

Take a Minute

Your Marketing Tip



What Makes Facebook Unique?

I think it's safe to say that Facebook is the most common among all the social media marketing tools out there. Facebook uses the social graph and activities to target demographics and people, making [Facebook Advertising](#) incredibly awesome. Think about it, any product/service you advertise on Facebook basically gets put into the hands of the exact person who wants or needs it. While it's mainly a B2C platform, every fan who has LIKED your page is truly interested in what you have to offer.

Downsides & Limitations

It's not all about you. I know, hard to believe but it's not. Of course it's extremely important and necessary to share your products, offers, services or what have you, BUT you also need to prove that you are an expert in your field. People aren't going to automatically trust you. You need to build that trust, and doing things like sharing valuable content, news articles, and information on the latest and greatest technology that's going on in your industry will prove that your fan base can trust what you say.

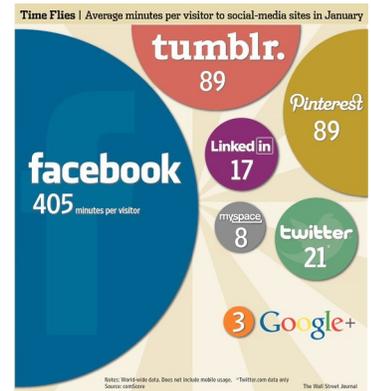
How to use Facebook for Marketing

Facebook is definitely the easiest and most user friendly of them all. Build your fan base, share your page with friends and family, post your Facebook link anywhere you can, and give incentives for people to like your page. Maybe you're giving out a \$20 giftcard once you reach 10,000 fans. People love challenges and we find that techniques like this work well.

Share valuable content and interact. Do not forget to INTERACT! This is very important. People love to see that there is a real person behind your brand. If you don't show your face, people get weary if it's really you or not. And for all you busy CEO's out there, it doesn't have to be you posting either. Have someone in the office do the job. Make sure you keep that Facebook page active, interesting, and never stop engaging!!

If you are having trouble with your social media marketing, and want to get help, call us today at **860-389-2521** or email Marilyn@MarketingandBizPro.com.

There is more information on social media with our [White Paper, "Social Media Report for 2014, from Social Media Examiner."](#)



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