4 Mistakes Entrepreneurs Make with Facebook Fans Pages by Winny Aliangan

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Want to use your fan page to get more exposure, more visibility and more clients? If so, be sure to avoid the 4 most common mistakes are listed below.

1. Do not create a custom welcome page. Creating a custom welcome page is an excellent way to increase their fans. Statistics show that will help you convert 72% of your visitors into fans. You can create a custom welcome page using the Facebook fans application, static HTML: iframe tabs. This application allows you to create a welcome page for non-fans and a different one for the fans. However, note that you must have some knowledge of HTML code to use.

If you are not familiar with HTML, then you can visit Pagemodo.com. With pagemode, no coding is required. No knowledge of design or graphics are required. They have ready-made templates for you to use to create your custom welcome page.

2. Do not believe a username fan page. Once your fan page has 25 fans, you will be able to create a user name of your page. So instead of having a long ugly URL, you will have a shorter, like Facebook.com / _____. This is a great way to brand yourself and to make it easier to share your link with others and easy for fans to locate the page.

Once you have 25 fans, in order to create your username, simply visit: Facebook.com / username.

3. Do not use your business name as name fan page. When naming your fan page, I recommend you use your business name. His fan page is your business page, and contain more information about your business, products and services. But that's not the reason to use your business name.

The most important reason for using its brand name is in the top of your personal profile is shown in the works, and if you realize, is a link. Therefore, people can click and go directly to your fan page.

For example, if the company you work for ABC, and that's the name of your fan page, Company ABC is displayed at the top of your profile. Is the first thing people see when they come to your profile. Since it is a clickable link, you can click and go directly to your fan page. That's a great way to get more followers to your page, more exposure, more visibility.

4. Do not invite your "target market" to become a fan of your page. A big mistake many sellers make is to set up the accounts of the media and only connect with their family and personal friends. Then they wonder why they're getting more customers and sales. Instead, I recommend that you connect with people in your target market - potential customers (people who are interested in their products and services).

For example, if you teach yoga, connect with people who love yoga. If you are a coach weight loss, connect with people who want to lose weight. If you are a real estate broker in contact with people who are interested in buying or selling a home in your area.

There are over 600 million people on Facebook fans, so that your target market is definitely the use of Facebook fans. The advantage of connecting with your target market is that every time you post something to the profiles of social media, your messages are closing their doors to people who are interested in their products and services. Your messages will be potential customers. This will significantly increase traffic to your website, increase customers and increase your sales!

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Winny Aliangan - About Author:
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