

# FACEBOOK: NOT JUST FOR COLLEGE STUDENTS

## WHAT EXACTLY IS FACEBOOK?

Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people.

## IS FACEBOOK RELEVANT FOR BUSINESS?

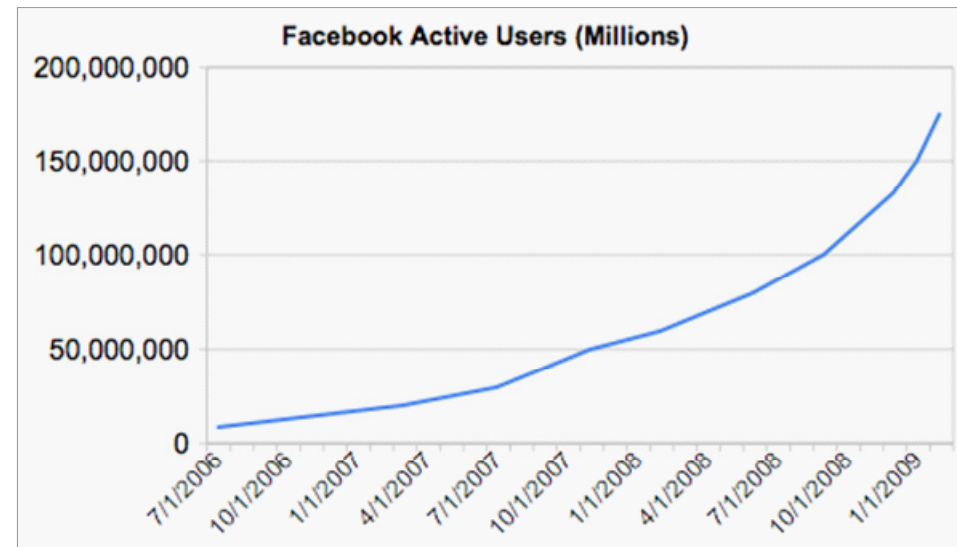
Facebook recognizes that engaging with businesses and buying things are a part of everyday life. With that in mind, it has created a system where ads are more relevant and actually enhance, instead of interrupt, the user experience. This is achieved, in part, through a feature called the "News Feed," which enables peer recommendations and activity to be subtly branded and spread from one person to all of his or her friends, to all of their friends, and so on.

Dozens of organizations have also tapped Facebook Fan Pages, Groups and social ads. With Facebook's array of options for businesses to connect with customers, it is quickly moving from a 'nice to have' to a 'must have' element in your business outreach strategy.

## HOW BIG IS FACEBOOK?

- Facebook has 175,000,000 active users as of 2/14/09
- Facebook grows by well over 600,000 users per day
- If Facebook were a country, it would now be the 6th most populous in the world.
- 45% of Facebook's US audience is now 26 years old or older.
- The fastest growing segment in the US: Women over 55, up 175.3% in the last 120 days.
- Facebook growing faster with women than men in almost every age group.

<http://www.insidefacebook.com/2009/02/14/facebook-surpasses-175-million-users-continuing-to-grow-by-600k-users/day/>



## Best Practices for Marketing in Facebook

Based on our experience and the experiences of organizations marketing in Facebook like Dell and conversations with small- and medium-size business owners, we've identified several best practices for using Facebook, such as:

- Assign a specific person to create and manage your company's Facebook Page. It's important to post new information, photos and videos regularly to keep it fresh.
- Respond to messages and questions left on your Page's discussion board and "Wall" within 24 hours.
- Post all of your events, videos and relevant photos to Facebook. Consistent activity and active sharing are critical to Facebook success.
- Don't fall victim to the mentality: "If I build it, they will come." It's important to develop a strategy to attract fans, which may involve both paid and unpaid approaches.
- Promote your Facebook Page outside of Facebook to attract more fans. This can be as simple as adding a line to your current marketing or PR materials, such as "Find us on Facebook to learn more." Be sure to review Facebook's guidelines for external promotion. Facebook also offers a "Share" button that you can add to your Web site to make it easier for your content to be shared on Facebook.
- Don't think of Facebook as a marketing channel to push company messages. Think of it as a community where you can participate and add genuine value.

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## MarketingSavant Social Networking

Social Networking consulting, coaching and training by an award-winning blogger and experienced online networker.

Social Media marketing expert, Dana VanDen Heuvel, provides social networking consulting to professionals corporations, non-profits and educational institutions. MarketingSavant will consult with you or your business on how it should blog, what to put on your LinkedIn or Facebook profiles, what other tools to use and how to best join the conversation in social media.

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## 24 WAYS TO MARKET YOU, YOUR COMPANY OR YOUR CAUSE IN FACEBOOK

Source: [www.insidefacebook.com](http://www.insidefacebook.com)

Facebook offers many ways to get the word out and bring the people in. Here's how to get started.

### I. Tools for Guerilla Marketers

1. Profile Page
2. Groups
3. Pages
4. Events
5. Notes and Photos
6. Messages
7. Marketplace
8. Share / Posted Items
9. Networks
10. Mini Feed and News Feed

### II. Tools for Advertisers

11. Social Ads
12. Integrated Opportunities
13. Beacon
14. Polls
15. Facebook Platform Ad Networks
16. Facebook Platform Application Sponsorships
17. Sponsored Facebook Groups

### III. Tools for Application Developers

18. Profile Box
19. Mini Feed
20. News Feed
21. Invitations
22. Facebook Notifications
23. Email Notifications
24. Application Directory

Kavarna, the coffee house on Broadway, has built a substantial following in Facebook and uses the platform to dialogue with fans and alert regulars about new events and musical acts.

LOCAL FACEBOOK EXAMPLE

facebook Home Profile Friends Inbox 187 Dana VanDen Heuvel

Kavarna Coffeeshouse Browse more restaurants

Add to my Page's Favorites  
View Updates  
Remove me from Fans  
Share

Fans  
6 of 273 fans See All

Olivia Wendt Dart  
Ludwig Jorgas  
Laurel Brown  
Alan Greenberg  
Timi Wojcik  
Jessica Day

Photos  
1 fan photo Add Photos

Mini-Feed

Location: 112 S. Broadway St., Green Bay, WI, 54303  
Phone: (920) 430-3200  
Mon - Fri: 8:00 am - 10:00 pm  
Sat - Sun: 9:00 am - 6:00 pm

## THE TOP FIVE THINGS YOU NEED TO DO IN FACEBOOK

1. **Use a current profile picture:** A clear, well-lit picture of you will help you to put your best foot forward.
2. **Invite Your Actual Friends (and Family):** It's true the 'weak ties' are often the most valuable. It pays to stay connected!
3. **Don't just add random friends:** Trust me, it's not all about the friend count.
4. **Keep your status current:** Use a service like ping.fm to update Twitter and LinkedIn while you're at it.
5. **Make sure to use the privacy settings:** Facebook allows you to control who sees what. Put limitations on who is, and who is not, able to view different parts of your profile.