

Steven Holzner



Facebook

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3

Creating Your Own Pages

In This Chapter:

- Welcome to Facebook pages
- Finding pages
- Becoming a fan of a page
- Creating your own page
- Customizing your page
- Communicating with your fans

Welcome to Facebook Pages

Facebook pages are the next step up from groups for business entities. Pages are not as interactive as groups. Rather than becoming a member of a page, you become a *fan*. Using pages instead of groups has a number of advantages. For example, you can use Facebook applications in pages, but not in groups.

For example, take a look at Figure 3.1, which is the page for the Berkshire Opera.

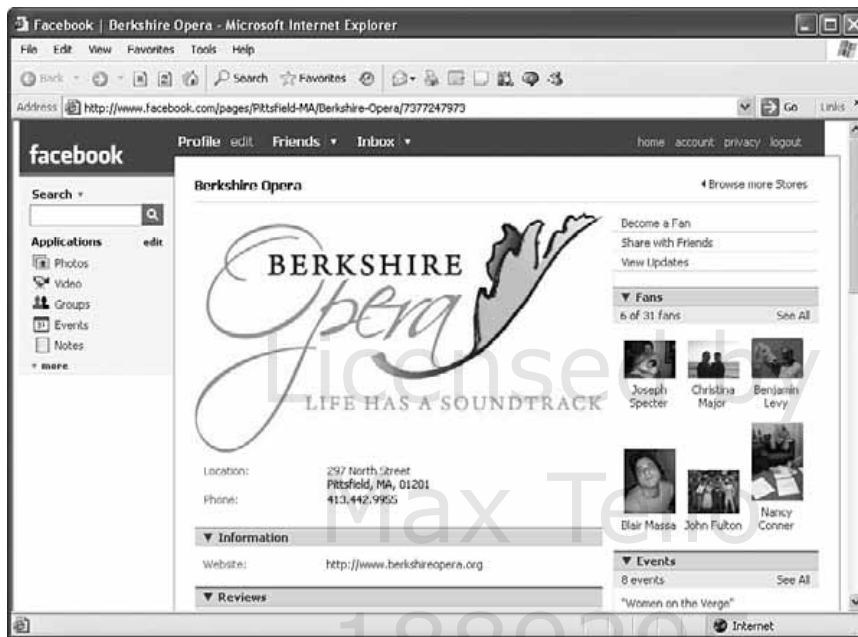


Figure 3.1

A Facebook page.

In many ways, pages are similar to personal profiles. For example, pages can have mini-feeds that list the items that are new with the page. But pages are very different in other ways. For example, note that no “friends” of the page are listed—only the fans of the page, as you can see on the right of Figure 3.1.

Let’s take a look at pages from a marketing point of view.

Pages from a Marketing Perspective

Pages were introduced in November 2007 to let businesses and artists interact with Facebook members without all the onerous demands of maintaining thousands of friends. Although pages are similar to groups, there are important differences. Pages are more focussed on a brand or person than a group is. And, as already mentioned, you can add Facebook applications to pages, but not groups. In fact, Facebook adds applications to certain types of pages that have some applications already built in. For example, a music page comes installed with a music player, video player, discography, reviews, tour dates, and a discussion board.

Recently Facebook started allowing you to add Flash or HTML to your pages (actually, the Facebook version of HTML, called FBML). To add Flash or FBML, you have to add the Facebook Flash Player or Static FBML application to your page.

Page admins can customize the arrangement of page elements just by dragging and dropping them. Page admins can also select what sections fans can add content to, if any.

Viral Marketing with Pages

Pages are listed more prominently on people's profiles. That is, your page's logo will appear in your fans' profiles, not just the name, as with a group. That's cool, because one of the biggest ways that you attract fans is when people browse their friends' profiles. If they see that their friend is a fan of your page, they may also sign up. That's how viral marketing works—word spreads from person to person.

For example, you can see the icons of the various groups my friend Nancy Conner belongs to just by looking at her profile page, as shown in Figure 3.2. As you can see, she's a fan of the Metropolitan Opera, Berkshire Opera, and Supreme Court Justice John Paul Stevens.

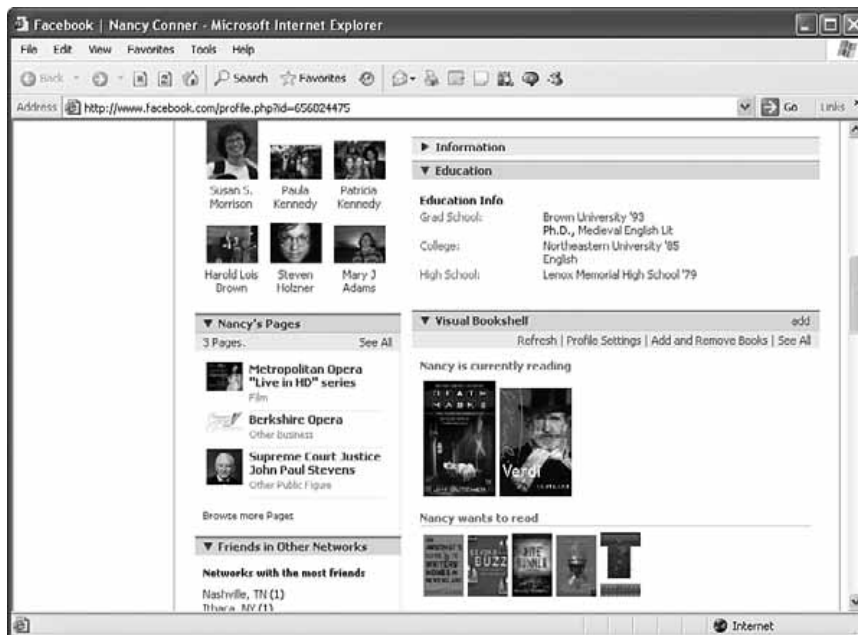
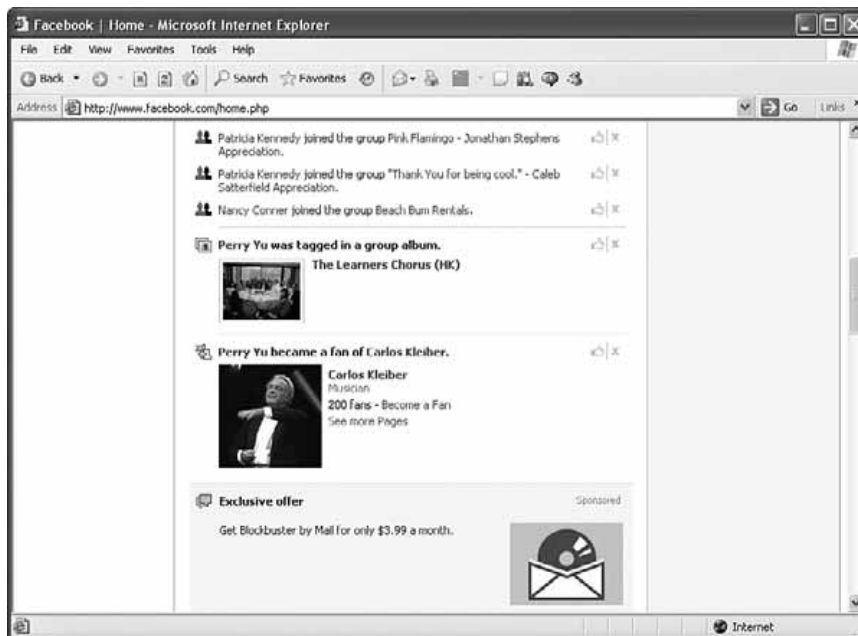


Figure 3.2
Pages that a friend is a fan of.

You can also see the pages that your friends have joined in the news feed on your home page, as shown in Figure 3.3.

**Figure 3.3**

Pages in my news feed.

In fact, those are the two primary ways that people normally encounter your pages on Facebook—by looking at friends’ profiles and seeing what pages they’re fans of, and by checking out your news feed and seeing what pages your friends have joined. At least, those are the two most popular from a viral marketing point of view. You can also advertise your pages with social ads, for example.

Here’s one point where groups might have an advantage, though. Fans of your page can’t invite friends to join. They have to “share” your page with their friends, which takes a little more effort.

Page Authenticity

Pages are sort of like websites. Therefore, Facebook has become more and more careful about who can create them. For example, you can’t create fake pages. Doing so can get your account removed from Facebook. And you must have the authority to represent the entity you’re creating a page for. You can’t create a page for your favorite movie star, for example (unless that star is you).

When you try to create a page, you may find that the page name is blocked. You also might have to prove to Facebook that you represent the entity you’re trying to create a page for.

Besides maintaining page authenticity, Facebook maintains age controls. If your content is even slightly “adult” or has to do with alcohol, your page will have age restrictions.

Pages are good for small businesses—and even big businesses. They’re free and easy to maintain. As a marketing vehicle, they’ll only keep getting bigger and bigger on Facebook.

So which should your business get, a page or a group? If your marketing efforts require a great deal of communication with a large number of Facebook members, go with a page. If you want to get as many people as possible to know you virally, consider a group. The “invite” feature of groups is hard to beat.

That’s an overview of pages from a marketing perspective. Now let’s dig into Facebook and start working with pages, starting with how to find them.

What, in your opinion, sets Facebook (and other social media marketing) apart from older forms of marketing—in particular, what’s essential to know about marketing on Facebook?

Unlike old media, Facebook and other Social Media platforms finally “puts some skin on” your audience. In Facebook, you get an intimate understanding and profile of individuals in your “tribe.” Marketers can effectively mine market, customer and competitive intelligence from participating in relevant Facebook Groups and ongoing discussions in friends’ profiles or their own profiles.

Use this intelligence wisely, and it’ll serve to be gold for you to create solutions (products or service offerings) for your marketplace. In addition, it may serve as a priceless medium to gauge what your marketplace is saying or not saying about you/your company.

Sherman Hu
Creator and producer, WordpressTutorials.com

Finding Pages

As mentioned, the two usual ways that Facebook members find pages to join is by browsing your friends’ profiles and by seeing in your news feeds what pages your friends have become fans of.

But what if you’re a new member and you don’t have any friends yet? How can you browse Facebook pages and see what’s available? There are no Pages links on either your home page or your profile. (This doesn’t happen until you become a fan of some pages, a catch-22 that has annoyed some new users.)

However, you can access a page management page at <http://www.facebook.com/pages/>, as shown in Figure 3.4.

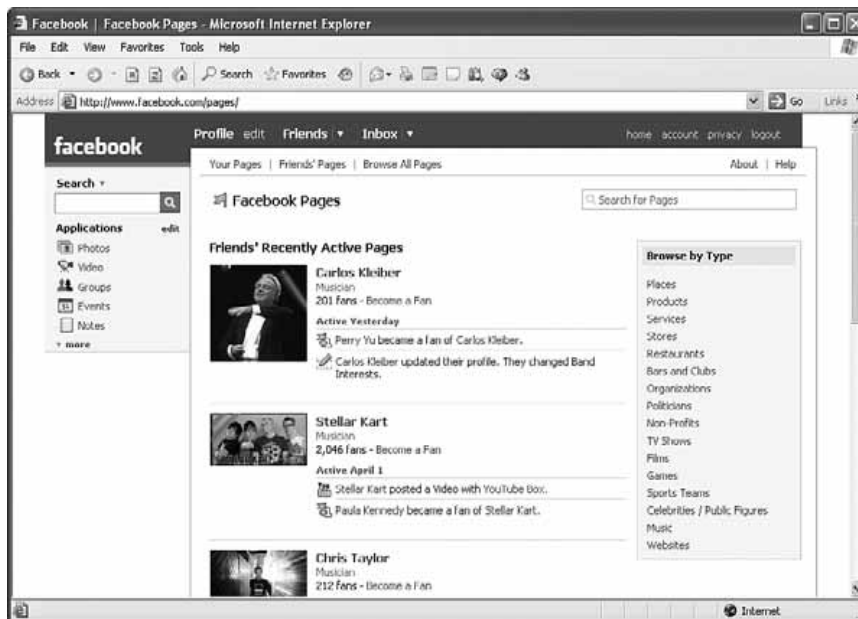


Figure 3.4

The page management page.

As you can see in the figure, the page management page has five links across the top:

- **Your Pages:** This link lists the pages you're a fan of. If you're new to pages, you won't have any pages here.
- **Friends Pages:** This link lets you view the pages your friends are fans of. This link opens the page shown in Figure 3.4.
- **Browse All Pages:** Lets you look through pages.
- **About:** Gives Facebook's explanation of pages: "Every Facebook Page is a unique experience where users can become more deeply connected with your business or brand. Users can express their support by adding themselves as a fan, writing on your Wall, uploading photos, and joining other fans in discussion groups. You can send updates to your fans regularly—or just with special news or offers. Add applications to your Page and engage your users with videos, reviews, flash content, and more. Creating a Facebook Page is easy, free, and great for all types of businesses."
- **Help:** Opens the Facebook Help page for pages in FAQ form, as shown in Figure 3.5.

Searching for Pages

In addition, you can search for pages using the search box with just that text—"Search for Pages"—or browse by page type, as shown in Figure 3.4.

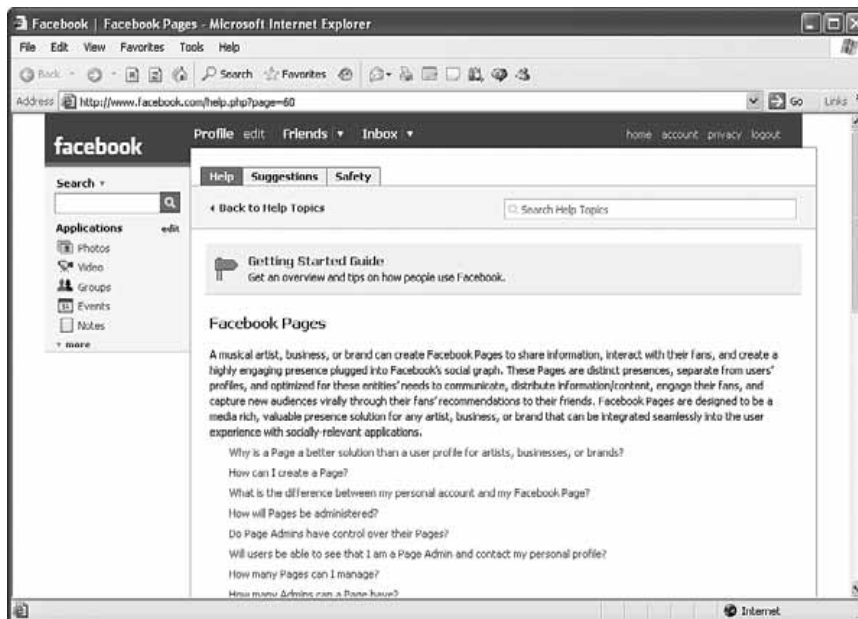


Figure 3.5
The Facebook help page for pages.

Let's use the search box to search for pages that have to do with opera. Enter "opera" into the search box, and press Enter. A new page with the results appears, as shown in Figure 3.6.

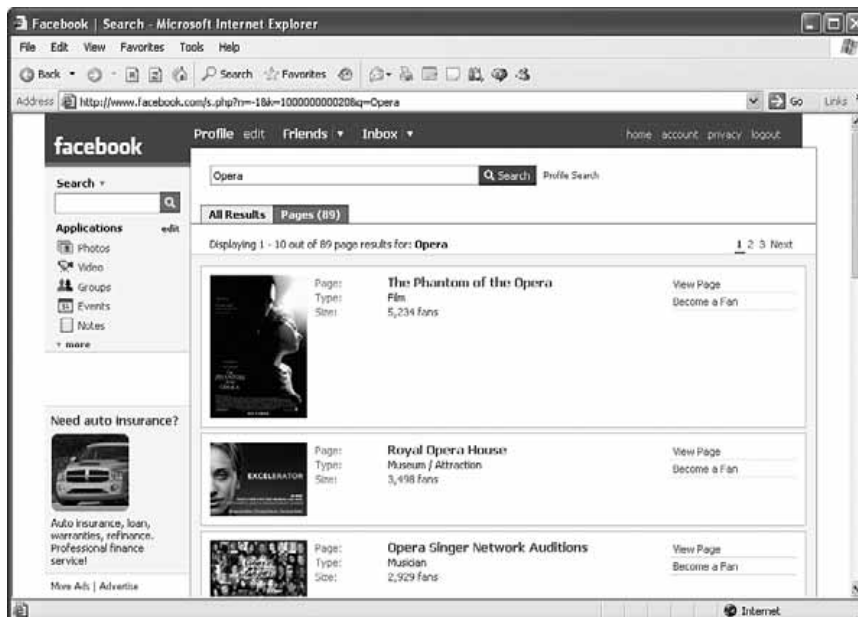


Figure 3.6
Searching for opera pages.

The results appear vertically, as shown in the figure. To view a page, click the View Page link to the right of any match (or click the page's photo or name). To become a fan, click the Become a Fan link under the View Page link (which we'll do in a moment).

Browsing Pages by Type

You can also browse pages by type using the Browse by Type box, shown on the right of Figure 3.4. Just select a category and click it. In Figure 3.7 I'm about to click the Films category.

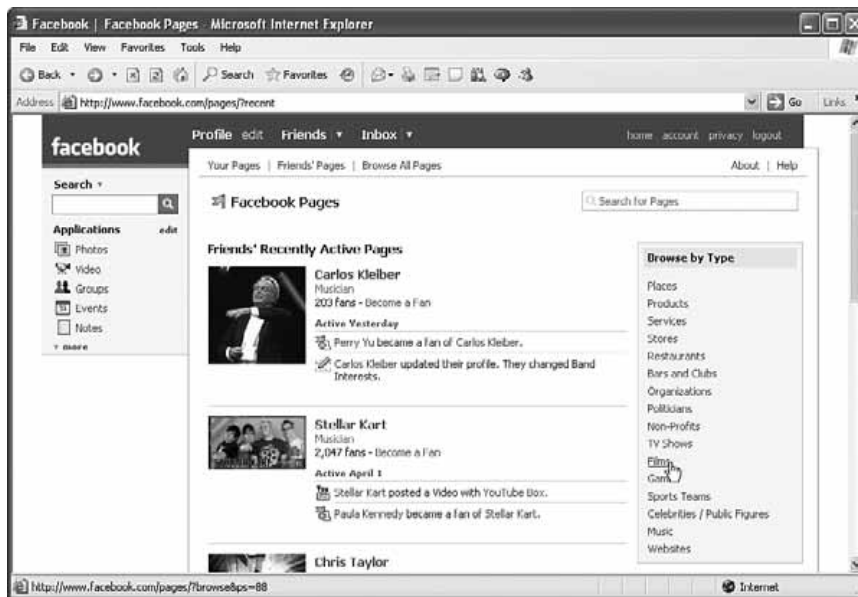


Figure 3.7
Searching for movie pages.

You get a long list of films this way. You can scroll up and down to find movies you like, such as the ones shown in Figure 3.8.

To look at a page you like, click the page's photo or name—both are links to the page. Doing so opens the corresponding page, as shown in Figure 3.9.

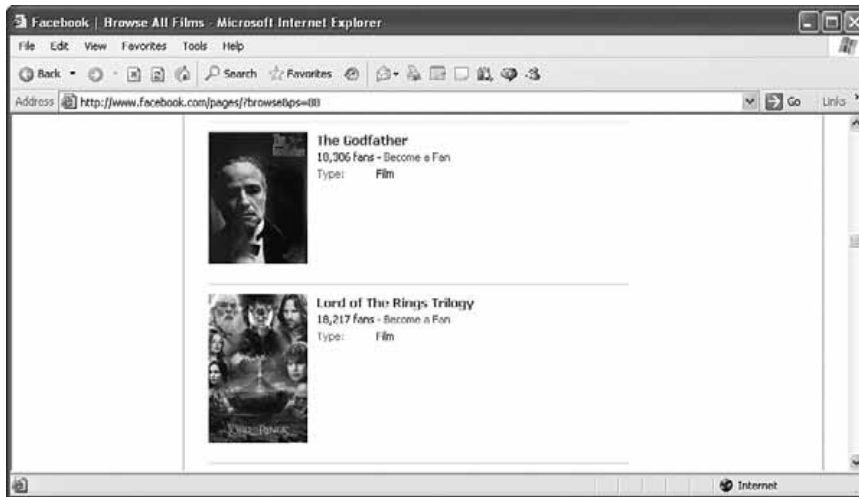


Figure 3.8
Good movies.



Figure 3.9
The page of a favorite movie.

Browsing All Pages

You can also browse all pages if you want to see the most popular pages. Just click the Browse All Pages link on the page management page, opening the page shown in Figure 3.10.

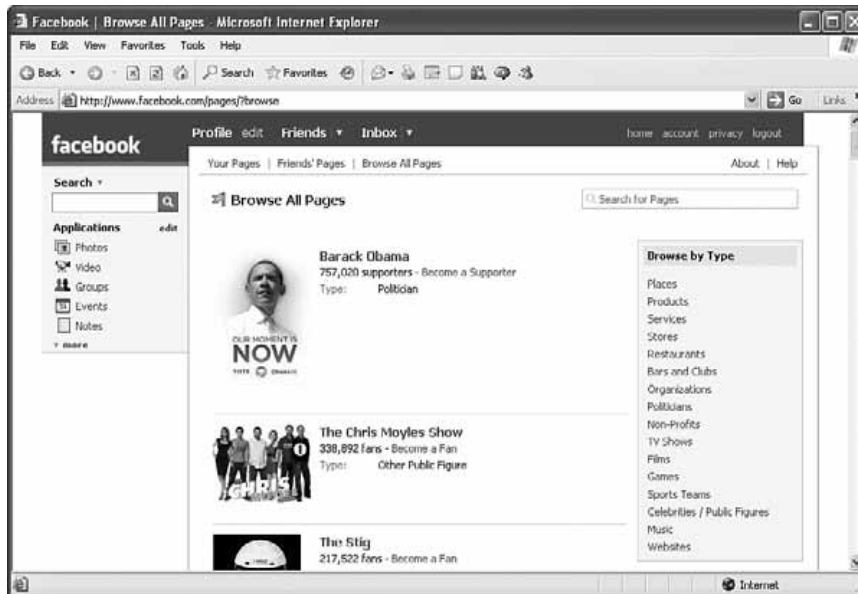


Figure 3.10
Browsing all pages.

In addition to finding pages by seeing what pages your friends are fans of, or by searching for pages, social ads can contain links to pages.

Suppose you've found a page you like. How do you become a fan of that page?

Becoming a Fan of a Page

Becoming a fan of a page is simple. You click the Become a Fan link on the page itself, or that same link in the search results after you've searched for pages. Facebook members can become a fan of up to 500 pages at a time.

For example, take a look at the Berkshire Opera page in Figure 3.11; you can see the Become a Fan link in the upper right.

When you click the Become a Fan link, that link disappears from the page. The new page is added to a My Pages section in your profile, as shown on the left of Figure 3.12.

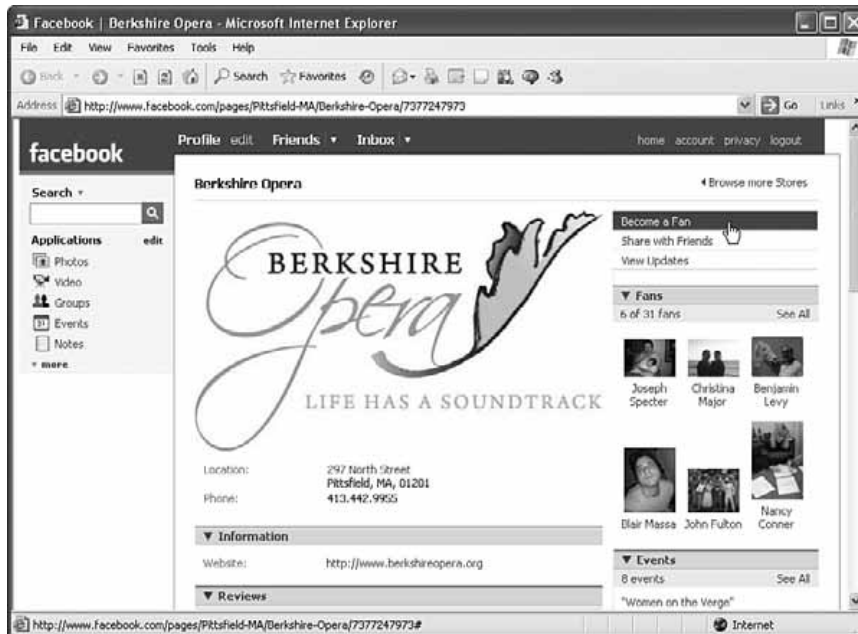


Figure 3.11
Becoming a fan of the Berkshire Opera.

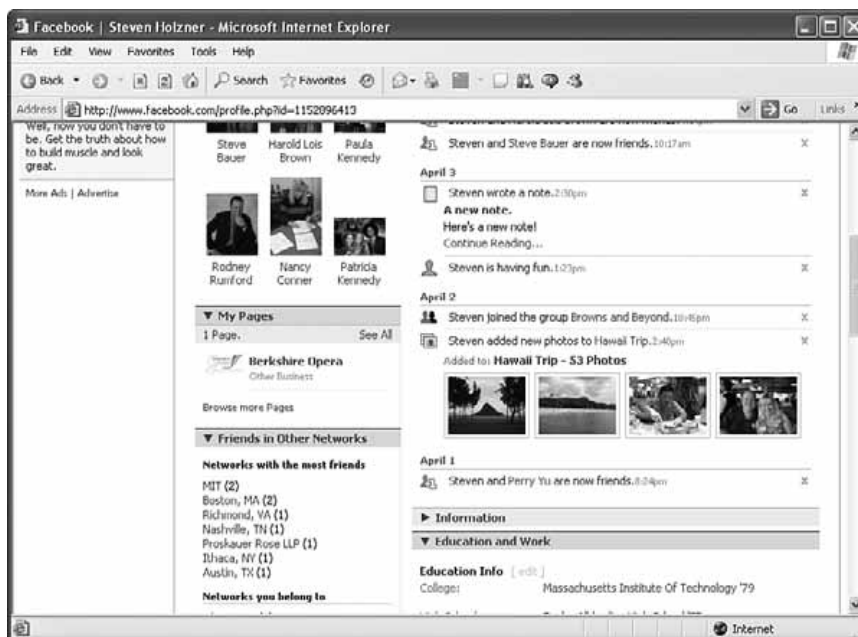


Figure 3.12
The My Pages section of my profile.

The new page is also added to the Your Pages link on your page management page, as shown in Figure 3.13.

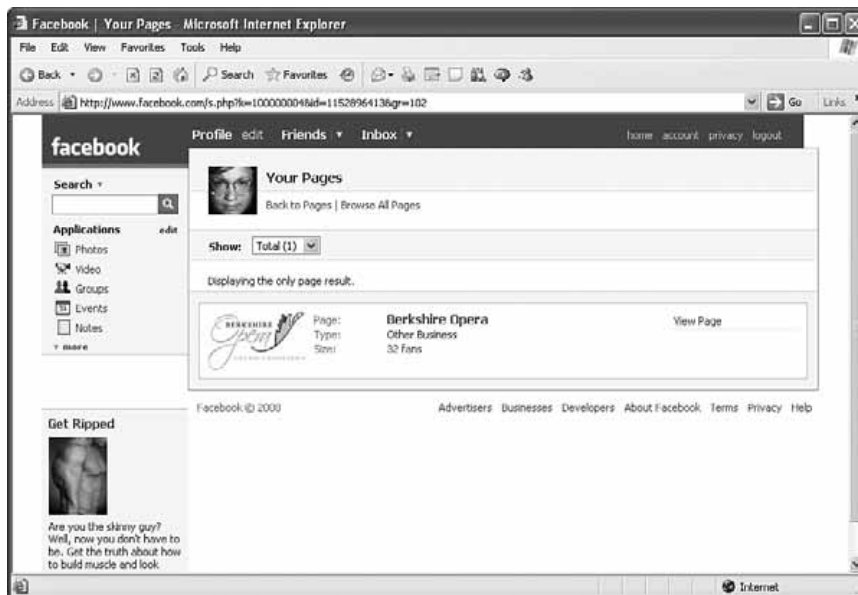


Figure 3.13

The Your Pages link on the page management page.

So how much information does the page get about you? It turns out that all it can access about you is your profile photo and name. It can't read anything else from your profile.

Pages don't get news feed items about your activities, so they can't track you.

If you want to stop being a fan of a page (as when an opera company performs too much Wagner), go to the page and click the Remove me from Fans link at the bottom.

Page admins can communicate with you via updates that appear in your Inbox, but they can't access your personal information. Those updates appear in the Updates tab of your Inbox, as shown in Figure 3.14.

You don't have to get all the updates from a group (some groups can be annoying, with almost daily updates). You can stop getting updates from any group by clicking the Opt Out link shown near the center of Figure 3.14.

Also, note the Report Spam link next to the Opt Out link in Figure 3.14. It lets any of your fans report you for spam. This is somewhat of a tricky issue. Even though your fans signed up for your page—which you might think constitutes an opt-in action—they can still report you for spamming.

Experience has shown me that many fans report you for spamming when they should click the Opt Out link, because they explicitly opted into your page. This is a frustrating issue, because Facebook won't listen to your protests—not unless you're a big business with a huge advertising budget.

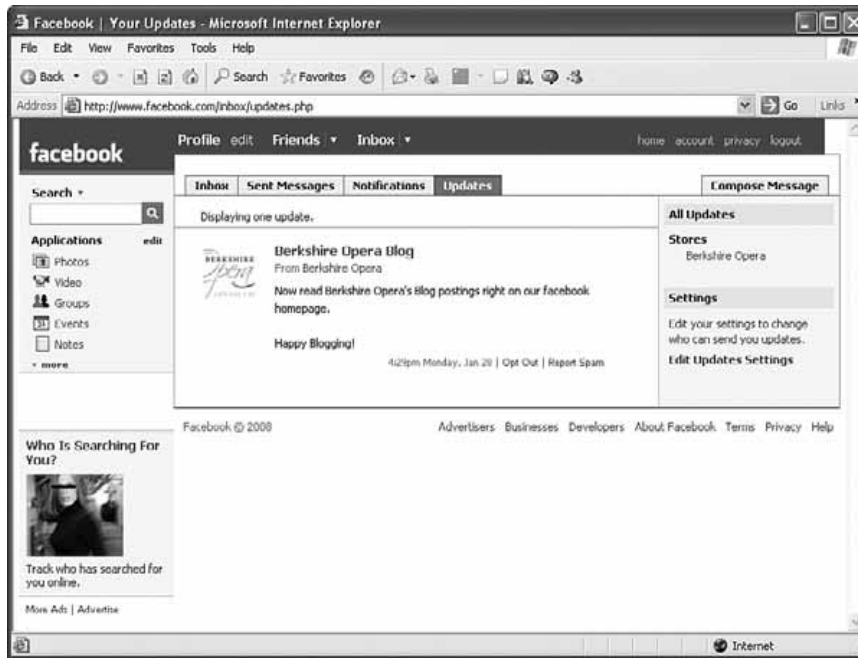


Figure 3.14
The Updates tab of my Inbox.

About your only option is to avoid troubling those callow users who will click the Report Spam link. In other words, make your updates meaningful. Add real content, not just spam. When your page has enough fans, you'll invariably get people who click the Report Spam link. But Facebook compares the number of complaints to the total number of your fans. If this number is low, Facebook is less likely to terminate your account.

Next we'll look at the elements you see on a typical page, and then we'll move on to creating your own pages.

Examining a Page

Take a look at the Berkshire Opera page in Figure 3.15, which shows the top of the page, and Figure 3.16, which shows the bottom half of the page.

So how can your fans tell friends about your page? With groups, they can click the Invite Friends link to invite friends, but with pages, it's different. They have to *share* your page.

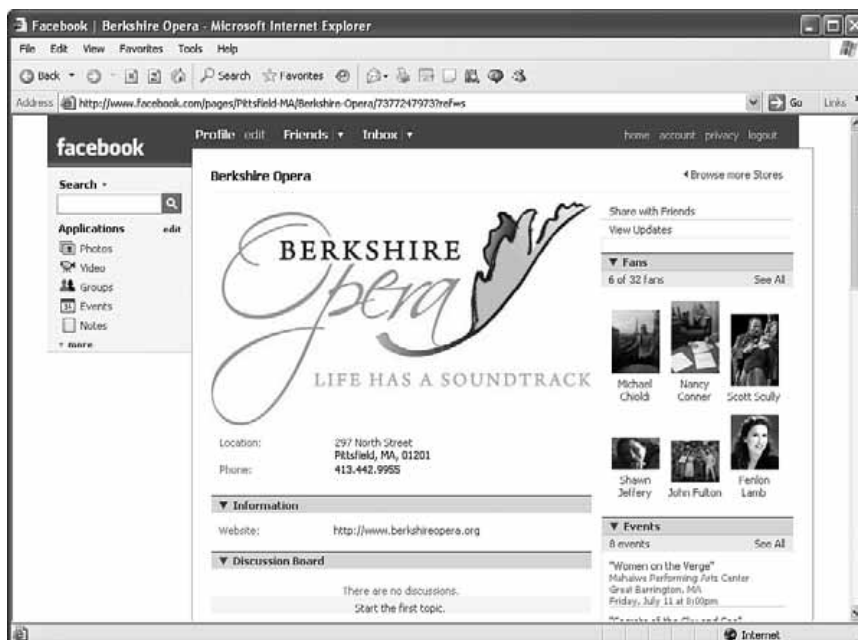


Figure 3.15
The Berkshire Opera page, top half.

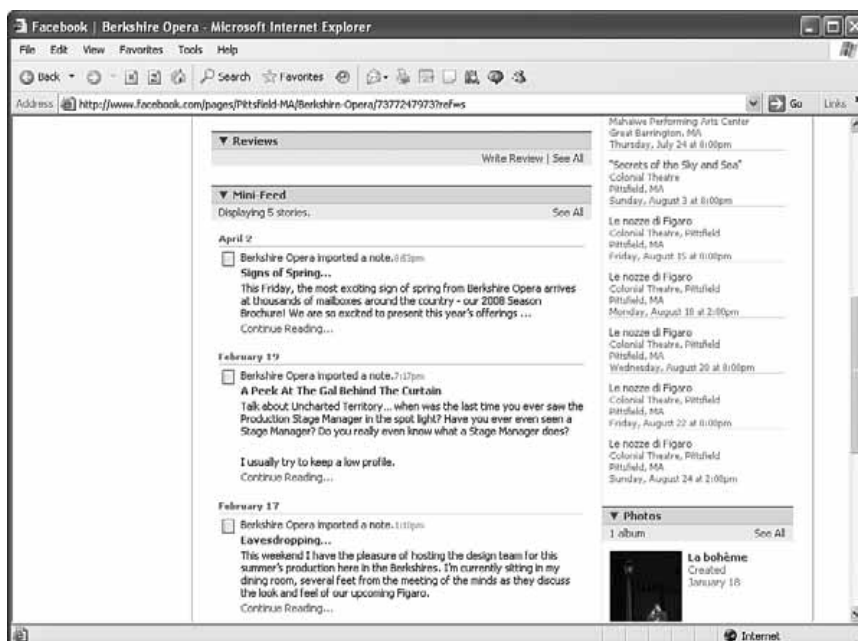


Figure 3.16
The Berkshire Opera page, bottom half.

What insightful pieces of advice would you most want new marketers on Facebook to know?

To succeed in Facebook Marketing, companies must start by focusing on objectives, chart a road map, assemble the right team, and plan to be flexible.

Above all, remember that control is in the hands of the members, so put their needs first, build trust, and become an active part of the Facebook community.

Jeremiah Owyang

Web Strategist, www.web-strategist.com

Sharing a Page

If fans of your page can't invite their friends to become fans, how does your page propagate itself?

Fans of your page can "share" your page with their friends. All they have to do is to click the Share with Friends link at the top right of any page. When they do, they see the dialog box shown in Figure 3.17.

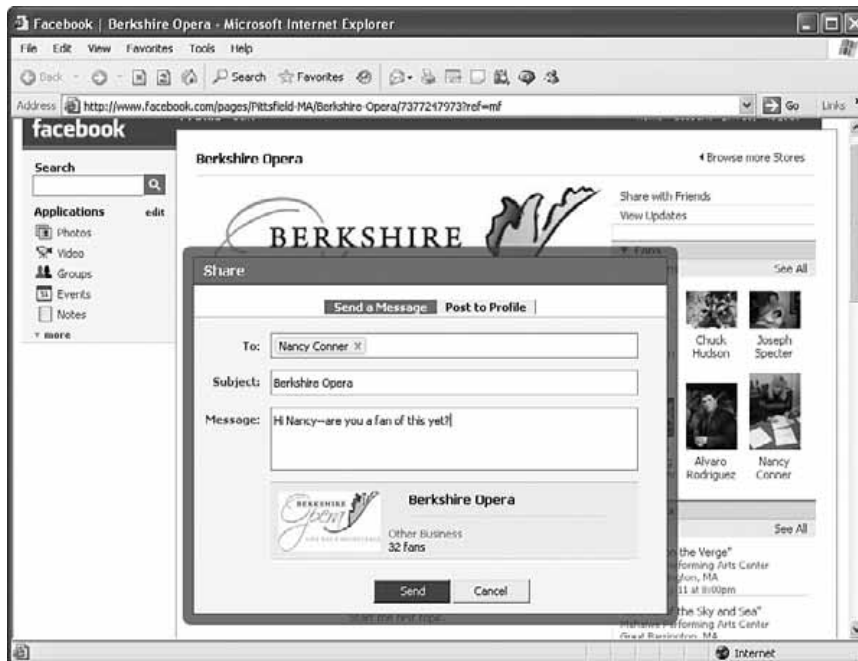


Figure 3.17
Sharing a page with friends.

In Figure 3.17, I'm sending my friend Nancy Conner a message that she might want to check out this page.

Fans can also post your page to their profile. This advertising real estate on people's profiles is great for viral marketing. To do this, they click the Share this Page link and then click the Post to Profile tab, as shown in Figure 3.18.

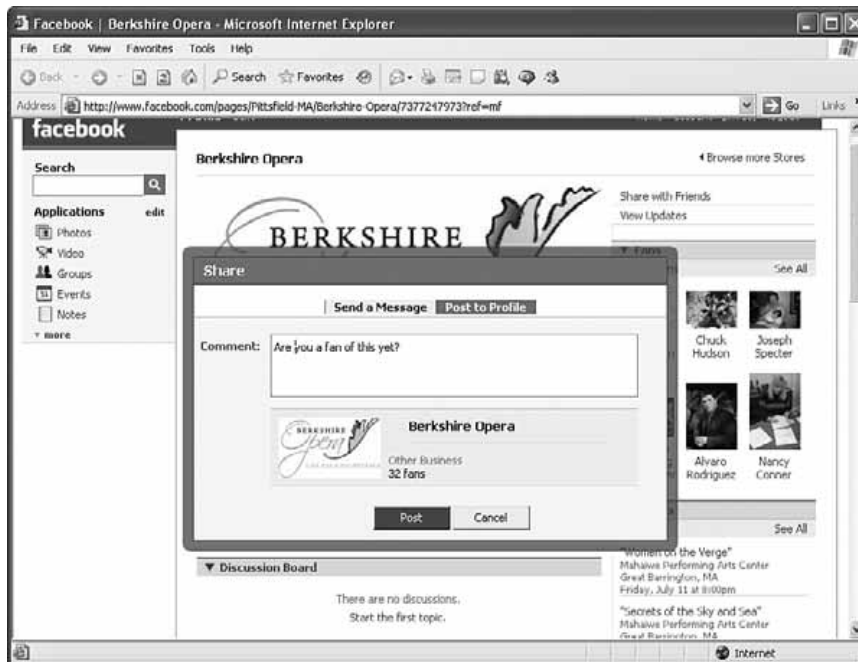


Figure 3.18

The Post to Profile tab.

The dialog box asks for a post. When your fan enters the new post and clicks the Post button, his message about your page is posted to his profile.

You can see the posted item in the Posted section of your fan's profile, as shown on the left of Figure 3.19.

When you click the name of the post, or the "1 posted item." or the See All link in the Posted Items section, that post appears, as shown in Figure 3.20.

Now that you've seen Facebook pages at work, it's time to create one of your own.

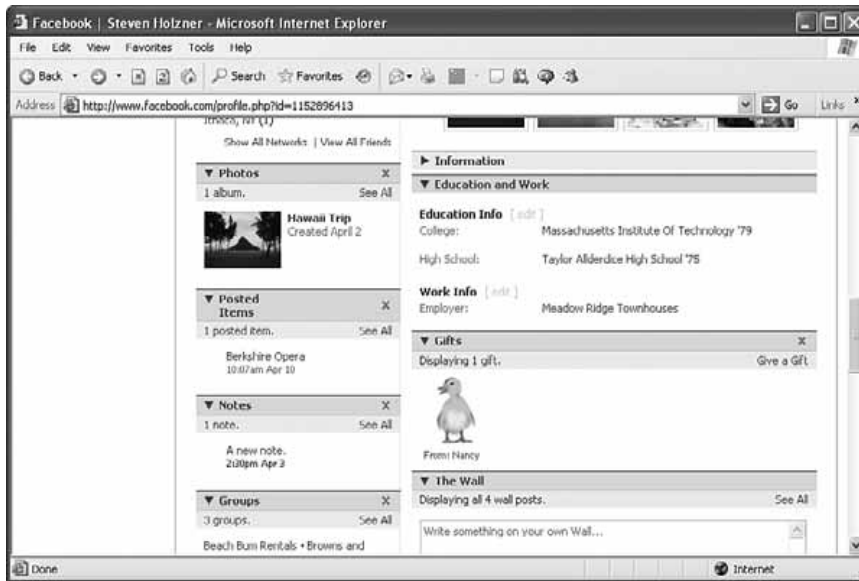


Figure 3.19

A post about the Berkshire Opera page.

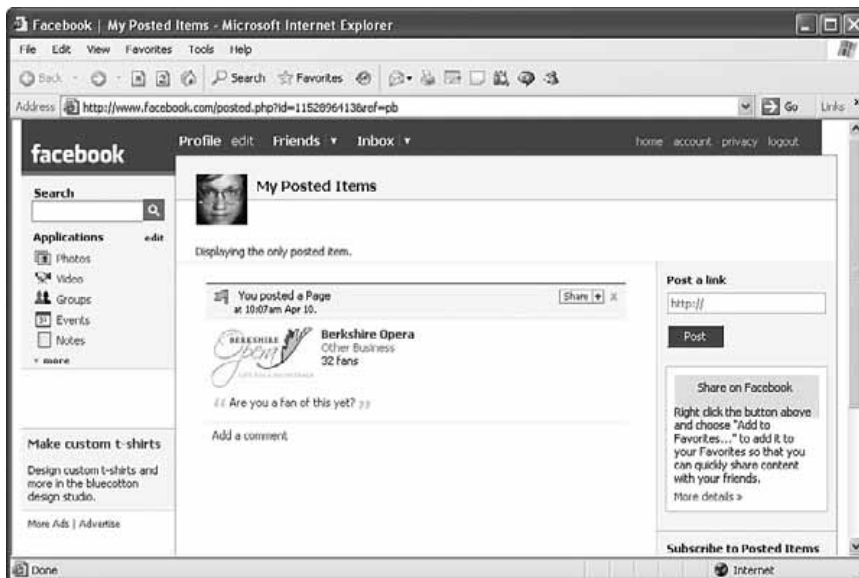


Figure 3.20

The Berkshire Opera page post.

Creating Your Own Page

To create a new Facebook page, you can go to <http://www.facebook.com/pages/create.php>, or simply click the “Create a page for your business” link at the bottom of any existing page. This opens the page shown in Figure 3.21.

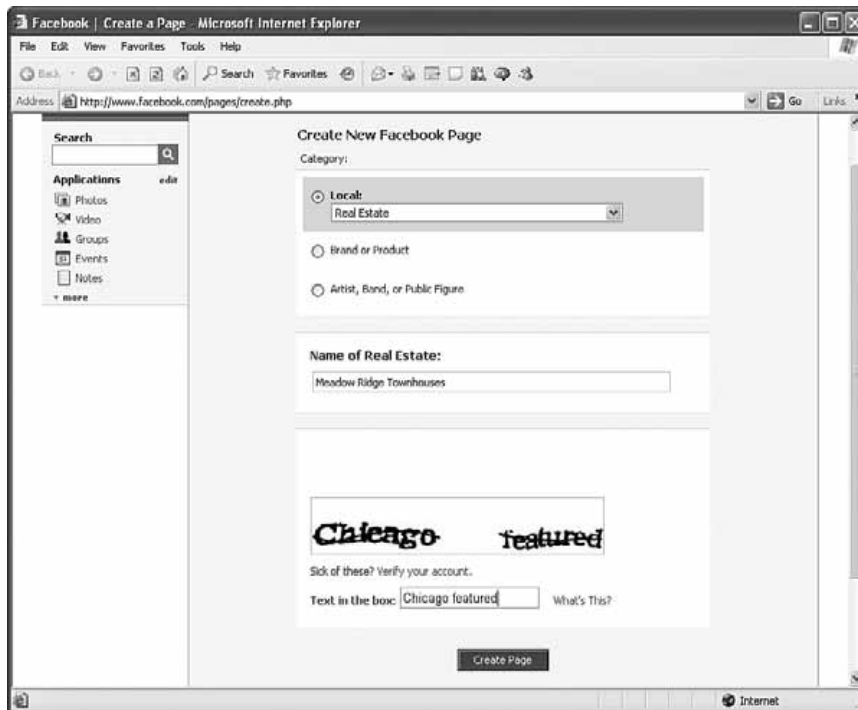


Figure 3.21
Creating a new page.

You can see the categories for your new business page: Local; Brand or Product; or Artist, Band, or Public Figure.

I'll create a page for Meadow Ridge Townhouses, as shown in Figure 3.21.

When you click the Create Page button, you see the page shown in Figure 3.22.

This is your new page. When it first appears, you see a question mark for the page's main photo, and a link beneath that photo to Upload Picture. Clicking that link lets you upload an image, as shown in Figure 3.23.

When you're done uploading the picture for your page, click the Back to editing [page] link in the upper right (Back to editing Meadow Ridge Townhouses here) to return to your page. (On the editing page that appears, click the View Page link to view your page if necessary.)

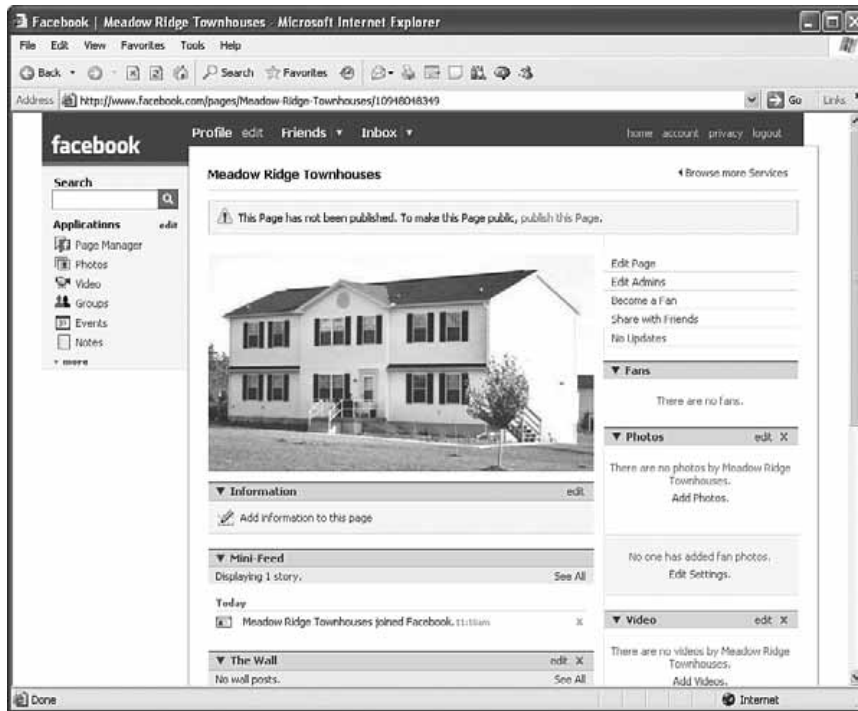


Figure 3.22
Creating a new page, screen 2.

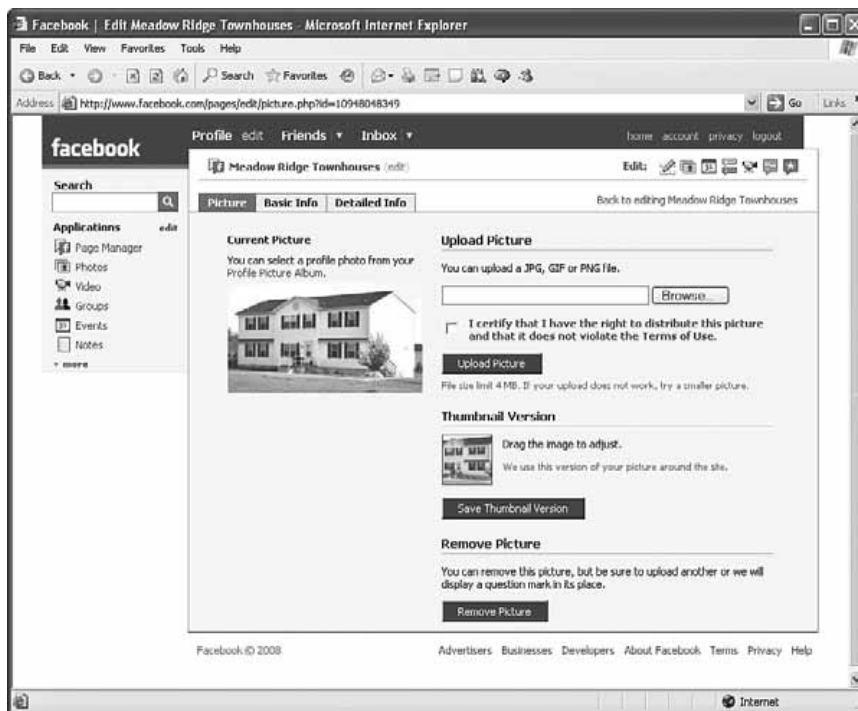


Figure 3.23
Uploading a picture.

Your page has not been published yet. Facebook is waiting for you to add information to the page. Click the “Add information to this page” link that appears in the Information section, visible near the middle of Figure 3.22.

Doing so opens the same page-editing page you uploaded your picture with, except this time the Basic Info tab is selected, as shown in Figure 3.24.

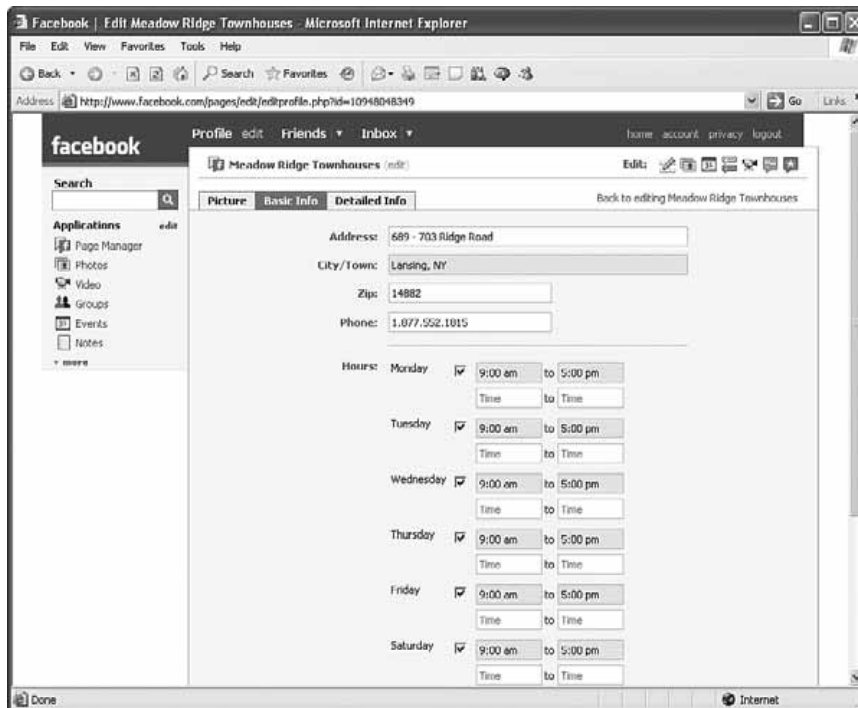


Figure 3.24
Setting basic information for a page.

On the Basic Info page, you enter information such as address, city/state, phone, the hours your business is open, and so on.

When you're done, click the Save Changes button at the bottom of the page. Then click the Detailed Info tab, opening the page shown in Figure 3.25.

What Facebook wants on this page depends on the nature of your business. For the Meadow Ridge Townhouses rentals, Facebook asks for the website address. It also wants to know about parking and public transit.

When you're done entering information here, click Save Changes. Then click the Back to editing [page] link in the upper right to return to your page. (On the editing page that appears, click the View Page link to view your page if necessary.)

To actually publish your new page, click the “publish this page” link, as shown near the top of Figure 3.26.

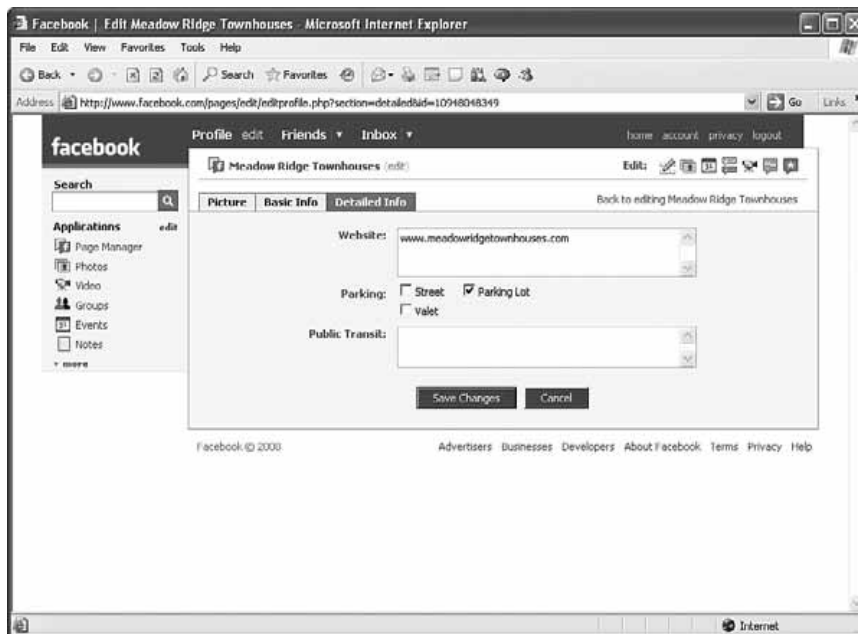


Figure 3.25
Setting detailed information for a page.

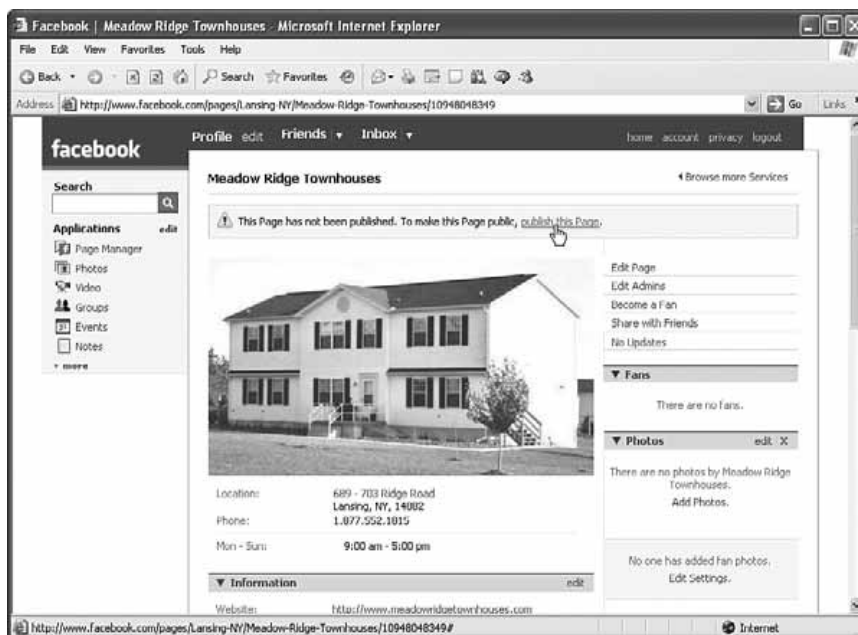


Figure 3.26
Publishing a page.

If everything works, you see the text “Successfully published page.” appear briefly in a yellow box, replacing the text “This Page has not been published. To make this Page public, publish this Page.”

Congratulations—you’ve created a new page. Now let’s take a look at what you’ve got.

Examining Your New Page

Let’s see what’s on your new page, as shown in Figures 3.27 and 3.28.

What’s actually on your page depends on the type of business that you’ve told Facebook you have, but Figures 3.27 and 3.28 are a good start.

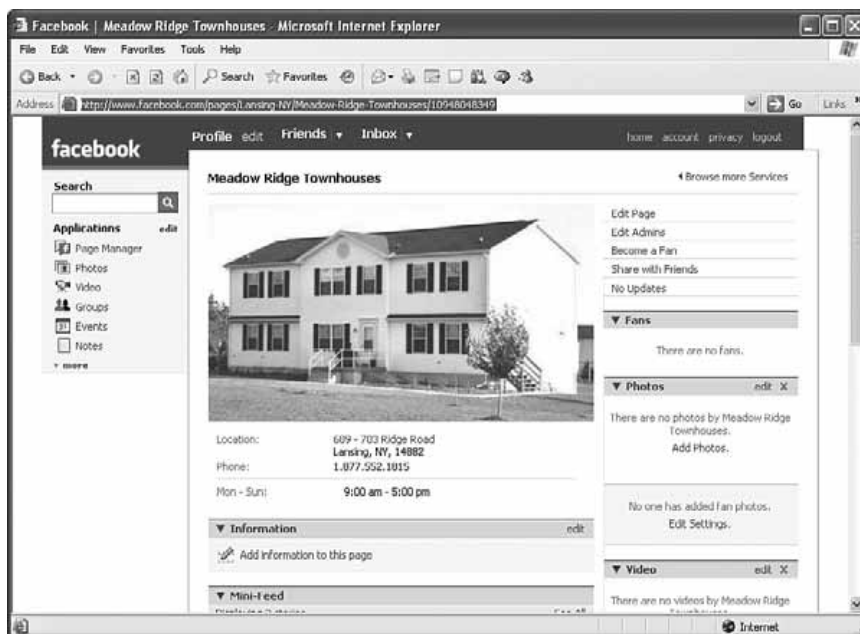
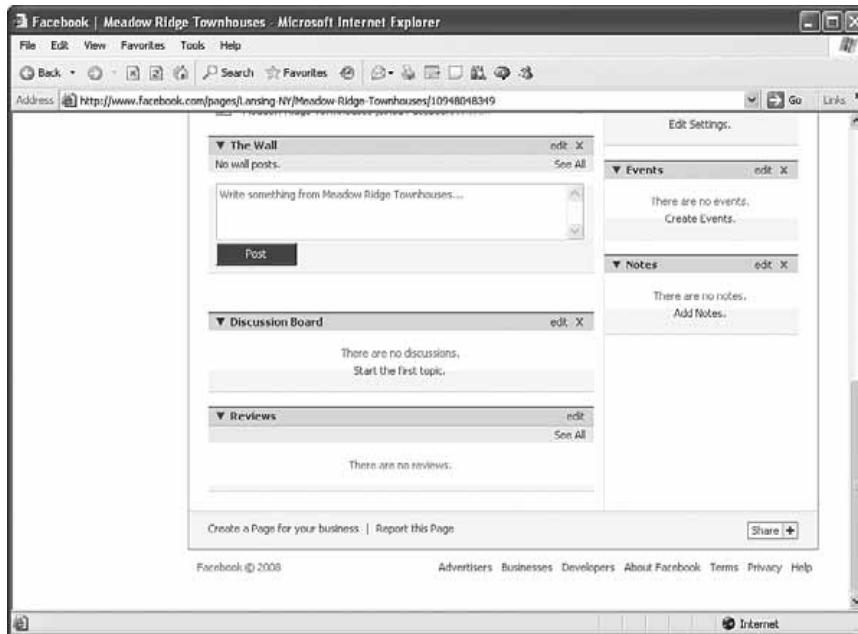


Figure 3.27
Your new page, top half.

**Figure 3.28**

Your new page, bottom half.

On the left side of the page are these sections:

- **Information:** Contains information about the entity behind the page, such as a website.
- **Mini-Feed:** Lists the activities the page admins have undertaken on Facebook, just like your personal mini-feed.
- **The Wall:** This is the usual Facebook Wall that your fans can write on.
- **Discussion Board:** Allows your fans to talk among themselves, and to you.
- **Reviews:** Allows your fans to post reviews—of operas, for example, or of what you have to offer.

On the right side of the page are these elements:

- **Fans:** Lists the page's fans—or a subset (6) of them that will fit. You can browse all the fans by clicking the See All link.
- **Photos:** This section, if you allow it, lets fans upload photos—for example, of recent operas.
- **Video:** This section, if you allow it, lets fans upload videos.
- **Events:** Events are a good way to gather people around your page or brand; events are discussed in Chapter 4, "Hosting Your Own Facebook Events."
- **Notes:** Lets the page's admins post notes, keeping the fans updated. You can also have a news section if you anticipate having a lot of news.

Now how about editing your page? As you can see in Figures 3.27 and 3.28, you can edit the contents of every section—except the Fans and mini-feed sections. You can also edit the whole page at once.

Editing Your Page

Note the two links in the upper right of Figure 3.27—Edit Page and Edit Admins. The first link lets you—surprise!—edit your page, as shown in Figure 3.29.

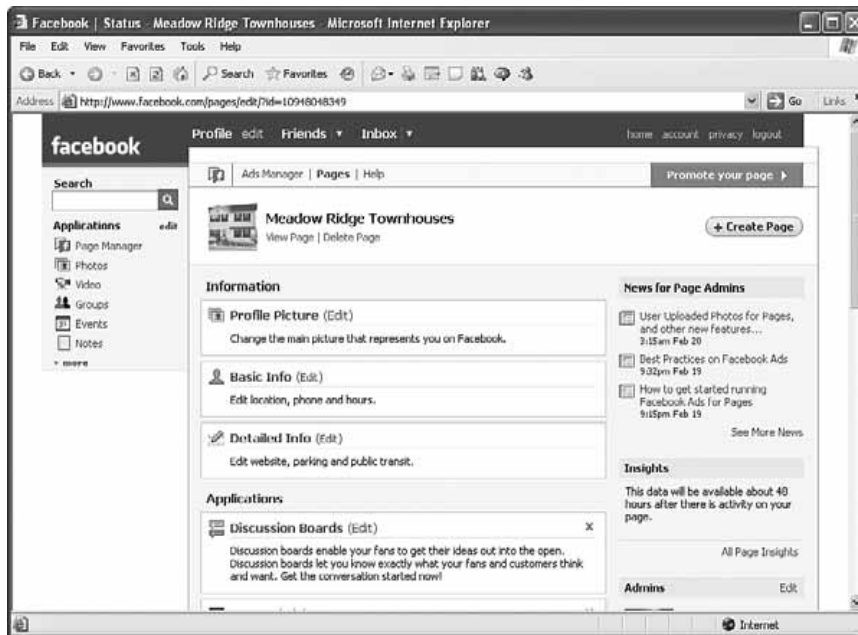


Figure 3.29
Editing a page.

Under the Information heading, you can edit the content of these sections:

- Profile Picture
- Basic Info
- Detailed Info

On this page, you can also edit the contents of

- Discussion Boards
- Events
- Information
- Notes
- Photos
- Reviews
- Video
- Wall

At the bottom of this page, you can set your page settings, such as age controls, and whether the page is visible to users, as shown in Figure 3.30.

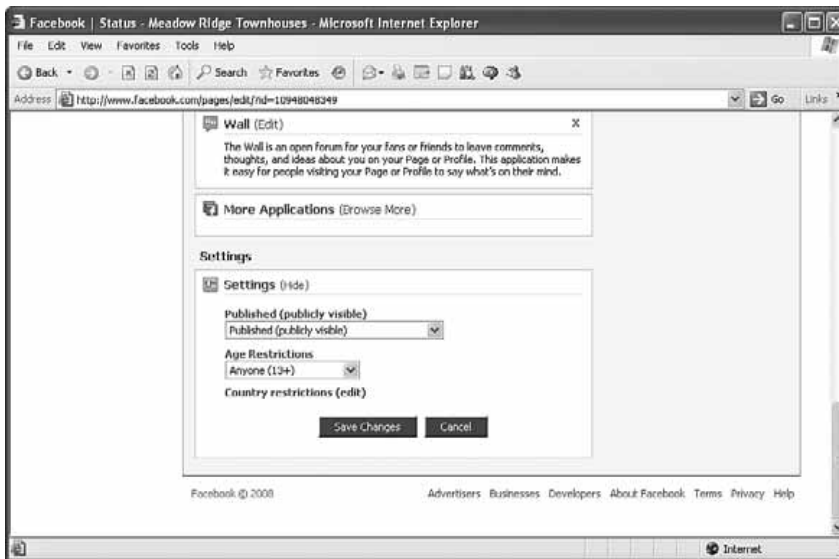


Figure 3.30
Editing page settings.

Besides editing the contents of the various sections, you can rearrange or delete those sections as you like. To rearrange sections, go back to your page and just drag them where you want them, as shown in Figure 3.31.

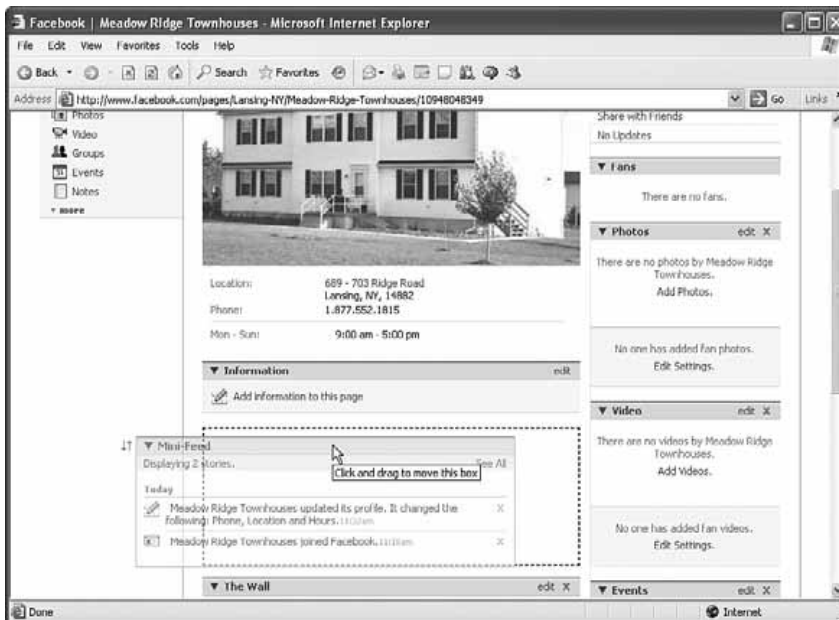


Figure 3.31
Dragging page sections.

You can also edit the admins for the page by clicking the Edit Admins link in the page itself (that link isn't available to your fans, of course). This brings up the page shown in Figure 3.32.

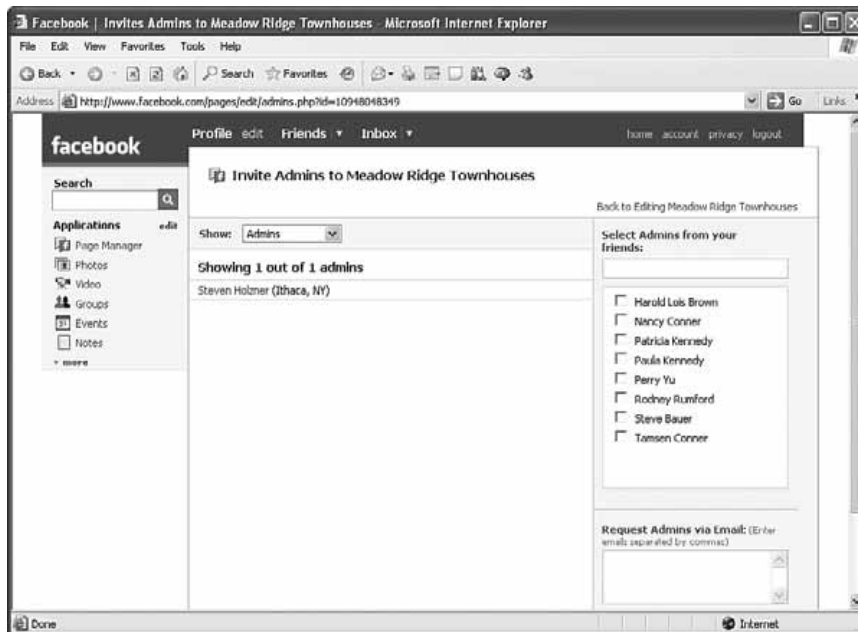


Figure 3.32
Editing page admins.

In this page, you can add new admins from your friends, or email an outside person to ask if he or she wants to become an admin. When you select one of your friends to become an admin, Facebook asks for the message you want to send that person, as shown in Figure 3.33.

How many pages can you administer? There's no limit. How many admins can a page have? Up to and including 25.

It's also important to realize that your new page is separate from your personal profile. When you create a new page, Facebook does not add it to the My Pages section in your personal profile. But it does add a link on the left of your profile to the Page Manager to give you access to your new page, as shown in Figure 3.34.

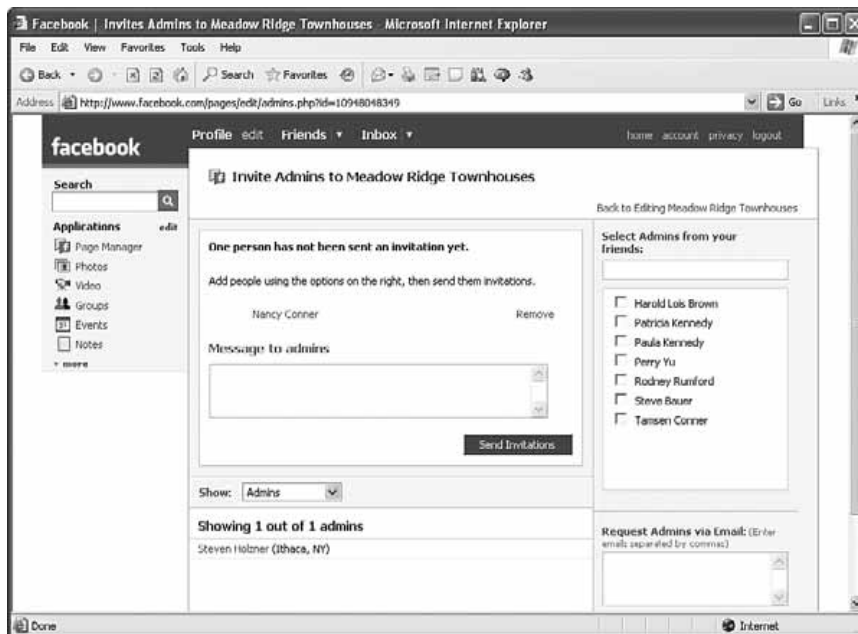


Figure 3.33
Messaging potential admins.

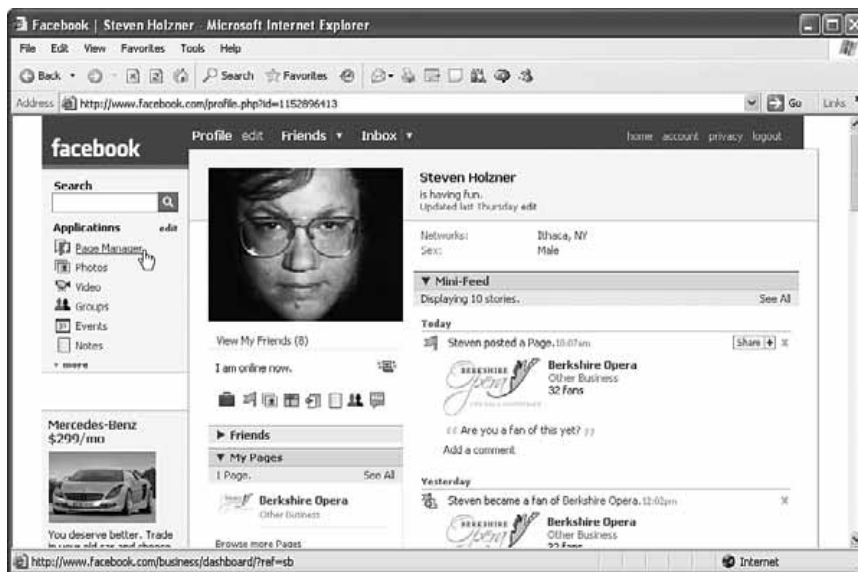


Figure 3.34
The Page Manager link in your profile.

When you click the Page Manager link, followed by the Pages tab (we'll look at the other tabs in the Page Manager, which have to do with advertising, later in this book), you see the page-editing page, as shown in Figure 3.35.

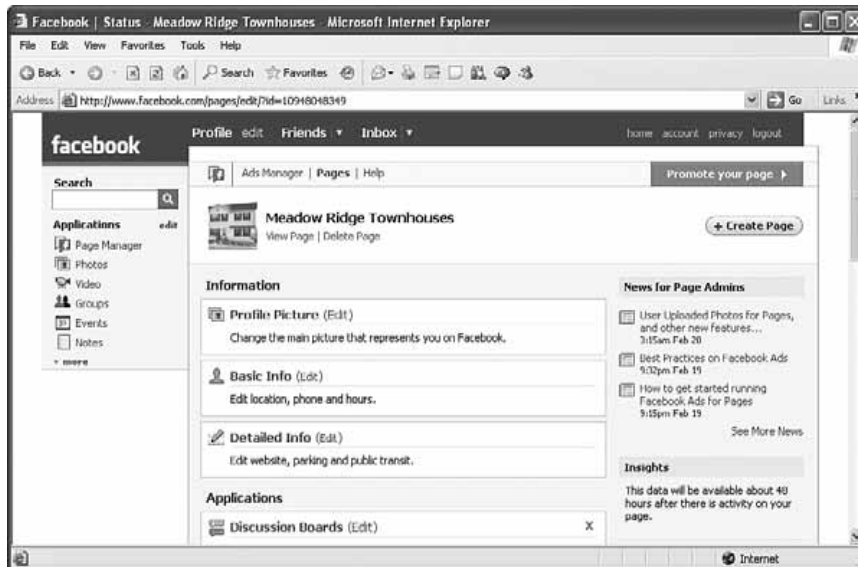


Figure 3.35
Editing a page.

To view your page, click the View Page link in the Page Manager, as shown near the top left of Figure 3.35.

Updating Your Fans

You can keep your fans updated by messaging them, or by messaging entire lists of fans. The messages you send will appear on the Updates tab of their Inbox.

For example, you can look at your fans by clicking the links on the Fans section of your page (either Fan(s) or See all), as shown in Figure 3.36.

To message a fan, just click the Send a Message link, shown on the right side of Figure 3.36.

It's also possible to track users of your page with Campaign Insights, which is covered in Chapter 6, "Optimizing and Monitoring Your Advertising."

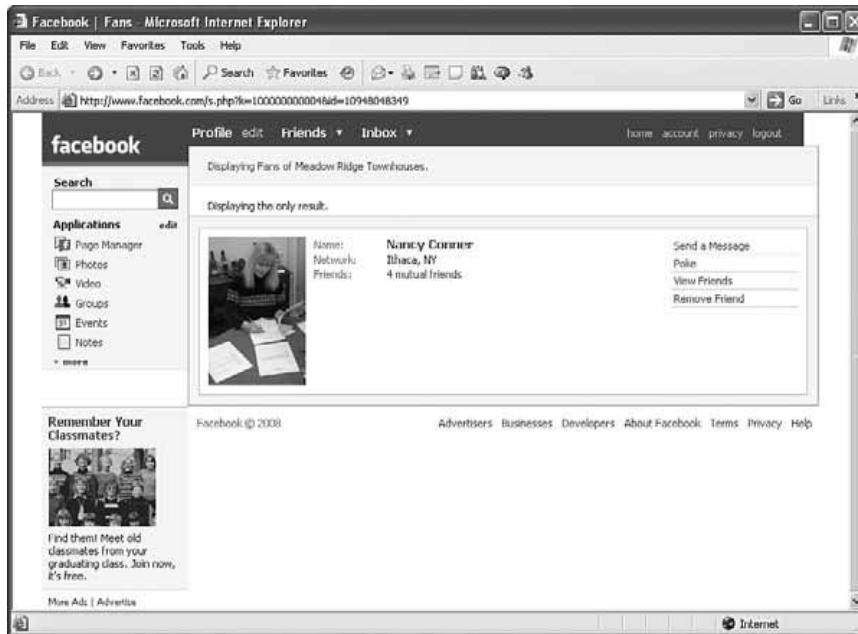


Figure 3.36
Seeing a fan.

Promoting Your Page

Now that you've created your page, how do you promote it, gathering more and more fans? Here are a few ways. You'll read about more methods in later chapters.

- Share and post your new page on your own Facebook profile. Profiles are heavily viewed on Facebook, and this can give you a start.
- Post messages to various groups that you know of. You can write message on the Walls of various groups, but that can come close to spamming. If you're concerned about that, message the admins of the group first. Who knows? They might even help you publicize your page.
- Message your new page's information to your friends lists.
- Email your page's URL to any mailing lists you have. Facebook pages are available publicly.
- Bear in mind that when someone becomes a fan of your page, that appears in her mini-feed—and her friends' news feeds.
- Buy social ads. This is the option that Facebook tries to get you to sign up for in about a thousand places when you create a new page. We'll cover social ads in Chapter 5, "Introducing Advertising."

