TekMiss.com
Online Success Made Easy®

Facebook 101

INTRODUCTION

If you're reading this, you know that using Facebook to promote your business is probably a good idea.

I suggest you take a look at several business pages before you jump in and get started. You can search for some of YOUR favorite business pages in Facebook. You can also go to http://www.facebook.com/pages/browser.php. There are thousands of examples - and it's fun to poke around and check out!

If you don't have a page yet, it's easy to create one. All you need is a Facebook Account.

You do not have to have a "personal" Facebook page to create a business page. This WAS a major drawback for many entrepreneurs and small business owners.

It's not an excuse anymore -- jump in and get on the Facebook gravy train!

GETTING STARTED

You can have multiple business pages with one account (which is great if you want to promote specific products, or you have multiple products or streams of income that you want to promote).

If you have a Facebook account, you need to log in. If you are using it for personal networking now - no one on your Facebook business page will ever see that information unless you want them too.

If you don't have an account, go to Facebook.com and sign up for one. You will have to give them your gender and birthdate. (you can wait to do this when you're ready to create your page.)
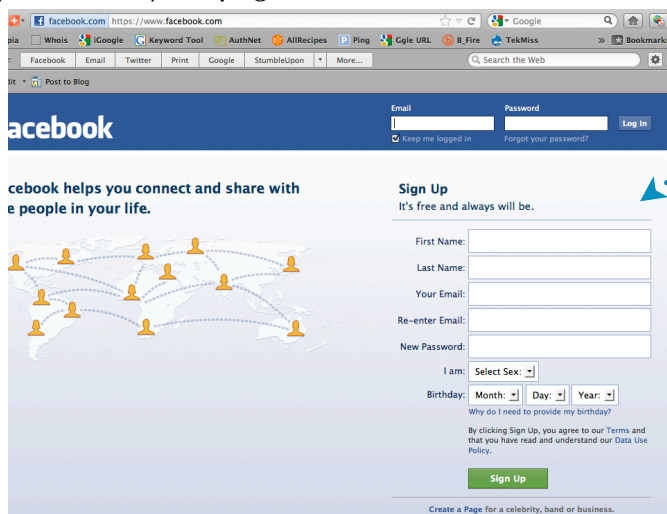
|---Sign up for new account ---|

Before you begin to create your business page, we'll walk you through getting images ready. **You need 2 main images to get started.**

Below is an example of how the top images of your page will be formatted.

1. A large image that portrays who you are and what you do. Facebook calls it the "Cover Image"
   This large image is 851x 315 pixels. (The big orange image behind my face)

2. An image of your face, or logo. This small image is 100 x 100 pixels. |---Image #1 - 851 x 315 ---|

Attention Smart, Caring
Savvy Entrepreneurs!
Tired of Social Media Hype?
You don't have to do it all ! Just a few key things......

Purposeful Online Marketing
491 likes · 31 talking about this

|---Image #2 - 100 x 100 pixels---|

✳ Branding tip - if you're a coach or a solopreneur, **you** - a professional picture is extremely effective - people trust you when they can see you!

✳ Go back to Facebook pages and check some out again.

✳ If you don't know how to make an image the correct size, find someone to help you (Contact TekMiss if you'd like). These 2 images are the first impression so don't skip this.)

✳ You <u>can</u> start with something now and replace it after the rest of your page is up. This way, you won't procrastinate until you get the "perfect" images. You have time as the next step is to start filling your page up with educational, entertaining and interesting posts - but don't promote the page until you are happy with these images.

NEXT - SETTING UP THE PAGE

<u>When you're graphics are ready</u>, **log into Facebook and go to http://www.facebook.com/pages/create.php**.

At this point, you'll have several options (see below).

✳ Select "Company, Organization, or Institution" if you are an online business, or work from home (and you don't want people showing up at your door!)

✳ Select "Local Business or Place" if you want people to <u>come</u> to your location to do business (i.e. store, restaurant, massage therapist, etc).

✳ Select "Brand or Product" if you are selling a specific product or promoting a brand.

✳ Select "Artist, Band, or Public Figure" if you are well, a public figure, artist or band!

✳ Select Entertainment if you're on TV, Radio, Movie, etc.

✳ Select "Cause or Community" if you're a non-profit or promoting a cause.

For demonstration purposes, I'll be setting up a page for a new product - "Now Cookies". Fill in your own information as appropriate!

I clicked on "Brand or Product"
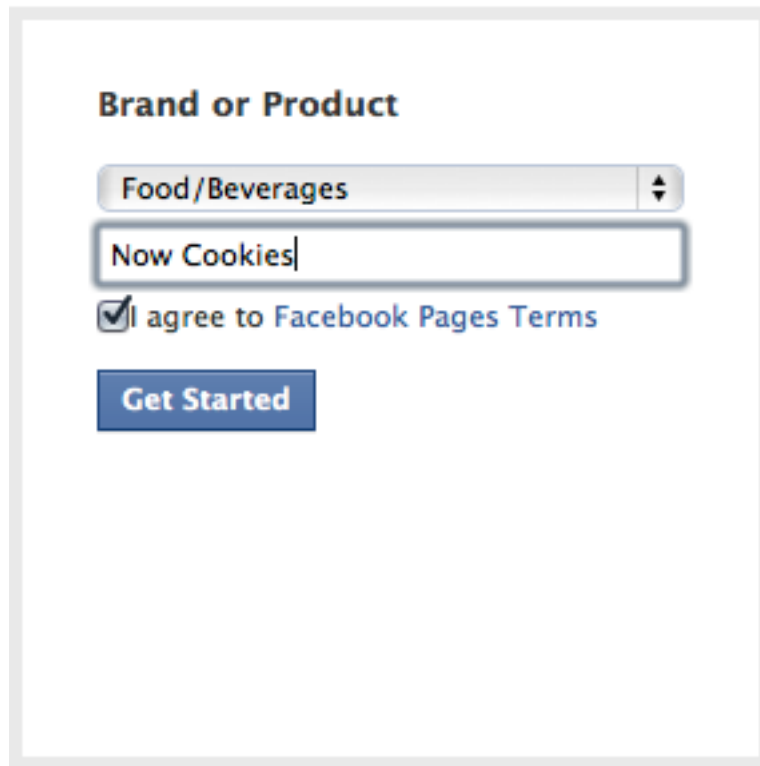
|---Brand or Product ---|

🚩 **Create a Page**
Connect with your fans on Facebook.

Local Business or Place

Company, Organization, or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community
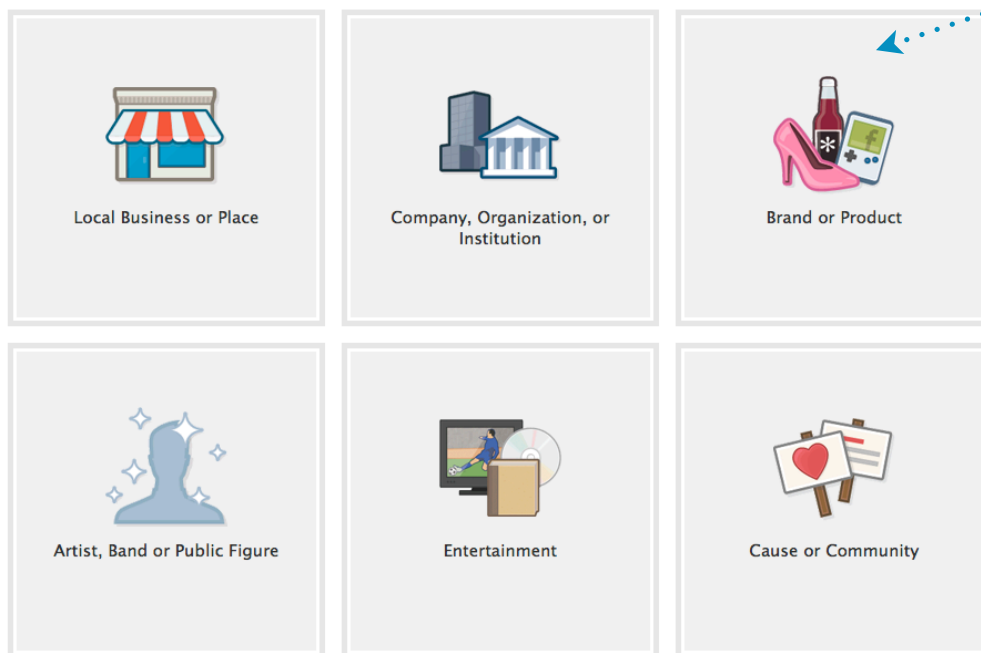
When "Brand or Product' is selected - I have the options below.

Likewise, each type of Facebook page will have easy to follow instructions.

Brand or Product

Food/Beverages

Now Cookies

☑I agree to Facebook Pages Terms

Get Started

Click "Get Started and you'll then have 2 options to choose from.

a. "I already have a Facebook account" - click this if you have a Facebook account.

b. "I do not have a Facebook account" - click this if you haven't set up an account yet. You will then be prompted to create an account.

Create a Facebook Account

◯ I already have a Facebook account
◉ I do not have a Facebook account

Email: kathy@tekmiss.com

New Password: [?]

Month:
Jan
Date of Birth ✓ Feb   Day: ⬍   Year: ⬍
            Mar   your own date of birth. Why is this required?
            Apr
Security Check May
            Jun   ords below, separated by a space.
            Jul   e words below? Try different words or an audio captcha.
            Aug
            Sep   dama
            Oct   South
            Nov
            Dec

Text in the box: [   ]   What's this?

☐ I have read and agree to the Terms of Use and
    Privacy Policy

Sign Up Now!

Problems signing up? Check out our help pages

1. Create an account if you don't already have one (see above), or you can log in with a current account.

2. Log in if you have a current account (see below). You can manage as many pages as you need to with one account.

Create a Facebook Account

◉ I already have a Facebook account
◯ I do not have a Facebook account

Email: [   ]

Password: [   ]

☐ Keep me logged in

Log In

After you "Sign Up Now" or "Log in" you will be asked to set up the page. (see below.)
Since you have your photos ready, click on "Upload from Computer"
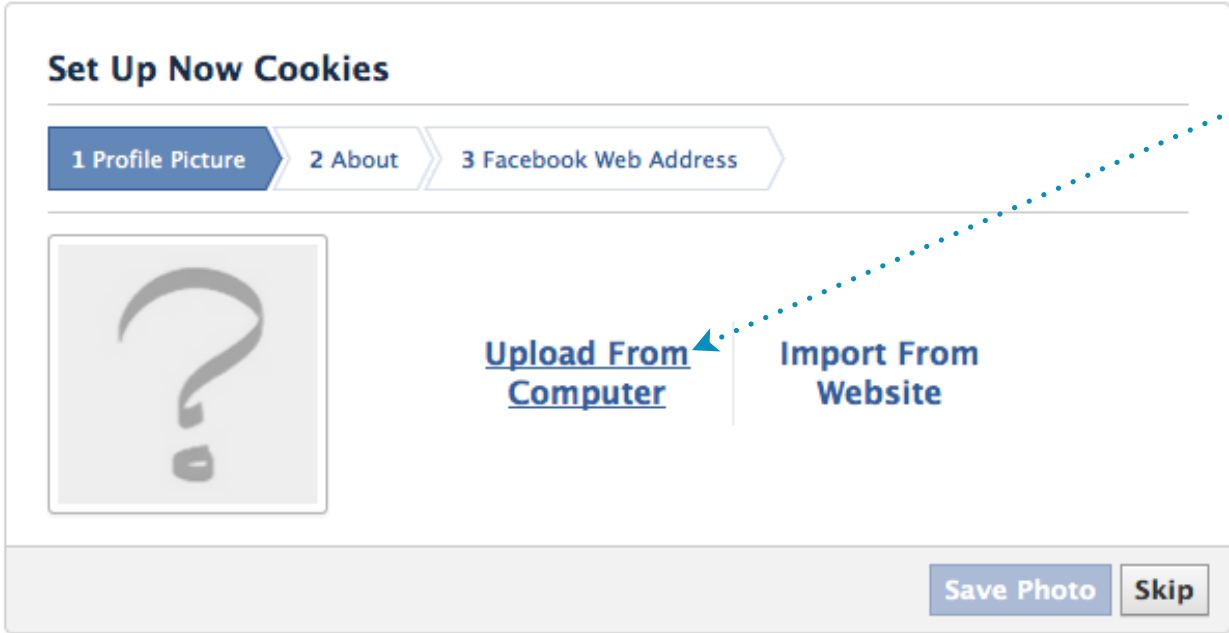
|---Upload from Computer ---|

|---Upload your SMALL image ---|
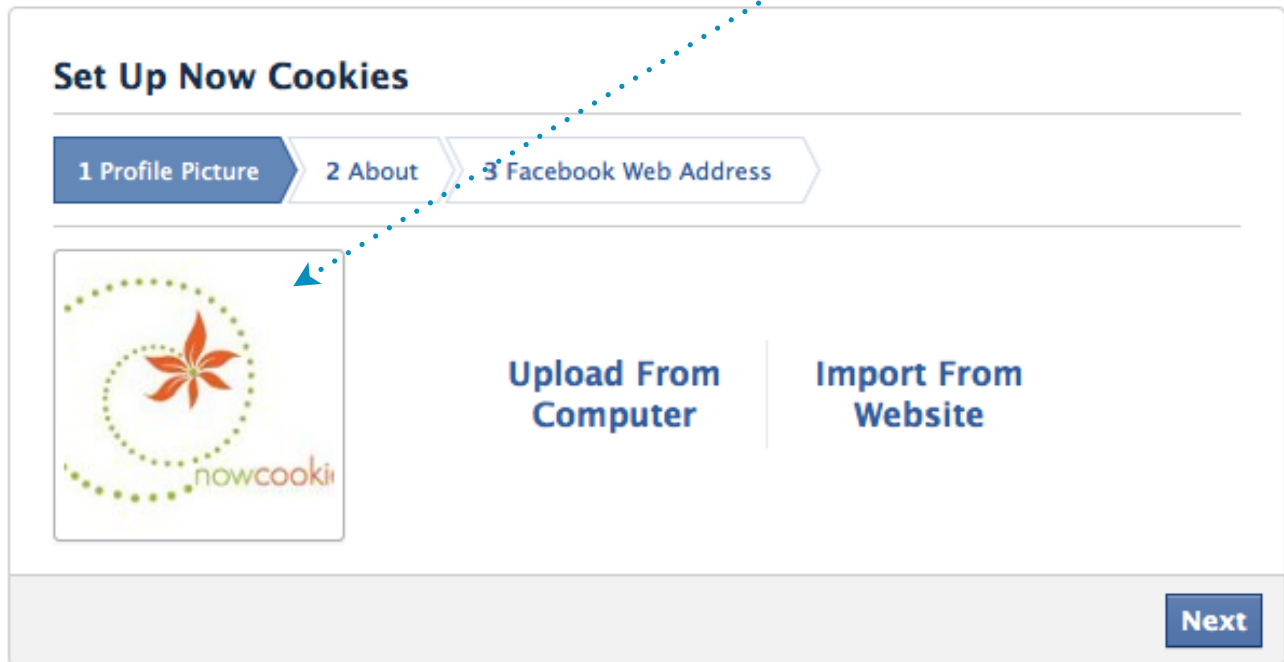
Next, add the large Cover Image you created on page 2. Click on "Add a Cover" and upload your image.
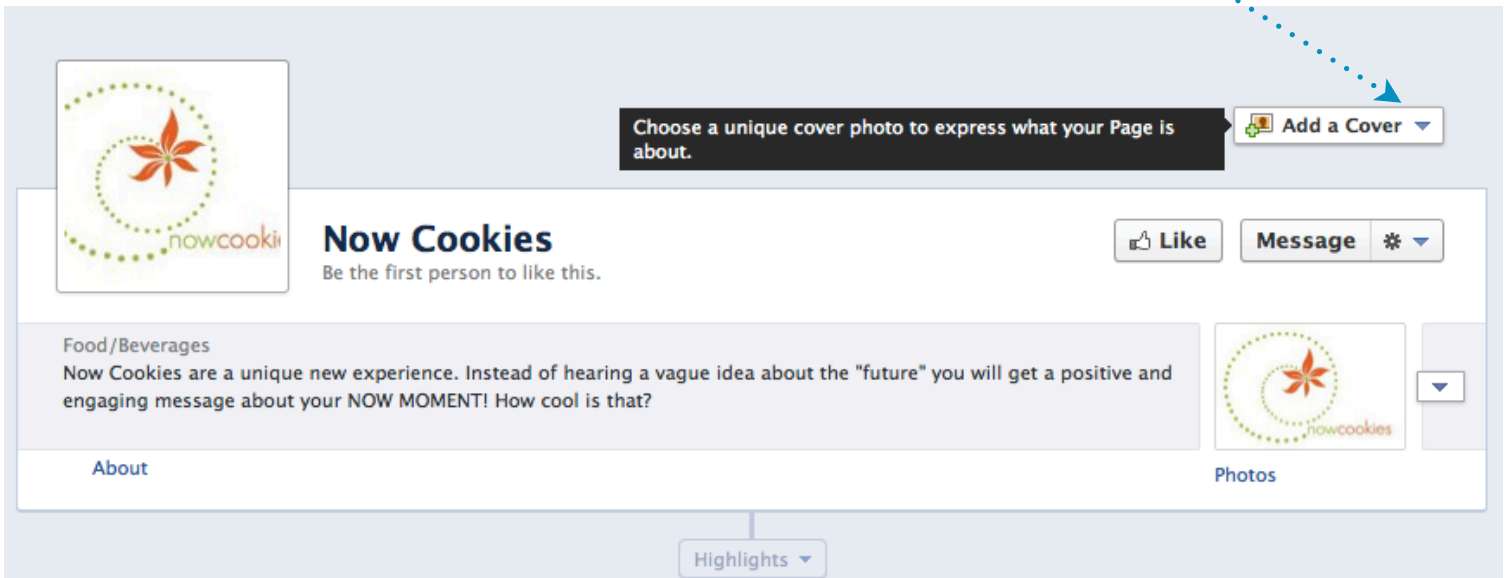
See below - the image is placed behind the smaller image. You can change these images at any time!
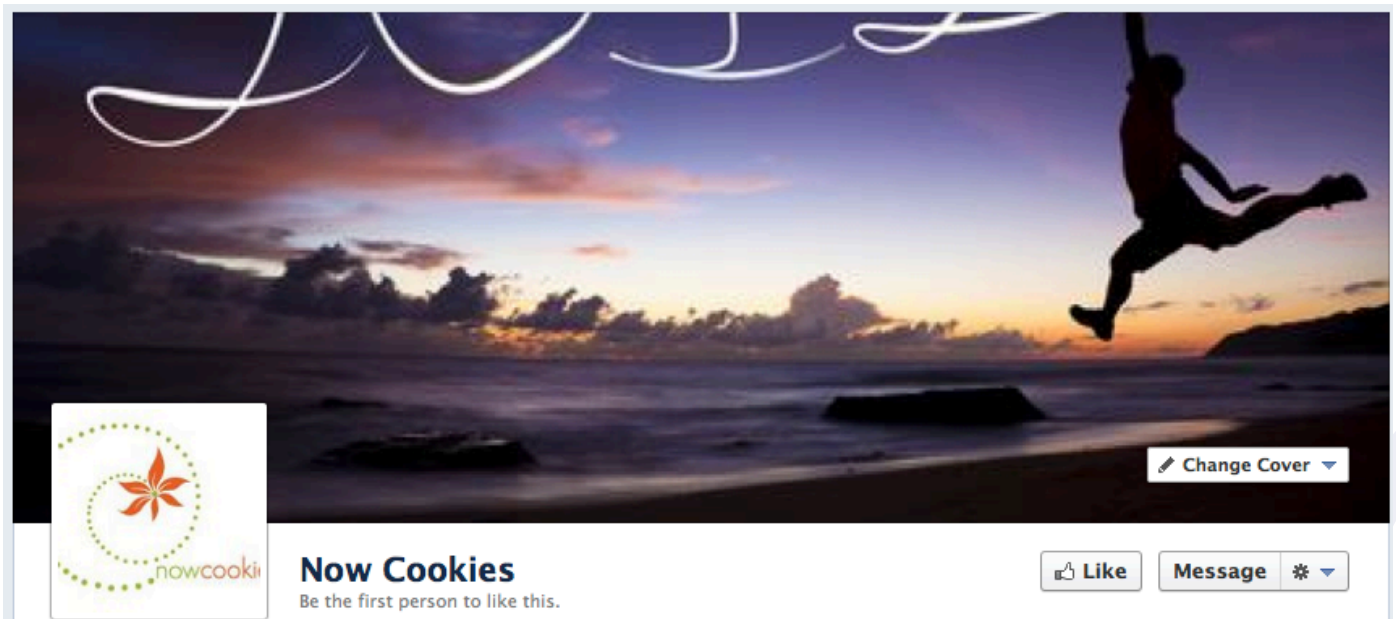
NOW IT'S TIME TO MAKE YOUR PAGE "LIKABLE!"

Content is king on Facebook

Immediately fill your page with quality posts - at least 10 of them.

It's a fact that people come to the web primarily for 2 reasons. **To be entertained and to be educated.**

* **To be entertained.** Heard of YouTube? Of course you have. People are altruistic. We LOVE to see how others live. Why do you think reality TV is so popular? We like to connect with others, and talk about others. We like to laugh, we like to share things that make us happy, or relieve stress. Now, I'm not saying you should fill your Facebook page with lots of mindless videos - but once and a while a video that makes YOU laugh is worth sharing. DO NOT POST CONTENT THAT IS POLITICALLY OR RELIGIOUSLY CHARGED!! If you use offensive content, most people won't ever come back again. Ever.

* **To be educated.** We all get online to research and learn new things. The internet has replaced dictionaries, encyclopedias and libraries. (I hope libraries never go away!!!)

   Unfortunately, many of us end up on websites LIKE Facebook and get distracted. So with that being said, make your page a place people land and learn something new every time they get there.

* Share interesting tidbits about your methods, values, tips and techniques. People love and appreciate FREE education content. LINK TO YOUR BLOG AND WEBSITE AS OFTEN AS POSSIBLE!

* Share inspirational quotes, inspirational stories and your personal interests.

* Add links to articles and blogs (other than your own) that your audience will find helpful and interesting.

* Link to cartoons you find funny (and interesting).

* DO NOT GET POLITICAL OR RELIGIOUS - unless this is an IMPORTANT part of your business or business persona! I can't stress that enough!

* Once again, concentrate on information that's **entertaining as well as educational.**

People will come back again and again if you provide content that is BOTH entertaining and educational. They also want to connect with you as a person. See the posts below for examples...

Educational

Purposeful Online Marketing
Now I remember – I'm looking up FTC disclosure policy, which actually has nothing to do with FaceBook. Go away FaceBook... I have work to do:)
Like · Comment · Share · 19 hours ago · 🌐

Purposeful Online Marketing
Here is a problem we all have marketing with FaceBook. I came here to do something business related and ended up reading posts – crap! Now I can't remember what I was doing.

Do what I say, not what I do:)
Like · Comment · Share · 19 hours ago · 🌐

Purposeful Online Marketing
My hubby said this to me when we woke up "Out beyond ideas of wrongdoing and rightdoing... there is a field. I will meet you there. – Rumi "
Like · Comment · Share · 20 hours ago · 🌐

Personal

Purposeful Online Marketing shared a link.

soulseeds

Soulseeds » Blog Archive » Authenticity; How do you Get there?
www.soulseeds.com
We all want to live more authentically. So far this series on authenticity has looked at the power of authenticity. The second piece looked at the payoff for being authentic. But how do you get there? The path to authenticity usually involves a series of steps that keep repeating themselves until t...

📷 Like · Comment · Share · 20 hours ago · 🌐
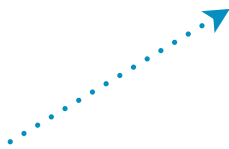
Interesting - I pasted a link from a website. When you paste in a link... Facebook automatically puts in the URL an image and some text - Cool!

Purposeful Online Marketing
Would you like to market with purpose in 2012? Would you like to see new clients and prospects in 2012? Look for my Purposeful Online Marketing Special through 2011!
Like · Comment · Share · 21 hours ago · 🌐

Purposeful Online Marketing
Ohhhh I have so many presents to wrap – sitting with me in my office..... to wrap or to work, that is the question?
Like · Comment · Share · Tuesday at 7:02pm · 🌐

Purposeful Online Marketing
7 Holiday Gifts Your Employees Will Love!

If you think your holiday gifts for your employees are lacking this year... here are a few ideas to boost their spirit and loyalty any time of the year!

http://www.stuckbusinessconsulting.com/blog/7-holiday-gifts-your-employees-will-love

7 Holiday Gifts Your Employees Will Love! | Stuck Business Consulting | Organization Constellations,
www.stuckbusinessconsulting.com
If you think your holiday gifts for your employees are

Once your page is ready, ask your friends to "Like" it. Literally.

Email all of your friends and family and ask them to go to the page and click "Like" it. Post it on your personal Facebook page (if you have one). Tell everyone that you want to get 25 people who Like your business page so you can give it a professional name. I've built many Facebook pages and this works every time!

Once you have 25 people who like your page, go into "Settings", "Basic Information" and give your page a User name - YOUR BUSINESS NAME. I.E. my Facebook URL is www.Facebook.com/tekmiss

Your Facebook URL will then be, www.Facebook.com/YOURBUSINESSNAME

After you name your Facebook page, use the URL on your website, business cards, email signature file, invoices, letterhead, etc.

Immediately create links from your website to your Facebook page.

After you have professionally named your page, you want to promote the heck out of it.

Also, go to other business pages that you personally and professionally like and "Like" them. Like other businesses in your industry, both local and nationally. Like pages of organizations within your community. Like pages that have lots of "Likers".

Every time you post something on a page you "Like", other people who "Like" this page will see your post with a link to YOUR page!

Driving Traffic to Your Website from Facebook

The more eyeballs you can get on your website, the more likely you are to convert those eyeballs into leads and eventual sales.

I've heard people wonder if they should give up their website and only focus on Facebook as their "website" or center of their online marketing...

And I answer with a resounding NO!

Facebook is an entity that you have no control over. Facebook can change their platform, shut down pages, or discontinue applications on a whim, without any input from you.

You have absolute control over your website which should be the center of your business.

Facebook can be a major part of your marketing strategy. You can even start with a Facebook page if you don't have a website, but it's important to make sure you have a website and/or blog and are maintaining it while driving traffic to it.

Display your website address in several places on your Facebook page to make it easier for someone to find it and click on it.

The first place to showcase your website address is in the About field of the Info tab. About appears in the left sidebar of your Facebook page, and it is this sidebar that gets the most visibility. Make sure your website address is in the beginning of the About field - a lot of people want to know what you're about before they "Like" you.

Linking back to your website and/or blog

Always, always, always link back to your website when you add new content.

For instance - every time I create a blog post, I copy the URL to the blog and simply paste it into my Facebook page. Facebook automatically pulls some of the content and a picture for you! It's incredibly simple.

According to my Google site analytics, my website traffic jumps every time I do that. I also notice that I get comments on my blog after I do that. This is EXACTLY what I want to happen!

Facebook page examples

Global Village Collection is a client of TekMiss. http://www.facebook.com/TheGlobalVillageCollection

Global Village has done a great job of keeping their page up to date with product pictures that activate the senses (chocolate always works:).

Linda Leviton is a Columbus Ohio artist who works nationally..

We worked together to create the images that represented her and her work for her banner and the top profile images.

 If you go to her page, you'll see great pictures and videos of work in progress and as they are finished. Since some of her work is so massive, it was important to show it in progress to give folks a good idea of exactly the type of work she does. http://www.facebook.com/LindaLevitonSculpture

The Columbus Zoo

While it seems like this is easy because they have such great images - careful thought was put into images that would stand out and make the user STOP and then of course want to see more at the website, "Like" the page and ultimately, go to the zoo!

Eric Rausch is an artist who has little time for technology as he's usually in his studio, at an art show, or installing his work.

We used his signature logo that's stamped on all of his artwork. This has been a great strategy and a great example of how people may not be interacting on his Facebook page, but they remember his "E".

Since putting up this Facebook page, he's had lots of people recognize the "E". People say, *"Oh - so **you're** E!"* at every event!

Using Facebook ads to get more traffic.

I suggest people use a Facebook ad immediately after getting all of their friends, family and colleagues to "Like" their page, and they've kept it up to date for a week or two. Facebook ads do wonders to boost "Likes."

You'll want to figure a budget - the more you spend, the more traffic you'll receive! Yes, Facebook is "free", however if you spend some initial money getting your fans up over 200, 400 or 500, you'll be much more inclined to keep it up to date (this number varies greatly depending on your business and your audiences. Some of you may want to have traffic in the thousands and you will with the same techniques).

The first thing to think of is what makes you and your business truly unique!?

I teach people who love what they do to have fun while being profitable online.

For example:

I believe that if you don't love what you do, Social Media and Facebook won't work. Some people love what they do simply because they are making a good living providing a good service. Some people love what they do because they're doing what they consider their "soul purpose." Artists who dedicate themselves to making a living can have fun marketing if they do it with purpose.

Hence my mantra "Purposeful Online Marketing." It literally makes online marketing easy. I know this to be true and my Facebook ad reflects that.

I'll walk you through the process of setting up my ad in the following pages.

* *As you are reading through the next few pages, keep in mind what you makes you unique.*

* *For Example: If you're a "Financial Planner", you want to come up with something that makes you stand out from the millions of financial planners out there. I have a client who's a financial planner who wants to work more with young professionals and his favorite product is a ROTH IRA that's a tax free vehicle for retirement.* **Do you think he uses "Tax Free Retirement" in his marketing? You bet he does! Do you think he uses pictures of young professionals? You bet he does!**

* *What makes you unique? Why would people want to work with you and buy your products or services?*

Begin by going to the Facebook ad page. You have to be logged in to your account.
http://www.facebook.com/ads/create/

Continue

Notice that the body of my ad says *"Do you love what you do? Work with people you love, while doing what you love! Its fun and profitable!"*

It doesn't say anything about websites, or blogging or social media - there are TONS of people who sell the same products and services I do. However, I want to stand out in the crowd as someone who's different, and quite frankly, I want to work people who are different (who do what they love!)

I used my picture because I feel it helps people know me and trust me immediately. Caution: if you are over 50 and you want to work with say, "young professionals" only use your picture if it's professional AND you don't look out of date - OK, don't look old! You get my drift - make sure your image ATTRACTS THE PEOPLE YOU WANT TO WORK WITH! Use any image! Not necessarily your logo or your picture.

Targeting.

Here is where you'll immediately see the power of Facebook ads. You can target your market. Before I narrow it down- I already have the "potential" to reach 141 million people! Below is a screen shot BEFORE I adjust my audiences.

Next, I went in and selected specific "types of people" -- see next page.

I work best with people who are over 30 - who have established themselves and are ready to move into a more challenging career as an entrepreneur.

Since most of my work is done online, via tele-seminars and email, I can easily work with anyone in the United States.

I also clicked on "Precise Interest Targeting" to narrow down my niche. Notice I didn't select "Gaming" people. Why? Because I have never been into computer games and gaming per se. I don't want to put myself and a potential client at risk for us not being a good match.

You can see, this narrowed my potential audience to a mere 45 million people!

Next, we get into pricing.

Set the Currency, Time Zone, Campaign Name and Budget. I set a daily budget and watch it closely. You an set this to any number you want - but BE CAREFUL!

I once set an ad up for myself that didn't perform well, and I didn't check it as often as I should have.... let's just say I learned my lesson!

You still get to review your ad and make sure all of your parameters are correct.

Especially pricing - it begins almost immediately and trust me, with that many people (45 million), you will be getting action on day one!

By the way - you only pay when people click on the ad!

You can see that I've set this ad to $10.00 a day. I set it up the day before the Christmas holiday and I didn't want to worry about it for a while. I budgeted $100 TOTAL for this particular campaign.

🖵 Review Ad

Please review your ad for accuracy.

Ad Preview:

Purposeful Online Marketing

Do you love what you do? Work with people you love, while doing what you love! Its fun and profitable!

👍 Like· Kathy Rausch likes this.

Ad Name: Purposeful Online Marketing

Audience: This ad targets users:

- who live in the United States
- age 30 and older
- who are not already connected to Purposeful Online Marketing
- in one of the categories: DIY/Crafts, Event Planning, Food & Dining, Gardening, Photo Uploading, Photography, Traveling, Cooking, Small Business Owners, Charity/Causes, Education/Teaching, Environment, Health & Wellbeing, Home & Garden, News, Pets (All), Politics (US Liberal), Pop Culture, iPhone, iPad, Luxury Goods, Football (American), Golf, Ice Hockey, Tennis, Soccer/European Football, Cricket, Basketball, Baseball, Music (All), Movie/Film (All), Computer Programming, Personal Finance, Real Estate, Science/Technology, Literature/Reading, Outdoor Fitness Activities or Dancing

Campaign: My Ads (New Campaign)

Bid Type: CPC

Bid: $1.14 USD per click

Daily Budget: $10.00 USD per day

Duration: This ad campaign will run indefinitely

Place Order   **Edit Ad**

And voila! My first ad is created (for this account!)

This is what the statistics page looks like

Every time you come back here, you'll see your numbers grow!

Well, we've come to the end of this E-Book. There is so much more to learn, but with this you have the basics!!

If you have any questions or comments, please feel free to contact me at any time.

All the best!

Kathy Rausch
CEO, TekMiss.com
kathy@tekmiss.com
www.facebook.com/tekmiss
www.linkedin.com/in/tekmiss
www.twitter.com/tekmiss