

The 25 Timeless Facebook Marketing Strategies  
Every Entrepreneur Must Know

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Remember the **8** Core Facebook Marketing Goals

Build Brand Awareness

Make Your Page an Outpost for Content

Give Your Page a Human Touch

Create 2-Way Dialogues

Encourage Word of Mouth Advocacy

Mix Up Your Page Promotion

Create Consistent Call-to-Actions

Manage Expectations

## Build Brand Awareness

### #1: Create an Inviting Welcome Tab

**QUICK TIP:** Don't forget to add "Click the LIKE button" on your Welcome Tab. Also, adding video and a short introduction about you or your company on your new tab will go a long way for a new visitor.

**HOT LINK:** Here's an article to help you use FBML:  
<http://www.SocialMediaExaminer.com/how-to-customize-your-facebook-page-using-static-fbml/>

## #2: Optimize Your “About” Box Under Your Profile Image

**QUICK TIP:** Consider changing this copy as you create new promotions. Also, don't forget to add your website URL in this box, but make sure to include “http://” to make it a live link!

## #3: Maximize Your Share Box Real Estate

**QUICK TIP:** Don't forget that the “Share Box” pulls information that is auto-fed with a portion of the information on your Page's Info Tab. Make that copy count!

## #4: Upload Videos to Your Facebook Page

**QUICK TIP:** Each time you upload a video directly to Facebook using the Facebook Video Tab, any non-fans who see your video will be able to LIKE your Page directly from a button that will appear on your video. This is great viral opportunity for exposure.

## Make Your Page an Outpost for Content

### #5: Create Fan-Only Content

**QUICK TIP:** To entice non-fans, show them what they're missing by hiding some of the good content until they LIKE your page.

**HOT LINK:** Here's a link to better explain how to create the tab for Fan-Only Content: <http://www.SocialMediaExaminer.com/how-to-create-fan-only-facebook-content/>

### #6: Pull Your Blog Into Your Facebook Page

**QUICK TIP:** To pull your blog content into your Facebook Page, I suggest the Networked Blogs App.

**HOT LINK:** Here's the link to the App: <http://Apps.Facebook.com/blognetworks/index.php>

## #7: Take Advantage of Content Syndication

**QUICK TIP:** There are so many ways you can deliver your content. So you don't get bored with creating content, mix it up! Try videos on Youtube, podcasts, written blogs, video blogs (vlogs), articles, and transcriptions of interviews. And spread your content around to make sure it goes viral.

## Give Your Page a Human Touch

### #8: Talk To Your Fans As Friends

**QUICK TIP:** Always use first names when addressing your fans who post on your wall and keep the conversations casual and pitch free (most of the time!).

### #9: Identify Yourself In Your Posts

**QUICK TIP:** When the admins of your page sign their names to a post, it makes it much more personal. Try it and I am sure you will see even greater engagement from your fans. Remember, no one likes talking to a "brand."

### #10: Include Page Admins' Photos And Bios on A Custom Tab

**QUICK TIP:** Let your fans see who is behind your Facebook posts. It's ok to show your personality on your Facebook Page!

**HOT LINK:** Here's an example of a Facebook Page tab to introduce admins:  
[http://www.Facebook.com/smexaminer?v=app\\_6009294086](http://www.Facebook.com/smexaminer?v=app_6009294086)

## Create 2-Way Dialogues

### #11: Optimize Your Newsfeed

**QUICK TIP:** Remember that the formula for your posts' success comes down to "affinity, edge and decay". Remember to put the question in your post first and mix things up with fill in the blank posts now and then. Also, keep your posts conversational.

## #12: Make it About Them, Not About You

**QUICK TIP:** Your posts do not always need to be about your brand, product or service. People LOVE to talk about themselves, so throw in a few fun, interesting posts and questions to get your fans talking.

**HOT LINK:** Here's a great example of a site that does this well. Follow them for a while and you can learn a lot about 2-way dialogues:  
<http://www.Facebook.com/Zappos>

## #13: Keep it Short

**QUICK TIP:** Think in terms of headlines when you are posting. Your goal is to catch your prospects attention and get them to engage. The more concise the post, the greater chances you will catch their eye.