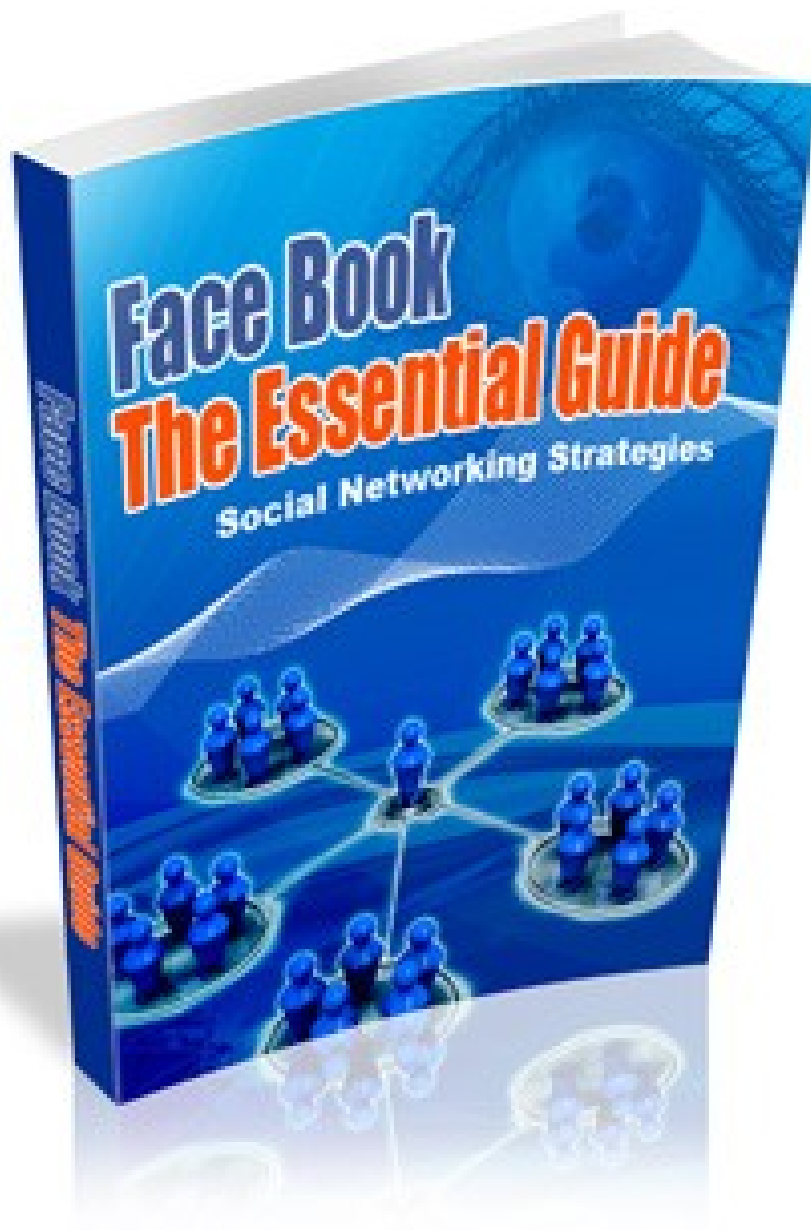


# FaceBook

## The Essential Guide



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## **What is Facebook?**

If you have ever heard anyone talk about a social networking website, then Facebook may be one of the websites that they were referring to. That is exactly what Facebook is. Facebook is a social networking website that was founded by Mark Zuckerberg in February 2004. The Facebook website was first created for the students of Harvard University and then expanded months later to other ivy league universities. Eventually, the website became open to high school students and after that, Facebook was open to anyone with a valid email address who was of the age thirteen and older.

## **What is all the Hype about?**

Facebook is one of the most popular social networking websites on the internet today. In fact, Facebook has more than two hundred million registered users who maintain an active status on the website. Facebook is extremely popular and here are some of the reasons why Facebook is so successful:

- Facebook provides members with a way to keep in touch or reconnect with old friends, family members, and classmates.
- Facebook also provides the opportunity to meet new people and stay connected with existing friends.
- You can create a full profile for yourself, which includes room for an “about me” section, favorite quotes, favorite movies, favorite books, and favorite music.
- Your Facebook profile gives you the option to display information such as relationship status, religious views, political views, age, and location among other details.
- You can upload photos, create photo albums, and view the photos of friends. You and your friends can view each others photos and comment on the photos.
- You can send comments, messages, and instant messages to your friends.
- Update your status to let your friends know what your thinking or what you are doing.
- Join groups, causes, and become a fan of pages.
- Enjoy the thousands of applications on the Facebook website. Play various different games or send virtual gifts to your friends.

## **Public or Private?**

You can choose to leave your Facebook profile public or you can make your profile private. This means that only your added friends can view your profile and the content on your profile. There is also a friend search option that allows you to look up old friends to see if they have a Facebook membership. There are so many things to do on Facebook. It is no wonder that there

are more than two hundred million active members today, and the popularity of the website just continues to grow.

## **How Joining Causes on Facebook could Boost Business**

If you are a member of the Facebook community, then I am sure that you have noticed a feature on Facebook for causes. You have probably received invitations from friends to join a particular cause since you have been a member of Facebook. Just because you are a business does not mean that you should not join causes. However, you do not want to join any causes that are anything too radical because you could lose business. This means that you should avoid joining any causes that are controversial, such as causes that are geared toward a particular religion, race, belief, or politics. Joining causes is a great way to boost your business if you do it in the right way.

### **How Joining Causes can help your Business:**

Joining causes can help boost your business if you do it in the right way. By the right way, this means that you avoid joining any cause that is too radical. This was explained previously though. Joining causes such as health causes like fighting different types of cancer, cancer research, stopping abuse, cure for cancer, cure for aids, fighting poverty, helping the needy, and other important causes can help your business and here are the reasons why:

- Joining these causes show your existing Facebook friends that you care.
- Joining these causes also shows members of the cause that you care and support the cause.
- Joining a cause and giving your support could result in other cause members to support you.
- You are also getting the word of your business out to a large amount of people on the Facebook community.
- Joining causes and participating in the Facebook community goes to show Facebook members that yes, you are a business, but you are on Facebook to do more than just do business.
- The previous mentioned suggestion is one of the most important. A lot of people overlook businesses on Facebook because they feel that gaining business is all the business is about.

### **Causes show you care**

Joining causes is a great way to support things that you truly do care about, gain respect from other cause members and Facebook friends, and spread the word of your business to a large amount of Facebook members. However, it is very, very important to avoid joining causes that are controversial or radical. This is because you may gain support from people who share the same view, but lose support from customers who have an opposing view.

## **About Facebook Advertising**

You have probably heard about the social network website called Facebook. It is one of the most popular social networking websites on the world wide web today. Businesses and organizations, amongst various others, have seen the extreme popularity of Facebook as a great business move that they should capitalize on. Facebook has more than two hundred million active members as of today, and the popularity of Facebook continues to grow on a daily basis. For this reason alone, it is no wonder that advertising on Facebook became popular. If you are looking to advertise on the Facebook website, then here is everything you need to know.

### **Advertising on Facebook:**

Advertising on Facebook is a brilliant idea, and it is an exceptional business move for any business to make. Where else can you reach two hundred million individuals? The only answer to that question is Facebook. You can reach two hundred thousands individuals on Facebook with your advertisement. Advertising with Facebook is easy, and because of the increased interest in advertising on Facebook, Facebook created an advertising option. Here is how it works:

- You can reach an audience of over two hundred million individuals all over the world.
- With your advertisement, you can attach social actions, which means that the users who view your advertisement will be users that the advertisement would be most relevant to.
- You can create a demand for your product.
- You can easily and quickly create your Facebook advertisement with the ad creator.
- With the ad creator you can create text and image ads.
- You can advertise on your own website or advertise on the Facebook website.
- You can select a pay per click advertisement or an impression advertisement
- You can watch the progress of your advertisement through advertisement statistics.
- Edit and modify your advertisement to increase your success.

### **Your Facebook Advertisement:**

Here are some things you will need for your Facebook advertisement

- Decide whether you want to advertise on your own website or on the Facebook website. You will need to have the link for the page you would like to advertise on.
- Prepare the text for your advertisement. Your advertisement title can be a maximum of twenty five characters and your body can be a maximum of one hundred thirty five characters.
- Select a photo that you would like to upload and use for your advertisement. Make sure the photo is relevant to your advertisement and that it is appropriate. The image will be resized to 110px in width and 80px high.

## **Advertise for your Business on Facebook by Updating your Status**

Becoming a member of the Facebook website and creating a profile for your business is just the beginning of how Facebook can be extremely helpful to your business. With Facebook, businesses have been able to spread the word of their business to an enormous amount of people world wide, gain new business, grow their business, and expand their business. The Facebook community is the ultimate community to advertise to seeing as how there are more than two hundred million active Facebook members today and counting. One of the easiest ways to promote and advertise your business is through your Facebook status.

### **How updating your status can help your business:**

If you have created a Facebook profile for your business, then chances are you have noticed the status box at the top of the page that says “What’s on your mind?” In this box, you can type whatever you want and then hit the “share” button which then shares your status with all of your Facebook friends. Your Facebook friends may not be visiting your Facebook profile on a regular basis, but a status update is something that will appear on their page. Here is how you can make the most out of updating your Facebook status:

- Update your status on a regular basis. This keeps your Facebook friends aware of your existence.
- Use your Facebook status to inform your Facebook friends of new shipments or new merchandise that you have received.
- Update your status about new services or new products.
- Your status can be used to inform Facebook friends of any changes in the business or changes in operations.
- There is nothing better than a sale! Update your Facebook friends when you are having a sale.
- Update friends about promotions or discounts, such as buy one get one half off or free shipping.
- Use your status to encourage your Facebook friends to refer a friend to your Facebook page. Provide an incentive, such as a discount if the friend says that they heard about your business through one of their friends.
- Update your status if you are offering any sort of promotion such as free shipping or discount on orders over a certain dollar amount.

### **Facebook status is powerful**

Your Facebook status is a very powerful tool. You can not force people on Facebook to look at your Facebook profile, but you can update your status which will show up on their Facebook page. You are bound to see results from updating your status, and your friends may be glad that they read the update if it is regarding a good sale.

## **Become a Fan of pages on Facebook for Business**

If you are already a Facebook member, then you are probably well aware of the pages that you can “Become a Fan” of. These pages are all over Facebook and there are pages for almost anything that you can think of to be a fan of. You can become a fan of celebrities, bands, movies, places, family, stores, brands, products, some of life’s simple pleasures and luxuries, and animals just to name a small portion of some of the things you can become a fan of. There is practically a page for anything you can think of, even random things. Becoming a fan of things is a great way to get your business out there and known by other people. People who share common interest are likely to check out each others pages.

### **How becoming a fan of other pages is a great way to spread the word:**

Becoming a fan of pages is a perfectly practical way of getting your business out there. The more active you are on Facebook, the more business you are likely to see. A great way to do this is to become a fan of pages. Here are some of the ways that becoming a fan could be beneficial to your business:

- If you search for pages that are similar to what type of business you own, then become a fan of these pages. This will be extremely beneficial because your business is relevant to that page, and fans of that page will check out your profile.
- Become a fan of pages on Facebook that are not radical or controversial.
- Stick to being a fan of pages that are simple, like bands, movies, sports, celebrities, seasons, and so on.
- You can be a fan of happiness, peace, summer, massages, friends, family, love, etc.
- Avoid becoming fans of political parties or political figures.
- Avoid becoming a fan of anything political, beliefs, religion, or anything controversial.
- Becoming a fan of pages that are not controversial or radical is a great way to meet new people on Facebook, gain exposure, spread the word, promote, advertise, market, and help your business.

### **You can reach a large audience**

It is a simple way to reach an enormous audience of people. Imagine this: becoming a fan of one page could expose your business profile to thousands of people all at once. This is because each fan of that page will be able to see recent people who have also become a fan of that page.

## **Create a Group Page on Facebook for your Business**

As you all know, Facebook is an extremely well known and widely used social networking website. The Facebook website has more than two hundred million active members worldwide and the popularity of the website continues to grow each and every day. If you are looking to

use the Facebook website as a tool to promote, advertise, and grow your business then you can surely do all of that on the website. All sorts of businesses have joined the Facebook community and had tremendous success. There is so much more you can do on the Facebook website then just create a page for your business. In fact, that is just the beginning. There are numerous tools you can utilize to expand your business. One of the ways you can do this is to create a group page for your business.

What is a Group Page and what can it do for my Business?

A group page on Facebook is a page created for a particular reason. You can create one for your business, and friends, customers, fans, and potential customers can join the group in order to support your business. A group page is a way for Facebook members to gather together and show their support for your business. Now that you know what a group page on Facebook is, here are the ways that it can help your business:

- Creating a group page on Facebook can help your business tremendously.
- Your existing customers, fans, interested individuals, and potential customers can join the group to show their support for your business.
- You can create a group page that contains information about your business, what your business is all about, contact information, and pricing information among other information related to your business.
- Every time that an individual joins the group, it will be placed on the users recent activity and news feed which allows all of their friends to view the fact that they have joined that group.
- This means that other individuals will be able to check out your group page and see what your business is about.
- Potentially, you could gain new customers and ultimately, you are spreading the word of your business.
- You can send invitations to Facebook members to join the group page and members of the group can also send invitations to their friends to join the group as well.

Ultimately, you are spreading the word of your business to thousands of people and you are doing it all pretty much effortlessly. Every time someone joins the group, all of their Facebook friends read that they have joined that group on their news feed. You are spreading the word of your business, building support, and potentially gaining new business.



## **Create an Application on Facebook for your Business**

As a business on Facebook, you are probably looking for all the ways possible that you could advertise your business on Facebook. Too much advertising is never enough, right? Well, there are all kinds of ways that you can advertise your business on Facebook. A lot of the time, the vast majority of these ways are overlooked. Facebook provides an extreme edge for businesses when it comes to advertising, marketing, and promoting their business because there are so many ways that you can do it. You can also reach an unheard of amount of people since the Facebook website has more than two hundred million active members and the popularity just continues to grow. One thing that you have probably never thought of is creating an application for your business.

### **How Creating an Application for your Business can Work:**

Creating an application for your business may seem like an awful lot of effort to put in to something that does not seem like it would be that beneficial to your business. But, creating applications on Facebook are extremely easy and Facebook memberships are free. So, what do you have to lose? Every method you can utilize on Facebook is worth it.

- You can create an application that supports your business in some form or another.
- You do not need to be a computer wiz in order to create an application on Facebook, because it is really simple.
- The type of application is up to you, just make it relevant to your business.
- Make the application fun and interesting.
- The application should promote your business.
- When you create an application, anyone on Facebook can use the application.
- Applications are one of the most popular items on Facebook.
- You can invite your Facebook friends to use your application.

### **Spread the word**

It may not seem like a very effective method, but it is a great way to promote your business. An application for your business would be fun and interesting and promote your business all at the same time. If a Facebook member uses your application, they will be aware of your business. If they enjoy it, they will become interested in your business. It is a great way to spread the word of your business, and a way to possibly gain potential customers. You will gain exposure for your business, which is good. The more people who know about your business is better. People who enjoy your application are likely to recommend it to a fellow Facebook friend and check out your Facebook profile.

## **Facebook can better your Business**

It is no secret that Facebook is an incredibly popular social networking website. The Facebook website has more than two hundred million active members and that number continues to grow everyday. With this type of popularity it is no wonder that so many businesses have flocked to join the Facebook community. The exposure that a business can get through Facebook is almost unbelievable. Besides that, it is free to become a member and businesses can use so many methods to promote, advertise, and market their business, all for free. If you are still wondering why so many businesses are taking to Facebook, then you must not understand the value of what was just stated. That is an incredible opportunity for any business, of any sort. Facebook is good for more than just that though when it comes to your business.

### **What else can Facebook do for your Business?**

Besides all of the incredible things that were mentioned previously, there are many more things that Facebook can do for a business. Facebook can take a small business and turn it in to a large business. This is not just because you can gain new customers on Facebook, or spread the word about your business on Facebook, but you can do bigger things on Facebook. Here is how:

- If you join Groups in the Facebook community that are relevant to your business, then you are able to meet similar businesses.
- You can meet other businesses in the same industry as you.
- There is the chance to meet merchandise companies, who you may want to work with and begin selling their products or items.
- You can meet peers in the same industry as yourself, and instead of becoming “competition” to each other, you can become closer.
- Businesses in the same industry as you can provide you with a lot of insight and suggestions that could help you boost your business and take your business to the next level.
- In other words, you can meet other businesses, merchandisers, meet peers, and build business relationships.
- You may build business relationships with these peers and take your business to the next level.
- You could end up joining forces with some of these other businesses and becoming highly successful.

### **Creating links**

Facebook is a great way to virtually rub elbows with business moguls in the same industry as yourself. You can join forces, become peers, work together, or just gain some insight in the field that could help you and your business out tremendously. The limits of what you can do with your business are nonexistent.

## Facebook Events and how they are Effective

We have all heard about the website known as Facebook, which has gained an astronomical amount of popularity. The social networking website known as Facebook is so popular that it has more than two hundred thousand members. The social networking website known as Facebook is so popular and offers so many different features to its members. The Facebook website not only provides users with a way to keep in touch and communicate, but it also allows members to utilize a feature known as the Facebook Event feature.

What is the Facebook Event Feature?

The Facebook event feature is a feature that allows members to construct an event notification. The way the program works is like one huge online event invitation. The event creator will go in to the event feature and input all of the information regarding the event. The information that the event creator will be allowed to include on the event invitation information include things like:

- The name of the Event
- The day of the event
- The time of the event
- Location of the event
- Reason/Purpose for the Event
- Who is responsible or in charge of the Event

The event feature on Facebook allows you to send the event notification out to all of your friends or select certain friends to send the event notification to. The event feature also includes an RSVP feature which allows your friends to select the following RSVP responses:

- Yes
- No
- Maybe

You will be provided with information on which friends responded to the event notification. The event feature will notify you with what friends selected yes to the invitation, which friends will be unable to attend the event, and which friends are unsure about whether or not they will be attending the event. The event feature on Facebook makes it incredibly easy to send out invitations. You do not have to worry about old fashioned invitations. No more filling out numerous invitations manually and licking envelopes and mailing the invitation out and waiting for RSVP responses.

This Facebook feature just requires you to make up one virtual event invitation and then send it out to your friends. You will not have to wait days to get a response for RSVP's because your friends will be able to RSVP to the event online and you will be provided with their response as soon as they select their answer to the event invitation. Throwing events has never been so simple.

## Facebook versus Twitter for Business

The social networking websites on the internet are incredibly popular. Utilizing the popularity of the social networking websites is a great way to grow your business. Business owners of all different sorts are capitalizing on the social networking website craze. Two of the most popular social networking websites on the internet today are Facebook and Twitter. If you are looking to take your business online to a social networking website, you may be torn between the two. Which social networking website will be the best website for your business? Will you see better results from Facebook or Twitter?

### Facebook versus Twitter:

Both websites are incredibly popular and can provide you with a boost in business in virtually no time at all. But, which website should you join?

Facebook:

- Facebook has well over 100 million registered members.
- Facebook has messaging features, status update features, comment features, and instant messaging features that do not require you to download anything.
- Facebook also allows you to create a full, in depth profile which allows you to create a “About” section for your business and upload photos. This means that you can give information about your business, upload photos of products, and include important information like prices and contact information.
- With Facebook, you can add friends, join causes, join groups, and become a fan of pages.
- You cannot add a large amount of friends at once or send a large amount of messages at one time.
- Numerous promotion tools
- You can leave your profile public so that anyone can view your page and information

Twitter:

- Twitter allows you to create a user profile, but it is not as in depth as Facebook.
- With Twitter, you have to “follow” an individual before you can read their updates.
- Twitter allows you to add as many friends as you wish at one time
- Twitter allows you to update your status as many times as you would like, but so does Facebook.
- There are not as many promotion tools and opportunities as there are on Facebook.

To conclude the debate, if you are trying to decide whether joining Facebook or Twitter would be best for your business, then Facebook wins the match hands down. Facebook may seem a little more complicated than Twitter, but this is only because there is much more to Facebook. This means that there are more opportunities with Facebook. Facebook is the best option for businesses who are looking to jump on the bandwagon and take their business to the social networking websites.

## **Gain Fans of your Business on Facebook**

Facebook is one of the most popular social networking websites on the internet today. With more than two hundred million registered users who maintain an active account status, it is no wonder why businesses are taking their business to Facebook. The idea of bringing your business to Facebook is brilliant. There is no other way to reach an audience as massive as the audience on Facebook. With an audience that large, there is no way that you can lose. Facebook is a great way to spread the word about your business. The more people who know about your business, then the more business you are likely to gain.

### **How can Facebook help my Business?**

First of all, bringing your business to the Facebook community can only help your business. You have absolutely nothing to lose. Registration is free and there is an astonishing amount of people who are located all over the globe that you can spread the word to about your business. Facebook is like a chain reaction for your business. The “Become a Fan” tool is exactly a chain reaction on the Facebook community and here is how it works:

- You need to create a page for your business on the Facebook website.
- When you go to register for an account with Facebook, do not register as an individual. You will see a link that says registration for celebrities, bands, and businesses. You will need to register under that form.
- When you register using that registration, you are automatically supplied with a different type of Facebook page. People are allowed to “Become a Fan” of your page. For instance, if you were a celebrity, people could become a fan of yours. People will be able to become a fan of your business, products, services, or items.
- You will need to gain friends on Facebook. Encourage your existing customers to add you on Facebook and “Become a Fan” of your page.
- The chain reaction starts here. Every time that someone becomes a fan of your page, it is automatically put on their news feed, which means that all of their Facebook friends see that.
- Friends are influential, so some of their friends are likely to check out your page and become a fan as well.
- You will gain fans, gain business, and spread the word all through this one method.
- This is because every time someone clicks “become a fan” it will be put on their recent activity and news feed, and all of their friends will be able to read that. This will gain other fans and spread the word about your business. One person can click “become a fan”, but their entire friend list will be able to read it. That is an extreme amount of exposure in just one click.

### **How adding friends on Facebook can help your Business**

As we all know, the social networking website known as Facebook has taken the internet by storm. The Facebook website is one of the most popular social networking websites on the internet today. The Facebook website has more than two hundred million active members who

are located all over the globe. Taking your business to the Facebook website is a brilliant way to spread the word about your business. In the past, we have been able to spread the word about our business but we have only been able to spread it so far. With Facebook, spreading the word about your business can be spread all around the world because there are global Facebook members. Something as simple as adding one friend on Facebook can spread the word to more than just that friend.

### **How can adding a friend spread the word about my business?**

It may seem too good to be true, but it isn't. There is no need to pinch yourself, because you are not dreaming. It is possible to spread the word to a lot of people at once, just by adding one friend to your Facebook page. Here is how it works:

- Once you create a Facebook page for your business, you will need to add a friend. You will probably start out adding someone you know.
- You may think that adding that one friend just means that you have one friend.
- Technically, it does. If you add one friend, then you do only have one friend. But the word of your business is spread to all of the friends of that one friend that you just became friends with.
- We should thank Facebook for the recent activity updates/news feed of friends because it is brilliant when you are looking to spread the word about your business.
- If you add one single friend, but that one single friend has hundreds of friends on Facebook, then every single one of those hundreds of friends will be notified that your one friend became friends with you.
- Facebook is influential. The activity on Facebook of friends influences other friends, and they do the same.
- If you add one friend with four hundred friends, and one of those four hundred friends sees that their friend became friends with you, then they may decide to add you. Four hundred people will read that your business and John Doe became friends.
- If one of those four hundred friends reads that recent activity and then decides to add you as well, and they have two hundred friends, then their two hundred friends will read that activity.
- This means that you will have a total of two friends, but a total of six hundred people will have read about "so and so and your business became friends." That is a massive amount of exposure by just adding two friends on Facebook.

### **How Facebook can be used in Viral Marketing**

If you have not heard about the social network website known as Facebook, then you are behind on the times. Facebook is one of the world's most popular social networking websites today. There are more than two hundred million active Facebook members and the Facebook website just keeps on growing each and every day. With a website like Facebook who is a social networking website who has achieved an astonishing amount of success, it is no wonder that business and brands want to do advertising on the Facebook website. Viral marketing can be used on the Facebook website and here is how it can be used.

### **How Viral Marketing can be used on Facebook:**

The whole concept behind viral marketing is to be done on a social network that already exists. Obviously, the Facebook website is a social networking website that not only already exists but also has a tremendous amount of members. It is one of the most popular and most successful social networking websites on the internet today. Viral marketing can easily be used on the Facebook website.

The purpose of viral marketing is to increase awareness or sales of an item, brand, product, or business among various other things. Here are the common ways that viral marketing schemes are conducted:

- Flash Games, such as interactive games
- Images
- Videos
- Advertisement Games
- Text messages on cell phones

These are some of the most common ways that viral marketing schemes are conducted. With these being the most common and most popular forms of viral marketing, it is easy to see how viral marketing could easily be done on the social networking website known as Facebook. It is an advertising and marketing method used by all sorts of different brands, companies, businesses, products, and so on through an already existing social networking web site.

### **Viral Marketing is easy**

Facebook features all different sorts of options to their members, so it would be incredibly easy for viral marketing to be used on the Facebook website. For instance, a lot of the applications on the Facebook website are interactive flash games. There are also various different videos on the Facebook website.

The purpose of viral marketing is to promote and market a particular item, which the item can vary. It can be a brand, product, item, business, etc. But this type of marketing is done in order to achieve some sort of marketing and promoting scheme, achieve an increase in sales, and achieve awareness of whatever the item is that happens to be advertised or promoted through viral marketing.

### **How Facebook can expand your Business**

As a business owner, you are constantly looking for ways to make your business bigger and better. You always want your business to be successful and to continue growing. In order to expand the horizons of your business, you are always looking for the next big thing to take your business to the next level. A great way to do this is to take your business to the internet, but not just the internet, take your business to the social networking website known as Facebook. Facebook is one of the most popular social networking websites on the World Wide Web today with more than two hundred million active users from all over the globe.

### **How can joining the social networking website “Facebook” better my business?**

The Facebook website is a social networking website. This website has taken the internet by storm. There are more than two hundred million active Facebook members who are located all over the globe. Where else can you get that level of exposure for your business? There are no boundaries for your success when it comes to taking your business to Facebook. Here is how Facebook can build your business:

- Build a Facebook profile for your business. On your profile you can use your “About” section to introduce your business and to give viewers a idea of what your business is about.
- Your Facebook profile will allow you to upload extensive amount of pictures. This will allow you to display your business name/logo, a picture of your physical store, and take pictures of your items or products.
- You can create albums, which could be useful for new merchandise. For instance, when you receive new products you can upload photos of all the new goodies and create an album just for your new items.
- If you have sale items or discount items, you can place them in an album all of their own. You can use the caption of the photo to display regular price, and what the price has been reduced to.
- Facebook allows you to update your status. This means you can update your friends and page viewers of new merchandise, sales or discounts, or promotions.
- You can use Facebook as a “refer a friend” method. Tell your existing friends that if they refer a friend to add you to Facebook, that you will reward them with some sort of discount.
- Your Facebook friends could make purchases through your Facebook profile. For example, tell friends they can send you a message on Facebook with the subject of “order.” Tell them to make the body of the message contain product number, quantity, and color and other product information. Your customers can paypal their total amount due, send checks, or money orders to your business.
- You can also display contact information on your Facebook profile such as physical business address and your business phone number. This will allow potential customers to validate your business.

## **Why you should use Facebook for Business**

If you have a business of any kind, chances are that you are constantly up for gaining new customers. New customers mean more business, and more business means that both you and your business will be doing well. You have probably tried to gain new business through various different efforts such as posters, flyers, refer a friend programs, and by offering sales and discounts. Unfortunately, these are worn out efforts. They do work, but you need to find a way to put a new, trendy twist on them that makes them much more effective. Facebook for business is a great way to grow your business.

## **Why Facebook is good for Business:**

Think about it: Why wouldn't Facebook be good for your business? Advertising locally where your business is and in close surrounding areas only gets to those individuals in those areas. Using the internet, especially an incredibly popular social network website like Facebook



provides you with the opportunity to gain business from individuals from all over the world. You can advertise to anyone, anywhere. Here are some of the ways Facebook is good for business:

- Facebook is good for business because you can create a profile for your business which will work as an online billboard, an online store, and an online “refer a friend” program all in one simple profile.
- Signing up for a Facebook profile is absolutely free so you have absolutely nothing to lose, and the opportunity to gain a lot.
- You can update your status which can inform anyone who looks at your page about sales, discounts, new products, and other special deals that you may be offering.
- You can update your status when you have new services or features.
- You can upload pictures of your new products, items, or other pictures that have to do with your business.
- You can begin taking orders online, which expands your business. Your boundaries of growth and expanding are limitless.
- You can join groups, causes, add friends, send messages, and become a fan of things in order to get your profile out and about on the Facebook network.

The great thing about Facebook is that with every friend you add, you are opening the door to new friends, spreading the word, and gaining exposure. This is because each friend you add has friends added on their Facebook. Provide a status update that informs your friends that if they refer their Facebook friends to your profile or urge their friends to add your profile as a friend that you will provide them with a discount. Facebook is huge already, and it is growing larger each and every day, why not let your business grow with it? You have absolutely nothing to lose, and the ability to gain a lot.

### **How Secure is Facebook?**

Since the popularity of the internet has continued to grow, so have the news reports and stories about security on the internet. It seems like we are constantly hearing about internet predators, identity theft, phishing, and hacking. Each time that we get on the internet the thought is always lingering in the back of our minds, is this website secure? This very question is a question that is not just lingering in the back of our minds, it is being asked when it comes to the popular social website known as Facebook. How secure is Facebook?

### **How secure is the Facebook website?**

It would be nice to say that Facebook is a completely secure website that you should have no worries about; however, this is not the case. Facebook is not a completely insecure sight though. The advancements in technology have allowed the security of Facebook to be increased. There have been numerous breaches in Facebook security in the past, and here are some of the ways that security has been altered:

- Facebook security has been hindered through phishing scandals. Phishing is the fraudulent activity of a third party posing to be the Facebook website. The reason behind these “phishing scandals” is to gain personal information such as email addresses, passwords, and other personal information.

- Facebook security has also been hindered through hacking efforts of virtual criminals who hack in to the Facebook accounts of Facebook members. This is also an effort to gain access to personal information.
- The Facebook website has also suffered from other security issues such as identity theft and internet predators.

Every time that the Facebook security team notices a scandal occurring, they are quick to fix the problem. The Facebook website has implemented numerous different security features in order to lessen the amount of security issues on the website. This is not to say that security can not be breached at all, but the chances are not as high.

### **How to avoid being a Victim:**

The ways to avoid being a victim of these fraudulent activities are simple, and may be common sense to a lot of us. But here are some great ways to avoid being a victim of security scandals.

- Do not place any personal information on your Facebook profile.
- Do not share any bank information or credit card information on the Facebook website.
- Utilize your own security options on Facebook. For instance, make your Facebook profile private.
- Do not add every individual you receive a friend request from.
- Avoid sharing passwords of any kind on the Facebook website.

### **How to Promote your Facebook Page**

Alright, you have finally jumped on the bandwagon and created a Facebook page. You are looking to make your Facebook page much more popular and well known, but how do you do that? You want to spread the word of your Facebook page. There are ways to grow the popularity of your Facebook page, but you have to go about it in the right way. The best way to do this is to promote your Facebook page. There are numerous ways that you can promote your Facebook page, and promoting your Facebook page is the best way to spread the word of your page, increase the popularity of your page, and gain more friends on Facebook.

### **How to Promote your Facebook Page:**

If you are interested in promoting your Facebook page, then you are probably wondering the best ways to go about doing so. Here you will find some of the best ways to promote your Facebook page. Some of the most effective ways of promoting your Facebook page are:

- Leave your Facebook page public so that there are no restrictions as to who can view your page.
- Join groups, causes, and “become a fan” of pages. This is a great way to get your Facebook page out there. The more active you are on Facebook, the more active your Facebook page will become.
- Add your friends, your family members, co-workers, and classmates. Encourage each and everyone of them to spread the word about your Facebook page to their Facebook friends.

- Add Facebook members who live in the same area as you or in close surrounding areas.
- Add Facebook members who are also members of causes and groups that you have joined or add Facebook members who have “became a fan” of the same things you have “became a fan” of.
- If your Facebook page is geared toward a certain thing, add Facebook members who share an interest in that particular thing.
- You can post comments on your friends’ Facebook pages, on the pages for causes and groups that you have joined, and on the “become a fan” pages that you have become a fan of. Post comments on all of these pages advertising your Facebook page. Provide the link to your Facebook and a brief, but catchy message in the comment about your Facebook page.

By using these strategies, promoting your Facebook page is simple. You will notice an increase in your Facebook page popularity in virtually no time at all. It should be no surprise though, you are promoting on the world’s largest virtual billboard.

## **Invite Friends to your Facebook page**

A great way to boost your business is to use Facebook. Many businesses are picking up on the extremely successful method. Facebook has helped an enormous amount of businesses grow and expand beyond belief. Of course, it is not so hard to believe when you think of all the ways that you can promote your business on the Facebook website. After all, the Facebook website has more than two hundred million active members and the website just continues to grow. A great way that you can help your business on Facebook is to invite friends to Facebook.

### **How inviting friends to Facebook can help business**

There are numerous different ways that you can do this and allow it to help your business. If you have a physical business location, make sure that you inform your customers of your physical business location about your Facebook page. The next way that you can go about this is to encourage all of your current Facebook friends to invite their friends to your Facebook page. This would work in a “refer a friend” sort of method. These sorts of methods would be beneficial to your business because of these reasons:

- Sometimes people over look the activity of their friends on Facebook.
- People are more influenced by their friends. If a friend actually recommends that they check out your Facebook page, then they are more likely to do so.
- If you have an email list for your business, send out emails to your email list and inform them about your Facebook page.
- Provide incentive to customers about referring friends to your Facebook page. For instance, offer a discount of some sort or free shipping. You could even throw in a small gift for referring the friend.
- Encourage customers and friends to refer other people to your Facebook page that are not already aware of your business.
- There is an invite friend to Facebook option on Facebook. You, yourself can send an email to someone inviting them to join the Facebook community and even add a

- personal message informing them to check out your Facebook profile if they join.
- The more people that are on Facebook, then the more people that you can reach. This means there is more potential for more customers.

### **It's a whole new world**

It is a simple way to boost your business and to give encouragement and incentive to Facebook friends and customers. You will be amazed at how well this will work for your Facebook page. People become extremely involved in incentive programs, so be prepared to see a whole new crowd of fresh faces on your Facebook profile.

### **Join Groups on Facebook that are Relevant to your Business**

We all know that the social networking website known as Facebook is incredible for business. There are so many different tools and features on Facebook that allow you to promote, market, advertise, and spread the word of your business. There are so many things on Facebook that you can do to achieve all of these things, but there are so many other things that you can do as well that are so commonly overlooked by businesses who are using Facebook. For instance, joining groups is a great way to spread the word of your business.

That may seem a little confusing at first, because you would probably be thinking "Shouldn't I build a group page for my business instead of joining other groups?" To answer that, creating a group page for your own business is fine, but joining groups that are relevant to your business is a great way to get your business out there.

### **Why join groups on Facebook that are similar to my business and how can it be helpful?**

Alright, it may seem a little backwards at first but in the end it will all come together and you will see how this is helpful to your business. Let's imagine that your business is something that has to do with children. Here is where joining groups is helpful to business:

- If your business is something to do with children, such as a children boutique, then join groups that are relevant to children.
- For instance, join groups for mothers, join children's rights groups, or join new mothers groups.
- Join groups that have to do with children.
- You may not want to join groups of competitors, such as other children boutiques.
- Joining groups that are relevant to what your business is about is a way of spreading the word about your business.
- Not only does it spread the word of your business, but it spreads the word of your business to Facebook members who would actually be interested in your business.
- For instance, an individual with no children on Facebook would have no interest in a children's boutique.
- Groups that are related to what your business is all about is a great way to spread the word to Facebook users who will actually care.

- You will be spreading the word to an audience that would like to listen.

### **You can spread the word!**

You will be spreading the word of your business, and getting your business out there. Each time a new friend is made through one of these groups that you have joined, then their friends on their Facebook page will be alerted, which ultimately is likely to have other mothers or fathers on their friends list.

## **The Advantages and Disadvantages of Facebook**

By now you have probably heard about the website known as Facebook. Facebook is one of the most popular websites from the social network website craze that has come upon us recently. These social network websites have been gaining popularity over the past couple years and are now some of the most popular websites on the World Wide Web. One of the most common social network websites among us today is called Facebook.

### **What is Facebook?**

Facebook is a website that was created as a social networking website. The Facebook website allows you to sign up for a membership for free and create your own profile on the website. With the Facebook website, you create your own profile and join a local network. For instance, you can join the network of the location that you are residing or you can join the network of your school or college. You can then add friends to your page and communicate through numerous different methods on the Facebook website.

### **Advantages of Facebook:**

- Facebook provides a way to keep in touch or reconnect with friends, family members, and fellow classmates.
- Facebook also provides you with the opportunity to meet new people.
- Besides communicating with others, you can browse celebrity and business profiles.
- Facebook features a “Become a Fan” option that allows you to become a fan of things you love, like, enjoy, and support.
- You can join numerous different causes and benefits, which can help make a positive impact.
- Facebook offers thousands of “applications” of all different types which allow you to beat boredom. These applications allow you to play games and send virtual gifts to fellow Facebook friends among numerous other things.
- Facebook allows you to update your status, which allows all of your Facebook friends to see. When your friends update their status, you will be able to see their new status as well. You can comment on the status or select the “like” feature.
- You can also send private messages through your Facebook inbox, communicate through an instant messaging system that does not require downloading, and upload your own pictures as well as view the pictures of others.

## **Disadvantages of Facebook:**

- It is important to remember that photos, comments, and status updates are viewable to other individuals. You can choose to make your profile private which means that only your friends can view your profile. Your friends will be able to view these items.
- The information, photos, and other content that you place on your Facebook profile is viewable by your friends if your page is private or viewable by anyone if you choose to leave your profile public. It is important to remember not to put anything on your profile that you do not want some people to see.
- You can meet new people in Facebook. This can be a pro or a con. This is not always safe, so it is important to be safe while meeting new people on Facebook.
- Do not place personal information such as your phone number, address, or any other personal information on your Facebook profile because you could end up being harassed, stalked, or have your identity stolen.

## **Use Facebook Notes for your Business**

Becoming a member of Facebook and creating a Facebook page for your business is an incredible business move on your part. A Facebook page for your business alone is a great way to increase your business, but there is so much more to Facebook. A Facebook page for your business is just the beginning. There are so many tools, features, and options that you can use to promote and advertise your business. One of the great features on Facebook that can truly help your business is the notes feature. The notes feature on Facebook is often overlooked, but it can honestly help your business significantly.

### **How can Facebook Notes help my Business?**

Before all of these social networking websites were created and blew up in popularity, blogging websites were extremely popular. Blogging is still incredibly popular and social networking websites kind of stemmed off of that. Facebook is a social networking website. It is extremely popular with more than two hundred million active members and it has so many social features. Facebook Notes is similar to blogging, and you have probably never even thought of using it for your business. Here are some of the great things Facebook notes is good for when it comes to your business:

- Using Facebook notes is like blogging. You may think that blogging is a waste of time, but it isn't.
- Facebook users are members of the website for social reasons, when a business adds them they think that you are strictly trying to buy their business.
- A Facebook member is more responsive to businesses that goes beyond trying to buy business and exposure and actually becomes social on the website.
- Facebook notes is a great way to do this. It shows that you are a business, but you are also actively using the Facebook website and not just using it as a billboard.

- Use Facebook notes to update your friends and readers on what is going on with your business.
- Post notes about how you appreciate their business, interest, kind words, support, and their Facebook friendship.
- Notes can inform readers about sales, promotions, discounts, new merchandise, and other important business information.
- You can use Facebook notes to create online contests of some sort where the winner gets rewarded in some way, like a discount.
- Use Facebook notes to interact with your Facebook friends and readers. Let them send their input back to you by replying to the note. Ask what they would like to see, what they think you could improve on, or what they like about your business.
- Communicating and interacting with your Facebook friends is crucial to your business success on Facebook. It lets your Facebook friends know that you are genuine and that they do matter.

## **Using Facebook in Marketing**

If you are looking for a new way to market your business, product, or some other item then marketing on Facebook could be just the fresh, new marketing method that you were looking for. The Facebook website is a social networking website that has a multi million amount of registered users and the website just continues to keep on growing in popularity. There are new members joining the Facebook website each and every day. Marketing on Facebook is a great way to spread the word quickly, easily, and spread it to a large audience in a matter of no time.

### **Getting Started on Facebook:**

Marketing on Facebook is easy and it is a great way to market virtually anything. Here are the steps that you need to follow in order to start marketing on Facebook:

- You need to have a valid email address before you can sign up on Facebook.
- Visit the Facebook website
- Sign up for a new membership
- Your email will be your key to signing in, and you will have to create a password. You will have to enter your email and password in each time you want to sign in to your Facebook profile.
- Create a profile for your business, product, or other item.

### **How to Market on Facebook and why it Works:**

Marketing on Facebook is the common new trend. This is because social networks, like Facebook have taken the world by storm. Facebook is said to have over two hundred million registered users, and the website just continues to grow. How else can you reach an audience that large? The internet provides you with the largest audience available, so you should take advantage of that opportunity and utilize it to the fullest.

Once you have created a profile on Facebook for your business, product, or other item that you are marketing, you will need to spruce up your profile. Put information on your profile about your business, item, or product. Upload pictures of your products or items and list pricing and contact information. Once you have done this, begin joining groups, causes, and adding friends. Be a social butterfly on the Facebook network. This is the key to marketing your products, business, or items.

You also want to provide promotional events on your Facebook profile. For instance, provide some kind of discount or reward to individuals when they refer a friend or they say that they discovered your business, products, or items on Facebook. You can keep everyone “in the know” about your business, products, or items by updating your status. You can update about new services and features, sales, discounts, new products, and other information. Keep your Facebook profile public so that everyone can view your page.

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## **Using the Beacon Advertisement System on Facebook**

If you are looking for ways to advertise and promote your business using Facebook, then you are making a smart business decision. Advertising and promoting your business on Facebook is incredibly helpful to business because Facebook has more than two hundred million active users on the website. If you are looking for ways to advertise and promote your business on Facebook then you should try using the Facebook Beacon advertisement system. Here is how the Facebook Beacon advertising system can help you:

### **What is the Facebook Beacon Advertising System?**

The Facebook Beacon advertising system is a form of advertising on Facebook from a third party website. This is how it works:

- You sign up for Facebook Beacon Advertising to advertise your business.
- Advertisements will be placed on the Facebook website.
- If a Facebook user chooses to take part in the advertisement, such as visiting your business website and make a purchase or participate in your business in some other shape or form then there will be an option for the Facebook user to post this participation in your business on their Facebook page.
- This means that their participation in your business will end up on the news feeds of each and everyone of their Facebook friends.
- However, one thing that you must be aware of when using Facebook Beacon advertising is that posting the participation in your business to their news feed on their Facebook page has become optional now and not mandatory.

When Facebook Beacon advertising was first introduced on the Facebook website, the news feed of the Facebook user’s participation in a business was automatically done. However, a lot of members found this to be an invasion of privacy when it came to participating in some businesses, such as businesses that they would rather keep their interest or participation in

personal. Due to this privacy controversy, it is now the decision of the Facebook user whether or not they want to post the activity to their news feed.

Nonetheless, there are two hundred million active Facebook users located all around the globe. Your advertisements will be seen by an astronomical amount of viewers, which spreads the word of your business regardless. You are bound to gain business with that alone. Users who do participate through the beacon advertisement do have the option to post the activity to their news feed, so you do not have to worry that everyone will choose not to post the participation to their news feed.