



FACEBOOK FOR BUSINESS

NIKKI POPE
MARKETING DIRECTOR
SOFTLINE SOLUTIONS
TWITTER: @PRNIKKI



Grow Your Business with the Power of Facebook!



Agenda

- About Softline Solutions
- Inbound vs. Outbound Marketing
- What is Facebook and Why is it Important
- Developing a Marketing Plan
- Helpful Facebook Tools
- Promoting Your Fan Page

About Softline Solutions

Founded in 1999

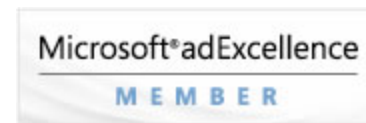
Full Suite of Online Marketing Services for Small, Medium, and Large Business

Built Reputation for Delivering Personalized Service

Customer Satisfaction is our Number 1 Priority (we aren't just saying that)

Honesty, Integrity, & Transparency

Focus on Local Online Marketing



Outbound Marketing



Inbound Marketing

Blog

TechCrunch



You Tube

Technorati™

SEO

Google™

Live Search

YAHOO!™

Ask.com

Social Media

facebook

twitter

LinkedIn

delicious
social bookmarking

digg

Your Marketing Strategy



- ❑ Radio Commercials
- ❑ Magazine Ads
- ❑ Trade Shows
- ❑ TV Commercials
- ❑ Email Blast
- ❑ Direct Mail



Problems with Outbound Marketing

- Average consumer is exposed to hundreds and thousands of outbound marketing advertisements every day
- It is considered today to be an interruption and annoyance



Inbound Marketing

- Facebook
- Twitter
- Linked In
- Blogging
- Digg



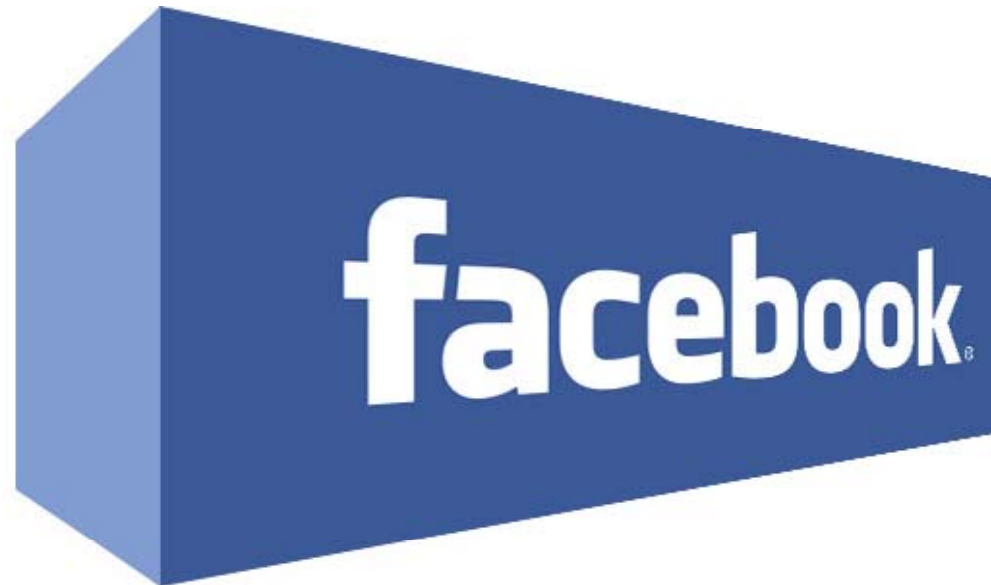
Why Inbound Marketing Works

- You are where your consumers are meeting and talking
- You have a chance to give your company or idea a personality
- It allows you to monitor what is being said about your company and your industry

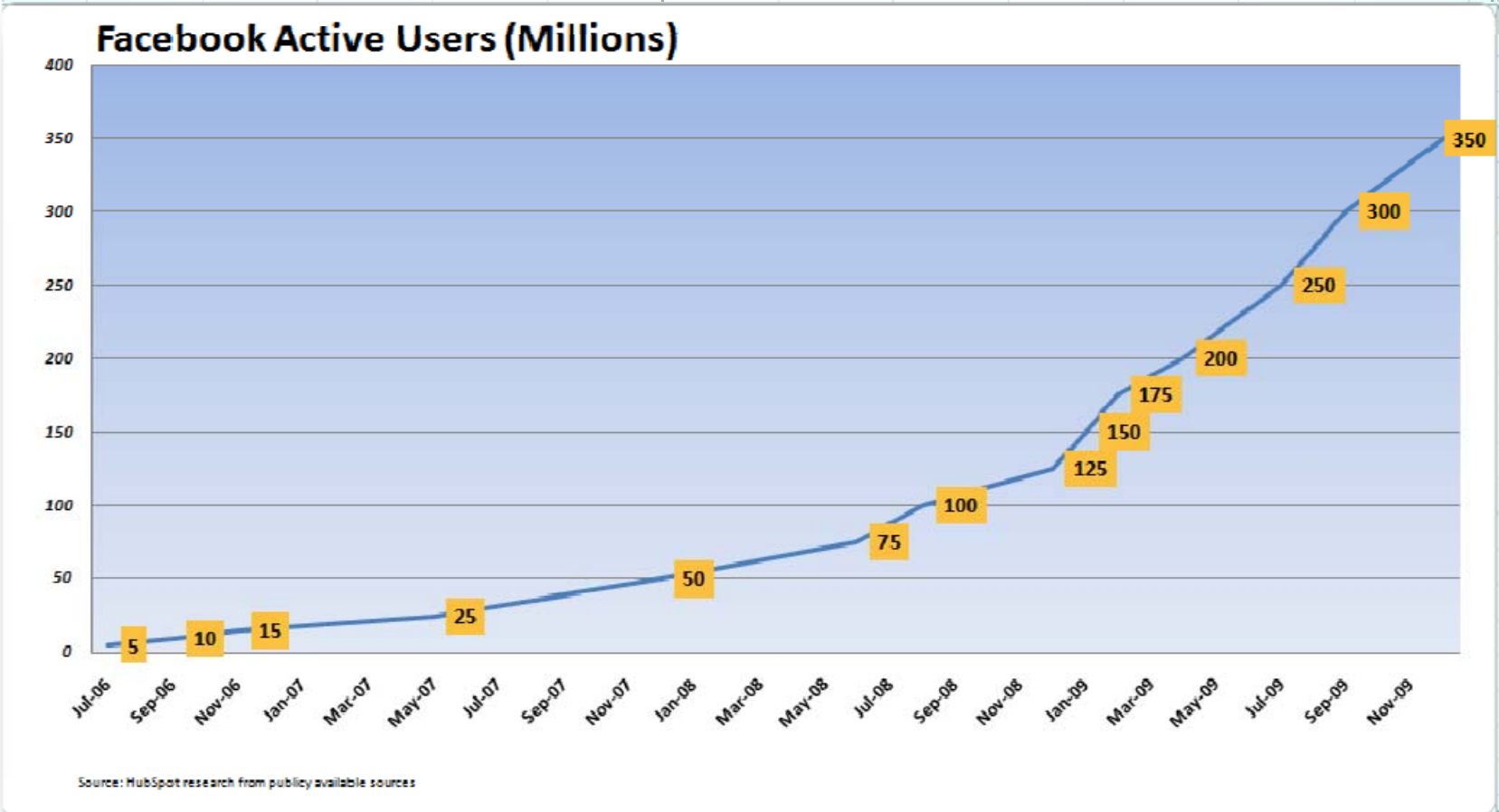


What is Facebook?

- Facebook: n. 1: A service that “gives people the power to share and make the world more open and connected.”



Why Facebook?



Reaching Your Audience



- Fan Pages
- Link Sharing
- Discussions
- Event Promotions




Thursday, February 18








How to Use Facebook for

Type: Education – W
Where: Online Webina
When: Thursday, Feb
Your RSVP: Awaiting Repl

 **Softline SOLUTIONS** Webinar Tomorrow!! How to Use Facebook for Business. Listen
<https://www1.gotomeeting.com/register/785663400> 7 hours ago clear

Wall Info Photos Discussions Reviews Boxes >> +

What's on your mind?


Attach:     ▼  ▼ **Share**

Facebook Works for Promoting Businesses

- Build Relationships with prospective clients
- Educate the community on your topic
- Drive Traffic to your Website or Blog
- Reach a wider audience
- Become a thought leader



Setting Expectations



Name: **Michael Jackson**
 Type: Musician
 Fans: 10,435,681 fans

His Music Will Live Forever.



Name: **R.I.P Michael Jackson (We Miss You)**
 Type: Musician
 Fans: 4,675,835 fans

9.	windows Live messenger	1826767
10.	kinder surprise	1802602
11.	Chocolaaaaaaaaaaaaaaaaate	1800924
12.	Cristiano Ronaldo	1787865
13.	Sid	1679985
14.	YouTube	1664281



Name: **Pringles**
 Type: Food and Beverage
 Fans: 2,788,635 fans



Name: **Pringles**
 Type: Products
 Fans: 10,258 fans



Name: **Pringles**
 Type: Products
 Fans: 1,086 fans



Name: **Pringles**
 Type: Food and Beverage
 Fans: 103 fans

You and Facebook

- With some time and marketing know-how, any business offering products or services could easily stand out from the crowds on Facebook.





Hubspot Reports

- The most commonly used words across all Facebook page names span a variety of interests. Some of the more popular words on Facebook include:
 - • “University” (975 instances)
 - • “Photography” (822 instances)
 - “Magazine” (677 instances)
 - “Association” (522 instances)
 - “College” (501 instances)
 - “Library” (496 instances)
 - “Art” (484 instances)
 - “Music” (450 instances)
 - “School” (446 instances)
 - “Marketing” (435 instances)
 - “International” (410 instances)

Before You Jump In....



MAKE A PLAN!



Important Questions to Ask Yourself

- ❑ What are the business goals and how does a social media presence achieve that?
- ❑ What do I want consumers/visitors/followers to do?
- ❑ Am I ready to be committed to regular, preferably daily, updates of content?
- ❑ Will the content on the owned channels be meaningfully different than in other channels (e.g. the company's website)?
- ❑ How will success be measured? Engagement numbers? Revenue? Fans?



What are the business goals and how does a social media presence achieve that?

□ If You Want To:

- Become a part of a community that many of your consumers are a part of
- Easily share your message, images, links and events with company fans and followers
- Have another outlet for customer service
- Start Discussions about any given topic with followers and fans
- Develop yourself as an industry leader



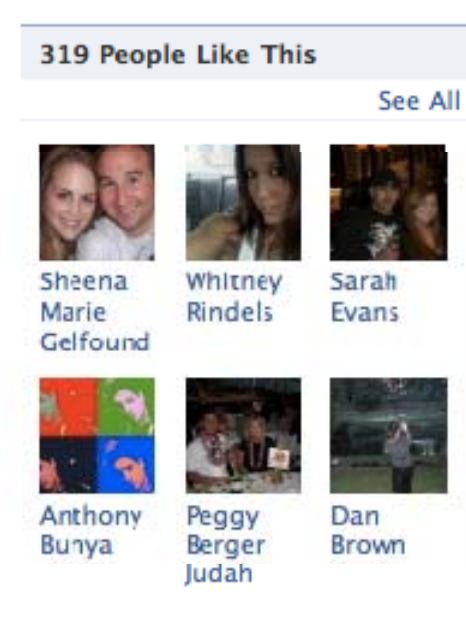
THEN...



FACEBOOK
IS FOR
YOU!

What do I want consumers/visitors/followers to do?

- The foundation of your success online is understanding your purpose in being there
- Why do you want to be on Facebook?
- How would you use it?
- What do you think the community wants to know about your company or industry?



Am I ready to be committed to regular, preferably daily, updates of content?

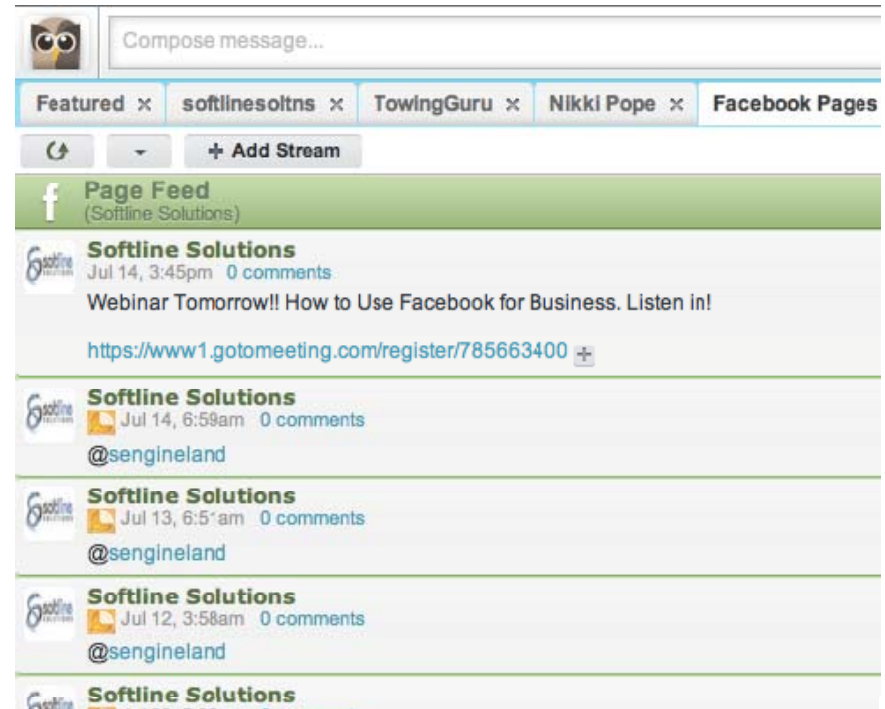
- ❑ Social Media is ONLY successful if you are an ACTIVE user with unique contributions!
- ❑ Make Plans for how often you will update
- ❑ Schedule posts
 - ❑ at least 3 posts per week
 - ❑ 5-7 interactions per week
 - ❑ Post images
 - ❑ Start and promote 1 discussion per month



Time Management



- Hootsuite
 - Schedule auto-posts
 - Manage Conversations
 - Reply to Followers
 - Manage other social media accounts
- Twitter Feed
 - Schedule Auto Posts
 - Manage Follower
 - ...and more!



Allow Other's To Help!

- You can make any fan of your page an 'Admin' so they can contribute to your page and monitor action too!



Will the content on the owned channels be meaningfully different than in other channels (e.g. the company's website)?

- ❑ You have a website...use your Social Media efforts in a different way
- ❑ Post viral news feeds
- ❑ Link to exciting article, blogs, videos, photos and more
- ❑ Talk about something NEW or Current

IMPORTANT!

Remember that NO ONE wants to hear you talk about you all the time.



How will Google Analytics Segment number

Analytics Settings | View Reports: www.mybabyplays.com

The screenshot shows a Marketo Landing Page Designer interface for a page titled "FREE Ceramic Bearings Product Selection Guide". The page content includes the Kaydon logo, a headline, a sub-headline, a form for a "Special Offer", and a table of contents. On the left, there is a sidebar for "All Fans of Sof" with a line graph showing fan growth over time. On the right, there is a "Drag and Drop Elements" sidebar and a "Property Sheet" table.

Table of Contents

- Section 1—An Introduction to REALI-SLIM® Thin-Section Bearings
- Section 2—Selection Tables for Thin-Section Bearings Product Line
- Section 3—Applications Engineering
- Section 4—Separator Types, Ball Count, and Performance
- Section 5—Installation and Maintenance
- Section 6—Other Products

Property Sheet

Gender	Female
Rich text	35%
Image	1% 2%
Form	10% 27%
Rectangle	14% 35%
	5% 17%
	4% 10%
	2% 3%

view report

Traffic Sources Overview

Promote! Promote! Promote!

- Email your opt-in mailing list
- Include link in your email signature
- Blog about your Facebook Page
- Post a link or badge on your website or blog

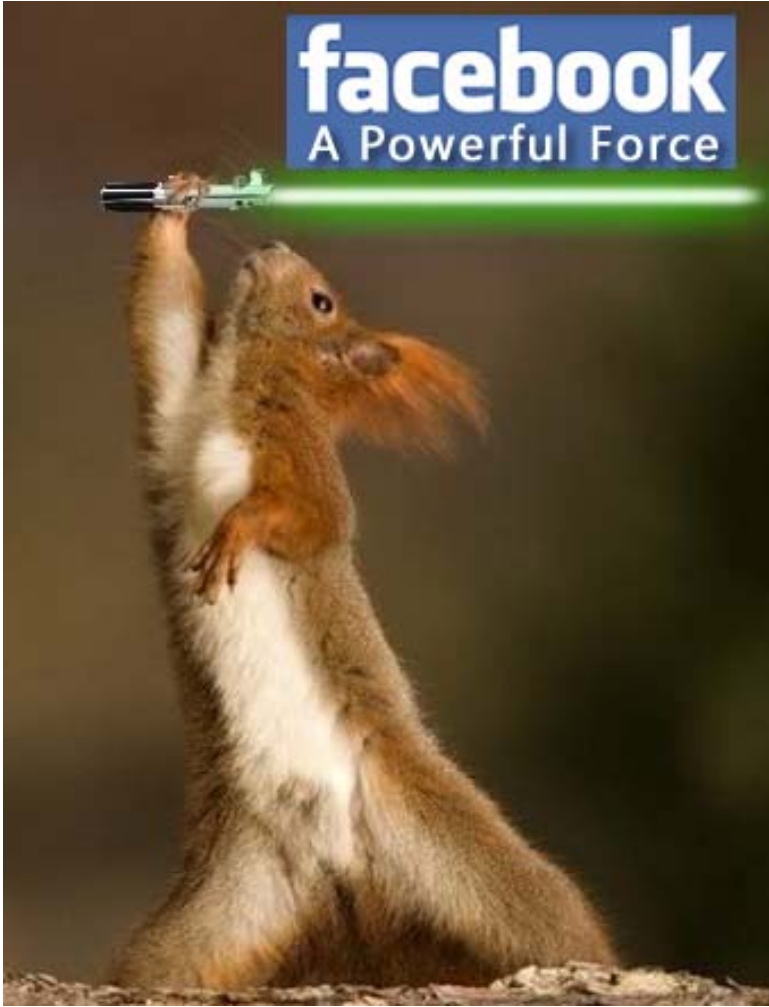


Facebook for Business

- Some of the most valuable clients a company can have
- Takes a lot of time but stimulates powerful word of mouth
- Helps you develop yourself as an industry and thought leader
- Contributes to search engine optimization



Facebook...A Powerful Force



Setting Up a Facebook Fan Page



- Need to Learn How to Create a Fan Page?

- Visit:

- ▣ <http://www.softlinesolutions.com/blog/2010/07/12/how-to-use-facebook-for-business-part-1/>

Thank You

- Learn More About Online Marketing

<http://www.softlinesolutions.com>

- Become a Fan on Facebook

<http://www.facebook.com/softlinesolutions>

FACEBOOK FOR BUSINESS

NIKKI POPE
MARKETING DIRECTOR
SOFTLINE SOLUTIONS
TWITTER: @PRNIKKI

