

Top Ten Tips is Facebook for business?

Facebook is an excellent tool for building relationships with customers and reaching new ones, raising brand profile, driving traffic to your website and giving your business a voice and personality.

However, Facebook is not for all businesses. Think about the audience you want to reach. For B2B conversations Facebook is not the best tool (try Twitter) as it is all about being social. While for B2C, Facebook can provide access to a new audience and help you grab their attention.

To create a successful Facebook page follow these simple tips:

- Before you start, you need a very robust communication strategy that includes a social media plan. Include ideas about what you are going to post, how much detail you are going to share about your business and define the tone of the page.
- Have a social media policy in place for all staff members. It can be really useful for other members of staff to help with your social media strategy, however, ensure they know the rules.
- Create a page for your business NOT a profile. A profile is for an individual, a page is for a business.
- Variety is important! Upload videos and pictures, post relevant news stories and company information, don't be product heavy or your fans will get bored.
- Engage with your fans. Start conversations and debates, you may even find out some valuable information.
- Research your competitors and what they are doing. You may learn a thing or two about what not to do.
- If a customer leaves a negative comment do not remove it! Offer a solution and ask to be dealt with it offline, this shows your fans that customer service is important to you.
- Coupons and promotions are an excellent tool for getting your fans to engage with your page, and the chances are they will keep track of your page for future opportunities.
- Set yourself goals, but be realistic. Don't expect thousands of fans within a few days of setting up your page.
- Set aside some time each day for social media. Don't start unless you are willing to commit. Facebook needs constant input and attention, but it doesn't have to take over your life either!

Good luck and enjoy it!!

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