

The Small Business Marketer

Using Facebook to **Grow Your Small Business**



The Small Business Marketer is a series of White Papers designed to help small businesses enhance their online and offline marketing efforts, and increase revenues and market share.

The Small Business Marketer is provided through Leapfrog Online, authorized retailer for Time Warner Cable Business Class, a leading cable, Internet and phone service company in the United States. Time Warner Cable offers a full range of office services for small to medium businesses.



Using Facebook to Grow Your Small Business

Introduction

More than 70% of U.S. small businesses connect with their customers or prospects via Facebook. And they consider Facebook to be the most effective social media marketing tool, with 83% of them finding it very or moderately successful.

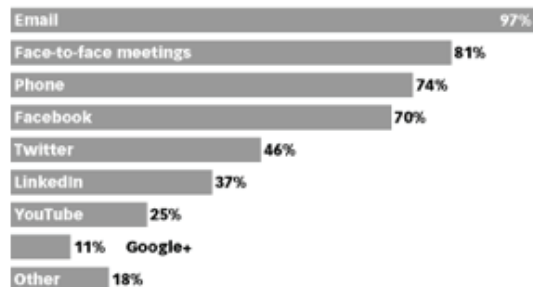
This White Paper discusses how your small business can effectively use Facebook to engage customers and prospects.

It addresses the following topics:

- *Should your small business have a Facebook page?*
- *Implementing a Facebook policy*
- *Creating your Facebook page*
- *“Liking” your page*
- *Posting*
- *Advertising*
- *Tracking results*

Methods Used by US Small Businesses to Connect* with Their Customers or Prospects, Oct 2011

% of respondents



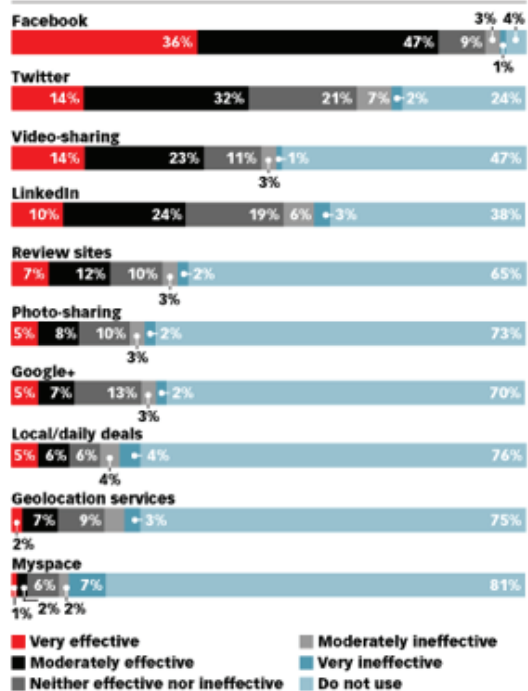
Note: n=1,966; *one-on-one
Source: Constant Contact, "Fall 2011 Small Business Attitudes & Outlook Survey," Nov 15, 2011

134437

www.eMarketer.com

Effective Social Media Marketing Tools According to US Small Businesses, Oct 2011

% of respondents



Note: among respondents who said social media marketing is effective; numbers may not add up to 100% due to rounding
Source: Constant Contact, "Fall 2011 Small Business Attitudes & Outlook Survey," Nov 15, 2011

134439

www.eMarketer.com



Using Facebook to **Grow Your Small Business**

Should your small business have a Facebook page?

Before committing resources on Facebook, ask your customers some very basic questions.

1. Are they on Facebook?

2. Would they be interested in receiving information from your company?

3. What types of information do they want to receive?

- a} Special offers
- b} Product updates
- c} Testimonials
- d} A link to your blog
- e} Where you are speaking
- f} Conferences or trade shows you will be attending
- g} Articles of interest

4. How often do they want to receive posts?

This will provide you with the information you need to determine whether and how your small business should use Facebook.



Using Facebook to Grow Your Small Business

Implementing a Facebook policy

Before launching your Facebook page, you should develop a policy for Facebook (and all social media).

This policy should include:

- 1. Who from your business will post on your page?** – Limit this to a very few people
- 2. What types of posts are appropriate?**
- 3. Whether people who “like” your page will be able to post on your wall.**
- 4. What action to take if people post negative things on your page** – Some businesses allow these posts, as it provides an opportunity to clarify an issue or fix a problem.
- 5. Whether employees can post work-related information on their personal Facebook pages.** – Many businesses prohibit this. Even something as simple as saying you had a great day at work may be prohibited, because once you start, it is hard to determine where to draw the line. One exception: employees should be encouraged to share – without comment – any posts from your Facebook business page.
- 6. Your policy, including penalties for violating it, should be in writing and approved by your legal counsel and/or HR department.** – Employees should be required to sign the policy.



Using Facebook to **Grow Your Small Business**

Creating Your Facebook Page

The next step is to create your page.

Remember the following:

- 1.** The messaging and look of your page should be consistent with your Website, print collateral, etc.
- 2.** Creating a standard Facebook business page is easy, and it will allow you to describe your business, create events, post photos, etc. But it will not allow for customization that can help your business stand out. And once your page is set up it is very hard to make changes without having to redo it.
- 3.** For that reason, consider having a custom Facebook business page professionally created.
- 4.** Customize your page by adding custom buttons. For example:
 - a}** An interior design firm can create custom buttons for kitchen design, bathroom design, etc., with each including visually striking before and after photos.
 - b}** Restaurants can have custom buttons for menus, coupons, and sign ups for a frequent diner program.
 - c}** All businesses should have a custom button for testimonials.



Using Facebook to **Grow Your Small Business**

“Liking” Your Page

The next step is to get people to “like” your page, which means they have agreed to receive information from you.

Here are a few suggestions:

- 1.** Ask your Facebook personal friends to like your business page. Ask your employees to ask their friends too.
- 2.** Promote your page in all your other online and offline marketing communications.
- 3.** Advertise on Facebook (see below).



Using Facebook to Grow Your Small Business

Posting

Your posts are sent to people who like your business page. Those posts show up on their “wall” (the part of their page that displays posts) if their privacy settings allow it.

When posting, consider the following:

1. Determine content and frequency based upon your research

2. Post to communicate knowledge, special offers, etc. Some examples:

- a} Helpful tips. A chiropractic practice can post tips for preventing back injuries. Or an accountant can post tax savings tips.
- b} Deals. An orchestra can give away free tickets to an upcoming concert to people who correctly answer a trivia question related to the concert. A retailer can promote special offers to anyone who prints out a Facebook discount coupon.
- c} Events. You can easily create an event on Facebook. Once created, that event automatically goes to everybody that likes your page. You can even get people to RSVP to the event.
- d} Photos and videos. Event planners may want to post photos or a video of events they coordinated. The posts need to be business-related. Don't post pictures of your dog (unless you have a dog grooming business and you made your dog look great!).
- e} Seasonal posts. Heating companies might send out a post (with a special offer) reminding people to get their furnaces serviced in late fall. Grocery stores might post fun party recipes just before the Super Bowl (perhaps with a discount coupon for an ingredient).
- f} Speaking engagements. An attorney speaking on estate planning should post that he will be speaking on that topic.

3. Posting is easy, but if you do not think you will do it consistently, have somebody do it for you, even if you have to pay them.



Using Facebook to Grow Your Small Business

Advertising

Facebook is now a leading advertising medium.

Here is how it works:

1. Determine what you want your ads to accomplish. You might just want people to “like” your page, or may want people to take advantage of a special offer. For example, you could create an ad that says “Click here to receive a 20% discount on dry cleaning.”
2. Define your target market. You can segment by geography, by demographic characteristics, and by interests, based upon the data in a person’s Facebook profile. A few examples:
 - a} A store selling baby furniture can target married women between certain ages that live near their store. Similarly, a ski shop can target people in the geographic area that like skiing.
 - b} A movie theater can target people that like specific directors.
3. Set your budget. You are charged only when people click on your ad. The cost per click can range from a few pennies up.
4. Create your ad. Facebook makes it very easy to create ads. Or you can have your marketing firm create them. Think carefully of where you want people to go once they click on the ad. For example, they can go to a landing page that will encourage them to like your page. Or they can go straight to a special offer page, or to your Website.
5. Consider different ads for different target markets. The ski shop mentioned above, for example, might want separate ads for males and females
6. Track results. Facebook provides automated reports that allow you track the performance of individual ads. With this information, you can modify your ad program to make it more successful



Using Facebook to **Grow Your Small Business**

Tracking your results

Facebook makes it easy to monitor the performance of your page.

Here is how it works:

- 1.** The Insights button on your page (which is only available to page administrators). shows the demographic breakdown of people who like your page, of people you have reached through your postings, and of people who have responded to your postings by either sharing (reposting on their wall for all their friends to see) or liking (clicking the “like” button on the post) the posts.
- 2.** You will also receive weekly activity reports from Facebook. These will show the number of new people who liked your page in the last week, the number of people who talked about your page in the last week, and the number of people you reached in the last week.
- 3.** Use this information to enhance Facebook’s effectiveness.
 - a}** Analyze the demographics of the people who like your page. Then you can create posts and ads that would be targeted to that group.
 - b}** Analyze the types of posts that people are talking about. Emphasize those types of posts in your efforts.



Using Facebook to **Grow Your Small Business**

In Conclusion

Facebook can be a powerful marketing tool for small businesses. It can generate awareness, enhance credibility and increase engagement with current and potential customers.

Good luck.