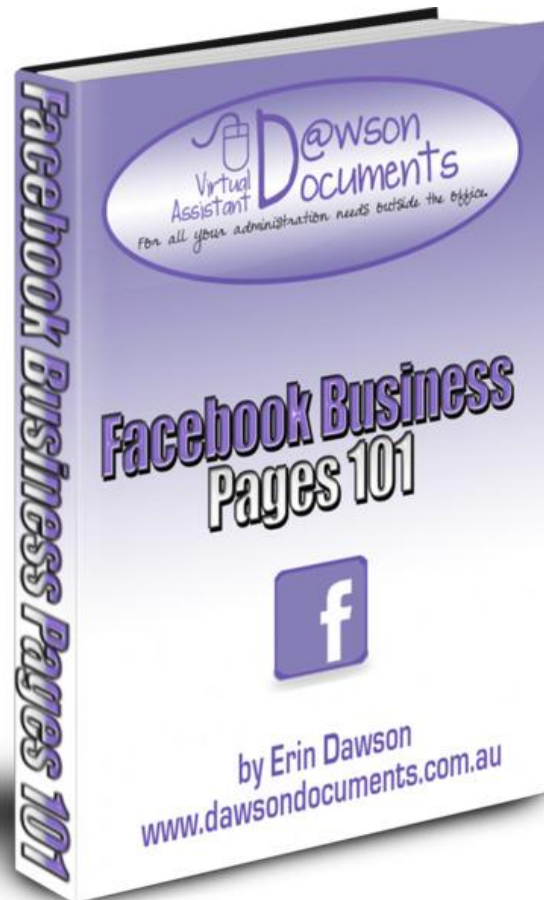


Facebook Business Pages 101

10 things you NEED to know



www.dawsondocuments.com.au
www.facebook.com/dawsondocumentsva

Terms & Rights

The Ebook is written specifically to assist you with your Business Page.
You do not have rights to Resell this Ebook

About the Author:

Erin is the owner of Dawson Documents- Virtual Assistant, a business who assists other small businesses with their Administration, Design, Facebook and Printing needs. She works from home around her two children and loves what she does. As someone who is an everyday user of Facebook for Business, she felt there were too many other Business Owners in the dark about what to do when it came to Social Media, particularly Facebook. Erin hopes you gain at least one piece of knowledge from this Ebook and implements it to your own page to make it the best it can be.

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Have a Business Page

Many people make the mistake of not having a Page just for their Business. They choose to keep their personal page, as their business page, this is a mistake. Now, with new changes implemented on March 11 2011, you can switch to your Business Page to introduce yourself or comment on any other Business Page.

It is important to have your own specific Business Page AND a personal page. Don't be afraid to link the two.

When you are buying a product from someone- do you also consider *who* you are buying from? Do you, as a consumer, believe it is important to put a face to a business and their product?

Put yourself in your customers or clients shoes.

As a customer or client yourself you;

- A) Like to have that personal connection with whom you are purchasing from and
- B) Like to know that who you are buying from, and what you are buying, is in fact real and legit.

Create a Business Page

To for your Business, type in <http://www.facebook.com/pages/>

Select which you will find in the right hand corner.

Create a Page

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Topic

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[About](#) · [Advertising](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Select the appropriate box depending on what type of Business that you have. You will then be prompted to choose your category and complete the rest of the details, such as address and phone number. Ensure you tick to 'Agree to Facebook Pages Terms'.



Be sure to choose the RIGHT name for your page. It used to be that once you had created your Business Name for your Page, there was no turning back. Now, if you have less than 100 followers (likers) on your page, you can change your Business name.

Also be careful of choosing a page name that no one else has. Sometimes this cannot be helped but also remember that if they own the domain name and Business name legally, (Business Registration) and if they have their name Trademarked; they will have the rights to the page name.

This may vary from Country to Country.



You now have your
Facebook Page

The screenshot shows the initial setup for a Facebook Business Page. At the top, the page name is 'FB Business Pages 101' with a 'Like' button. Below the name are tabs for 'Get Started', 'Wall', 'Info', and a plus sign. A welcome message reads 'Welcome to your new Page. Let's get started!'. The main content area is divided into three numbered steps: 1. 'Add an image' with options to 'Upload an Image' or 'Take a Photo'; 2. 'Provide some basic information' with an 'Edit Page' button; 3. 'Post status updates' with a 'Post Update' button. On the left sidebar, there are options to 'Edit Page', 'Promote with an Ad', 'Add to My Page's Favorites', and 'Suggest to Friends'. Below these are 'Insights' for 'Monthly Active Users', 'Daily New Likes', 'Daily Post Views', and 'Daily Post Feedback'. At the bottom of the sidebar, there is a 'Share' button and a link to 'Create a Page for My Business'.

The first thing you should do is 'Like' your own page. This will also ensure you receive all your status updates on your own personal wall and see any comments that people make on your comments.



Starting Out

Facebook are kind and have made it so easy for you to complete the remaining information for your page.

- Complete the Information Tab. This lets your potential clients and customers know what you do and what you can offer THEM. It is about them too you know.

Get Started Wall Info Photos Discussions +

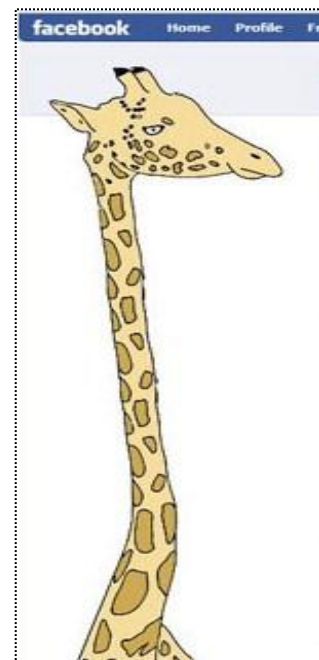
Welcome to your new Page. Let's get started! (?)

- Promote this Page on your website**
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.
[Add Like Box](#)
- Set up your mobile phone**
Send Mobile Email
To upload photos or post status updates
Send Text Messages
To post status updates
- Send status updates to your Twitter followers**
Reach more people by exporting your status updates to your Twitter account.
[Connect to Twitter](#)

- Profile Picture- you need a picture to go in the left hand corner. Upload your logo first then think about taking it to the next level, you can design (or hire someone to) your own Profile Picture which can be as long as a giraffes neck (see below).
- Follow the other easy set up steps to complete your page
- Other tasks to complete
 - Add pictures of your products/services to the Photo Albums
 - Add any events you may have coming up (if you are this type of Business)
 - Add a shop front (if you have products to sell)

Your profile picture can be this big and is one of the STAR's of your Business Page with new changes taking effect from 11th March 20110 Profile Pictures can be 180px wide, 540px long.

Welcome Page and other tabs are still 520px wide.



Welcome/Landing Pages & other Tabs

So how important is it to have a Welcome or Landing Page? Ever hear the phrase “First impressions count”?

It’s quite simple. A Welcome Page is there as it is the FIRST thing your potential clients will see when they search for your page. This will give them a snapshot view of what your business is about, what you can offer them and this will ultimately decide if they a) become a fan/liker and b)if they stay a fan/liker.

There are many different ways of displaying Welcome Pages. You can have them as an image which links directly to your website, or you can choose to land on your Shop Front instead.

You can also have an interactive Welcome Page that allows people to click through and directs them to certain pages on your website and to different parts of your Business online. You can add Videos, share buttons, other buttons/banners. This is unlimited.

On March 11 2011 new changes will come into effect and FBML, which is the current way to create any Tab, will become unusable. iFrames comes into effect from that date. Yes, you will need to know a bit about it to use it.

Current FBML Tabs will NOT be affected and you can still update them as needed, though you will not be able to add any further FBML Tabs to your page.

Don’t worry, again this is something you can hire other Businesses to do and there are some great ones out there.

You don’t necessarily have to have a Welcome Page as your landing page- you can also have a Newsletter or sign up box as your first page. It is your decision.

Some examples of Welcome Pages- as you can see they can be designed in any shape or form. (Remembering that 520px is the maximum width of any page)





When a new fan or 'liker' searches or finds your page they will be directed to which ever page you have chosen to from your Business Page

You can select which page followers land on by going to

- 1- Edit Info
- 2- Manage Permissions
- 3- Default Landing Tab
- 4- Select which tab you want NEW followers to land on.

They will land on this Page first, before they become a liker of your Business Page. Once they are a liker, they will automatically land on your Wall every time they visit your page. This cannot be changed.

Static FBML (this is no longer valid for new Business pages)

Static FBML is the application you once needed to add to your page when you were planning on adding your Welcome Page or any other Tab to your Business Page. This will not be the case from March 11 2011 as the application will become unusable.

Creating your Welcome Page

You could simply type in the FBML box, what it is you want to say, but I am sure you have seen many pages that are bright attractive and fancy. This is quite a task though it can be done.

If you have an image, this needs to be hosted somewhere. Photobucket is a popular one. Once you upload your image, you then need the HTML code which you can add to your FBML box. This will now display your image.

As said before, if you are unable to do this, there are businesses out there that are more than willing to help.



iFrames

The NEW Application when adding your Custom Tabs

<https://www.facebook.com/apps/application.php?id=190322544333196>

There are many to choose from, though Dawson Documents uses this one.

Please be aware that Welcome Pages (and any other tabs) must be no bigger than 520px wide. This came into effect as of 23rd August 2010.

Other Tabs

You can add other tabs to your Facebook Page. Some include Contact Us Tab, Newsletter Tab, Price List Tab, Bookings and even a Shop Tab.

Don't forget to also add a Reviews Tab to your Page.

Reviews Tab

Simply search through Applications for 'Reviews'. Once directed to this page, add it to your Business Page. Invite your past clients and customer to write reviews in this tab. If you get a great review- use it. Add it to your Newsletter if you have one and even your testimonials page on your website.

<https://www.facebook.com/apps/application.php?id=6261817190&from=44846496296>

Newsletter Tab

You can add code to your iFrames that has your online newsletter subscription opt in box. You will need to get this code from your web developer or Newsletter hosting company. This will get followers signing up straight from your Business page to your Newsletter.

One great newsletter website that I would recommend is www.mailchimp.com.au

Shop Tab

There are a couple of Applications that you can add to your page that allow you to add your products and description directly, so that people can purchase from your page. There is some configuration to do this, but if you follow the steps that are given by each application, it is simple to do. It just takes time.

2 applications you can use are:

Payment E-Commerce Storefront → <http://www.facebook.com//payment>

Vendor → <http://www.facebook.com/Vendorshop>

For Dawson Documents to set up your Shop Tab- it is just \$60.00 which includes total setup of Shop, Custom Banner, Optimisation with PayPal, Categories, Postage and your first 5 products uploaded.

If these do not suit you, you can design your own, again using the iFrames Application.

When completing your tabs, ensure they match with your logo and your business branding. It is important to get all elements of your page matching and the familiarity for your clients and customers will pay off.

NEW CHANGES

Changes affect all pages from March 11 2011.

Use Facebook as your Page.

Now you can switch to Business Page Mode and use Facebook as your Business Name. This is fantastic for introducing yourself to new businesses, commenting on other pages statuses. The downside to this at the moment is that you lose your chat use when in this mode.

Tip- You will have to relike all the pages that you have liked personally to be able to see their newsfeed and comment on their profile, as you do in personal mode. You will be able to 'tag' Business Pages unless you 'like' them and are following them.

You may notice your own Business Page numbers going down. Be aware that if someone likes your page when in Business mode, they will not count in your total follower's total.



Photo Banner at the top of your Page

You will notice that 5 photos display in random order at the top of your page. This changes as you add photos to you page. It will display the 5 most recent photos YOU have added to your page (not followers).

If you do not want a particular photo showing, all you need to do is hover over that photo until you see the cross, select the cross and that photo will be removed from the top display.



TIP: Why not take advantage of this and have displayed your top products, specials or anything you want your followers to see first.

Photos must be 68 x 97 pixels.

You can also have something professionally designed for this.

NEW Welcome Pages and other Tabs

With the new changes to Facebook, a new system is implemented. When adding a Welcome Page or Contact Page etc., you must now use iFrames. You will have to have some knowledge of HTML to use this. I can recommend 2 applications though to use when adding a Tab to your Business Page.

Static HTML: iframe tabs ->

<http://www.facebook.com/apps/application.php?id=190322544333196>

Or

ExpressPagez

<http://www.facebook.com/apps/application.php?id=172616279446185&from=171619129530117>

Both of these are fantastic to use. Just follow the instructions.

Both of these applications enable you to add a double Welcome Pages. This is, one Welcome Page that non likers will see and one that likers will see. The best way to use this is to have a special offer for your non fans, to get them to join your page or even a subscription. Once they have, your offer will be shown on the liker's page. A great marketing tool.

Example-



Fans/Likers (followers)

Fans, fans fans. Although you can only have a maximum of 5000 friends, there is no limit to how many fans/likers (let's call the followers) you have on your Business page.

In saying that, would you rather have quality fans or quantity? My answer would be quality. I would hope that someone would want to join my Business page because they were interested in what I had to offer them. These people can be then converted into sales more easily than 500 followers that joined because of a competition on your page and are now 'hiding' you (yes they can do this) from their News feeds. BUT in saying this, if you have the right information and product for your new followers they will not just be a number and be converted to a customer.

It is important to keep your followers interested and watching, waiting for what you have to offer them next.

3 steps to take to gain your new fans (followers)

1. Invite all of your friends to your page and ask them to invite their friends. Yes this is quantity but reinforcing on what I said above turns the quantity into quality.
2. Use your website and newsletter to make your current client base aware that you are now on Facebook. By them joining your page this will appear in their news feed alerting their friends that they have joined your page. You will find some of these people's friends will follow suit.
3. Update Update Update- add content to your page including photos, testimonials, descriptions of what you have to provide, products, facts and even Fan of the Week. More content also means more interaction on your page. You want your followers to be adding comments and replying back to your status updates.

Don't be afraid to add personal information to your Business Page. Of course nothing too personal but remember that you are a person, the person behind your Business and people feel more comfortable in knowing a bit about you.

Vice versa- add information from your Business Page to your Personal Page on Facebook. You never know who your friend might know that may need what you are selling.

Keep it interesting: wow your followers

Don't promote promote promote- it's not all about YOU and your Business remember? Well it is, but also make it about your followers.

Think as if you are the customer/client and update your status accordingly.

- Quotes (inspirational and to do with your business or target market)
- Update fans about a competition you have (run this through your website, not on Facebook. There are rules and regulations against this)
- Reach a milestone- make a big deal out of it- shout out your 25th (vanity URL time), 100th or 500th fan/liker
- Any events on around the World that target your niche tell them about it- share some information.
- Promote not just you but others. If there are other business that have helped you, have brought off or are just impressed by, write a status about them and tag them at the same time. This is promoting you in a way.

- If you run a blog, link your blog and your Business Page so that when you update your blog, your Facebook Business Page also broadcasts this.
- Have upcoming and exciting products? Tease your followers about them
- FAQ- if you get FQ from your customers, why not post the answers in your Status update?
- Run a poll- get your followers involved and run a poll relating to your products- make it fun though.
- Update your status with a testimonial- it's great to have potential customers and clients read about how great your product or service is.
- Make FAN ONLY offers. This shows that you value the fan/liker and that you do care they are there.
- Post albums of your products, this then become a status update in itself and will get comments from your followers.
- Do you events coming up? Complete them and add them to the Events Tab and again, update status with the details.

Get your Vanity URL

What is a Vanity URL?

This is quite simply the URL you can use when writing and telling clients and customers about your Facebook page.

Example: www.facebook.com/dawsondocumentsva

You will find that when you first sign up for your Business Page your URL will look something like this →
<http://www.facebook.com/pages/FB-Business-Pages-101/141458829218618?ref=ts>
It has numbers, letters and is so long and messy you cannot add this to a Business Card or Flyer for promotion of your Business.

Once you reach 25 followers you are eligible to get your own URL, one that you create. The new URL is much neater and easier to add to promotional material. Your new URL will look more like this →

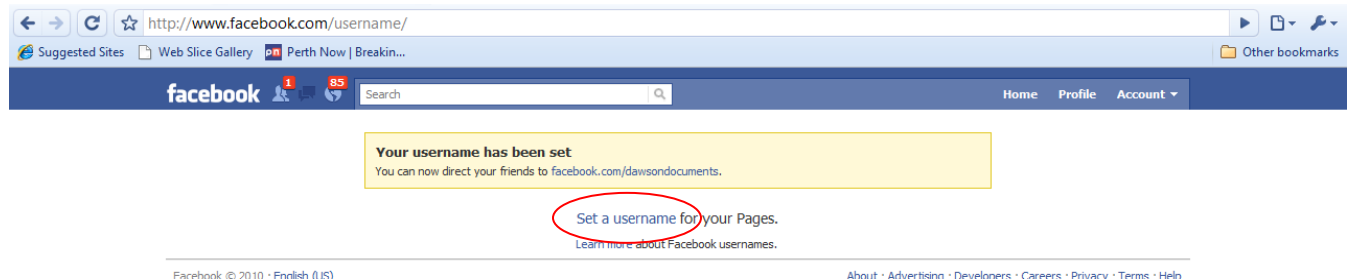
<http://www.facebook.com/fbbusinesspages101>

How do you get this?

Simply type in

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

You are presented with the page below-

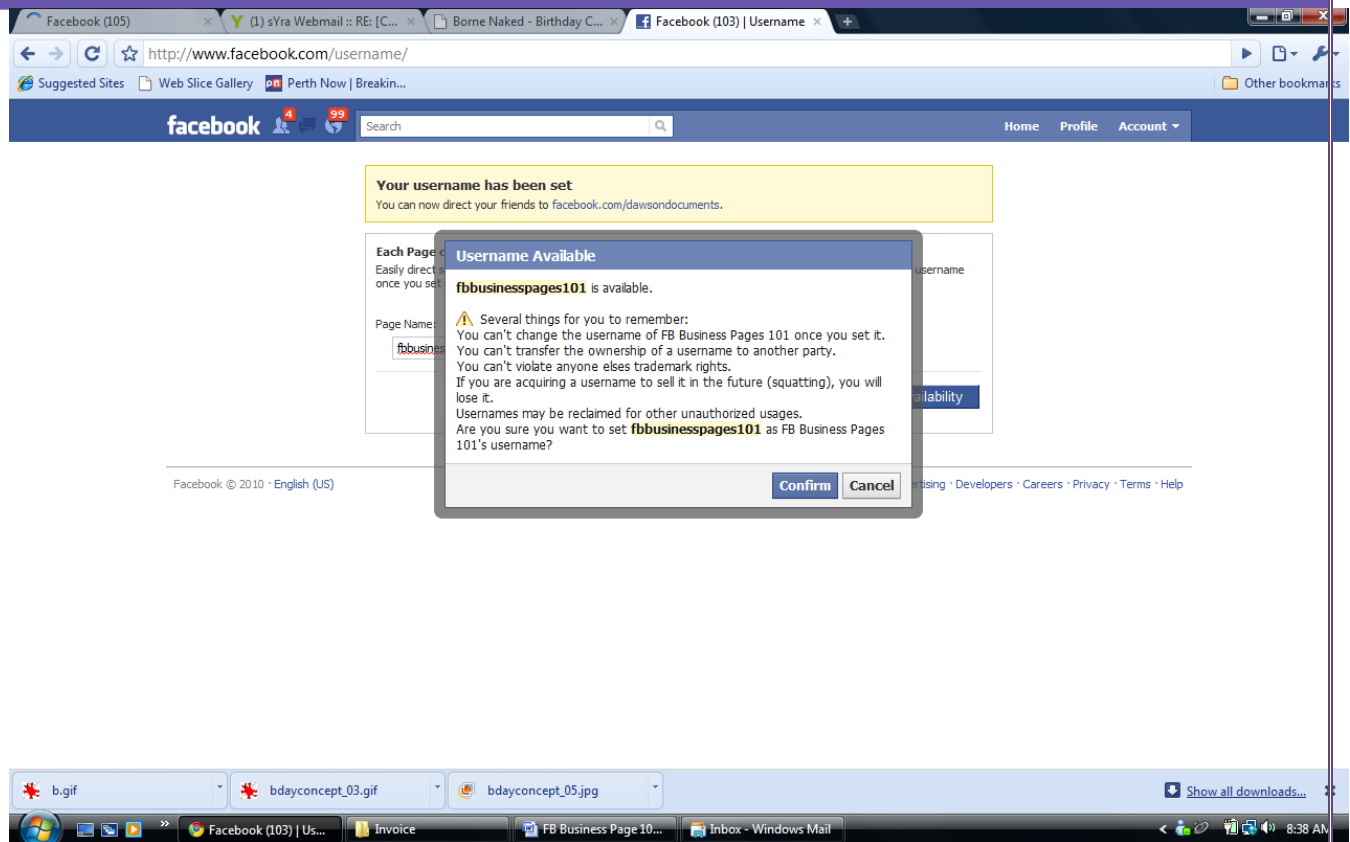


Select Set a Username

Firstly, it will ask you to set your **PERSONAL PAGE**

Type in your name and if that is taken, something that people will recognise you buy when they are looking for you personally.

Once this is set, it will then take you to another page where you can change your username on your Business Page.



ENSURE that you type this in correctly. Once your username is set, you cannot change it.

Unfortunately sometimes the username you want is taken and you may have to use something else. Set your username as close to as your Business Name as you can. Again, this will help when people are searching for you and in Google Analytics.

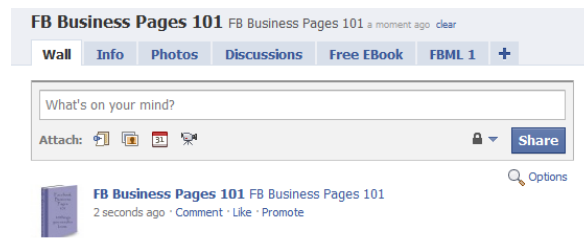
NEW CHANGE- If you have fewer than 100 followers you can now change your Business Page Name.

Tagging

Tagging is the most important feature of Facebook. It enables you to link to friends, business pages, notes, videos and photos.

When you are writing a status update and want to 'tag' another business, type the "@" symbol first. As you type the name of the other business you are trying to tag, a drop-down menu will appear. This will have a list of pages and friends you are friends with and are following to choose from. Type the first three letters after the '@' symbol and it should leave you with a couple of choices. Click on the business you are trying to tag. Once you have selected the name of that page you are tagging it will then appear in Blue and be linked to that page.

If you are tagging another Business, your status update will appear on their page as well as yours. (Depending on your settings) So in a sense this is a great way to market your own business while putting the word out about someone else.



You can tag up to 5 Businesses in one status update.

CHANGE- This has increased and you can now tag more than 5 pages.

Tagging your Products and Photos

You do not receive a notification if someone simply comments on one of your photos in your Photo Albums.

To make sure you do get notification and you do not miss these important contacts on your page, tag yourself in each photo. Yes it may take some time, though it is worth it and you will not miss that important contact or questions from your followers.

Be Aware

Like almost anything there are rules and regulations that need to be followed when using a Business Page.

Be aware of the Statement of rights and responsibilities that Facebook has. You can find them here:
<http://www.facebook.com/terms.php>

One VERY important one is 'competitions'. You are now allowed to hold competitions on your Business Page. BUT there are regulations that you still must follow to do this. If you do not do this correctly, you risk having your page deleted and yes this has happened to some pages I am aware of.

Facebook writes:

A "contest" or "competition" is a promotion that includes a prize and a winner determined on the basis of skill (i.e., through judging based on specific criteria). Publicizing a promotion on Facebook means promoting, advertising or referencing a promotion in any way on Facebook or using any part of the Facebook Platform. This may include, for example, in Facebook advertising inventory, on a Facebook Page, or through a status update. Administering a promotion on Facebook means operating any element of the promotion on Facebook or using any part of the Facebook Platform. This may include, for example, collecting submissions or entries, conducting the drawing, judging winning entries, or notifying winners. By publicizing or administering the promotion in any way on Facebook or using any part of the Facebook Platform, you agree to these Promotions Guidelines.

To read the full guidelines please go here →
http://www.facebook.com/terms.php#!/promotions_guidelines.php

Common Courtesy

You will find many page owners, break the unwritten law when it comes to promoting their business on others pages and not really caring about why they joined the page they are 'spamming'.

Yes, join a page, say hello and introduce yourself, but please don't make it all about your business. Another persons business page is not there to advertsie your own business.

Join a page because you want to be a followerer and watch what the other person has to offer. There are pages that are out there that are made specifically for you to advertise and promote your products and services- use them.

Spamming other peoples pages with you you you is rude and your post will most likely be removed by the page owner.

Facebook will pick up on this and will ban you from posting on your own and other people's pages.

Introduce Yourself

If you are invitng someone to be your friend, and they may not be aware of who you are, why not add a little Intro to your friend suggestion? I receive so many and sometimes I just have no idea where the person is from, or even who they are. Its not hard a hard thing to do. Would you walk up to someone on the street and say 'Hi will yo be my friend?'

If you are taking the time to add them, they obviously have something to offer you whether it be networking or friendship, take that extra minute to introduce yourself.

FAQ's

Below are some frequently asked questions in regards to your Business Page.

Can I have more than 1 Admin on my page?

Yes you can, you can have a few on there and this is purely up to the Page's original Admin. To make someone Admin you can either:

- 1- Go through your followers list until you find that person and select 'Make Admin' Edit Info- Manage Admin- add the person's email address, submit. It will then ask you to confirm your own password. Then that person is Admin and they will receive an email notification of this.

Do I need to have a Welcome Page?

There is no right answer, but in my opinion, YES, if you want your customers to see how great your business is and what you can do for them. It is a great introduction to your business and adds that personalisation to your page.

How do I tag myself when replying to a comment?

You can now tag anyone that you are friends with, or if you 'like' their business page when you reply to a comment. You can also leave a link in a comment, just ensure you add <http://> in front of the www address.

Help

If you are still having trouble with your page, don't worry. It is ok to ask for help and there are people and businesses out there that are willing to help you and your business achieve the best that you can through Social Media; Facebook.

You can outsource all these tasks to other people that have experience in completing these exact tasks for other businesses.

Definitely give it a go yourself, though if you are having trouble, please do not hesitate to contact myself or the other great businesses out there available to you.

There are also pages on Facebook that are there to help you with your page. Each offers great tips and advise on how to fix, delete, add, and generally make your page the best that it can be.

Recommended Applications

Events- <https://www.facebook.com/apps/application.php?id=2344061033&from=44846496296>

Reviews- <https://www.facebook.com/apps/application.php?id=6261817190&from=44846496296>

Fan of the Week- <https://apps.facebook.com/fanofthe/?ref=ts>

Link Twitter to Facebook- <https://apps.facebook.com/twitter/?ref=ts>

RSS Graffiti (links your blog to your page)- <http://apps.facebook.com/rssgraffiti/>

Dawson Documents- Virtual Assistant Portfolio

<http://www.dawsondocuments.com.au/portfolio/>