

Promoting Your Business Page on Facebook

Your Business Page is setup and you have started adding posts and content so your fans will have things to read and see. Now is the time to start promoting your business page and begin to get some user interaction

There are a few ways to promote your Business Page.

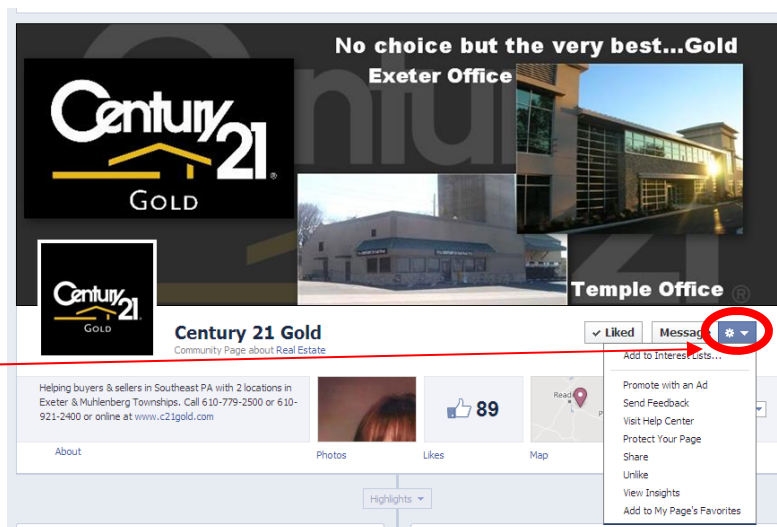
#1) Posting on your Personal Page

The easiest way to promote your Business Page is post a link to your Business Page on your Personal page. There are numerous ways to do this, but probably the easiest and cleanest way to do so is by going to your Business Page and clicking on “Share” on the right hand side of the page under the icon that looks like a gear.

When you click on “Share” a box will pop up on your window like the one to the right. Here you can add a message such as “I have created a Business Page for all of my Real Estate business. Please feel free to Like this new page and keep checking it out for news and information!”. When you are happy with your text, click Share Page”. This message will now appear on your Personal Page’s wall and will appear in all of your status updates that your friend’s see on their walls when they sign into their Facebook accounts.

Your friends can now click on that link and be taken to your Business Page where they can Like it.

Out of respect for all of your friends, try to avoid sharing this link too often. You don’t want to annoy your personal friends and such that they get sick of seeing you hype up your business page too much that they remove you as a friend. In the beginning you might post it a few times the first week to get the word out there in case some of your friends missed the first post. Then over time you can post a link to it here and there reminding them it’s there and talking about a new article you posted on your Business Page that someone might be interested in reading that didn’t like your page previously.

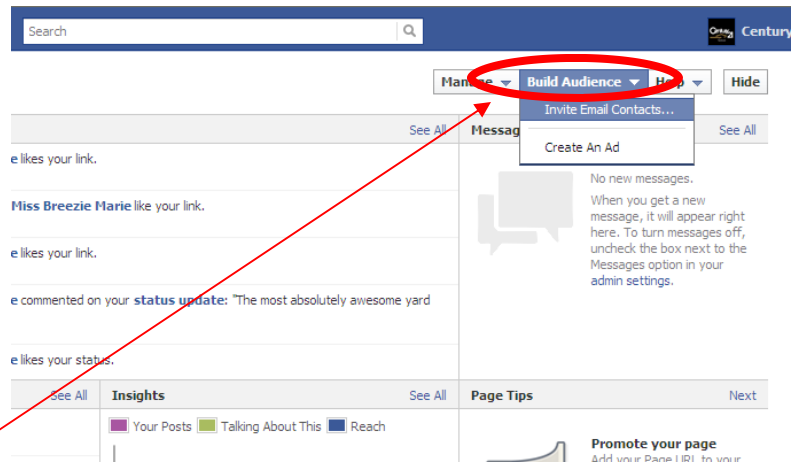


#2) Emailing your Email Contacts

Another way to notify people you have a Business Page is by emailing your contacts in your email contacts. There is 2 ways to do this. The first is more complicated and we won't cover this here. But you can export an email list and upload it to Facebook and then Facebook will send out all the notifications.

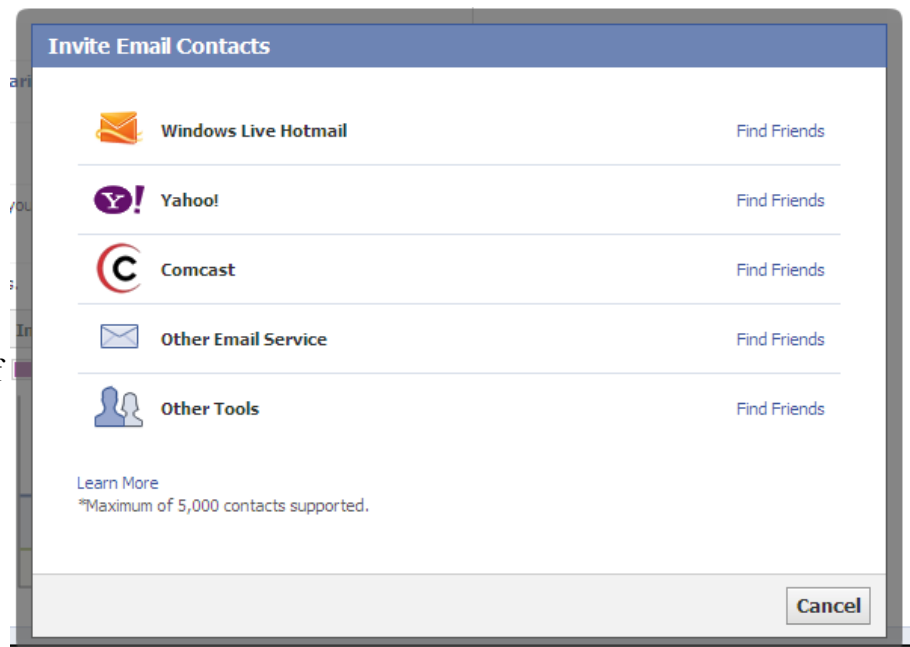
The easier way to accomplish this is done by:

- 1) Load your Business Page
- 2) Click Build Audience in the top right hand corner
- 3) Click Invite Email Contacts
- 4) A new window will pop up
(Like the window to the right)



- 5) In this window, click on "Find Friends" to the right of Windows Live Hotmail, Yahoo, or Comcast (If you use any one of them). Once you click that it will prompt you to enter your email and password (for your email). Then click "Find Friends". Follow the rest of the steps that Facebook prompts you for.

You can click on Other Email Service to see if your email host (not your C21 email) supports this option. **If not (or you are attempting to use your C21 email), you have to go another route by uploading a contact file (the more complex way). Please schedule a one on one if you are unsure on how to make a contact file to upload.**



#3) Liking Other Pages via Your Business Page

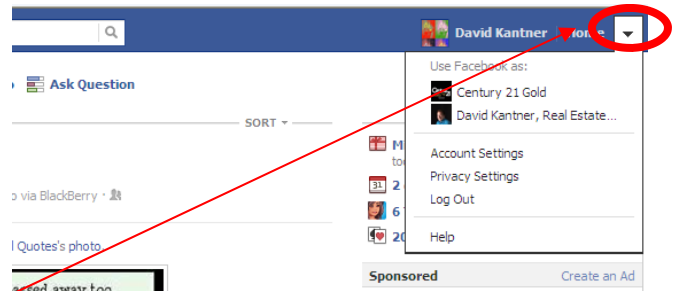
As we discussed earlier, your Business Page is separate from your Personal Page. This means that all of your Personal “Likes” are not transferred over to your Business Page. Facebook now allows you to search it’s pages through your Business Page and “Like” other pages.

The benefit of this is you can have your Business Page focus on a certain area, or niche. (i.e. you can “Like” Muhlenberg Township area pages if you wanted to focus on Muhlenberg Township). So that the many people that “Like” that same page will continuously see you on the similar Pages you “Like” in common. Seeing your Page over and over will keep you in their minds and could increase some traffic to your page and your website and could potentially lead to more business.

To begin doing this, you must be signed into to your Business Page—click on the down arrow on the top right side of the screen, then click on your Business Page Name.

Your are now sent to your Admin Panel of your Business Page.

To begin Liking Pages, search for a Page you know or type a phrase of something you would like to search for in the Facebook search bar at the top of the page. In this example, we are searching for pages associated with Muhlenberg Township. As you can see here, Muhlenberg Township Parks & Recreation is the second suggested item. Click on this. When the new page loads, click on “Like”



After you “Like” your first page - go ahead and start liking other pages. The more your name gets out there, the more you will see posts you can share and add to your page and you can interact with these pages so that your Business Page will show up in their discussions and people can then Like your page as well!

#4) Participate in Other Business Page Discussions

Once you “Like” other pages, you can view their posts much like you do your friends when you are using your personal account. To view your “Like” Business Page’s news feeds, you must be signed into your Business Page - click on the down arrow on the top right side of the screen, then click on your Business Page Name.

You will now be on your Admin Panel. Now click on the Facebook icon at the top left hand corner.

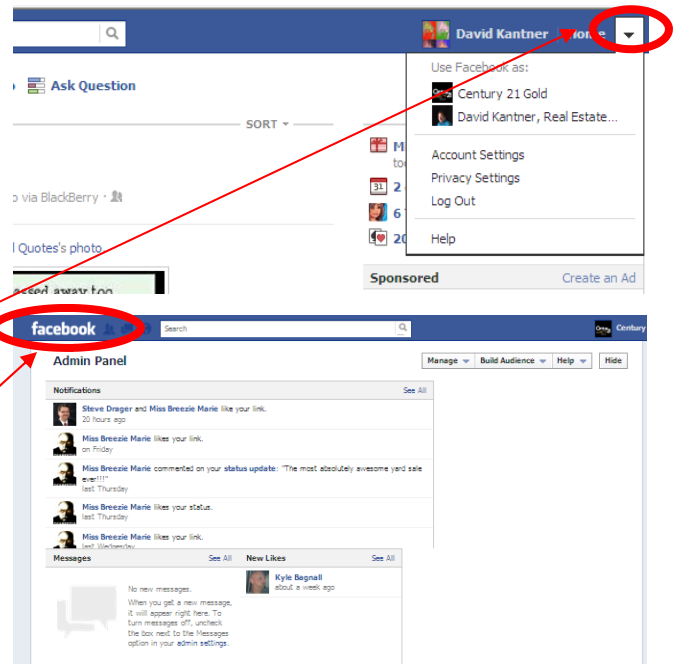
Your screen will now look more like your personal page does when you sign in - you will see multiple posts by the pages you have liked now.

Just like your personal page, under each post is a Like, Comment, and Share.

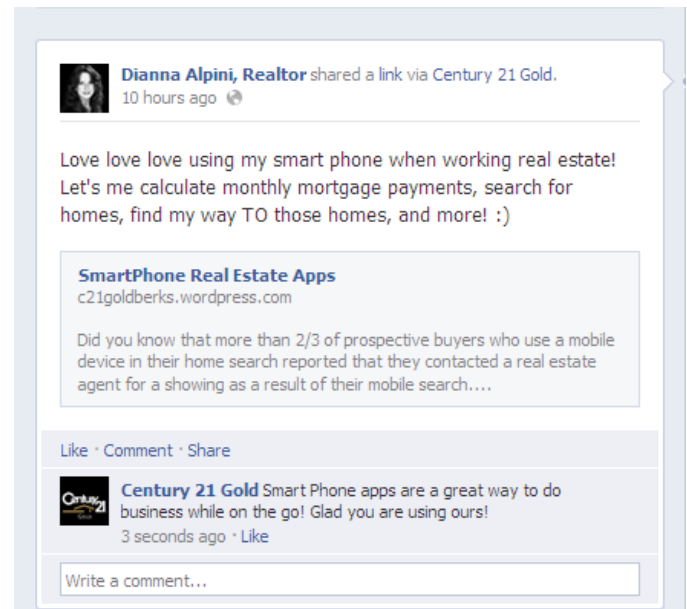
If you click Share, it will repost to your page giving credit to the original page.

If you click Like, people will see that your Business Page liked the comment or photo that was posted

If you click Comment, you can make a post (a box will appear where you can type in your comment and then hit Enter on your keyboard to make your comment live) which the person posting will see as well as anyone else that Likes that page will see the original post and your comment as well!



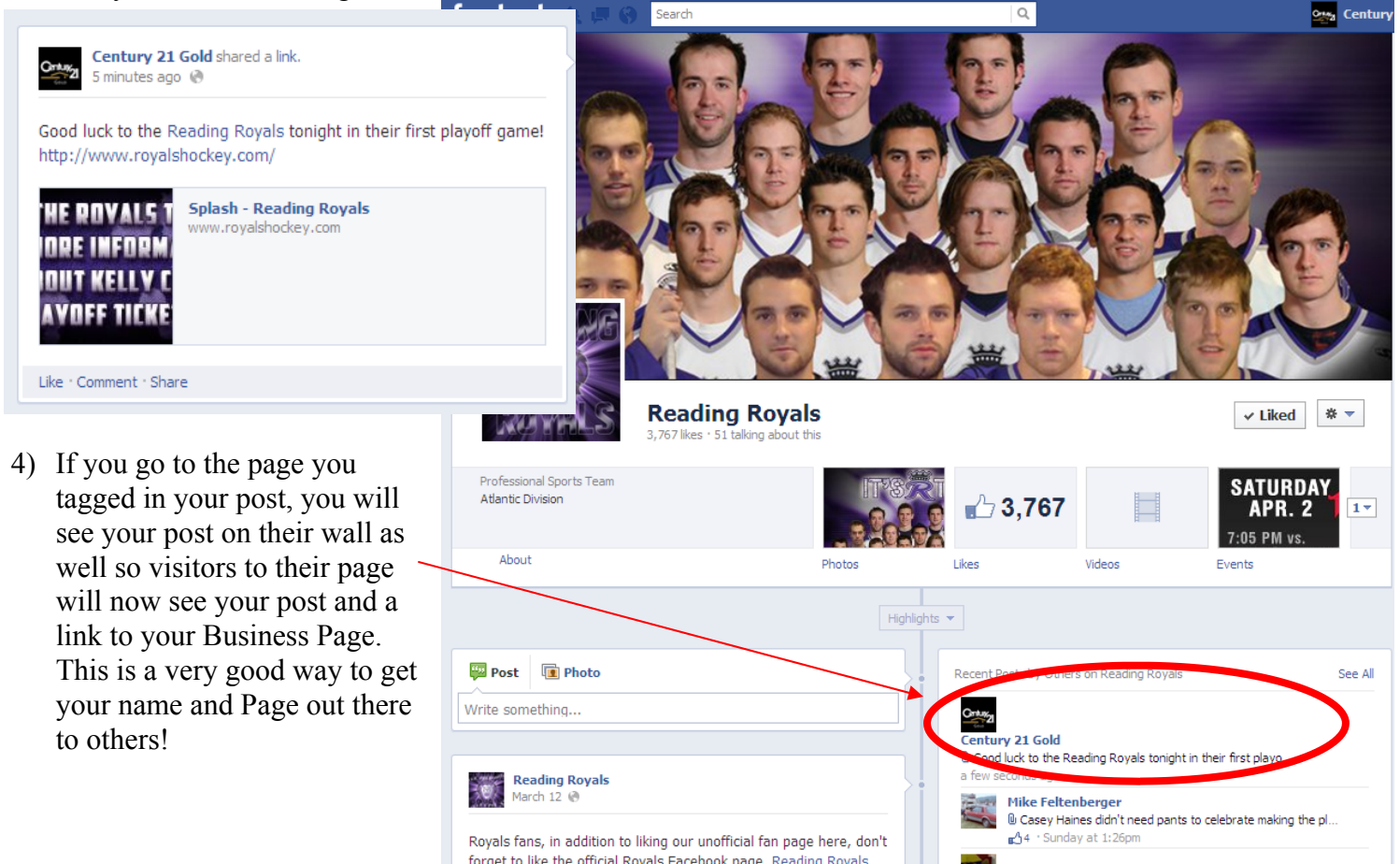
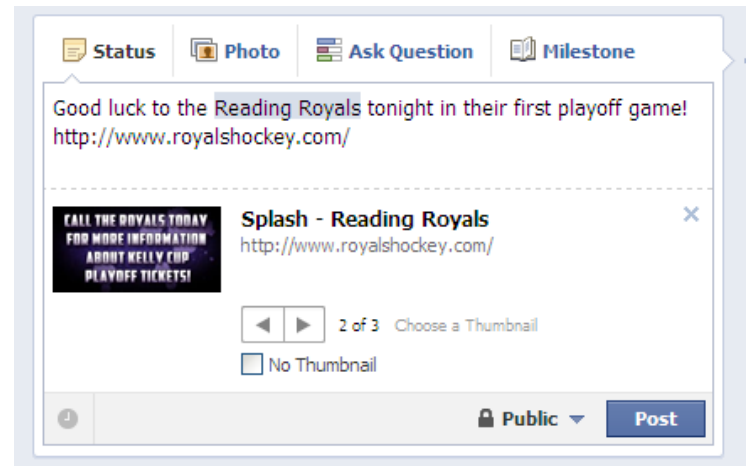
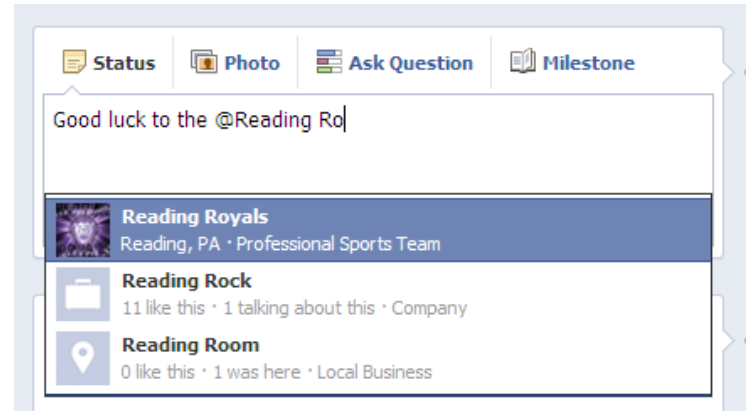
Your comment to the original post will look like the one to the right!



#5) Tag Other Business Pages in Your Posts

By tagging other business pages when you make a post, your post not only shows up on your Facebook Business Page Wall, and your news Feed, it shows up on the Business you tagged in your post.

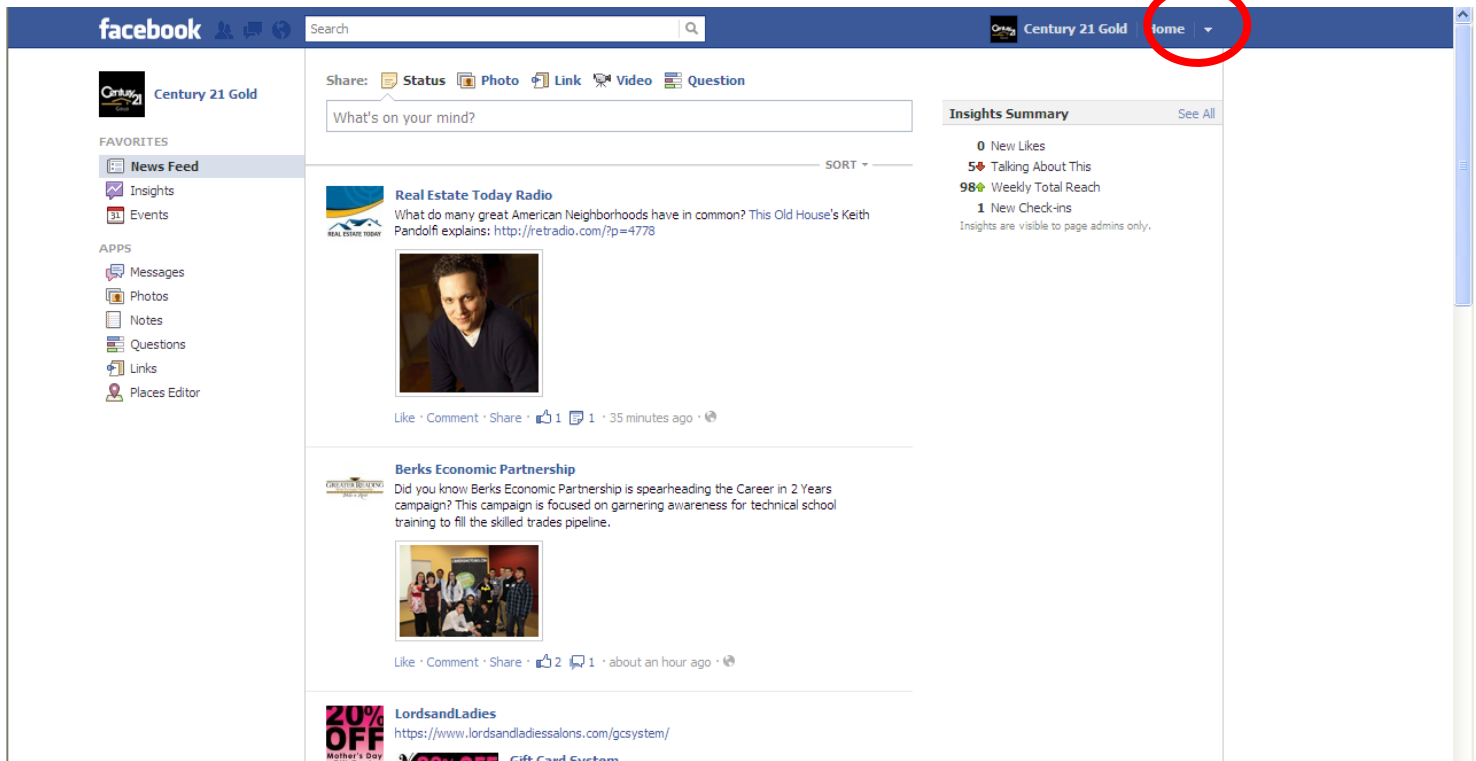
- 1) While typing a status message, start typing the @ symbol followed by the business page name - in this example I used @Reading Royals. As you start typing the business page name after the @, you will see suggestions pop up as to who you are talking about. When you see the one you are tagging, click on it.
- 2) Once you click on it, you will see the Business Page Name appear with a blue highlight over it. In my example I am wishing good luck to the Reading Royals. I also decided to paste a link to the Reading Royals home page as well (as discussed in another tutorial).
- 3) Once you are satisfied with your post, click "Post" and it will now be posted on your wall like the picture below. If anyone clicks on the words Reading Royals, they are taken to the Reading Royals Facebook Page.



- 4) If you go to the page you tagged in your post, you will see your post on their wall as well so visitors to their page will now see your post and a link to your Business Page. This is a very good way to get your name and Page out there to others!

When you are done Liking other pages, and want to switch back to your Personal Page Account, click on the down arrow in the top right hand corner then click on your Personal Page Photo.

You will now be using Facebook as your Personal Account once again.



These are the most common and free ways to promote your Business Page and gain Fans of your Business. There are other ways that you can advertise on Facebook but that costs money. If you are interested in learning more, contact your IT Administrator, or pull up the Help Topics on Facebook.