



**With** more than 200 million Facebook users, wouldn't you want to have a vibrant business ready presence in one of the largest social networking platform online?

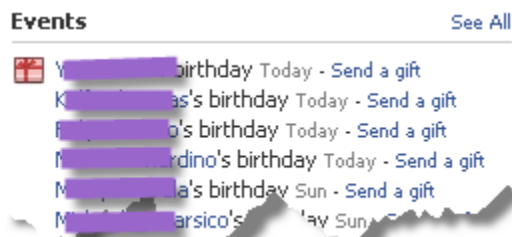
## **TOP 10 TIPS FOR BUSINESS READY FACEBOOK PRESENCE**

1. **BEGIN** with Facebook pages. That's plural. Start with setting up a practice profile if you are new to Facebook. Once you are familiar with the fundamental navigation, status updates, mobile photo uploads, games and other Facebook features then start your own page. Create a personal one first. Once you've built your own network and are more confident with using the system, then create your business page. Make sure you have the same branding that you've used in your marketing materials as well as your website. Think of your Facebook business page as a microsite. Never use your own name or business profile page as a practice page.
  
2. **BUILD** your Facebook network. The average Facebook user has 120 friends. Start with whom you know then even if only 1% friend addition rate for each 100 that you add each week, in a year, you will have at least 5200 new friends and 52 of those would have talked about your business to their 120 friends (52 referrals x 120 of their friends = 6240 individuals whom you may not have seen in other channels). How do you do this?
  - A. **GROUPS** Join groups on topics you are passionate with. Join groups that you have an interest with. Join groups that your business will benefit from especially if your competition is also part of the group. Then don't just be a silent member, talk! Discuss why you are there, what is important to you, have a point and make it. People in that group will add you as a friend as they want to know more about you. If they don't, then don't be shy and ask them to add you; maybe they are the shy ones.
  
  - B. **SUGGEST FRIENDS** Much like in real life where you connect people who may have similar interests, the same happens on Facebook. They'd appreciate and will do the same for you as well. Send 5 friend suggestions a day; in a month you've sent 150 and in a year you've sent 1800.

- STATUS update at least four times a day. Do you have a mobile Facebook app installed? This will make it easier for you to log in wherever you are. Incite a conversation in your status updates. "I'm having spaghetti noir for dinner tonight" may have a 0.35% return response rate but "What are you having for dinner tonight?" will increase this to a 5% return response. It becomes a lot higher if you say "Don't cook! Come to our restaurant and say Twitter code G130 for a 25% discount!" as although it may not invoke a long discussion it can potentially move your users to come to your place of business holding that discount coupon you just gave them. If not that, at least you've created an opportunity for your viewers to learn more about your business.

TIP: RELATIONSHIP STATUS update. Any change in your relationship triggers a Facebook newsfeed. Changing this to reflect partnership status (maybe to another business page's personal profile) can prove to be useful for you and your partners. Combine this relationship status change with some promotional blitzes and you've gotten yourself a simple marketing opportunity. Don't forget to add specific tracking codes for your marketing materials so you know your conversion numbers for all your marketing channels.

TIP: RSS FEEDS. You can feed your Facebook status through readily available apps. For example: There is an app that will update your Facebook status every time you update your Twitter status. RSS feeds from your business blog's website can be automatically fed to your Facebook status as website links to your blog posts.

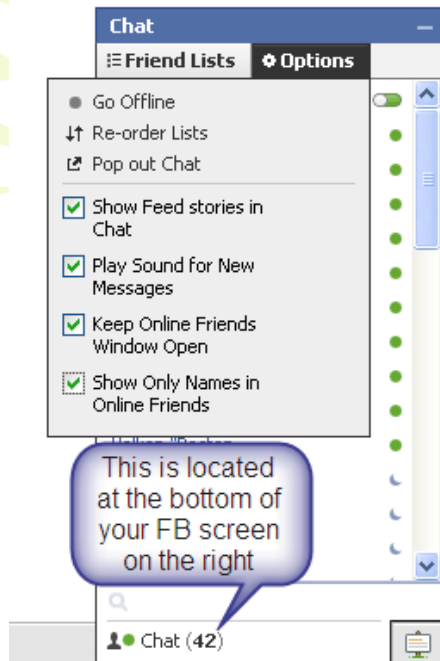


- HAPPY BIRTHDAY wishes are gladly welcomed. At least I like them and my friends as well. If you wish everyone on your friends list a birthday greeting EVERY day, their home pages will include that wish. Of course they can always opt out of that option but how many people actually do? Also don't just

write "Happy Birthday" or any canned birthday greeting. Be creative! Be remembered! If you are stuck on the creativity part, craft 10 to 20 attention grabbing birthday messages and then personalize them slightly for each friend. Then they will want to know more about you. Having lots of people greet you birthday wishes is a great ego boost. Write at

least 10 per day. *Note:* FIND the birthday list on the bottom right side of your home page

5.



- SUGGEST A PAGE makes you an authority if you suggest enough good pages for your readers to join.

6. CHAT with your online friends/customers. Have a scheduled time when you chat with them so that you know what their challenges are which are your opportunities. Make sure this schedule is prominently posted on your business and even personal profile page. Change your Chat Option to ONLINE when you are ready to chat rather than having this available at all times. This will allow you to control your “online chat” feature. You can even use this as another method for your customer service agents to communicate with your customers. If you click on the SHOW FEED STORIES IN CHAT you can incorporate your conversation with your client’s FEED information.

What you will notice on the image on right is that I checked the option for KEEPing my ONLINE FRIENDS WINDOW OPEN so I could see immediately who is online. This information can track who is online to determine user’s Facebook online timelines. This will assist you in analyzing when you should set your online chat schedule.

7. BECOME A FAN of your business page so you can see your Facebook ad campaigns as your own fans would see them. How do you promote your Facebook business page? Similar to your other online marketing promotion models: Through microblogging posts like Twitter, by commenting on other blog posts, through partnerships with complimentary websites, among others. Don’t just wait for Facebook users to become a fan of your business page, ASK THEM! Don’t nag and spam their inboxes though. Use your conversion methods in getting the attention of Facebook users like giving away free stuff like shirts, eLearning courses or even eBooks and combine this with discount coupons and other.
8. JOIN GROUPS. There are many complimentary to your business groups that you can join. For example: A training consulting company can join a community group where the business is located is located. Actively participate in group discussions. Don’t just comment without purpose, add links, share documents and videos; provide value to the original group topic. Soon enough other group members will be curious about you and will start following you.

9. EVENTS? ATTEND them! Facebook's origin allowed university students to get together. Why not use that model to get your users together; a mini-user's conference even. This gets a high priority in newsfeeds. RSVP your events even if you miss a couple. Your activity will be posted in your users newsfeeds and soon enough your users will use you as a resource for topical events related to your business.

EVENTS? CREATE them! Much like land-based events, use your marketing skills to send invites, create promotional materials, giveaway something useful.

10. TAG photos from your own photo albums as well as your friend's. Do remember Facebook's terms of agreement indicate that whatever you post on Facebook can be used by Facebook for their own marketing materials. Get your legal department involved so you know exactly what this means for your business but do not ignore posting photos to create a 'personality' of your business. Choose your photos wisely but post immediately and regularly. A photo a day is ideal, once every other day would be sufficient. Every week can lessen attention to your business page. Any TAGged photos get more attention to your users' newsfeed than unTAGged ones.

TIP: Look at your most popular friends in your network. Create a two-three tier tagging list as this activity takes time. Those with 2000 or more friends in their own network are your first tag targets. TAG their photos to link back to you and your business profile. Then move to friends with 1000 or more friends in their own network; then all your other Facebook users as your third tier. You've now exponentially increased the number of eyeballs seeing your business page by curious eyes who have seen photos and want to know more about your business. Comment on those photos as well. Facebook users would enjoy reading your smart quips.

*Have additional Facebook business readiness ideas? Send them to me at [robin@robinyap.com](mailto:robin@robinyap.com) or through Facebook and I will add them to the list here.*

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