



How to Use Facebook to Promote Your Business

Remember what Seth Godin taught us in "Tribes"? A true fan will "cross the street to buy from you."

With over 250 million active users on Facebook, you don't want to miss this opportunity to connect with your best customers in a direct and personal way.

Here are the top 10 things businesses should do to market themselves on Facebook.

1. Create an account and profile. Most people keep their profile personal and set up "Pages" for business.
2. Set up a business "Page" with your logo or photo and business information. Some businesses have created "Groups" but now Facebook is pushing businesses to set up Pages.
3. Tell everyone you know about your business Page. Put it in your newsletter, in your email signature, on your business cards, and on your web site. Ask them to become fans.
4. Once people become fans they will get your updates on their wall, and others will see your updates, and your fans will grow without doing a thing!
5. Start posting updates. Like other social media, updates should be engaging, informative and useful. Talk about what you are working on and mix in links to what others are doing. Create Facebook Events for promotions you are having.
6. Consider promoting your Page and Events with Facebook Social Ads. They can be highly targeted to your exact market.
7. Add Facebook share links to your web site so that readers can share your cool content with their friends and contacts via Facebook.
8. Add new content to your Facebook Page often. Anything visual - videos, photos, links to other sites - gets more attention than just text.
9. Be useful. Make the information you provide useful, engaging and cool, and they will come, and stay.
10. Engage your customers. Talk with them. Ask for feedback and ideas. Once they realize you are listening, they'll "cross the street".

Start today! Become of fan of Beanstalk Marketing on Facebook! Visit:
<http://www.facebook.com/business/dashboard/?ref=sb#/pages/Centennial-CO/Beanstalk-Marketing-Heidi-Elliott-Consultant/160712455082>.