# Customize Your Facebook Fan Page Design â€“ Part 2

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With the evolvement of Internet, online marketing has been phenomenal for business world. It has been made drastic changes in activities that are done by businessmen to promote their services or products. Social media marketing and social networking are two most important online marketing activities which are very helpful for businessmen to expand their business horizon throughout the world in a short duration. As itâ€™s not hidden the fact that Facebook is one of the best and popular social networking platform which provide great support to businessmen for marketing their products over the Internet. It has many features to promote business and marketing activities. Facebook fan page is one of the most exciting features of Facebook that are used by businessmen in these days.

Anyone can create and design custom Facebook fan page according to their business as well as marketing needs and requirements. Design of fan page should be custom and unique so that it could be attracted more visitors among which maximum could be turned potential customers for your business. In the previous article, we have emphasized the importance of landing pages and the processes involves in creating these pages. After creation of landing page, you have to integrate FBML application. After its integration, add an appropriate title that is best suited for your page like Welcome or your site or blog name you prefer. In FBML part, you have to just add following code:

If you want to add link to the image just add the following code

src=â€•http://yourwebsite.com/FB/imagename.jpgâ€•>

Text can also be used just after the image with some HTML tags like h1, h2 which has already done in designing landing page of Facebook fan page. After finishing the changes as per your requirements, you will able to see a new tab with the title you have written. After clicking this tab, you will see the image that you have uploaded in the page. Now, default setting can be made for the new page you have just created and locate wall settings.

After creating new landing page, the other most exciting features that are useful for businessmen to add subscriber form to fan page. For this, you can use feedburner to manage your feeds. It can be done conveniently by adding subscriber form to your fan page by getting the code under the Subscription management which you will get in your feedburner account. If you want to track your visitors of Facebook fan page, you can add Google Analytics which is free service provided by Google.

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