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How Facebook page helps you to raise brand awareness by Puneet Gupta

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When Facebook redesigned Pages in February 2011 one of the features it implemented was the ability for administrators to use Facebook â€˜asâ€™ their Page, providing access to additional tools and allowing admins to interact and engage in Facebook as their brand.

The benefits of doing this include:

â€¢ Easy access to Page metrics, including new fans, activity, Likes and comments

â€¢ Personalized Page News Feed

â€¢ Page Events

â€¢ Engagement with other Pages, raising brand awareness around Facebook and driving visitors and new Likes

Facebook for business

Any business, big or small, should consider Facebook advertising. Itâ€™s a great opportunity for a company to make online sales, get a following around the brand, create a platform where customers can discuss the products and, when done successfully, let people spread the word about the qualities of the product.

Many of companiesâ€™ potential customers are there on facebbok. Therefore all companies should have a Facebook page where they can interact with their customers. No other advertising channel can compete with it.

When creating a Facebook business strategy or facebook campaigns, itâ€™s important to think what you want to achieve. Is your goal to make ads and drive traffic to your website or do you want to drive traffic to a Facebook fan page where visitors can â€œlikeâ€• what you do?

Many businesses benefit from both, so perhaps a combination is the best choice.

Online Sales

This is a most simple way to advertise your business on Facebook. You make traditional external-website ads and when someone clicks it, he or she is directed to your web page where a purchase or sign-up can be made.

This way of using Facebook for business advertising has been very successful for many companies. What is important to remember is that â€œliking thingsâ€• is the backbone of this entire network.

Attracting Likes

Businesses may get better results even while advertising a product or service by first sending visitors to a fan page where they have to like the page to see the offer. After that, they can click out to the web page to make a purchase.

By doing advertising this way one can combine brand awareness with sales.

At times a reason for many businesses for being on Facebook is just to get a fan base and not to make online sales. It might be a physical shop, say, a restaurant, a clothing store or any company thatâ€™s on Facebook primarily to raise brand awareness.

In that case, ads directly to the website may not be the good choice. Instead you want people to like your Facebook fan page where you can talk to them, run contests, arrange polls or other activities your customers want to engage in.

The goal is to have active fans who spread the word about you to their friends, which in the end can be profitable for any business as it creates brand awareness.

Facebook Marketing for Small Businesses

Contrary to what many people believe, online-business marketing on Facebook benefits small, traditional retailers the most. Small businesses offer unique products or services to a smaller range of customers and Facebook marketing provides an excellent opportunity to reach the exact target audience with a personal approach.

To succeed in small-business marketing on Facebook you donâ€™t need to run a modern IT company. One benefit with Internet marketing for small business is that it allows you to compete with larger corporations as well.

Setting up a Facebook Page is easy but to maximize its potential for brand visibility requires constant updating and testing. Some of the things one needs to keep in mind are:

1. Create a Vanity URL for Your Facebook Page

The easiest yet most important is to create a vanity URL for your brand page. You will need to have at least 25 fans before you are able to claim a username for your page.

2. Add Special Announcement to Profile Image and Photo Strip

Profile picture and photo strip are still by far, the most visible area in a Facebook Page. Input special messages such as visit a particular tab for promo details. One can also add products, brand testimonials or social media contacts so that fans can spot them instantly.

3. Important Tabs Should be Visible to Fans all the time

When people visit your Facebook Page without logging in, most of the page tabs should be visible to them

4. Optimize Your â€˜Aboutâ€™ Section with Clickable Links

Although each Facebook page is given 255 characters limit for its â€˜Aboutâ€™ section, but the first 78 characters are critical because those are showing up partially at your sidebar before visitors need to click â€˜Moreâ€™ to read the rest. Thus, make sure the most important info or links are displayed ahead o your message.

5. Enhance Custom Tabs for Brand Visibility

A page with clearly defined, eye-catching custom tabs has slight edge over those that do not. A sophisticated tab can be simple, as long the brand info is delivered and participation from fans is achieved.

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The author of this article is Puneet Gupta and He is an internet marketer and has strong passion about a digital marketing strategies and a Social marketing.

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