

How to Use FACEBOOK to Promote Your Business

by Ivana Katz

Today one of the most popular ways to market any business online is using Facebook. Facebook allows you to put your business in front of thousands of people using different tools and if done properly you can establish a relationship and credibility with a large number of people who in turn will visit your website and purchase your products and services.

Facebook Marketing Begins with Your Profile.

The first thing you need to look at when you start marketing on Facebook is your profile page. Does it look professional - at least to your professional contacts? If you are using Facebook as a social site as well then you can use privacy lists to determine who sees what and so still ensure that your professional contacts see a professional profile. It is from here that most of your other Facebook marketing techniques will flow.

Using Facebook Pages to Promote Your Business.

In addition to your profile page you can also have a number of 'Facebook Pages' which are specifically for advertising your business and building your list of professional contacts (or fans). Facebook pages can generally include more advertising as it is all about your business.

For starters you should have your business name as the title, information about your business (such as what you do, when you started, etc.) and some contact details and your website address.

As with Facebook profiles you can also add applications that further extend the usefulness of these pages for marketing.

Facebook Groups.

Once you have set up your profile and pages you may want to consider either

joining a few Facebook groups or setting these up yourself. The advantage of joining groups is that they already have a membership that you can advertise your link to. The benefit of starting your own is that you will have more flexibility in how the group is run. Whichever way you decide to do it, Facebook groups are useful for promoting your website and business.

Facebook Ads.

Facebook Ads are the new Google Adwords. They are a PPC form of advertising that is quickly gaining popularity and holds a number of advantages over Adwords such as better targeting based on information entered into people's Facebook profiles.

Facebook Connect and Integration.

Integrating your website with Facebook and using the Facebook Connect features can also help to improve your visibility on Facebook and also make your website easier to join and more exciting.

Allowing your visitors to comment on Facebook using your website or to share links from your website on Facebook can help to spread your message virally.

Facebook Applications.

Another popular tool you will find people using to promote their business (or even as a business in itself) are Facebook applications. Creating an application can allow you both to make money through the application itself as well as sending people to your website. Depending on the application you create and how you market it this can become very popular and even create a viral marketing effect.

Facebook is an incredible internet marketing tool and you should consider using it to promote your business using Facebook profiles, pages, groups, ads and their integration features and applications.



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