

7 Keys to a *Successful* Facebook Page

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INTRODUCTION

The purpose of this Ebook is to provide you with the 7 Key aspects that will help you to create a more successful, engaging and valuable Facebook Page.

Since the new Timeline was introduced it has created more opportunities for businesses to showcase their products, tell their stories and have conversations with their customers.

With over 800 million users (and growing), Facebook is the largest online social network. While bringing together friends and family, Facebook also offers a rich platform for business purposes allowing you to share unlimited content, including images and videos. It is one of the most-wide spread and useful marketing tools out there, if you know how to use it.

The objective of using social media for your business is to get people interested and engaged by providing authentic, transparent and relevant information. Those that engage with what you are talking about will tell others and so will create growing brand awareness by positive word of mouth.



1 IMAGE IS EVERYTHING

The cover photo: your biggest branding opportunity

Use a cover photo that captures the culture and essence of your brand or showcases your products. It's the first thing people will see when they visit your page and your chance to make a strong first impression. The goal of your cover photo should be to tell your brand's story.

There are certain rules Facebook have set for what is and what's not allowed in your cover photo:

- **All cover photos are public.**

This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines.

- **Covers may not include:**

Price or purchase information, such as "40% off" or "Download it on socialmusic.com"; contact information such as a website address, email, mailing address, or information that should go in your Page's "About" section; references to Facebook features or actions, such as "Like" or "Share" or an arrow pointing from the cover photo to any of these features; or calls to action, such as "Get it now" or "Tell your friends."

Dimensions

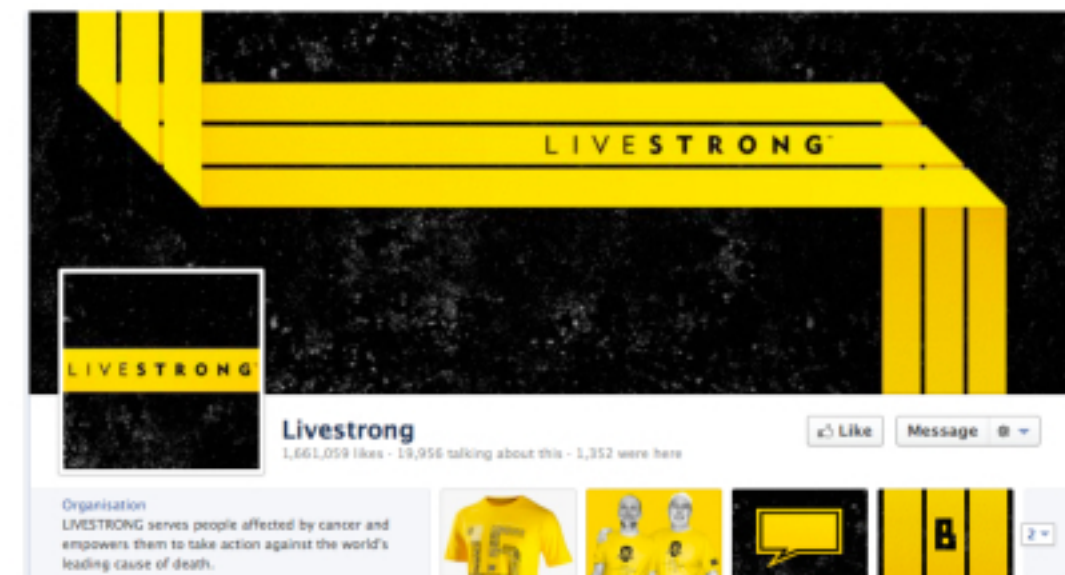
Cover photo: 851 x 315 - Profile picture: 180 x 180 - Tabs: 111 x 74

Use your logo in the profile picture

Make sure it's resized to fit properly in the frame, or use a picture of yourself if you are your own personal brand.

Be creative

Livestrong blends together their cover photo with their profile picture and tab icons to form unified whole giving a strong visual impact.



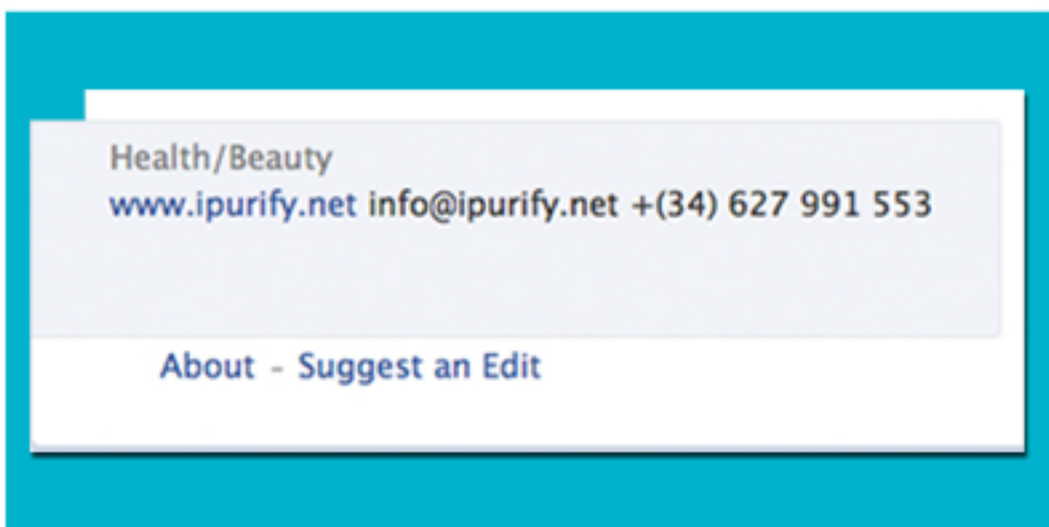


Create a concept

Using tab imagery as in the above example. Using beautiful imagery and the actions "sleep" "eat" and "treat" for this 5* Spa Hotel encourages people to click on them.

Complete the 'About' Section

Include your contact details and website URL as this is a clickable link. These will all appear beneath the cover photo on the left.



2 SHOWCASE THOSE APPS!



Get your apps in a row

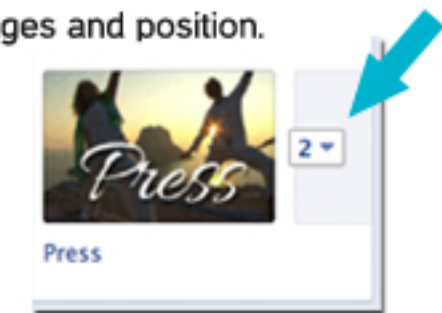
And use the primary 3 above the fold that sit next to "photos" which is defaulted by Facebook. In total you can add 12 apps but users will only see those "above the fold". Arrange these in order of importance.

Customise

These apps by changing the name, images and position.

10 Showcasing App Tips:

1. Click the arrow to the right of your four apps to display all the apps.



2. Hover over each apps box, and a pencil icon will appear. Click the pencil icon in the upper right hand corner of any apps box.

3. Under "Swap Position With" click the title of the app you want to do a switch with.

4. If you upload an image that's the wrong size for the apps box, Facebook will automatically scale it. And that might not look good.

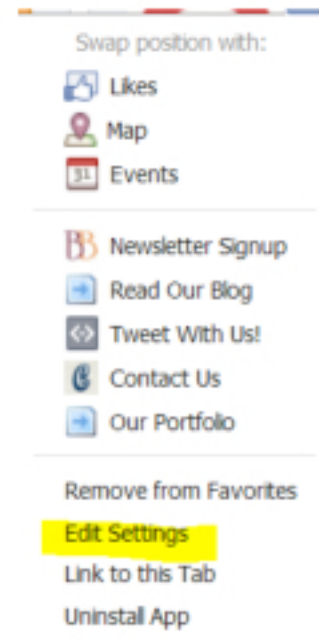
5. To make the image fit perfectly, first use image-editing software or an online image editor to create images for each tab that are 111 x 74 pixels.

6. Next, you'll need to edit the settings of each apps box (except Photos, which you can't edit).

7. Again, click the arrow to the right of your four apps to display all the apps, and then click the pencil icon in the upper right hand corner of the apps box you plan to edit. Click "Edit Settings".

8. You can now edit both the title of your apps box (custom tab) and customize the image associated with it. Type in a short name for your tab and click "Save".

I suggest creating a call-to-action, such as "Read our Blog" or "Download Freebie".



9. To customize the image, next to where it says "Custom Tab Image", click "Change".

Tab: Added (remove)

Custom Tab Image: Change

Custom Tab Name: Save

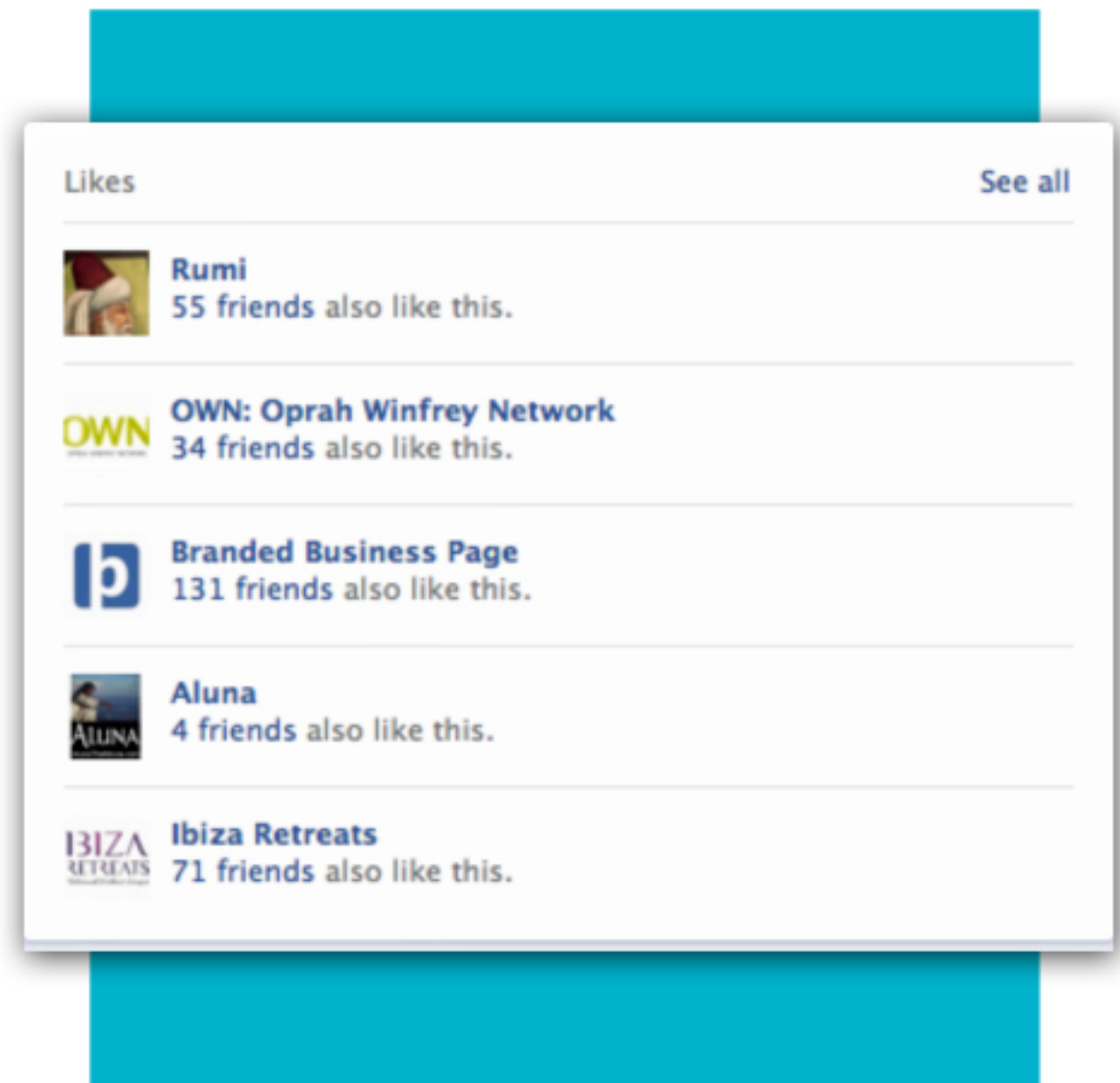
Leave blank to use the default name.

Okay

10. Upload a JPG, GIF, or PNG file of 111 x 74px from your hard drive. When you're done, click "Okay".

Add 'Favourite Pages'

To display Facebook pages that your business "likes". These show down the right hand column of your Timeline.



PINNING, HIGHLIGHTING and CREATING MILESTONES

Pinning a post "pins" it to the top (by sticking a ribbon at the top right hand corner of your post) on your Facebook page for 7 days allowing you to anchor the most important story. After that, it will return to the date it was posted on the Page's timeline.

Here Red Bull encourages fans to explore their Timeline and content – which really takes advantage of their best content and creates immediate engagement.

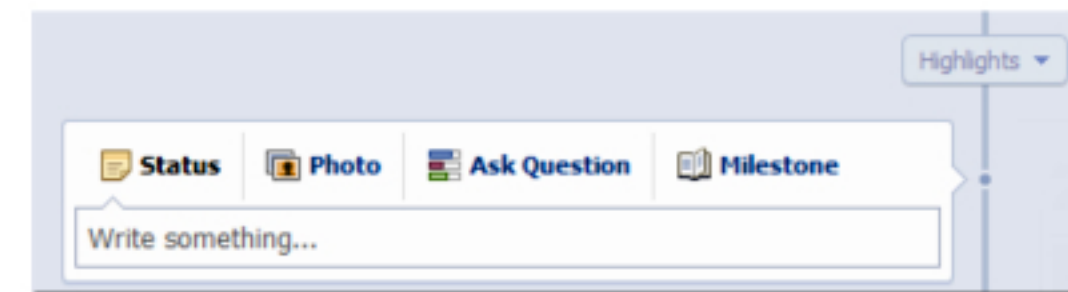


When you "highlight" a page status, it then occupies two columns in your Timeline, breaking up the monotony of the two columns as well as attracting more attention to that particular status.



How to add Milestones

Milestones can be added to your page via your status update box:



Before you can create Milestones, you have to establish a benchmark date - birth year, company started, company founded, etc. Facebook makes this easy by displaying a pop-up dialog the first time you click the "Milestone" link. Once you establish an inception date, you can then create Milestones.

Tiffany have really gone to town with their Milestones so the user enjoys a seamless experience of "going back in time".



3 FACEBOOK IS THE HUB

Integrate your other social media channels within your Facebook Page as "tabs".

It's easy to place your other social media platforms such as Twitter, Youtube, Pinterest, or Google+ and provide access to the content of your other channels within your Facebook page.



I have provided the individual links below to set this up. Simply follow these instructions by clicking on the links:

Twitter: <http://www.facebook.com/twitter/>

YouTube: Use involver who offer the App for free

<http://www.involver.com/terms/free/>

Pinterest: <http://apps.facebook.com/pinterestpagetab>

If you have a newsletter and use Mailchimp, they also offer a free App for you to add your sign up form to your Facebook page.

To add your form follow the instructions by clicking on this link:

<http://apps.facebook.com/mailchimp/>



4

INSPIRE ACTION

A call to action is a suggested activity that guides people toward an outcome.



To inspire action, generate leads and drive traffic to your website, blog, newsletter or special offer you are running.

Suggest the actions you would like your fans to take once they land on your fan page, since attracting the right people to your fan page is going to help you build brand awareness for your business.

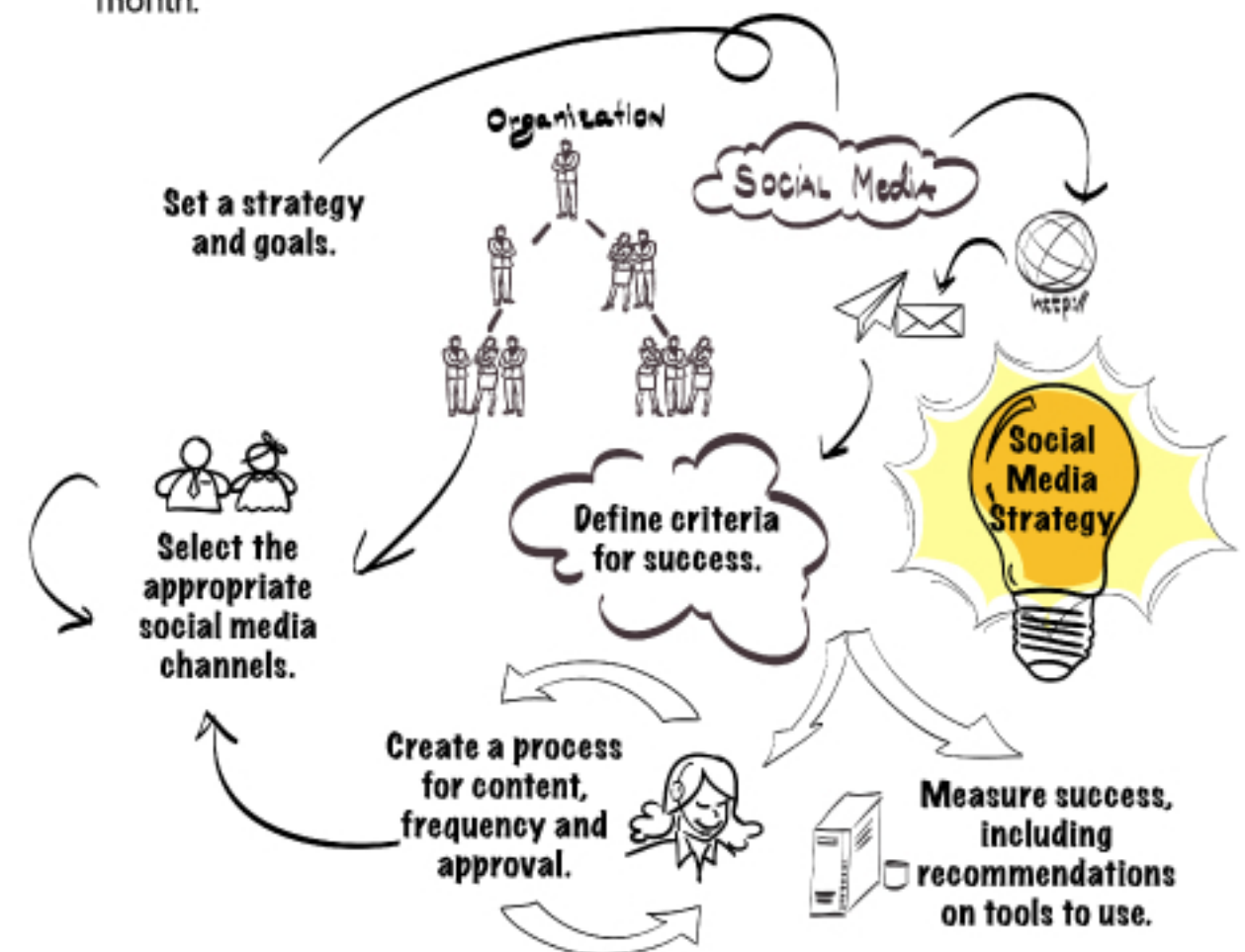
Engage with fans and drive them to act on something tangible (like signing up for your newsletter or blog updates, enrolling in your webinar, signing up to get your e-book, or doing business with you) Landing Pages are a great place to put call to actions and create value for your clients.

5

PLANNING, GOALS and CONTENT

A strategy is just a fancier way of saying – In order to reach my goal, this is what I NEED to do and this is HOW I need to do it. So, the strategy would be determining the “NEED” and the “HOW”.

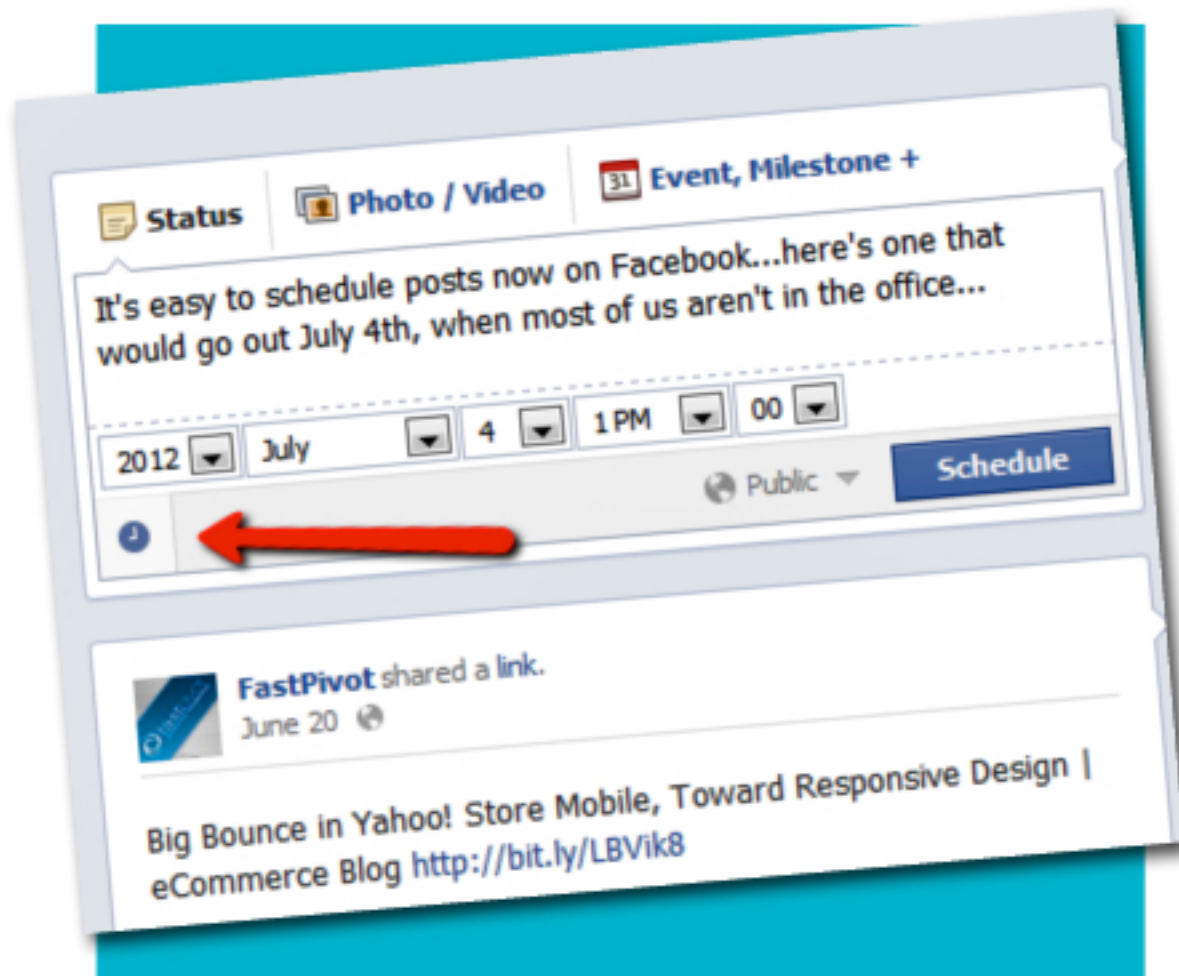
If this is the first time you have developed a social media strategy then keep it simple and plan your list of daily activities and weekly themes on a publishing calendar. Have you thought about the type of content your audience wants and will respond to? Think about what your social media objectives are and set some goals each month.



Understanding who your customers are is at the heart of developing a great social media strategy. Facebook is just one of the channels to share your business on. Identify who your target market is and what other social media sites they are active on.

Facebook has made it really easy for you to plan your content in advance and schedule posts without using any third party software.

You will see a clock icon on the bottom left hand side of the box where you post out your status updates. It allows you to choose the year, month and time and you can plan up to 6 months in advance.



6 GROWING YOUR FAN BASE

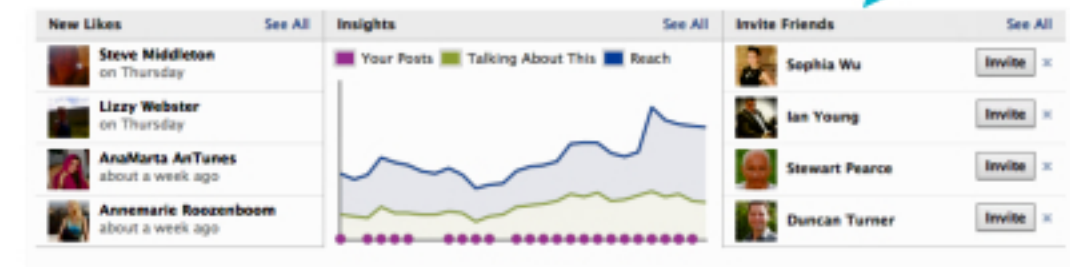
There are lots of ways of promoting your Facebook page. Here are 3 essential ones:



1. Add a Facebook button to your website that links to your Facebook Page.

2. Send out invites

via the "Invite Friends" option of your admin panel



3. Put your Facebook URL wherever possible such as on your email signature, business cards, flyers and any other offline material.

7 ENGAGING AND SHARING

Use imagery

We have all heard “A picture is worth a thousand words”. On Facebook, a picture could be worth a thousand Likes. That’s because a picture is one of the simplest ways to catch someone’s attention, as it is more visually appealing than the average post.



Like · Comment · Share

5

Gina Baksa, Jeffrey Miller and 25 others like this.

Ask questions

Posts that end with a question have a 15% higher engagement rate.

Keep your posts short

Posts 80 characters or less in length have 27% higher engagement rates.

Use a full length URL in your posts

Engagement rates are 3 times higher than those that use a link shortener.

Post outside of business hours

Brands that posted outside of business hours had 20% higher engagement rates.

Fans follow simple instructions well

Asking them to “Like” a post is the easiest. If you want users to take action, you must tell them. Asking fans outright to “Like”, “Post”, “Take”, “Submit” or “Watch” something will drive the greatest level of engagement. Fans will listen and respond.

Don't post too often!

The more posts per day, the less engagement – when a brand posts twice a day, those posts only receive 57% of the likes and 78% of the comments per post.

Share

Your Facebook posts and photos on your own Timeline (personal profile), in a group, on a friend's Timeline or in a message by clicking on the “share” link beneath the post which then brings up a drop down menu.





CONCLUSION

Being successful with Facebook is something of a science.

You must be clear about your objectives, and those objectives should be consistent with your company goals.

You must be strategic about your management of your page and engage your fans with interesting content.

After reading this ebook, you should now have the tools to turn your Facebook page into an attractive, visually compelling and engaging marketing platform.

If you would like to receive a social media consultation or training please get in touch with me by emailing cheryl@soulseedmedia.com