Why Should Have a Facebook Fans Page and a Group by Winny Aliangan

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As the owner of a home based business, online marketing, small business owners, or other professional, may not have much influence on big brand companies with the ability to generate millions of fans with minimal effort using a fan page Facebook fans. So, here are some good reasons why and how you can use both a Facebook fans page and a Facebook group to build your business and your brand.

If you are a sole trader, it is best to create a profile page for your business that is separate from your personal profile page. Having separate profiles has its advantages. For example, two profiles can be set as the administrator of your group (s), so you have two ways to access your group must have an account suspended for some reason. Of course, we know that Facebook is a social network and intend to keep it as such. However, companies are encouraged to create fan pages where you can advertise and market products and services.

A Facebook fan page offers more versatility and is more customizable than a regular profile page. Not only can you use to market their products or services but can also provide valuable information to your potential customers and provide excellent customer service. Perhaps the biggest advantage of a fan page is that you can have an unlimited number of followers / customers / potential customers. This is a great place to build the much-acclaimed e-mail "list." If done correctly the commercialization of Facebook fans, you can build a large database of fans and a good income as a result.

To really get the most out of Facebook marketing, however, you must have a Facebook group where you can also share content and interact with like-minded people. By managing their own group, have more control over what content can be shared and allow others to share, too. Most Facebook fans groups prohibit the exchange of affiliate links, but there are some links that allow trade to be shared among group members, encouraging them to promote their business opportunities. These groups understand that people are there to network, share and grow our business regardless of the spam. Make sure you know the rules of the different groups before publishing anything that could block or reported. Learn Facebook fans etiquette before participating in Facebook fans marketing. Here are some additional benefits of Facebook fans groups:

* You can create events and invite members to business seminars, conferences and live events.

* As administrator, you can add members to your group, but it is best to first inform them or get your permission before doing so. If you ask politely and let them know in advance what your group is ready, you will have a positive response if you include without informing them.

* While Facebook fans page updates are displayed on Google, ads in the group are Facebook notifications. Notifications are the groups that interact with, so Facebook fans will keep you abreast of changes within these groups. This means that those who interact with his group the updates notifications leading to more interaction.

* Promote your fan page in your group to remind members that have not "liked" your fan page, however, to check, and keep in touch with their training, products and business updates.

* Publish the blog link in your group who will act as a new link to your blog.

* Share blog posts, videos, quotes, and more with several groups of messages using Gmail

addresses of e-mail groups.

As you can see, there are many advantages of having both a Facebook fans page and a Facebook group. If you do not have one or more of the above components for your business, start by creating a fan page or group, and see how it will improve your business today!

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