Make the Most from Your Facebook Fan Page Design

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At the moment, everyone knows what Facebook is! If you wish to promote your products or services in the marker, you will either have a Facebook page or will be creating one. It is imperative to use the social networking platforms to its fullest potential. Setting up a Facebook page is just one step; you must customize it for better results.

Default Facebook pages will come with generic features, just like all other pages and will comprise of wall, photos, info, videos etc. At the same time as these are considered to be useful and important features, they lack the strength to engage the users at an interactive level. All of these generic features are available to everyone who signs up on Facebook; therefore users are not interested in connecting with them. This is where you need customization.

What features can you install in yourÂ Facebook page?

A specific segment on your Facebook page is also referred to as a â€œtabâ€•. Every tab comes with a particular feature. On some occasions, it can also be referred to as a â€œwidgetâ€• or a â€œmoduleâ€•, in accordance to the varying semantics. All these generic features we discussed above, act as a tab, serving the feature it is built for.

ProficientÂ Facebook Application developersÂ can develop customized tabs, unique and relevant to the Facebook page. These tabs can be designed and customized in such a way that they help you create a unique and an interactive user experience. Besides, adding custom tabs will leave yourÂ Facebook pageÂ with better functionalities.

How to get more â€œlikesâ€•?

News feed, Polls, Coupons and Sweepstakes are a few examples of customized tab applications. These are developed and implemented to enhance the functionality of the Facebook page, improving the social media strategies in the page. We have listed a few examples below, to help you better formulate your social networking strategies. Simply put, these are some effectual ways to get more fans on your Facebook page.

To begin with, if you are a reputed mobile phone dealer and wish to promote the latest handsets, then you must utilize the power of Facebook pages. For an instance, you can initiate sweepstakes where users can win one of these handsets if they were to perform the specific tasks on your page. You must encourage your users to â€œlikeâ€• your Facebook page. Every user may perhaps not become your customer, but this is the only way to engage them in numerous discussions and update them about different specials.

If you were to initiate a contest on your Facebook page, then you must ask the users to enter their email address. This allows you to send targeted information to your user, about all the upcoming products or services. Once you create a customized Facebook page, you can encourage the users to watch promotional videos or print brochures. This would educate the users about your product and help them make an informed decision.

All these steps would only take a few minutes to execute, but will help the users interact better. Most people would like to know everything about your products before they buy them. Employ an effective referral system on your social media pages with the help of customizedÂ Facebook page design. There are limitless ways to enhance the interactivity on your Facebook page and it largely

depends on your creativity to explore the medium.

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