Facebook Business Pages
Tapping Deeper into a Terrific Social Media Resource!
By
James L. Paris

Back in the July edition of the *Internet Insider,* we spent some time discussing the matter of creating and using Facebook business pages on behalf of your proprietary website or blog. This month, we want to continue that discussion with some additional insights into how you can make great marketing use of this wonderful resource.

The current configuration of Facebook "pages," or what we call Facebook *business* pages because of their prevalent use by businesses everywhere, is different from how they started. In the beginning, these kinds of pages were created principally for the benefit of celebrities, and so the Facebook user who wanted to interact in some way with the personality on Facebook could become a "fan" of this person using the older style of the page. Now, Facebook pages don't provide the option for someone to become a "fan," but rather to "like" the individual, company or other entity. If you've spent much time using Facebook up to this point, that's probably what you're used to seeing—the option to "like" someone or something on a Facebook page (again, what we often refer to as a Facebook business page).

Claiming a Vanity Name for Your Page

With Facebook as ubiquitous as it is, and with more and more businesses utilizing the social media outlet to help take giant steps in building great followings for themselves, it has become fashionable for these businesses to tailor the URLs associated with their Facebook pages to something unique and memorable to them. With Facebook becoming bigger than Google and, indeed, bigger than any of the search engine companies out there right now, there will probably come a day when having that well-conceived Facebook URL will be as effective and useful for a business as the company's URL for its regular website. The same rules that apply to making a quality domain from an appropriate keyword phrase apply in the same way here as they do to a "regular" website, with the terrific advantage being that with Facebook, it's *free*.

Grabbing that sort of name for your own business is really simple to accomplish. For example, for me, I wanted to claim facebook.com/christianmoney, which is a great name that coincides with my flagship website of Christian Money.com, and I did it in a few simple steps. Once you set up your Facebook business page, click on "Edit Info," and you will be taken to a screen that allows you to claim the name you want to follow facebook.com/, assuming it's available (just as when you're trying to claim a domain name you want for a regular website you're building).

Facebook has not always made vanity name selection available, but I believe they came to a conclusion that if they wanted to continue to entice businesses to use them, they had to take steps to make the experience more valuable to these companies.

Adding a "Feed" to Your "Notes"

I want to cover again this matter of adding a "feed" to your Facebook Notes. Now, what exactly are Notes? If you're on your Facebook business page, you'll see a little button off to the left called "Notes." This is sort of like a built-in blog that you get with your Facebook page. I will tell you that I've gone back and forth with this in thinking about how I want to use the feature. I started by linking my blog, my regular blog, to my Notes. I did that by going to the search box at the top of the Facebook page and typing in the word "notes." You'll see that when you do that, the official "Notes" application will appear first. I click on that, and it will take me to the page for and about the notes that are relevant to me—those I've written, as well as those written by friends. Anyway, when you look on the left-hand side of that page, you'll see a button to "Edit Import Settings." When I click on *that*, it takes me to a page that allows me to input the RSS feed of my regular blog. What happens now is that every time I make a new blog post, it automatically appears on my Facebook business page.

Anyway, I did that, but then I decided to *remove* it. As soon as I originally made the page, I started having second thoughts about having the same content appear twice on proprietary websites of mine. What I've since decided to do is to use my Notes feature to write some things that are actually exclusive to this Facebook page. What I want to do is give people a special reason to "like" my Facebook page in particular, a reason that's above and beyond simply liking my Facebook page because one happens to like me or Christian Money.com, in general. The truth is that if my Facebook page is no more than a reflection of my Twitter feed and my standard blog, well, you already get that on my regular website and once a regular visitor figures *that* out, there's really no reason for that person to come here. Granted, nothing would stop me from doing both...that is, I could have exclusive content appear on this page and also have my other blog appear on it, as well, but right now I like the idea that the content here can't be found anywhere else, and if you want to see it, you have to make the trip over.

I guess what I'm saying is that although Facebook is free, and you can pick a quality URL for your Facebook page for free, guard against even inadvertently becoming lazy about making the most of the opportunity. Yes, this means that to do this right, you'll have to make some time to come up with exclusive content for your Facebook page, but it will be worth it. The value of Facebook continues to increase at a seemingly-exponential rate, and for the sake of expending a little extra "elbow grease," you can make a lot out of this valuable tool.

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Twitter and Facebook Pages

I already have Twitter integrated into my page. This means that whenever I make a post to Christian Chirp (as you may know, I have my Christian Chirp account connected to my Twitter account, and my Twitter account is connected to my Facebook account), the item automatically appears on both my personal Facebook page as well as on my Facebook business page. The truth is that this is all very simple to do, even though there are not any obvious instructions to get it done.

Here's the deal: Once you have at least one business page set up, what will happen is that when you go to the Twitter application through Facebook (just type in Twitter in the Facebook search mechanism), you will be presented with the option to connect Twitter to your Facebook account. Now...you'll notice when you're brought to the Twitter application inside of Facebook, the top of that page will reflect the following question: "Would you like to connect your Twitter and Facebook accounts?" Notice that says, "account*s*," with an "s." What you're going to find is that when go to make the connection, you will be asked if you want Twitter to cross-post to your personal page, and then it will list all of your business pages, too, as options. In my case, I just have the one business page set up right now, so I selected to have Twitter post to my personal page and to that one business page. It's very simple to do. If you already have Twitter posting to your Facebook personal page, then you just have to go back to the Twitter application, as though you're connecting for the first time, and when you go to connect, you'll be presented with the option of adding your new business page as a platform for your Twitter

posts. Note, as well, that there's no limit to the number of business pages that you can integrate with Twitter; if you have 10 Facebook business pages, you can integrate all 10 with your Twitter account.

Also know that you can take the design of your Facebook business page to a whole different level if you want; there are now what are called iFrame applications available for Facebook that allow you to customize your Facebook page more in the fashion of a regular website (Facebook previously had its own markup language called FBML, but that has since gone away). Utilizing the iFrame applications is a bit more advanced than what some of you might be used to at this point in your website-creation careers, but it is by no means super-difficult and something on which we will undoubtedly touch in a future issue. For now, go ahead and take a look at all of the free iFrame applications available by simply typing "iFrame" in the Facebook search box.

The reason that we are spending the time we are on Facebook is because I am constantly bombarded with questions about how one can elevate his business efforts and become more successful without spending any more money; Facebook, as a no-cost option that is hugely popular and one that's becoming superior to Google and other popular search engines in many ways, is now basically a no-brainer as far as serving as an additional resource for you to exploit. As a matter of fact, once you set up your own proprietary site or blog, I would make creating a Facebook business page the very next thing on your list to do. I might not have said that even six months ago, but in the rapidly-evolving world of social media, Facebook is clearly the place to be.

Facebook Ads
A Winning Facebook Feature for Promoting Your Business
By
Joy Paris

Continuing with recent article emphases on Facebook, given all that it offers as well as how well it is received, we wanted to spend some additional time discussing the matter of Facebook *ads*. You should know up front that this is a paid form of advertising, which may put off some of you at first blush—the Internet is filled with ways to market what you do for free, and we talk about those consistently and will continue to do so. However, in keeping with the philosophy that what you're ultimately trying to do here is build a useful, worthwhile business, we cannot ignore those aspects of that effort that may cost a few bucks here and there. Facebook ads are one of those aspects, but just like with others that are similar, you stand to realize a substantial return on your money because of just how good the opportunity presented by Facebook really is.

What makes the Facebook ad opportunity so special (and particularly useful) is that you can actually target specific...in some cases *very* specific...groups of people in your efforts. You can target people on the basis of age, location, religious affiliation, and relationship status, to mention just a few; for example, if you're a wedding photographer and you want to focus on people who are engaged, you can certainly do that, and that would actually be smart thing *to* do.

To get started, you will want to go to www.facebook.com/advertising. The page that opens up will have small button in the upper right-hand section that is labeled "Create an Ad." Click on that, and you will be brought to another page that allows you to begin designing your advertisement. At the space you need to complete, you will want to be sure that the "Destination" dropdown is indicated as an External URL. Next, you will be asked for the URL, or domain, of the website you want to promote with this ad, which will be one of your proprietary website or blog addresses. Following that section, you'll be asked to create a title for your ad (note, however, that you are given only 25 characters to create the title). As with anything that requires a title...book, article, advertisement...the title you choose should stand out as much as possible, and also clearly indicate what it is that you're selling. For example, if you are a music teacher, you could have an ad that reads, "Free Music Lessons." Two things are accomplished with such a title; first, it's clear what you're offering and what your business is, in general, and with the offer of a free lesson, you're creating a way for the ad to stand out and create some excitement among those who might be interested in music lessons.

Next, you have to complete the "Body" of the ad form. You have more characters to play with here, but you will still need to be relatively concise. That's just as well—people just want you to get to the point anyway. In your "Body" section, you will detail what you do, the terms of your offer, where you're located (that is, city and state, for purposes of the ad), contact info, etc. Following the "Body" section, you have the opportunity to upload a photo to go with the ad, which is actually required. The ads are small, so you want to keep that in mind when selecting a photo. You could use the logo of your website, or perhaps a representative photo of what you do or what your website is about.

Targeting Your Ad

Next, the ad form will give you the opportunity to tailor the group of people you wish to target. Under the form's "Targeting" heading, you will have some information to provide. You can choose which country to target (or all countries), and narrow that down further to states/provinces and cities. Where you decide to target will have a lot to do with the nature of your business; if you are exclusively an online business, then you can target your ads to anywhere. If, however, your business is something that involves in-person interaction at some level, then clearly you will limit where you target to areas that are within an appropriate distance to wherever the service is to be provided.

Next, you can choose to target your audience on the basis of age and sex. Again, depending on the nature of what you're offering, you may decide to limit the exposure of your ad on one or more of these bases. If your business has a theme that would be clearly more attractive to older folks...say something related to retirement...then it wouldn't make any sense to include younger ages in your campaign. Conversely, if your website has to do with modern, popular music, it may not be useful to include senior citizens in your campaign. If your website is sort of an online version of the popular daytime TV program *The View*, you might decide against including men in your campaign if you realize your principal audience is women. You get the idea.

The next section to complete is "Likes & Interests." This is where the paring-down process takes on the feel of real targeting. The reason I say that is that up to this point, the targeting choices you're asked to make,

while useful and necessary, are still broader in scope (age, male/female, geography). However, "Likes and Interests" allows your ad campaign to go from targeting, say, U.S.-based females between ages 28 and 45, to allowing a blogger on issues related to maternity and motherhood to target U.S.-based females between ages 28 and 45 who have listed interests related to "pregnancy" and "motherhood" in their Facebook profiles. What's more, as you type what are essentially keywords into the "Likes and Interests" space, suggestions will automatically pop up that you may find useful to include in your search.

Let me clarify something about these details on which you will be basing your campaign. As you may know, Facebook gives users the option of hiding a lot of personal information, like birthdays, for example. However, for the purposes of the ad campaign, even if someone has chosen to hide some of the information that is often used by an advertiser to target, while another page user may not be able to see that hidden information, it is still "seen" by the ad campaign. Accordingly, you don't have to be concerned that information that's kept private by a Facebook user, by virtue of *being* private, is now inaccessible by your ad campaign; it's not. As long as the information is part of the Facebook profile, it will be 'seen" by the ad campaign.

Moving on, you will see that the next area to complete is called "Connections on Facebook." This section gives you the opportunity to target those people who are already connected to you in some way on Facebook. For example, if you are an administrator of an existing Facebook Page, Event, or Application, you may specifically target those people who are associated with you through

that page. The beauty of that, of course, is that you can focus on those people with whom you already have a connection that goes beyond the common connection that each of you has a Facebook page of some kind, which may enhance your sales results. The only thing to remember about *that* is if your ad campaign is always preaching only to the choir, as it were, then you're losing out on opportunities to make inroads with new people and prospects.

To that end, the other thing this particular section does is provide you with the opportunity to target people who may not officially "like" any pages of which you are an administrator, but, rather, "like" others. How can you use that? Well, let's say you "like" another page that has a shared theme with your page(s) or with what you are trying to sell; you can enter that page into the mechanism, thereby including those people (subject to your other qualifiers, as well) in the group targeted by your campaign. In other words, this will help you reach those people who have the same interests as you but who may not currently be connected to you directly in any way through Facebook.

By the way, you'll notice as you're going through this process that there is a small box that appears on the right-hand side of the page. The box is there to provide you the figure for "Estimated Reach," which represents the estimated number of people your campaign will reach, based on the various criteria you're including. You'll notice that the number actually adjusts in real time as you make the criteria changes.

Under "Advanced Demographics," you are presented with the opportunity to target people on their birthdays; if you want to introduce a campaign that offers, say, a coupon that people could use on their birthdays, then this would be very useful. In the same section, you can also target people based on their relationship status as well as their declared gender preferences. For example, if you wanted to offer something on behalf of Valentine's Day, perhaps a special of some kind, then you might be sure to include people who declare themselves to be in relationships, engaged, or married, but specifically exclude those people who are single.

Remember that the purpose of this targeting is to get your campaign in front of the *best possible candidates*, without paying unnecessarily to do so; that's why you make decisions to exclude some characteristics during your screening. For example, looking back at what we discussed in the previous paragraph, some people who list themselves as "single" on Facebook may still have romantic affiliations of some kind—making that assumption, why not get the campaign in front of everyone? The answer is because the campaign is not free, and so you have to make marketing decisions on the same bases on which large corporations have to make them; because you have a limited amount of resources, you have to make strategic choices about where and in front of whom to expose your campaign. Trying to stack the deck in your favor is nothing but a financially sound

way to shore up the bottom line at both ends.

There are other interesting and useful ways available by which you can point your campaign in specific directions. For example, you can target people who declare that they speak certain languages, as well as people who sit at different points on the education spectrum: college grads, those currently in college, or those with high school educations only. You can also target people who work at specific places. All in all, there is a good variety of criteria available by which you can set your screens and thus target a pretty specific group of people for the benefit of your campaign, if you believe your marketing would benefit from such tailoring.

The last section to complete before your ad is finished and you can launch your campaign is the "Campaigns, Pricing and Scheduling" section. This is where you will name your campaign, establish a budget for it, and implement a schedule for its release. Let's look at this section carefully, because the pricing aspect can be a little confusing at first glance.

Pricing & Establishing an Ad Budget

Again, this last section of the ad form that needs to be completed to finish up your ad design deals with the matters of pricing your ad, as well as naming it and scheduling its release. Those last two components are easy to deal with, so let's focus on the matter of pricing and establishing a budget. As to that, the first thing we want to make clear is how the ad campaign works from a financial perspective. It works in a fashion similar to Google AdWords, in that you pay on a cost-per click (CPC) or cost per thousand impressions (CPM) basis. We'll skip some of the "inside baseball" here, but basically what

happens is that you as the advertiser will bid on how much you're willing to pay in exchange for each click or every thousand impressions on your ad (we'll stick with the per-click model for purposes of this discussion). This is all, of course, highly-automated and moves at immeasurable speed, but the process is that as a visitor clicks on a Facebook page, an auction takes place that determines what ads will appear on that page when it ultimately appears in front of the visitor.

Now, we have to back up a bit. As a participant in this auction, you will have to have placed a bid as to how much you are willing to pay for each click on your ad that appears on a given Facebook page. That's part of what you will do in the "Campaigns, Pricing and Scheduling" section. To help you with this, Facebook will have provided you with what it believes is a good estimate of what you should bid per click, and will have arrived at that figure by processing all of the targeting criteria you selected. You will find that figure noted in that same "Campaigns" section, under "Pricing." The estimated bid they cite is the maximum that you will pay, if you take Facebook's advice and select the figure provided as your bid per click—that means you may pay as much as that amount, but will usually pay less. Now, you will notice in that same sub-section that you can choose to bid a different price from what is suggested by Facebook. That's up to you. There's no real reason to bid higher, but you *can* bid lower. My advice is that you go with the "default" bid amount suggested by Facebook; bids appreciably lower than that figure may result in ads that don't appear as often or prove to be unproductive for other, related reasons.

OK; let's say, for the sake of discussion, that

you go with a Facebook-recommended suggestion of $2 per click (again, this is just an example—your suggested bid price can be higher or lower). Now you have to determine how much, in total, you are prepared to spend on your campaign. You will assume that each click will cost $2, even if at times they will cost less. Under the sub-section "Campaign & Budget," you will have the opportunity to select how much you will spend on the campaign, as well as name the campaign. First off, as to the naming of the campaign, that's simply an internal measure you take in order to keep track of your portfolio of campaigns; there's nothing about the name you choose for your campaign that is relevant to the Facebook users who will ultimately see your ad. You can call it whatever you want.

As for the selection of your budget, you have the choice to make it on the basis of how much you want to spend per day, or how much you want to spend for the lifetime of the campaign. Which you choose is up to you, and doesn't really have any bearing on the way in which the campaign plays out. Let's say you want to establish a lifetime budget of $200. Based on the bid price of $2 per click, you know that $200 will buy you roughly 100 clicks on your ad before the money runs out. If you choose a daily budget, you might choose $20 per day, which means that when you've spent $20 in clicks that day, the Facebook system will cease to show your ad for the remainder of that day. Note that in no case will you ever go "in the red" with your budget; once your money on account has been exhausted, that's it until you either replenish it or begin a new campaign altogether. Now, this brings us to the last section of the "Campaigns, Pricing and Scheduling" section that we have to address: establishing a campaign *schedule*.

Your campaign schedule is the period of time you select over which your ads will be deployed. It's very simple; you select a date and time at which the ad campaign is to commence, and another date and time that represents when it is to end. This feature coordinates nicely with the "lifetime budget" option that you can select as the basis on which your money is spent. Rather than focusing on a daily spending budget, you can decide on how much money, in total, you want to spend of a period of time, and the system will pace the distribution of your ads in such a way that they are more or less evenly launched over the time period you select. This is actually very helpful when you know how much, in total, you're willing to spend on your ad campaign. The daily budget mechanism, by definition, doesn't think beyond the matter of getting your ad out there enough times to equal the spending limit you've set per day; that is, it's not concerned with how much money you have, in total, to spend on your campaign. That's what's great about the lifetime budget option; if you know that you want to spend $200 on your ad campaign, the system will be sure to distribute your ads in a way that accommodates your limit, over the course of the campaign period you select. Pretty neat.

Facebook ads are another great way for you to maximize your experience on this social media giant. If Facebook is the new White Pages, then Facebook ads are the new Yellow Pages; with Facebook ads, then, you combine both the White Pages and the Yellow Pages into one entity, having the ability to get your product or service displayed in the newest, most comprehensive worldwide directory we've seen anywhere thus far.