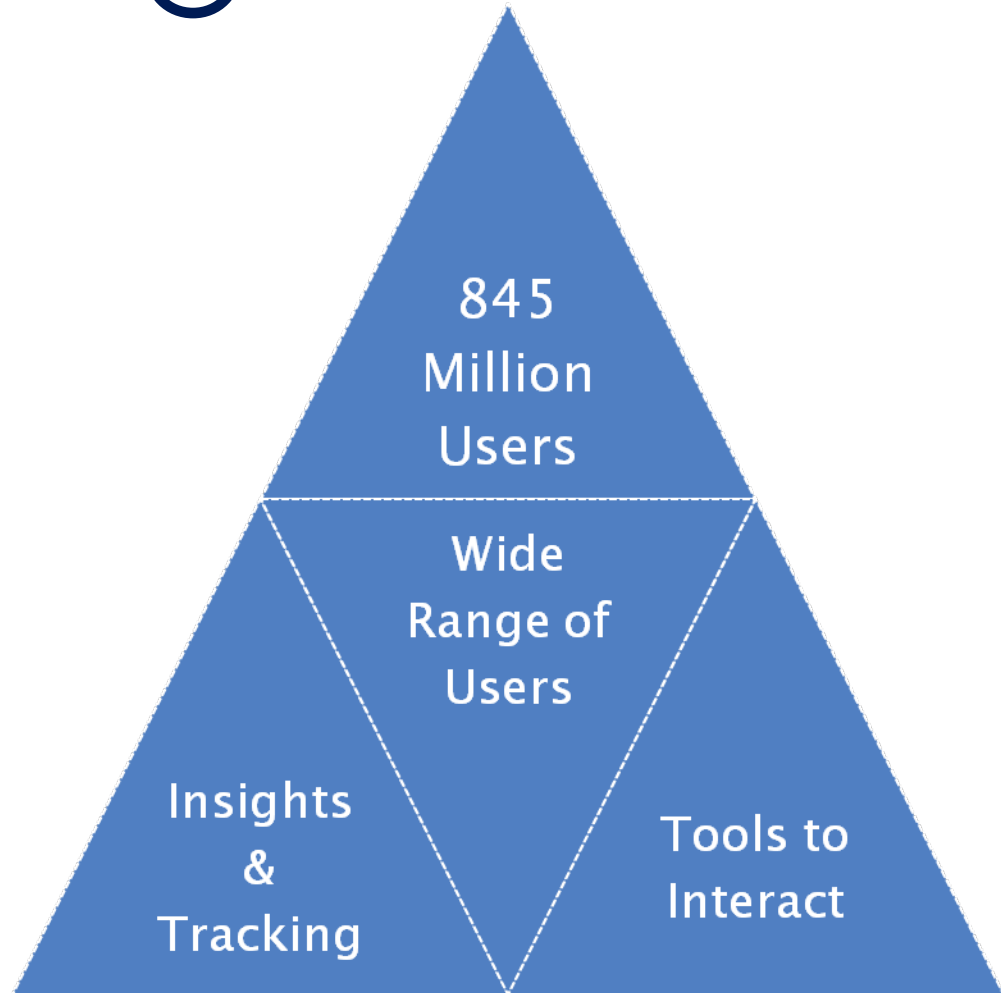


Facebook for Business Tips

BY PLR-MRR-Products.com



Why Facebook



Tip #1



Create Your Facebook Page and fill out your profile fully and completely. Brand it with your logo, add photos and videos.



Local Business or Place



Brand or Product

Tip #2



Personalize your Facebook website address so you're easy to find.

For example:
[Facebook.com/myname](https://www.facebook.com/myname)



Tip #3



Get Facebook on your website.

Include “Subscribe”, “Like” and “Share” buttons.

Tip #4



Post regularly and be interesting.

Use humor, controversy and just plain old make people think.



Tip #5



Multimedia updates are readily shared on Facebook. Post photos and videos regularly.



Tip # 6



Respond to your followers.
There's nothing worse than
unanswered comments and
questions on a Facebook
page.



Tip #7



Encourage interaction by tagging others in your updates, photos and more. Just starting by typing @ + someone's name to tag.

 Update Status  Add Photo / Video  Ask Question

@a



Jenny Thomas
Seattle, Washington



Amy Anderson
Nashville, Tennessee

Tip #8



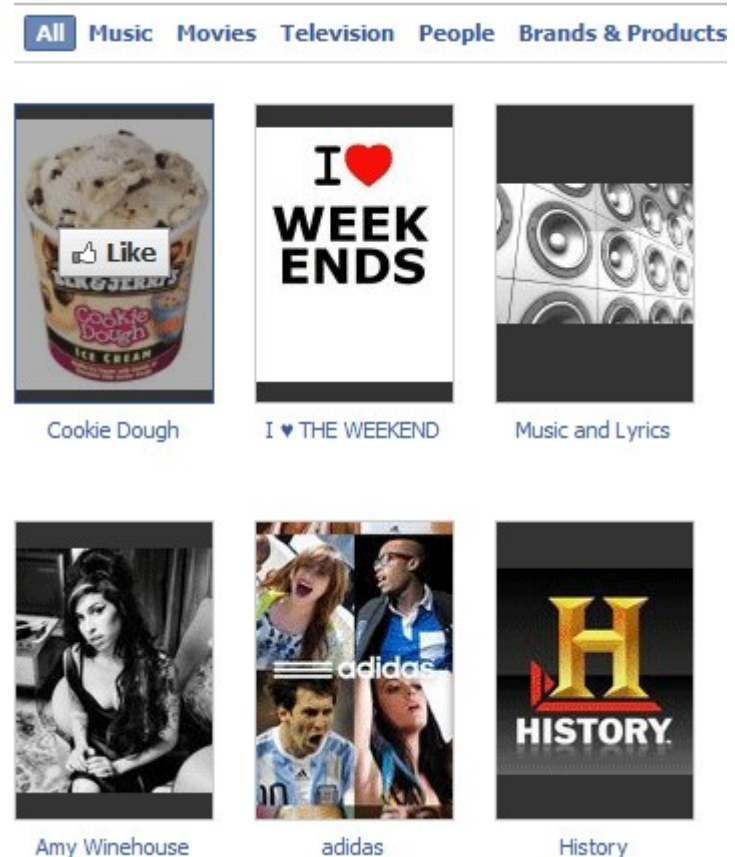
Get people talking by creating a Facebook poll.
Invite your mailing list and others to participate.

A screenshot of the Facebook poll creation interface. At the top, there are three options: 'Update Status' with a text icon, 'Add Photo / Video' with a photo icon, and 'Ask Question' with a poll icon. Below these is a text input field containing the question 'What is your favorite candy?'. Underneath the question is a list of options: '+ Chocolate', '+ Hard Candy', '+ Jelly Beans', and '+ Add an option...'. At the bottom of the form, there is a checkbox labeled 'Allow anyone to add options' which is currently checked.

Tip #9



Follow other like-minded pages to show you are connected with your subject matter.



Tip #10



Get to know influential people in your subject area. Word of mouth is a very powerful thing.



Tip #11

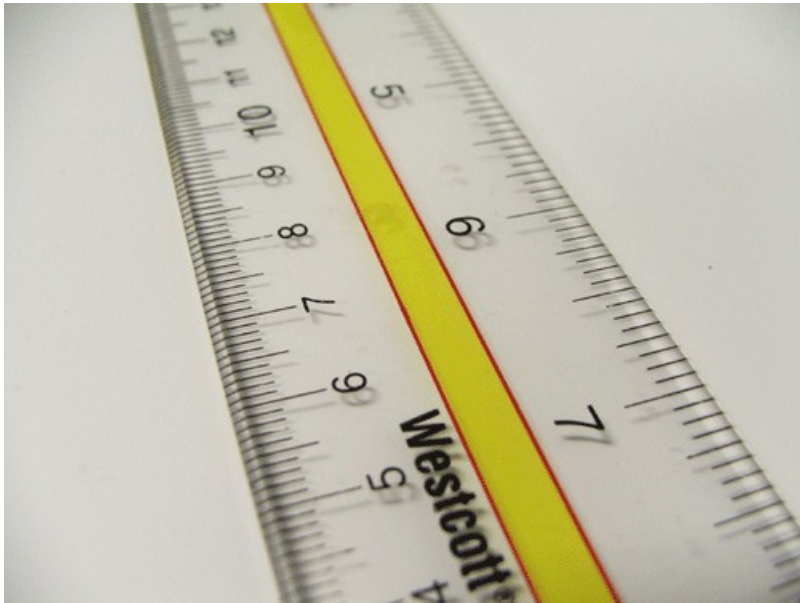


Readily share content from the Pages that you follow and other sources.

It shows you as a useful source of information and your willingness to share encourages others.



Tip #12



Actively work to grow your followers.

- Invite your website visitors
- Tell your mailing list
- Offer incentives

Tip #13



Create Group



Join and create Facebook Groups for even more meaningful interaction.

Tip #14



Take interaction off the web and announce your Event on Facebook.



+ Change Event Photo

Create Event

Event Name: Party

Date and Time: 2/20/2012  8:30 pm  Add end time

Location: 123 Main Street My Town My State

[Add street address](#)

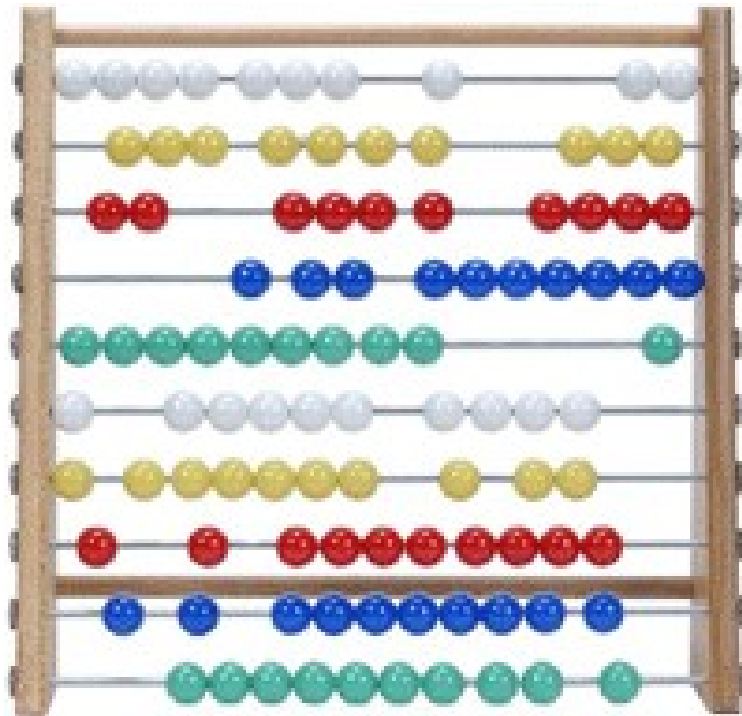
Details: To celebrate our customers and their families.

Who's Invited:

Make this event public (anyone can see and join)

Show the guest list on the event page

Tip #15



Analyze your Facebook Insights, track your links and install Google Analytics too. Know what is happening with your Facebook efforts.

Tip #16



If you want fast results from Facebook, start a Facebook advertising campaign.

Sponsored

[Create an Ad](#)

Advertise on Facebook



Promote your business to 750M+ active and engaged users on Facebook. Develop your brand online by connecting with your audience.

Tip #17



Set a daily budget for your Facebook ads and monitor your early campaigns very closely.

Tip #18



Use the personalization tools available with Facebook Ads, so you can target as much as possible.



Learn More & Get Started



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\$10.29 / Month

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