

6 Tips to Utilise Facebook for Business

By Anna Cairo

www.annacairo.com

Facebook is not all about keeping track of friends or 'liking' something. Although, it is primarily a social platform, it can be utilised as a highly effective business tool connecting with customers or marketing products and services. Here are 6 tips to connect more effectively for business.

Select an Objective

When a Facebook page is established for business purposes there should be a primary objective for the page. Some examples include building community, raising brand awareness or enhancing customer service. Creating a clear objective allows you to articulate consistent communication.

Create a Publishing Schedule

Publishing content is time consuming and repetitive. Having a schedule allows you to have a plan so that you know when you have to upload information. You can establish a pattern that is regular but not annoying to your fans as well as prepare topics and research.

Create a Resource

Use your Facebook page to "add value" to your customers. Offer information, create contests, offer deals and provide solutions to customer issues. Offering deals is one way to measure your ROI.

Link your Facebook Profile

If you already have other social media profiles, then it is wise to link these to your Facebook page. A blog, Twitter account or LinkedIn page should all be connected. These are great ways to cross promote your business and establish a presence.

Start a Conversation

Post questions on your 'wall' so that your Fans can respond and be interactive. Get them to share insights, opinions and reward them for their feedback.

Be Consistent with Your Content

The content you upload must be relevant to your expertise. If you are a hairdresser, then you can talk about new hair products, hairstyles, cuts and so on. You can't all of a sudden start talking about fashion, as your credibility is not there.