Obtaining and engaging Fans
- Frequently Asked Questions



Why Care About Facebook?



- Largest social network on the planet!
- 400 million active users
- 1 million new users/week
- Highly trafficked
- Surprising demographics
- Your target market IS there!

The Primary Goals



- Get found by those who are looking for your services or products
- Finding and interacting with current and potential clients and customers
- Building a community around your business
- Create awareness of your content and offerings

Pages vs. Profiles vs. Groups



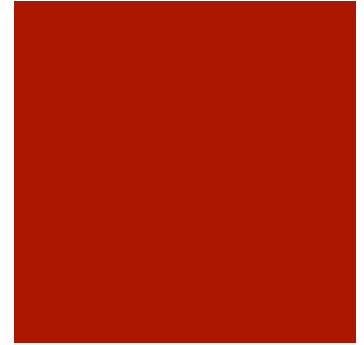
- Pages are public and have no limit on # of Fans
- Update all Fans at once
- Separate personal from business/professional
- Groups are for smaller scale interaction/collaboration

Creating and Setting up a Page



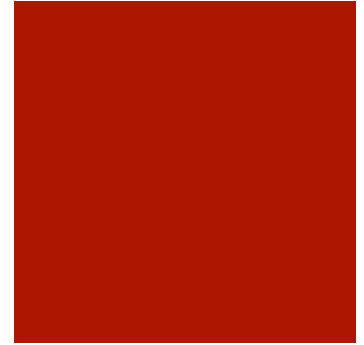
- Go to <http://www.facebook.com/pages/create.php> or click on “Advertising” link at bottom
- Page title
- Good photo
- Info tab—be sure to include website
- “5 second commercial box”

Getting and Engaging Fans



- Don't mass invite
- Suggest to Friends and Share button
- Ask questions
- Offer contests
- Spotlight your Fans
- Share good content regularly
- Make exclusive offers

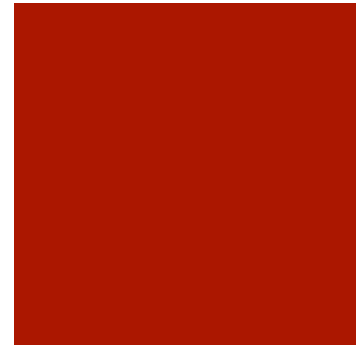
Frequently Asked Questions



- Vanity URL:
<http://facebook.com/username>
- Adding Events
- Using “Edit Page”
- Driving traffic to/from

The Big Take-Aways

- Be proactive and invite Fans
- Interaction and conversation
- Regular, helpful content
- Drive traffic both ways between website and Facebook
- Momentum builds over time—stay with it
😊



Thanks!

- Let's connect on Facebook:

[http://facebook.com/
ChristineGallagherFan](http://facebook.com/ChristineGallagherFan)

