

5 Day Crash Course

Facebook helps you connect and share with the people in your life.



Facebook Business Basics

“Discover how you can build your business & increase your profits with Facebook!”

Day 1

First Lesson - Facebook Business Basics

Hello Find Your NET user,

Welcome to the first lesson in the Facebook Business Basics Crash Course. Over the next few days you will receive several lessons that will help you learn a few basic ways that you can build your business and increase your profits with Facebook.

In this first lesson let's talk a little about Facebook status updates and how they work so that you can better understand how to use Facebook to your advantage.

Because there are so many social network terms out there, let's start this lesson by distinguishing early on what a Facebook status actually is. A Facebook status is a post that appears for your contacts to read. Whereas before, Facebook statuses were immediately broadcast for everyone, now there are plenty of privacy settings to protect the person by letting them choose who can actually read their messages.

You can also interact through your Facebook status. Friends and other contacts are allowed to comment on the Facebook status or simply Like the status. Recently, Facebook has added a tagging feature to Facebook statuses. Put @ in the beginning and you are allowed to tag as many as 6 people in a post. Friends and contacts that are aged will be notified in the same way that they are also notified when somebody else or the status owner has replied a status he commented on.

How are Facebook statuses important for professionals, you may ask?

Well, Facebook statuses are what many consider as the very essence of Facebook. Here, customers, potential customers and other interested parties can interact on a particular piece of information in a casual manner that is way more convenient and conversational than email or even Twitter actually will.

With Facebook statuses also, almost everyone can join in the conversation (that is if you want them to) which makes for a casual promotion of your product, service or company. The Facebook status is a powerful part of using Facebook for your business. The number of Likes and comments for every Facebook status will help your page climb up in its search engine position.

Facebook statuses can also help you with branding efforts. For your Facebook marketing to be successful it is important that you monitor your page carefully, that you keep your status posts enthusiastic and professional at the same time.

While it's tempting to place something instantly catching, hilarious or even shocking, you need to ask yourself first whether this will help the business reputation in the long run or will it just serve as temporary entertainment?

It is important to optimize Facebook statuses in order to make them more searchable for potential customers. A good feature to use is Facebook status tagging. What makes this so advantageous for business owners is that when you tag affiliated companies in the post, it will also appear on their page, therefore exposing your company to customers who may be looking at a related site. You can also do this with community pages. When you tag a community page, you will gain access to millions of potential customers who may have the same interests as your business.

While it's important to organize your Facebook status updates, it isn't recommended that you leave all the work to organizing sites like Hootsuite. Checking through a Profile or Fan Page that are dominated by RSS Feeds is a turnoff for most potential customers. Clients want to feel like they're interacting with a real person in the company, so be mindful of interaction.

We have a lot to go over in the next few days if you want to learn how to use Facebook for your business, so make sure you look for your next lesson soon. We will be talking about how you can use Facebook to attract new customers.

Day 2

Second Lesson - Facebook Business Basics

Hello Find Your NET user,

It's time for your second lesson in the Facebook Business Basics Crash Course. I hope you found lesson one informative and that you now have a good understanding of how Facebook statuses work to your advantage. In this lesson we are going to talk about how you can use Facebook to attract new customers.

Some business owners ask, why is it important to establish online presence through social networking sites particularly Facebook even when if you already have an official website?

Simple, because Facebook is more accessible and to most, more user-friendly than any traditional website will ever be. It gives a sense of friendliness to business that puts prospects at ease and lends a sense of credibility to businesses who have no website to speak of.

Aside from this, a Facebook page allows a business to be more interactive with present and potential customers, getting their feedback for everything from product reviews to testimonials. While it may seem scary because you can be given both positive and negative feedback, businesses should not be afraid because with Facebook it can be easily moderated.

If you have a mind to you can retain the best feedback and hide the rest. This way, most potential customers will be able to read the positive testimonials of previous customers. Such feedback adds a touch of authenticity to your business, and can entice the potential customer reading it.

Furthermore, customers who are tired of traditional online marketing such as email, newsletters and online ads will look to the Facebook page to have their questions answered. Having a Facebook page will give your business access to over 500 Million users without even having to buy e-mail addresses like what traditional email marketing resort to.

Interaction isn't limited to Facebook updates and wall posts though. You can also use Apps to provide photos, notes and videos. When using a Fanpage which is the recommended page for businesses (instead of the more personal profile page), you can change the posting ability of fans which allow them to post photos, videos and links to the page. This way, potential customers will be able to see how other customers use the product or service.

Again, this can engage the community to be more interactive as was successfully executed by the Pampers' Facebook Fanpage. Other companies like Ben & Jerry's go

as far as polling customers. This gives customers a sense of power with regards to their products, which in turn will give them a sense of ownership and acceptance.

Facebook is also a great tool to gain audience to promos, special prices and discounts as in the case of the company rush IMPRINT, who use their page to feature their products for sale.

The site easily leads back to their official website as well as their toll free number. Some even use Facebook to give exclusive deals to their customers. This is a good way to gauge the effectiveness of your page. Various incentives can be given exclusively to Facebook users which aren't accessible by those who follow you through e-mail, Twitter or your official website.

Other companies such as Baskin Robbins develop and use a Facebook application to make their Facebook page more interactive and enticing to customers. Through their account, they're giving out a very enticing deal, a Buy One, get one promo that most enthusiasts will not surpass.

Facebook is an easy tool to master and can add just the right sense of fun, differentiating you and your business from the rest in the market.

That's it for today's lesson. In your next lesson we will be talking about how to use Facebook to advertise your business without spamming.

Day 3

Third Lesson - Facebook Business Basics

Hello Find Your NET user,

It's time for your third lesson in the Facebook Business Basics Crash Course. Today let's talk about how you can use Facebook to advertise your business without spamming.

Using Facebook as the means for free advertising is probably one of the wisest moves any business person can make in this competitive marketing age. As we have been discussing Facebook offers plenty of opportunities for the business owners to launch develop and grow through its influential social network.

Through Facebook, you can actually choose who to target just as easily as a paid system such as Google Ads does. Through Facebook, you can choose the location, interests, relationship status, gender, age and location of your target market. What a convenient way to start your marketing strategy online!

The best part is that it can actually be free if you want it to be. Facebook gives you the option of running free or paid promotions. The paid aspect is through Facebook's formal ads.

Now, how do you run free promotions?

Why, through your personal network, of course, or through your fan page. If you're launching a product, service or brand, it is recommended to have a formal fan page. Nevertheless, personal connections such as friends, friends of friends, acquaintances and relatives will help greatly in building your business social network.

Wall updates, photos, notes, group discussions and basically any other posts will help the product or service stay top-of-mind. As I mentioned in your last lesson, prospective customers want companies to have enthusiastic and informative updates.

Tip: Don't make the mistake of barraging your customers or potential customers with too many Facebook updates at one time, or worse, continuously flood their Facebook walls with the same message placed several times. Spamming is annoying no matter who does it, so take care that you avoid doing that to your friends and fans.

The best way to avoid spamming others, however intentional or unintentional, is to choose your target market well. Nobody wants to receive a wall post that is a generic message of a product they're not even interested in.

You can control who sees your message by researching the person's likes or dislikes which may be apparent in their profile page or you may also ask from a personal

contact. You can even check out organizations or groups that they are affiliated with online which are related to your business or industry.

Another way to place a wall post in that isn't tantamount to spamming is to place it like a personal message. The less generic the message is, the better. You may start with something like, 'Hi. I just saw from your profile that you like Ice Cream and I thought you may be interested in a free sample of our Homemade Ice Cream.'

If this strategy is a bit too forward for you, then work on making Facebook applications that can insert advertisements into them or better yet, try Social Ads. Demographically speaking, these two are more effective and less time consuming than having to analyze your customers one by one.

That's it for today's lesson. In your next lesson we will talk about using Facebook and Twitter together for your business.

Day 4

Fourth Lesson - Facebook Business Basics

Hello Find Your NET user,

How are you today? We're winding down to the end of this short course. But we still need to go over a few things before you can start taking advantage of Facebook for your own business. Today we are going to jump right in and talk about using Facebook and Twitter together for your business.

While some will argue that Facebook and Twitter can never work together to achieve a common goal in terms of business, this notion is really just a matter of professional adjustment. In online discussions, Facebook has been constantly related to personal contacts and updates while Twitter is more widely known for its professional purposes. And for a time, that impression was true until Facebook created its Fan Page.

With a Fan Page, profiles can be professional and used for business updates. Both continue to still have their own set of advantages of disadvantages though. As we have been discussing, Facebook can bring a social and emotional impact to your product much more naturally than Twitter can although it can also be subject to a lot of unnecessary clutter.

Twitter, on the other hand, gives fast and easy updates. The concept of microblogging can target a different market and can help you watch what competition is doing.

Moreover, these two can actually work together in getting more prospects. After all, there are people who still continue to use Twitter alone and some who still prefer opening just their Facebook page. So my question is, why not create two accounts to garner a wider market?

With both social networks, you as the account moderator should be very careful as to what to what you post. Be mindful of posting personal issues and refrain from talking about business problems, disagreements and so on.

You should stick to things that your customers or potential customers will be interested in such as project updates, product launches, useful links, updates from the official website, any news from events, conferences or meetings attended, sales, promos, incentives and potential collaborations with clients are more preferable inclusions.

Remember that both are social networks and being a social network, you should provide a politely casual but not overly personal tone when making Tweets and Facebook posts. Respond in a proper manner when customers ask for assistance or make product inquiries.

It is also good to infuse some personality to your Tweets and page updates. Don't just talk about products, services or company business the time. This will annoy followers and will even bore them.

There are several ways that you can link Twitter to Facebook in order to better organize your updates. Twitter has an official page which gives you instructions with a Twitter application that integrates the two together. Similarly, there is also a Facebook application which helps organize Fan Page contacts directly to the Twitter account too. This way, you can be sure of the consistency of the news given.

By being consistently with your posts you can effectively put your Facebook and Twitter accounts to work for your business. You can use them both to drive traffic to your website through your marketing efforts by incorporating contests, exclusive news, articles and more. This way, you can gain maximum coverage from both sites.

That's it for today's lesson I hope you found it helpful. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson. We are going to talk about posting videos on your Facebook wall to increase your results.

Day 5

Fifth Lesson - Facebook Business Basics

Hello Find Your NET user,

Well, we have come to the final lesson in the Facebook Business Basics Crash Course. I sure hope you that you have enjoyed your lessons and learned a lot about using Facebook for your business.

In this last lesson we are going to talk about posting videos on your Facebook wall to help improve your results.

It's no secret that promoting your business through videos online is one of the most effective ways to attract new customers. Videos are effective for many reasons. They retain a certain novelty that websites don't carry anymore. Whether for creative or practical purposes, videos can help publicize your business in a positive light. You only have to see how YouTube has turned plenty of struggling artists into overnight sensations to understand the impact of video for business branding.

From a professional stand point, significance is the key when it comes to posting videos. The video and its content will ultimately depend on what the purpose you want it to serve and whether it will help your product, service or business to be seen in a positive way in the public eye.

So, before clicking that post button, ask yourself whether the video will help you achieve your goals. Will it generate interest? Will it help customers learn how to use your product's more effectively? Will it differentiate you from other businesses? Whatever the goal is, always be sure to validate before posting.

There is no doubt that YouTube is one of the best places to distribute your videos. But, did you know that Facebook is also a fantastic place to share videos on and it's relatively easy to do especially if you already have your videos on Youtube.

If you don't then you should upload your videos to Youtube because it will make it much easier for you to share them on Facebook. After you have your videos on you tube all you have to do is click on the share button and follow by clicking on the site that you want to place the video in. In this case, that would be your Facebook wall or page. This will lead you to your Facebook account where you will have to log in again. Then add a message to go along with the video then click post and you're finished.

TIP: Short videos are more effective than long ones especially when paired with Facebook. Even instructional videos have to be short. It is a good idea to keep the clip down to five minutes or less. You don't want to take the chance that your audience may not view it completely if it's too long or too difficult to play.

You also want to make sure that the video is high quality. It doesn't have to be an award-winning piece. Just make sure that the audience doesn't have any difficulty when listening to or watching it.

Most of the time your videos will serve your business well for a very long time, but if the effectiveness of the video slows down, stops or when the video has been overplayed, make sure to take it off of your Youtube channel and your Facebook page too.

An overplayed, overused or outdated video can hurt your business reputation more than helping it. This will also help avoid confusion when customers are searching through your Facebook page.

Since there are so many options for creating video there is no reason that you can't create good marketing videos for your business and sharing them on Facebook. By taking advantage of user-generated content and creating your own marketing videos, you can effectively reach your target market and brand your business quickly.

To take your Facebook marketing to the next level of success you should start using video. You could run video contests, share product videos and collect video testimonials, not to mention a wide variety of other options available for clever marketers. If you aren't sure how to incorporate video into your marketing plan then start by doing some research and looking at your competitors Facebook pages to get some ideas for your own business.

There is no doubt that using video on your Facebook page will positively boost your brand and increase conversions, guaranteed.

As we close this final lesson I would like to thank you again for joining me for this short course. I sincerely hope that you have learned a lot about how to take full advantage of Facebook for your own business!

Even though we have finished our lesson I would like to let you know that you can still feel free to contact me if you have any questions about how to effectively use Facebook business. I will be glad to help

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