

# How to Attract New Business with



**Presenter:  
Gloria Rand  
SEO Copywriter**

# Overview

- Why be on Facebook?
- Marketing Strategy
- How do you build followers
- How do you generate leads/sales



# Why be on Facebook?

**500+ million active users**





# Why be on Facebook?

**50% log on any given day**





# Why be on Facebook?



20 million visitors per day



# Why be on Facebook?



20 million visitors per day

The Facebook logo, consisting of the word 'facebook' in white lowercase letters on a solid blue rectangular background.


facebook

**250** million visitors per day




# Why be on Facebook?

**Brand Awareness**  
**Customer Loyalty**

Pepsi  Like

Wall Info Pepsi MAX Pepsi Refre... Notes Road Trip >>




 pepsirefreshproject [Vote in The Pepsi Refresh Celebrity Challenge!](#)

[How it Works](#) | [Submit an Idea](#) | [Vote Now](#) | [Refresh Blog](#) | [FAQs](#)

**Pepsi is giving away millions in grants each month to fund ideas. Support your favorite project!**

[Vote on the site](#) or [Support ideas on Facebook](#)

**Grant Categories:**

-   
**HEALTH**  
Impact the health of anyone, from hospitals & ...
-   
**ART & CULTURE**  
Celebrate the arts in all its forms.
-   
**FOOD & SHELTER**  
Provide things to eat, wear or live in - and sometimes ...



# Why be on Facebook?



# Google™

# Marketing Strategy

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**facebook**

**facebook**

# Marketing Strategy

**#1**



# facebook

## Marketing Strategy

#2

Add  
Value

MomsWhoSave.com + Others

Just MomsWhoSave.com

Just Others



**MomsWhoSave.com** Another site is bringing you 50-90% off LOCAL deals every day + an EXTRA \$5 off your first deal!

**MomsWhoSave.com coupon codes, discounts, & freebies**

is.gd

📄 34 minutes ago · Comment · Like · Share · Flag



**MomsWhoSave.com** Saturday deal of the day: 14 Pair of Women's Brandname Sunglasses - \$11.99 (Compare at: \$279.86)

**MomsWhoSave.com coupon codes, discounts, & freebies**

momswhosave.com

📄 15 hours ago · Comment · Like · Share · Flag



**MomsWhoSave.com** Click below to get 247 printable coupons -- including 14 Hasbro toy coupons, Halloween candy, TONS of grocery, Huggies wipes, \$1 off All You magazine (which is full of coupons), and lots MORE!

**Coupons**

is.gd

Grocery Coupons. Recipe Coupons. Internet Coupons. Coupons.

📄 Friday at 8:52pm · Comment · Like · Share · Flag

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## Marketing Strategy

**#2**

Don't - Sell, Sell, Sell...

**Add  
Value**

Do - Tell, Tell, Tell!

# facebook

## Marketing Strategy

### #3

### Engagement

facebook

Sears [Become a Fan](#)

Wall Info Shop Your Way Rewards Theme Song Quiz YouTube Exclusives >>

**managemylife**

### Home theme song

Every home should have a theme song. What's yours?

[Take the quiz](#)

About Manage My Life  
Manage My Life, a new website from Sears, offers five simple ways to get it all done: track to-dos; keep tabs on your stuff; ask experts questions; plan projects; and check out smart ideas.

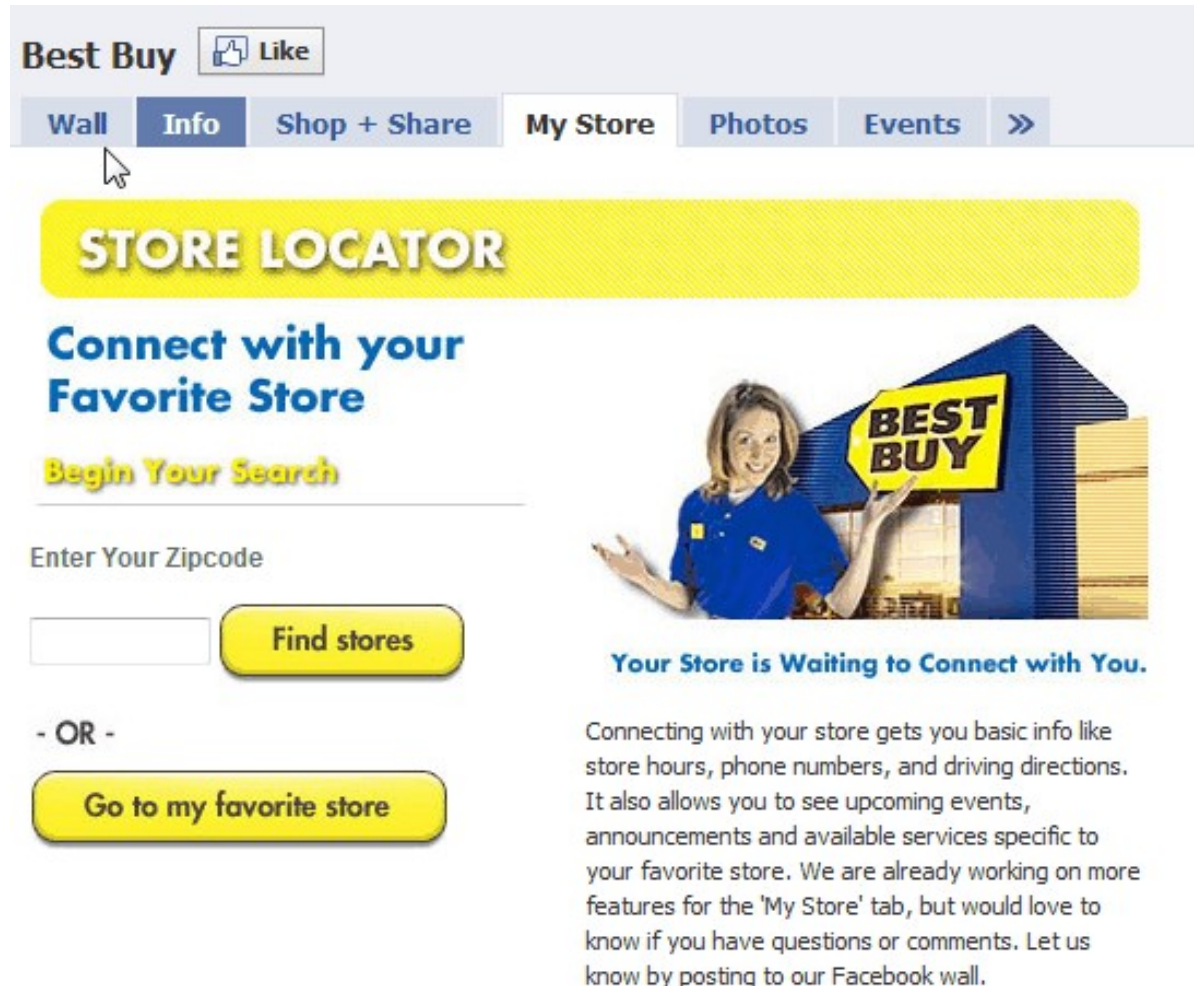
And because we're a part of Sears we provide a unique combination of tools and services for helping you – online product manuals, timely email reminders, troubleshooting guides, home service scheduling and more.


# facebook

## Marketing Strategy

### #4

### Destination



Best Buy  Like

Wall **Info** Shop + Share My Store Photos Events >>

### STORE LOCATOR

Connect with your Favorite Store


[Begin Your Search](#)

Enter Your Zipcode

[Find stores](#)

- OR -

[Go to my favorite store](#)



**Your Store is Waiting to Connect with You.**

Connecting with your store gets you basic info like store hours, phone numbers, and driving directions. It also allows you to see upcoming events, announcements and available services specific to your favorite store. We are already working on more features for the 'My Store' tab, but would love to know if you have questions or comments. Let us know by posting to our Facebook wall.

**facebook**

## **Marketing Strategy**

**#5**

**Time**

**Management**



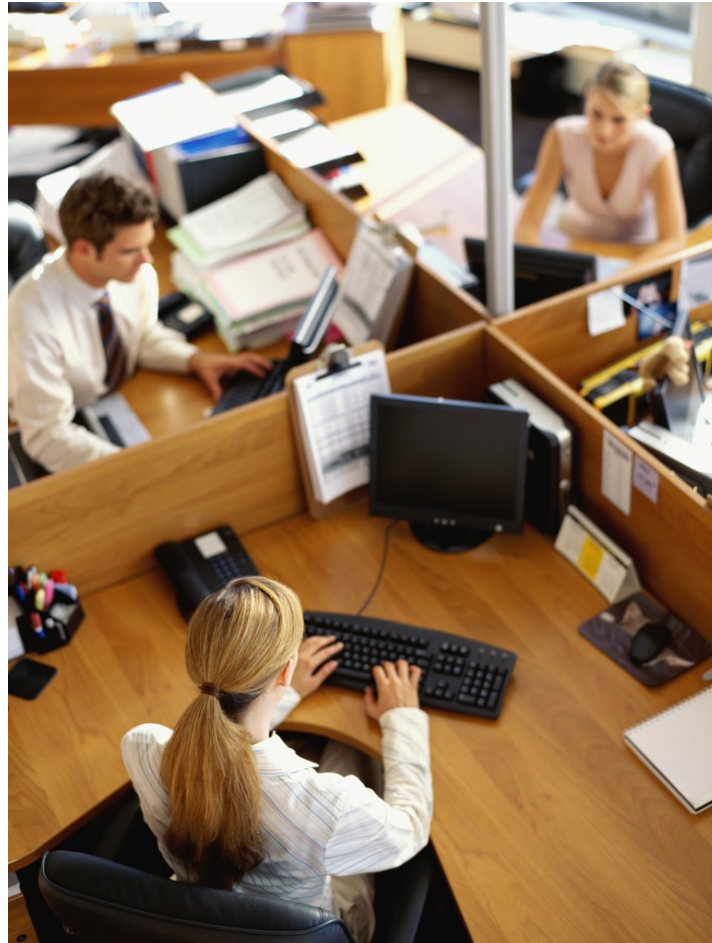
**facebook**

## **Marketing Strategy**

**#6**

**Page**

**Administrator**



# How do you build followers?

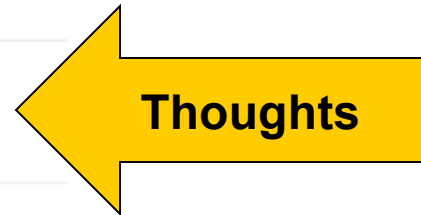


# Share quality, relevant content daily



**Gloria Rand - SEO Copywriter** "People rarely succeed unless they have fun in what they are doing." Dale Carnegie

October 9 at 8:55am via HootSuite · Comment · Like · Promote



**Gloria Rand - SEO Copywriter**

**facebook**

**New Facebook Groups – a Good Idea or a New Headache for Zuckerberg?**

Facebook revamped their Groups feature this week, but the jury is still out on whether this is an improvement or not. A couple of advantages this new incarnation has are the ability to chat with members of your group, and send them emails using a dedicated Facebook email address.

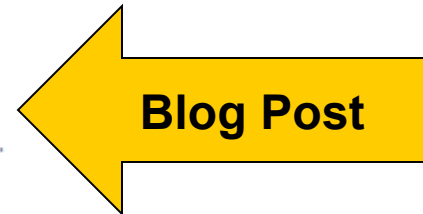
source: [Gloria Rand's Blog](#)  
link: [Full Article...](#)



October 8 at 2:47pm via NetworkedBlogs · Comment · Unlike · Share · Flag

You like this.

Write a comment...



**Gloria Rand - SEO Copywriter** Want some low-cost ways to build your Facebook fan base? Take a tip from Oreo & Social Media Examiner. <http://ht.ly/2QxwH>



**How to Build Your Facebook Fan Base by Creating Experiences | Social Media Examiner**

How to create Facebook experiences to build your brand and differentiate yourself from the competition.

October 8 at 9:05am via HootSuite · Comment · Unlike · Share · Flag



# Videos, Photos, Contests, Games

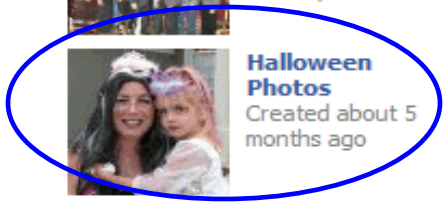
**Photos**  
2 of 3 albums [See All](#)

**Wall Photos**  
Updated last Monday

**Halloween Photos**  
Created about 5 months ago

4 fan photos [See All](#)

**Links**  
3 of 55 links [See All](#)



Yesterday at 3:47pm • Report

 **Out of the Blue Delivered** Check out this video of the Card Cubby on AnyLuckyDay... Contest is over, but you can still get 15% off with code: LUCKY.

 **February 23 - Out Of The Blue Delivered**  
www.youtube.com  
Today's is February 23, and the contest is sponsored by OutOfTheBlueDelivered.com. [3] THREE lucky winners will receive a Card Cubby of their choice. To win, post a comment at <http://anyluckyday.com>

February 28 at 12:29pm • Comment • Like • Share




 **Out of the Blue Delivered** Look who got "LUCKY"! (You can too!)


 Out of the Blue Delivered congratulates our THREE winners of the Card Cubby from our contest with AnyLuckyDay ! Congrats to Kimberley Coady, Jenn Holliday and Rebecca Naugle. Want a card cubby of your own? Get 15% discount with code: LUCKY at checkou ... Read more on ootbd's posterous

 February 28 at 12:01pm via Posterous • Comment • Like • Posted to ootbd's postero

 **Out of the Blue Delivered** Congrats to Christie Ebeltoft-Bancalari! She's this week's random winner. Thanks fans for playing... new contest coming for next week. Have a great weekend!


February 27 at 1:14pm • Comment • Like


 Christie Ebeltoft-Bancalari likes this.

 **Christie Ebeltoft-Bancalari** Yeah!!!! Dies that mean there will be snow mountain biking in Russia?

February 27 at 1:56om • Report


# Promotions, Discounts


facebook  Search

 Dairy Queen [Become a Fan](#)

[Wall](#) [Info](#) [Join Blizzard Fan Club](#) [Photos](#) [Boxes](#) [Notes](#)

## JOIN US!



 **BUY ANY BLIZZARD TREAT  
GET A BLIZZARD TREAT COUPON  
FREE!**

**SIGN UP NOW AND GET  
A BLIZZARD® TREAT  
COUPON  
& THE LATEST NEWS.**

*NOTE: Fields marked with an asterisk (\*) are required.*

First Name: \*

Last Name: \*

Email Address \*

Confirm Email Address \*

Birthday \*  Month  Day

Country \*  Country



# Content Mix that Works!



**Levi's** The Opening Night of the Levi's Photo Workshop in NYC is tonight! Our Photo Studio in SoHo will be a free resource for local photographers and exhibition space for established artists. Check it out <http://tiny.cc/NYCwrkshp>

### We Invite You To Explore - Levi's® Workshops

[tiny.cc](http://tiny.cc)

At Levi's® Workshops we provide a place for pioneers to hone their craft or reawaken a forgotten one. At Levi's Workshops we provide a place for pioneers to hone their craft or reawaken a forgotten one. You're invited to explore this endeavor and look with new eyes on the craftsmanship, ambition and ...

📅 October 7 at 9:31pm · View Feedback (955) · Share · Flag



### Levi's Does the perfect pair of jeans exist?

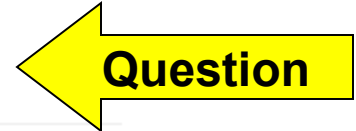


📊 October 6 at 3:04pm · View Feedback (1,783)



### Levi's Where did you find your favorite pair of Levi's?

📅 October 4 at 6:20pm · View Feedback (3,245)



**Levi's** Check out what Ellen had to say about our new women's fit system. It's about shape not size!



### Levi's Curve ID on the Ellen Show! [HQ]

Length: 1:27



📺 September 29 at 12:14pm · View Feedback (1,205) · Share

# Where do you find content?

- Your blog
- Industry blogs
- Smartbrief
- Stumbleupon
- Alltop
- YouTube



# Business Applications

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**facebook**



# facebook

## Apps to Customize your Page



**Static FBML** by Facebook



Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

83,098,025 monthly active users - 1 friend

---



**Welcome Tab for pages** by FbAppsHQ



Welcome tab for Facebook Pages is designed for page owners to showcase their profiles / businesses, upcoming promotion, event or just a general announcement to their fans.

It provides real-time reporting and is much better than Static FBML

1,793,148 monthly active users

---



**TabSite - Free Fan Page Tool - No more Static FBML** by Digital Hill Multimedia



Easy static FBML TabSite creator. Free Welcome Tab Pages. Simple content editor. Showcase products, Images, and update content.

21,604 monthly active users - 5 friends

---



# Apps to Customize your Page



### Celebrate with SILVA!



*Click the "Like" button above to connect with SILVA Entertainment.*

- Signature Events
- Outdoor Celebrations
- Wedding Lighting
- Bar and Bat Mitzvahs



Static FBML



# facebook

## Apps to Customize your Page



**Static FBML** by Facebook



Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

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It provides real-time reporting and is much better than Static FBML

1,793,148 monthly active users

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**TabSite - Free Fan Page Tool - No more Static FBML** by Digital Hill Multimedia



Easy static FBML TabSite creator. Free Welcome Tab Pages. Simple content editor. Showcase products, Images, and update content.

21,604 monthly active users - 5 friends

---



# Apps to Customize your Page



Matthews' Painting Company, LLC 

Wall Info Our Work Photos **TabSite**

Welcome Current Promotions Photo Gallery YouTube Twitter  
Contact Us



**Matthews' Painting Company, LLC**  
Professional Painters  
Residential & Commercial

**Welcome**

Matthews Painting Company, LLC, is a family owned and operated business that has been painting homes and businesses throughout Northern Indiana for over 12 years. We service Kosciusko County and its surrounding counties. Our experienced staff will complete your painting, staining, or pressure washing project on time and on budget.

**Call Us Today at 574.834.3575**

**Services**

Residential Painting and Staining, Commercial Painting, Pressure Washing, Deck Staining and Sealing, etc.



facebook

# Apps to Engage your Audience



**Contests** by Wildfire Interactive, Inc.



Contests for Fan Pages enables companies & agencies to easily create & launch branded contests on Facebook Fan Pages within minutes. Available formats: Photo contests, video contests, design contests, logo contests, essay-based contests.

702,196 monthly active users - 8 friends

---



**Promotions** by Wildfire Interactive, Inc.



Promotions for Fan Pages is a Facebook verified application for companies & agencies to run branded interactive promotions on Facebook Fan Pages. Promotion formats include: sweepstakes, contests, coupon giveaways, instant wins, gifting, quizzes, etc

424,555 monthly active users - 14 friends

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Apps to  
Engage your Audience



[Go to Application](#)

Opt-In Boxes to  
Collect Email  
Addresses



facebook

# Apps to Engage your Audience



Go to Application

Teen Coach Tammy

Wall

Info

Join My List

Events

Photos

Discussions



Enter your email address to join our mailing list:

Join List

# facebook

## Apps to Engage your Audience



Go to Application

**Gloria Rand - SEO Copywriter** "For fast-acting relief, try slowing down." Lily Tom

Wall

Info

Blog

Video

Join My List

Events

>>

+



FREE Special Report - "7 Tips for Getting Your Website Noticed"

Receive a copy of this practical guide when you subscribe to my monthly e-newsletter, "Gloria Rand's Marketing Buzz." Every issue contains practical tips, ideas and proven strategies to help marketers:

- \* Optimize your website to attract & convert more traffic into sales/leads
- \* Learn how you can use social media to promote your business
  - \* Maximize your marketing dollars!

**Please enter your email address below to receive your free copy:**

Join List

facebook

## Time-Saving Apps



140 Character Limit

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## Vanity URL

Facebook Page URL (web address):

<http://www.facebook.com/#!/pages/Melbourne-FL/Sage-Divorce-Planning/113318808969>

After 25 followers, you can customize your URL:

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

Ex. [www.facebook.com/SageDivorcePlanning](http://www.facebook.com/SageDivorcePlanning)

How do you generate  
leads/sales?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

**facebook**

Ask questions – What do **YOU** think?



Keep it brief!



420 character limit

facebook

Post in high-traffic times --

9 am - 2 pm

\*\*IF your audience is  
online then...



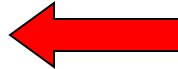
# Respond Promptly



**Jim Stevens** Sorry this a week late ,but want everyone to know we ate good at the Cup  
Races at NHMS this thanks to sweet life sauces ! :)  
Some wings getting ready for race day!!



September 27 at 7:26pm · Flag

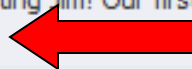


Jon Good likes this.



**Sweet Life Sauce Company BBQ Sauces, Hot Sauces, and Grilling Rubs** That logo would look AWESOME on the front hood of a Sprint Car! Thanks for posting Jim! Our first NASCAR event photo.

September 27 at 7:29pm



**Jim Stevens** You betcha it would !!  
PS Not all of the wings made it to the race ;)  
September 27 at 8:25pm



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Address followers by name:

- Tag them ex. @Meredith
- Name shows up on your News Feed & their own!



**Creating Your Masterpiece** The Southern Women's Show Orlando was a super success! Wonderful to be able to spread the No, No, YESSSSSS presentation with so many awesome ladies! Thanks WOAMTEC for sponsoring us! Thank you to Jennifer Wallin and Mollie Adkins for letting us share the Creating Your Masterpiece message!

October 18 at 7:52am · Comment · Like

 2 people like this.

facebook

Thank your fans!



**facebook**

Surprise fans by going off topic

Be Positive!!!!



# Use discussion board



**HubSpot** Question of the Week: Business bloggers -- How often do you blog? What do you think is the ideal frequency for publishing business blog articles? last Monday

Wall

Info

Like HubSpot?

Discussions

Customers

SlideShare



[+ Start New Topic](#)

Displaying topics 1 - 31 out of 36. [See All Topics](#)

## [HubSpot Facebook page grader](#)

23 posts. Created on February 17 at 9:13am

Latest post by [Ricardo Meneses](#)

Posted on October 14 at 9:38pm

## [Integrate sites or keep them separate](#)

6 posts. Created on September 17 at 2:27pm

Latest post by [Chris Kresser](#)

Posted on October 9 at 1:15pm

## [Facebook Business URL](#)

34 posts. Created on October 7, 2009 at 12:37pm

Page 1 2

Latest post by [Ashley C. Fate](#)

Posted on September 28 at 8:04am

## [contents](#)

3 posts. Created on September 1 at 1:56pm

Latest post by [HubSpot](#)

Posted on September 7 at 9:43am



# facebook

# Advertising

## Likes & Interests

Wedding Planning x

[?]

## Connections on Facebook

Connections: [?]

Target users who are connected to:

Enter your Page, Event, Group, or Application

[?]

Target users who are not already connected to:

Enter your Page, Event, Group, or Application

[?]

Friends of connections:

Target users whose friends are connected to:

Enter your Page, Event, Group, or Application

[?]

## Advanced Demographics

Birthday:

Target people on their birthdays

Interested In: [?]

All  Men  Women

Relationship: [?]

All  Single  Engaged  Married  
 In a Relationship

Estimated Reach

**10,120** people

- who live in the **United States**
- between the ages of **25** and **45** inclusive
- who are **female**
- who like **wedding planning**
- who are **engaged**

# Summary



- Why be on Facebook?
  - Effective way to market
- How do you build followers?
  - Content, content, content
- How do you generate sales/leads?
  - Engage your audience!

# Questions? Ask Gloria!

Gloria Rand

SEO Copywriter

<http://www.gloriarand.com>

[gloria@gloriarand.com](mailto:gloria@gloriarand.com)

Facebook: GloriaRandCopywriter

Twitter: @GloriaRand





## Facebook Page Analysis: **\$99**

- Review Page Content
- Create Welcome Page
- Review Facebook Insights
- Set up Hootsuite &/or Tweetdeck Account(s)

## Facebook Workshops: **\$35 each or \$50 for both**

### # 1 - Facebook Customization

- Install Static FBML App
- Create Custom Welcome Page
- Review Facebook Insights

### # 2 - Facebook Advertising

- Review CPC vs. CPM
- Target Your Audience
- Create Ad

Email: [gloria@gloriarand.com](mailto:gloria@gloriarand.com) for registration info