Article Side

Keys to a Successful Facebook Page by Robert Forrest

Article published on January 24th 2012 | Marketing

Ok, so youâ€™ve set up a Facebook page for your business. Now what on Earth are you supposed to do with it? Itâ€™s not as simple as just creating a few boring posts and setting them up in an automated service to be posted at regular intervals. That kind of robotic posting is noticed by fans, and is generally not appreciated. Your Facebook page will require a little more effort from you than that. It can be tough to figure out how to handle a Facebook business page, so here are a few tips.

Encourage engagement

Interaction is the name of the game. You want more than just a large group of fans. You want a group of fans who are loyal and likely to bring you business--their own and their networkâ€™s. So itâ€™s n the number of fans thatâ€™s most important, but the amount of engagement that you get from them. Engagement suggests interest. If a fan is commenting on something you posted on Facebook, it means that fan made a conscious decision to read what you had to say and then to add something to it. That kind of interest can convince others who discover your page that you might be worth a Like.

Keep in mind that most fans arenâ€™t going to actually visit your page and look for things to comment on or Like. They will only be exposed to whatever content gets into their News Feed. So write great content that will stick out in a busy News Feed, and use that content to encourage engagement. Ask questions, share opinions, post something controversial and start a conversation about it. Always make sure your posts are interesting, or no one else will consider them comment-worthy or share-worthy. You must also be sure to provide value to your fans. Give them something that can help them in some real way.

Be yourself

When someone likes a page on Facebook, theyâ€™re not doing it because they want constant reminders about what you sell and why they should buy. Theyâ€™re doing it because they want to connect with the company behind the page on a social level. And connecting with the company means connecting with the people who work there. You should let your personality flow out through the page. Inject humor, opinions, sarcasm, and anything else that appeals to you. Share a blog post that you personally found interesting and start a discussion about it with your fans. Leave comments on other peopleâ€™s posts, and respond to comments they leave on your own. Start meaningful conversations. And donâ€™t be afraid to let your own voice come out in these conversations. Experts at Marketers Anonymous say that people on Facebook would much rather interact with a real person than read through a bunch of automated sales pitches. So talk like a real person instead of a robot and your fans will like your style. For more details visit http://www.manonymous.com/

Article Source:
http://www.articleside.com/marketing-articles/keys-to-a-successful-facebook-page.htm - Article Side

Robert Forrest - About Author:
For more details visit a brand marketing

Article Keywords:
internet marketer, web marketing, brand marketing, nyc marketing, small business marketing

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!