

**TWO WAYS TO
PRODUCE YOUR
BUSINESS FAN PAGE
FOR FACEBOOK**

3/15/2011

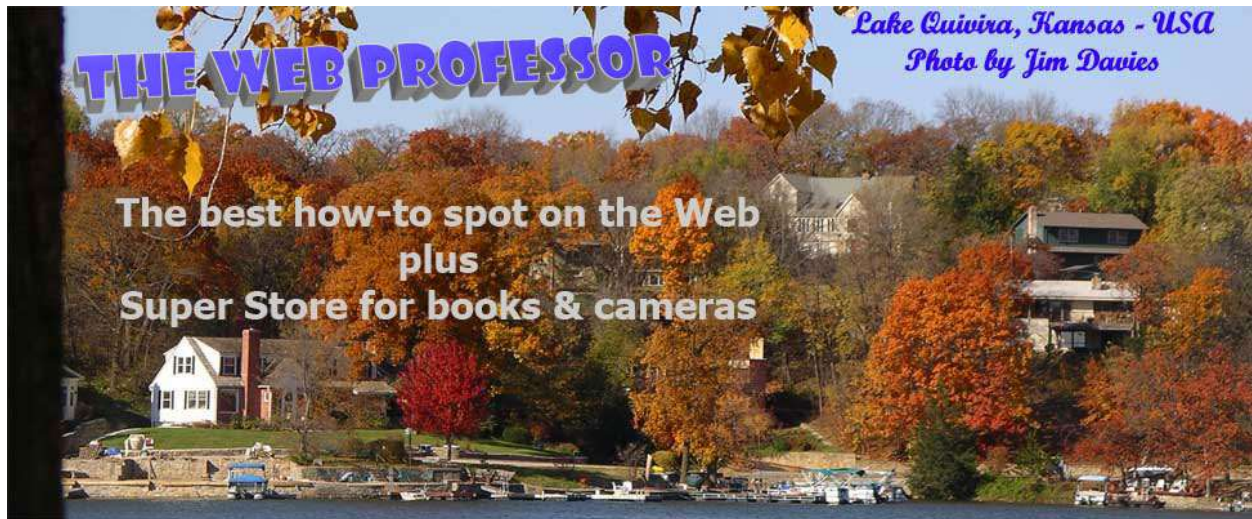
The new business traffic source

Two Ways to Get a Fanpage Created

There are two ways in which you can get a fanpage created, you can hire a professional company like ours to take of it for you, or you can attempt to do it yourself. The rest of this report gives you a step by step procedure to build a fanpage for your business yourself.

Please be very careful if you are setting up a fanpage on your own, Facebook has many terms and conditions that must be followed, and there is a sequence of procedures that our company follows so that your fanpage will be optimized for its highest quality. By the time you get this report, Facebook might have changed its look, process, and features. It is our job to make sure your business is up to date with all of Facebooks weekly updates. If you have any doubt in your mind about creating the proper fanpage, please give us a call so we can get you on the right path to fanpage success.

If you would like to get a price on our fanpage packages, please call us today at (913) 631-7737 [Cell: (913) 475-4131], or you can go to the-web-professor.com to see our pricing breakdown.



Setting Up Your Facebook Fanpage

A Facebook page is a great way to allow your fans and user base to follow you on Facebook. Unlike a personal account, there is no limit to the number of people who can join your Facebook page.

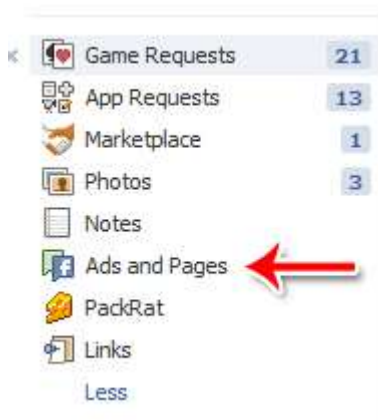
Having a Facebook page lets you stay in touch with users who wouldn't otherwise give you their email, or users who simply prefer Facebook as a method of staying in touch. Here's how to create a Facebook page.

Step 1: Click on Pages and Ads

The button for creating a Facebook page is slightly hidden. You can access it by clicking "more" on the left hand side of your Facebook home page.



More options will appear. Click on Ads and Pages to access the Facebook Page creation page.

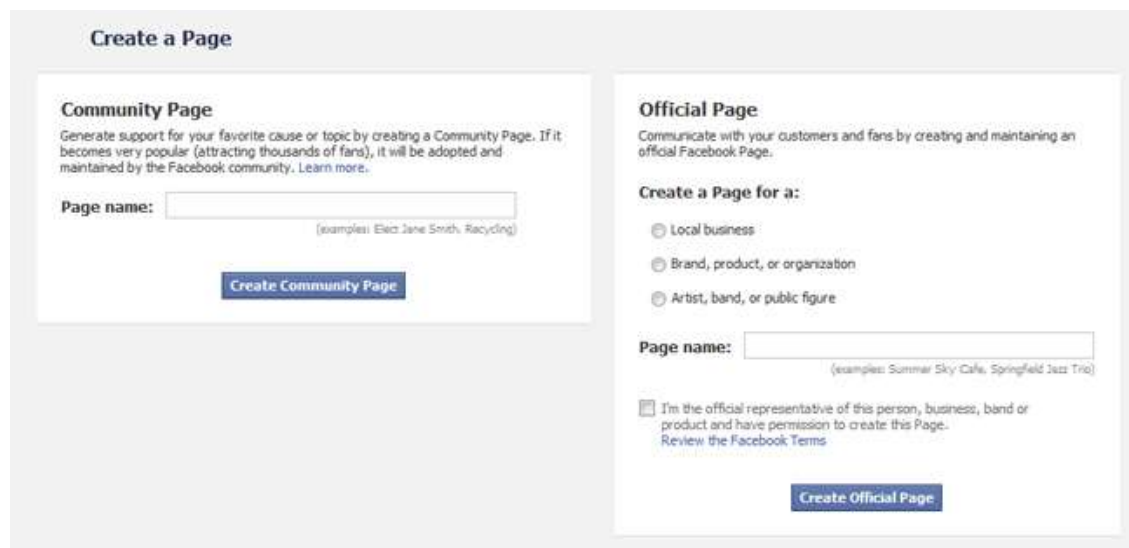


Step 2: Click on Create Page



Click on Create Page to start the creation process.

Step 3: Choose a Page Type



The 'Create a Page' form is divided into two main sections: 'Community Page' and 'Official Page'.
Community Page: Described as a page for a favorite cause or topic. It includes a 'Page name' input field with examples like 'Eric Jane Smith' and 'Recycling', and a 'Create Community Page' button.
Official Page: Described as a page to communicate with customers and fans. It includes a 'Create a Page for a:' section with radio buttons for 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure'. Below this is another 'Page name' input field with examples like 'Summer Sky Cafe' and 'Springfield Jazz Trio'. There is also a checkbox for 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms' and a 'Create Official Page' button.

There are two different types of pages you can create.

The first is a community page. These are pages created by people who *aren't* the official organization.

For example, if you're a fan of The Matrix, you can't technically make an official Matrix page. However, you *can* make a community fan page for the Matrix.

You can make a community page for just about any topic with almost no risk of infringing on copyrights or trademarks, because it's clear that you're not trying to compete with the official page.

On the other hand, you can make an official page for any business that you own, whether it's a local business or a web business.

Choose your page type to continue.

Step 4: Select a Category

Choose what kind of page you're creating, then select a category and subcategory.

Create a Page for a:

Local business

Brand, product, or organization:

Products

Airline / Ship / Train Station

Communications

Consumer Product

Fashion

Financial Service

Food and Beverage

Game

Government

Home Living

Hotel / Lodging

Movie

Non-Profit

Online Store

Pharmaceutical

Professional Service

Religious Organization

Rental Cars

Retail

Sports / Athletics

A screenshot of the Facebook page creation interface. The 'Create a Page for a:' section is active, with 'Brand, product, or organization:' selected. A dropdown menu is open, showing a list of categories including Products, Airline / Ship / Train Station, Communications, Consumer Product, Fashion, Financial Service, Food and Beverage, Game, Government, Home Living, Hotel / Lodging, Movie, Non-Profit, Online Store, Pharmaceutical, Professional Service, Religious Organization, Rental Cars, Retail, and Sports / Athletics. The 'Products' category is currently selected and highlighted in blue.

Step 5: Name Your Page and Create Page

Name your page then click create to create your page.

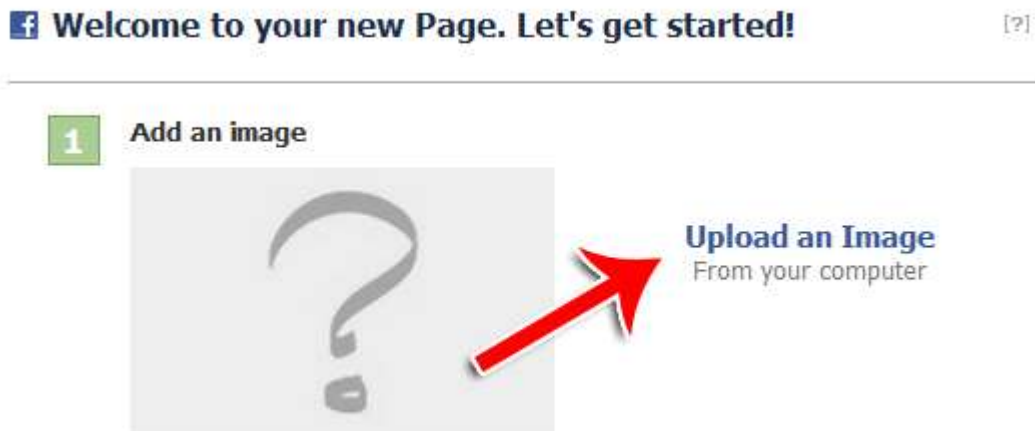
Page name:
(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.
[Review the Facebook Terms](#)

[Create Official Page](#)

Step 6: Upload Your Image

Your image makes a big impact on people's first impression of your page. Upload an image that helps give a powerful first impression for your page.




Step 7: Edit Your Page Info

Click on the "Info" tab along the top to access your info page. Click on Edit Information to fill in your basic information.



Fill in your basic information, detailed information and contact information.

 Click on a profile section below to edit it. Remember to save your changes. **Done Editing**

▶ **Basic Info**

▼ **Detailed Info**

Website:

Company Overview:

Mission:

Description:

Products:

Awards:

Save Changes **Cancel**

▶ **Contact Info**

Click "Save Changes" once you're finished.

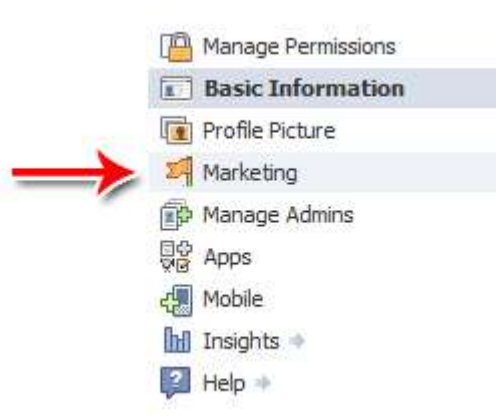
Marketing Your Facebook Page

It's one thing to just put up a Facebook page – But if you want it to really take off, you're going to have to spend some time and energy promoting your page.

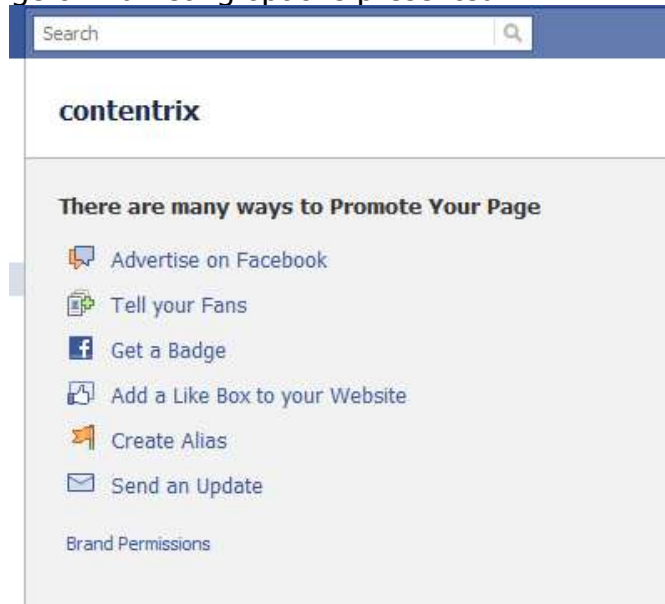
Facebook makes it easy to get the word out with a wide range of tools for promoting your page. Here's an overview of the various tools you can use to promote your page.

Accessing the Marketing Options

To access the various options for marketing your website, click on "Marketing" on the side of your page options.



You'll see a wide range of marketing options presented:



Facebook © 2011 • English (US)

Let's walk through these marketing options one by one.

Advertise on Facebook

Advertising on Facebook allows you to create targeted advertisements to drive traffic to your Facebook page.

Start by creating a compelling advertisement with an attention catching image.

Advertise on Facebook

1. Design Your Ad

Facebook Content [?]

contentrix

I want to advertise a web page.

Title [?]

contentrix


Body Text 0 characters left. [?]

Contentrix takes online business owners back to the basics – marketing with the written word. No matter what technology comes along –.

Image (required) [?]

No file chosen

contentrix



Contentrix takes online business owners back to the basics – marketing with the written word. No matter what technology comes along –.

Derek Pankaew likes this.

Then set your demographic or keyword targeting and run your ad. You can target by age, location, interests, affiliations (i.e. College they went to,) gender and a lot more.

Internet Marketing Tips (FaceBook) For Small Business Owners

2. Targeting Ad Targeting FAQ

Location

Country: (T)

Everywhere
 By State/Province (T)
 By City (T)

Demographics

Age: (T) -

Require exact age match (T)

Sex: (T) All Men Women

Likes & Interests

(T)

Connections on Facebook

Connections: (T) Target users who are connected to:
 (T)

Target users who are not already connected to:
 (T)

Friends of connections: Target users whose friends are connected to:
 (T)

Show Advanced Targeting Options

Estimated Reach
134,052,680 people

- who live in the **United States**
- age **18** and older
- who are not already connected to **contentrix**

Finally, set your bid structure and budget and let your ad run.

3. Campaigns, Pricing and Scheduling Ad Campaigns and Pricing FAQ

Account Currency

Account Time Zone
Country/Territory:
Time Zone:

Campaign & Budget

Campaign Name:

Budget (USD): (T)
What is the most you want to spend per day? (min 1.00 USD)

Schedule

1/25/2011 at 2:00 pm Bangkok Time
 2/24/2011 at 2:00 pm Bangkok Time

Run my campaign continuously starting today

Pricing

Based on your targeting options, Facebook suggests a bid of **\$1.03** per click. You may pay up to this much per click, but you will likely pay less.
Note: Tax is not included in the bids, budgets and other amounts shown.
Set a Different Bid (Advanced Mode)

Your Facebook page will be shown to thousands of people. If you targeted your ad well, a good number of them will become fans of your page.

Tell Your Fans

If you have a pre-existing email list or have been in business a while, you can leverage that goodwill using the tell your fans method.

There are two ways to use this method: By importing your contacts from an email client or autoresponder, *or* you can just import your email contacts directly from an online address book.

There are many ways to Promote Your Page

Tell Your Fans

Upload a Contact File (Outlook, Constant Contact, .csv file, etc.)^{*}
Upload a contacts file below and Facebook will securely import your contacts.
How to create a contact file...

Contact File: No file chosen

OR

Find Your Web Email Contacts (Hotmail, Gmail, Yahoo, etc.)
Searching your email for contacts is the fastest and easiest way to find potential fans.

Your Email:

Email Password:

Facebook won't store your password.

*Maximum of 5,000 contacts supported.

Method #1 supports many formats, including mainstream email clients like Microsoft Outlook or Thunderbird. It also supports autoresponder exports like Constant Contact or Aweber.

The latter method will log into your email for you, download your address book of people who you've sent emails to and import it into Facebook. Once Facebook has your email list, it'll invite the fans and contacts of your choice to like your Facebook page.

Get a Badge

A badge is a dynamically updating clickable link to your Facebook page. You can place it on a blog or on your web page. Just click on the "Get a Badge" link.



Add a Like Box to Your Website

Adding a like box to your website makes it easy for people on your site who wouldn't otherwise see your Facebook page to easily like your page.

Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this page, and which of their friends like it too
- Read recent posts from the page
- Like the page with one click, without needing to visit the page



Just specify how wide you want your page, the color scheme and a few other options, then click "Get Code" to add the like box to your site.

Create Alias

An alias allows other users to quickly access your page with a memorable domain. Your alias will go after Facebook.com – So if your alias was 123, your Facebook page would be accessible by going to Facebook.com/123.

You can then put your Facebook page on printed materials like business cards, as well as tell people your Facebook domain to refer them to your page. Just click “Create Alias” to choose your alias.

Each Page can have a username
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

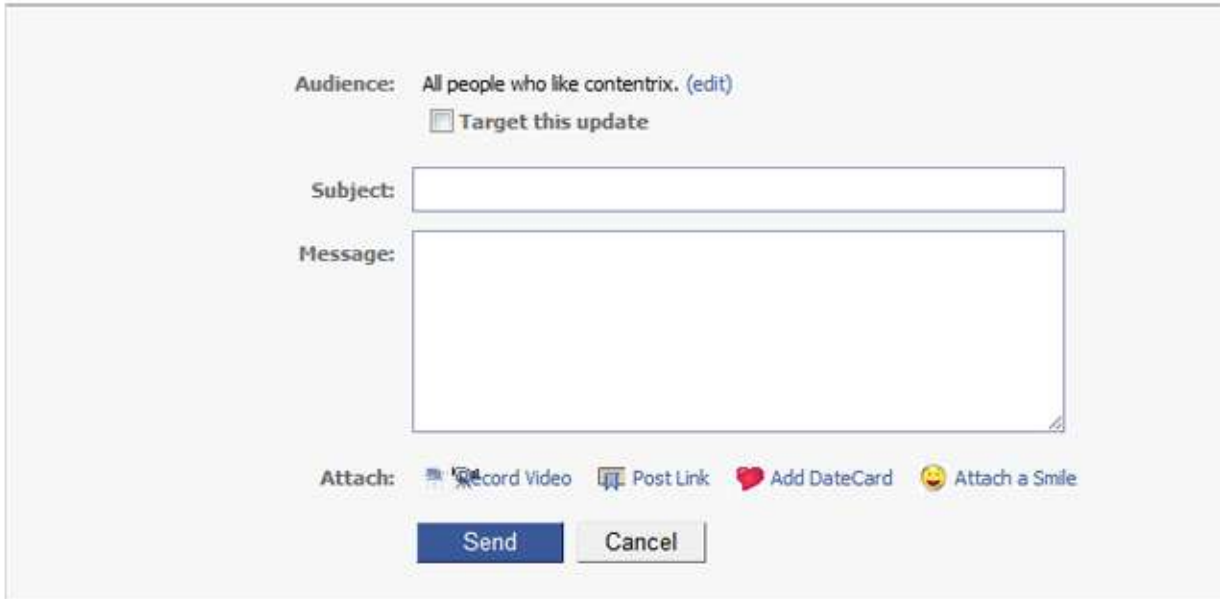
Page Name:

Send an Update

Once you have a number of followers, you can contact them en mass by using the “Send an Update” feature. This is great for both user interaction and as a marketing strategy.

Just click “Send an Update” to message your fans.

Send an Update



The screenshot shows the 'Send an Update' interface on Facebook. It includes the following elements:

- Audience:** A dropdown menu currently set to 'All people who like contentrix. (edit)'. Below it is a checkbox labeled 'Target this update' which is currently unchecked.
- Subject:** A single-line text input field.
- Message:** A larger multi-line text area for the main content of the update.
- Attach:** A row of icons for adding content: a video camera icon for 'Record Video', a link icon for 'Post Link', a red heart icon for 'Add DateCard', and a smiley face icon for 'Attach a Smile'.
- Buttons:** Two buttons at the bottom: a blue 'Send' button and a grey 'Cancel' button.

These are Facebook's built-in marketing features. Using them, you can market your page throughout Facebook using ads, invite existing fans of your business, put badges and like boxes on your site, market offline with aliases and message all your Facebook fans with updates.

Understanding Facebook Insights

Facebook Insights is Facebook's analytics for Facebook pages. Using Insights, you can see how many people are viewing your page, liking your page, commenting on your page and more.

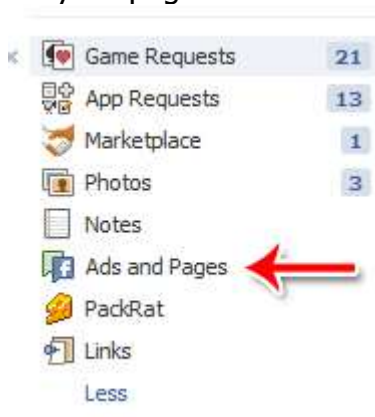
You can separate your data by age, geography and gender. This information can come in handy both for Facebook Ads as well as advertising in other areas of your business. Here's how to access and understand Facebook insights.

Accessing Facebook Insights

Click on the "more" button on the left to access the Ads and Pages button.



Click on Ads and Pages to access your pages.

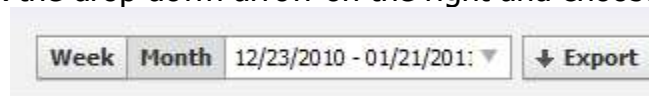


Click on View Insights to access your page's insights.



Set the Date Range

You can view your stats by week, by month or specific date ranges. To set a specific date range, just click the drop down arrow on the right and choose your date range.



Understanding the Page Overview Screen

The Page Overview screen gives you the two most important pieces of data at one glance: Your user overview and interactions overview

Your user overview looks like this:



Here's what each stat means:

New Likes – How many likes have you gotten from people who haven't liked your page before?

Lifetime Likes – How many likes has your page gotten, total?

Active Users – How many active users have you gotten in the time period you specified?

Below the numerical stats is a graphical representation of your user activity, charted in graph form.

Below the user data is the Interactions data. Here's what it looks like.

Interactions [See Details](#)

Post Views? **1,448** ↑ 370% Post Feedback? **2**

Page Content Feedback?

Daily Likes Daily Comments



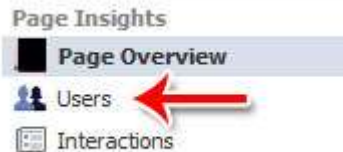
Post views – How many people have looked at your posts in the specified period of time?

Post Feedback – How many people have either liked or commented on your posts in the specified period of time?

Again, below the numerical data is a graph showing the data in visual form.

Understanding the Users Screen

Click on the Users tab on the left to access detailed user data.



Along the top will be the same user data that you saw on the overview screen. Underneath it is much more detailed user data.

It starts first with a detailed breakdown of your active users by day, then your likes by day.

Internet Marketing Tips (FaceBook) For Small Business Owners



The first graph shows your unique page views, the number of people who viewed a post, number of people who liked a post, number of people who commented on a post and number of people who wrote a wall post.

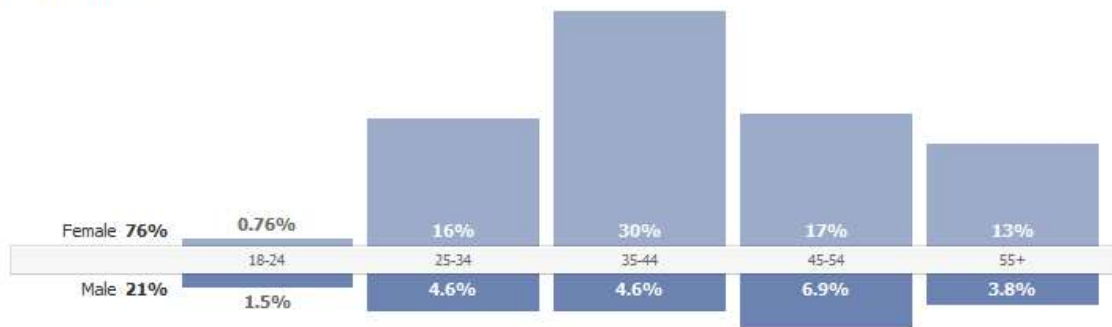
The second graph shows the number of likes you got each day. On the right hand side it breaks down the different like sources – Meaning where on Facebook people saw your page and clicked Like.

When you scroll down, Demographics is the next category.

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Demographics

Gender and Age?



Countries?

98 United States
15 Canada
2 Spain
2 Australia
2 Malaysia
2 United Kingdom
1 Argentina
More

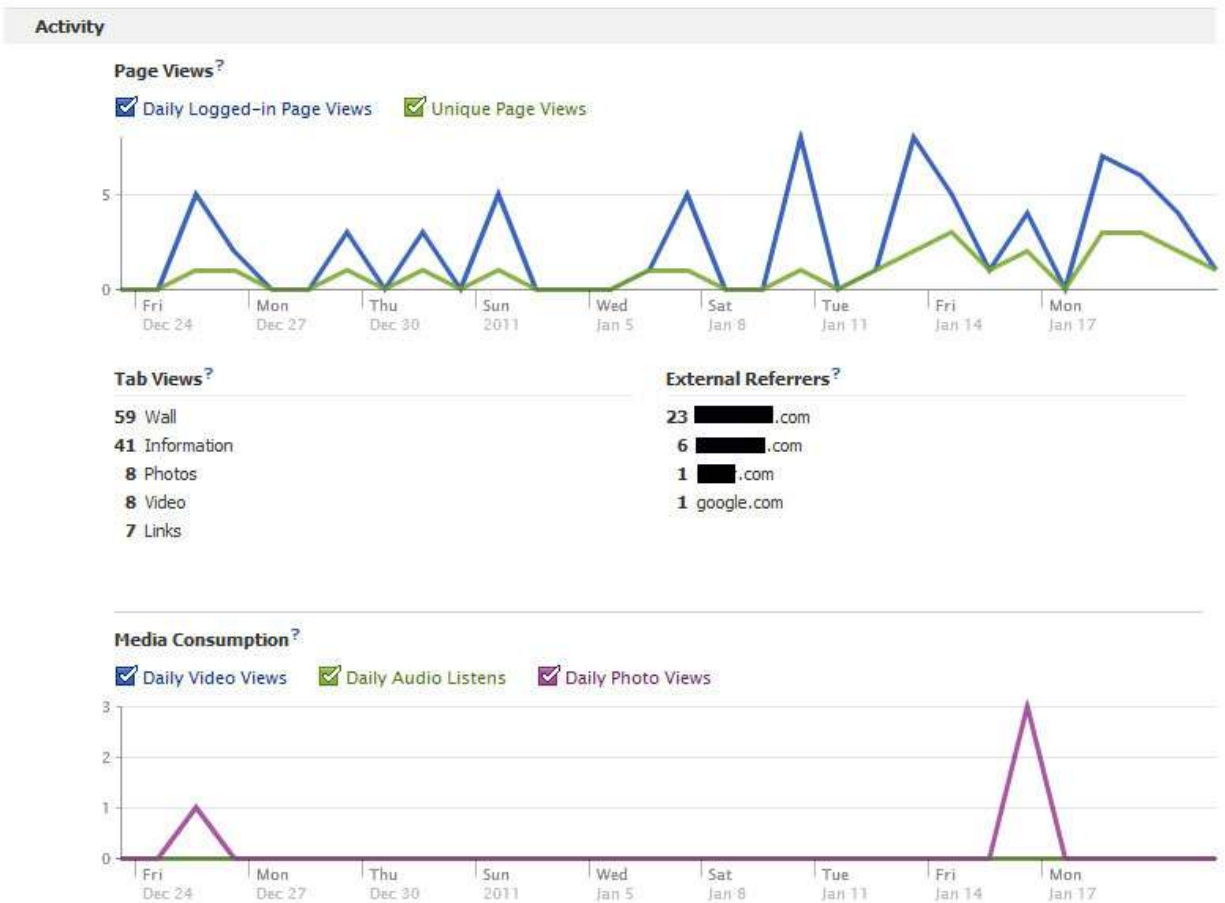
Cities?

Language?

121 English (US)
5 Spanish
4 English (UK)
1 Finnish

Along the top is a graphical breakdown of your female to male audience percentage. It'll also break down your audience by age groups. The data is viewable both numerically and visually.

Along the bottom you can see the breakdown of where your visitors are coming from and what their primary language is. Scroll down again to see the Activity data.



Along the top is a graph with data on your unique page views and the number of people who saw your page while they were logged in.

You can see your traffic breakdown by page – Whether people saw your wall, your info page, your photos, videos or links. You can also see where your primary traffic sources are.

In Media Consumption, you can see the number of people who looked at videos, images and audios on your page.

Understanding Interactions

Click on the interactions tab on the left to access your interactions data.



Internet Marketing Tips (FaceBook) For Small Business Owners

You'll see the first of the 3 pieces of interaction data:

Post Views? **1,448** ↑ 370%
Post Feedback? **2**



Along the top is the number of post views you got. Next to it is the number of feedback you got, which is likes and comments combined.

Below that is a graph showing your likes, comments and unsubscribes on a daily basis. Beneath that is a live stream of the posts on your page.

Stream Posts?

| Message | Posted ▼ | Impressions | Feedback |
|------------|-----------------------|-------------|----------|
| [REDACTED] | Friday at 3:45am | 64 | 1.6% |
| [REDACTED] | Friday at 1:49am | 77 | 0% |
| [REDACTED] | January 20 at 3:39am | 86 | 0% |
| [REDACTED] | January 20 at 2:32am | 83 | 0% |
| [REDACTED] | January 15 at 2:41am | 100 | 0% |
| [REDACTED] | January 14 at 3:29am | 125 | 0.80% |
| [REDACTED] | January 14 at 12:14am | 130 | 0% |
| [REDACTED] | January 13 at 3:41am | 121 | 0% |

You'll see your page impressions sorted by posts, as well as the percentage of viewers who left feedback.

Finally, you've got the page activity data.

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This will tell you information about how many people are posting on your wall, hosting discussions, uploading videos and mentioning your page in their posts. These three screens – The Page Overview, Users and Interactions – Are the three screens you need to understand Facebook insights. Once you understand each of these data types, you'll be able to find out virtually anything you need to know about your users and your users' behavior.

Manage Admins for Your Facebook Page

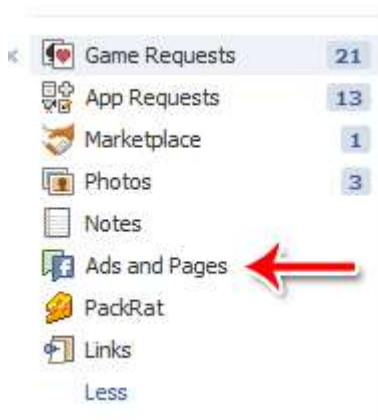
Running a Facebook page often involves having multiple administrators rather than just running it on your own. These administrators can be fans you know personally, leaders in the community, executives in your company or employees who specialize in customer relations.

Assigning other admins to your page will free up your time to run other aspects of your business while giving someone else the reigns to manage your Facebook page. Make sure that whoever is managing your Facebook page shares the same vision and goals regarding how customers should be treated and your brand image.

Step 1: Access the Pages and Ads Interface

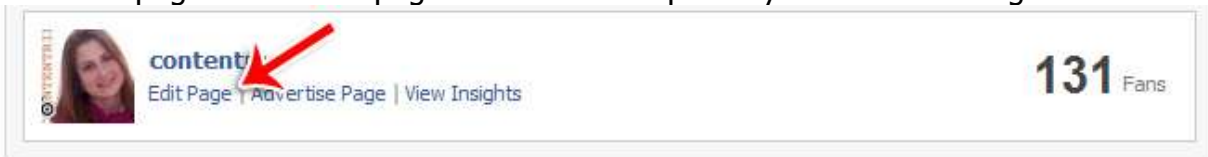
Click "more" on the left to view the Pages and Ads tab. Click the tab to go to your pages.





Step 2: Click "Edit Page"

Click "Edit page" under the page whose admin options you want to change.

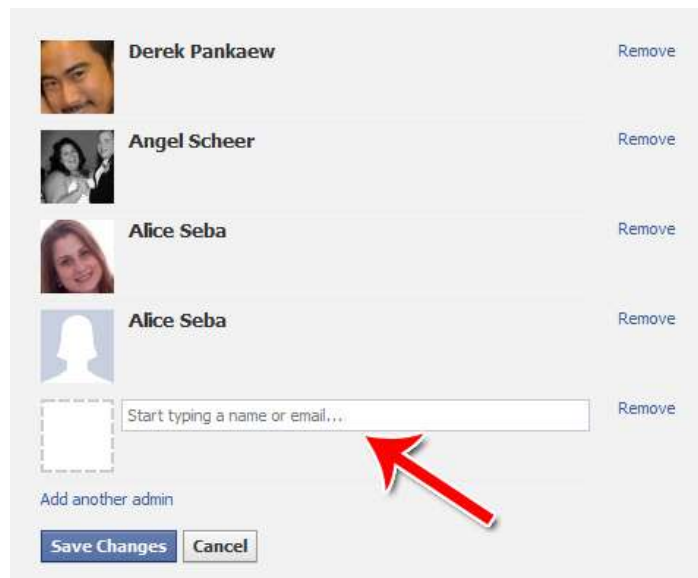


Step 3: Click Manage Admins

On the left hand side of your page options is the manage admins tab. Click the tab to continue.



Step 4: Type in a New Admin's Name



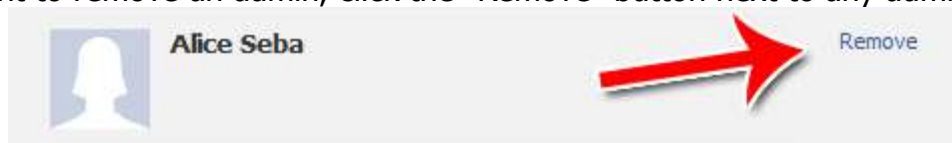
Type in the name of the admin you want to add. If you want to add more than one admin, click "Add another admin" and type their name in too. As you type in the name, Facebook will search for that name in your current friends and try to auto-complete it for you.

Keep in mind that anyone added as an admin will have unlimited access to the page. They can add posts and videos *as the page* rather than as themselves. They can edit the info and change the profile photo.

There are no different levels of access with Facebook page admins, so make sure you have absolute trust with whoever you grant admin privileges.

Step 5: Removing Admins

If you want to remove an admin, click the "Remove" button next to any administrator.

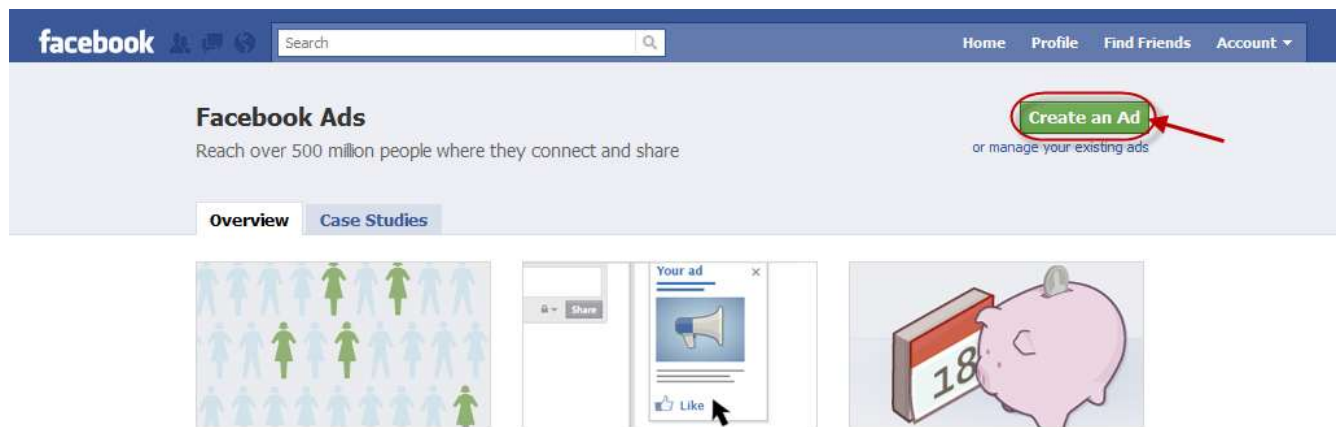


Now you know how to add and remove administrators for your Facebook page. Having a great admin team can make managing a page much easier. Make sure each and every admin is on the same page about what everyone's responsible for and the kind of brand you're trying to cultivate.

Creating/Running a Facebook Ad

Go to <http://www.facebook.com/advertising>

Click on the **Create an Ad** button.



Enter your landing page URL in the **Destination URL** field.

Enter the title for your ad in the **Title** field.

Enter the body text of your ad in the **Body Text** field.

Upload an **Image** for your ad.

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facebook Search Home Profile Find Friends Account

Advertise on Facebook

1. Design Your Ad Design Your Ad FAQ

Destination URL Example: <http://www.yourwebsite.com/> [?]
<http://www.yourwebsite.com/>

Suggest an Ad [?]
I want to advertise something I have on Facebook.

Title 2 characters left. [?]
Learn to Speak Spanish

Body Text 33 characters left. [?]
Learn to speak Spanish in just a few days with this highly effective Spanish language training course.

Image (required) [?]
Choose File No file chosen
Remove uploaded image.

Learn to Speak Spanish

Learn to speak Spanish in just a few days with this highly effective Spanish language training course.

Continue

Click on the **Continue** button when you're done.

Under **Targeting**:

Choose the **location** you want to target.

Location

Country: [?]
United States x

Everywhere
 By State/Province [?]
 By City [?]

Choose the **Demographics** you want to target.

Demographics

Age: [?]
18 - Any
 Require exact age match [?]

Sex: [?]
 All Men Women

Enter the keywords that you want to target in the **Likes and Interests** field.

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Likes & Interests

[?]

You can also target users based on their connections (e.g., if they are members of a particular group and things like that).

Connections on Facebook

Connections: [?] Target users who are connected to:
 [?]

Target users who are not already connected to:
 [?]

Friends of connections: Target users whose friends are connected to:
 [?]

Click on the **Continue** button when you're done.

Enter the budget and schedule for your ad.

3. Campaigns, Pricing and Scheduling

[Ad Campaigns and Pricing FAQ](#)

Account Currency

Account Time Zone
Country/Territory
Time Zone

Campaign & Budget
Campaign Name:

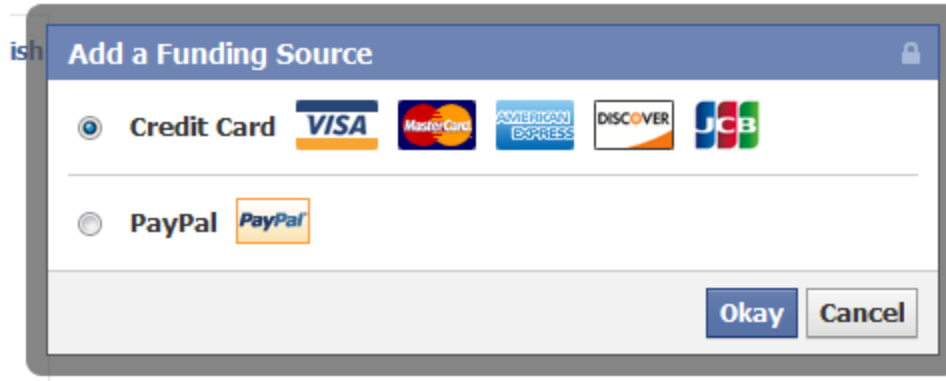
Budget (USD): [?]
What is the most you want to spend per day? (min 1.00 USD)

Schedule

Click on the **Review Ad** button when you're done.

When everything is in order, click on the **Place Order** button.

Choose your desired payment method and click **Okay**.



Provide the required information to start paying for you clicks.

WARNING: You need to make sure you keep an eye on your clicks and more importantly, your conversions. Paying for advertising can be a tricky game, so make sure you know what you are doing, or **pay a professional to do that part of the job.**

Are You Ready to Hire a Professional?

If you're ready to build a solid online social networking presence and attract new fans to your fanpage resulting in more business, we'd love to discuss your individual needs.

We offer the setup of Facebook fanpages, Facebook advertising and many other services for your business.

To get started, give us a call at: (888) 555-1212 or visit: <http://www.YourDomain.com/contact/> and complete our online form to request an appointment.

We'll set an appointment at a time that's convenient for you (typically 30 minutes in length) to learn more about your business and tell you how we can help.