5 Ways to Run Your Fans Page on Facebook in the Soil by Winny Aliangan

Article published on November 28th 2011 | Internet Business

I was reading a forum post today and saw a complaint from a dissatisfied customer of a company. The person who flew with an airline, lost baggage, customer service was really bad and finally visited his Facebook fans page and rant there.

To make matters worse, people treated him very badly, really nasty posting comments etc.

It was a very bad experience for the individual and is not a way to run a fan page on Facebook fans.

1. Has no image, information, link to your blog / business

This is the biggest problem in all the social sites I've used. It is one of the top 10 reasons why you lose Twitter followers to Facebook fans, why be different.

Depending on the purpose of your page, there are different images that can be used. If the page is about you, you should put your photo on it. If it's a Facebook fans page for your business, you can put your company logo. If this is a page of your blog you can crop a portion of its head and use it as the photo of the page (if you do not have a logo and do not want your image).

You should have a section full of information in. You should tell people what the page is about. Not everyone will find your page after having visited your blog. If a friend suggested an individual page, and he / she will check it out, which is the first encounter with your business. Be sure to tell visitors about all that the page is about.

2. Never visit your fan page on Facebook

Yes, some people create a page and I think that's the only thing to do. Well, people will come not only as your page. So, or visit their website and indeed its management, or is it better start spending some money on Facebook fans ads.

You work in marketing your blog / website / company? Well, the same goes for your fan page on Facebook fans. This is an extension of your business and should be treated as such.

3. Not responding to anyone on your page

Are you trying to make money online? Who's going to make money? People! So you need as many people as you can get. They need to see your offer and hopefully buy.

How will you get them to do what you want? Do be thankful for. Help with what ever they need. Communicate with them and show them attention.

Reply to all messages, links and questions on your page. It's your page and is the one to make it interesting and alive.

4. That post links only, no interaction

If after only links to your blog again, which could also delete your page. The reading your blog and know what is in it, so why do they like your page. New people that run it and see a wall full of links and most likely will not like the page.

The easiest way to start interacting with their fans is the publication of a once in a while. You can do every day, several times a day or every few days. Up to you. This is a great way to get feedback from the people making them simple questions.

5. That post links that are not related to your niche than you ever

You should post links than yours, but if your page is about women's clothing, post a link to "how to find fresh tires for your Camaro" does not really work for their fans.

You need to keep an "issue" on the page as he does in his blog. Of course, you should post relevant links to help its fans, but there's a reason why they like the page - they want specific information.

Article Source:
http://www.articleside.com/internet-business-articles/5-ways-to-run-your-fans-page-on-facebook-in-the-soil.htm - Article Side

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Article Keywords:
facebook fans, facebook likes, get facebook fans

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