

Becoming Buzzworthy

A GUIDE TO MAKING YOUR
STORE e-SAVVY

by ANGIE PEDERSEN

GETTING FACE TIME: USING FACEBOOK PAGES TO PROMOTE YOUR BUSINESS

Millions of Americans visit Facebook daily to connect with friends and their favorite businesses and organizations. You can tap into this massive audience by claiming your own corner—the Facebook Page.

In Creative Retailer's premiere issue (August/September 2011), we touched on using Facebook as a promotional tool to become more buzzworthy. In this issue, we'll take a deeper look at Facebook Pages and how you can maximize your "face time" with your customers.

Formerly known as a Facebook "Fan" Page, a Page allows you to engage in conversation, share the story of your business, and build a meaningful relationship with your customers. Think of it as just another communication channel—one that's interactive and positioned where your customers already spend time. Best of all, it's fast, easy, and free (which is great when your marketing budget is, shall we say, limited).

You can set up your own Facebook Page in an hour or two. To shorten the learning curve, check out Facebook's Page about Pages: [facebook.com/FacebookPages](https://www.facebook.com/FacebookPages). It will walk you through creating your Page from scratch to optimizing it with apps and plug-ins. Facebook offers several free downloadable PDF guides for your reference, so there's no excuse to put off getting started!

THE MOST IMPORTANT THING to remember is to offer your visitors something of value—whether that’s information about your stock, your store hours, or tips on how to do something. Providing valuable content reminds your followers that you are an informational resource that can help them do what they already want to do.

As you build your Facebook presence, it helps to be aware of the key features of a Page. Take advantage of these promotional properties to share your story with your audience more effectively.

- Profile Picture: Make sure you add a picture with your logo, storefront, or other image that will help identify you in News Feed posts.
- Info Tab: This is not the place to skimp on information! Include your store address, business hours, phone number, website URL, blog URL, and email address. Also, include a short description of your business, such as “We are a local yarn store in Boston” or “We carry a full selection of quality quilting materials and supplies.”
- Photos: Here’s where your products, projects, and store events can shine. SHOW your customers what fun it is to do business with you! You can also encourage customers to upload photos of projects they make and tag your Page, so it appears in your Page Albums.
- Video: Consider adding video tutorials for how to use a specific product or how to do a tricky technique. Upload video “trailers” for upcoming classes. Interview your staff about why they love working in your store and the hobby itself.
- Newsletter Signup: Check your email software program for a code snippet you can use to allow customers to subscribe to your newsletter from within Facebook. Or include a link on your Facebook Info Tab to the subscription page on your website.



RESOURCE ARTICLES TO CHECK OUT:

5 CREATIVE USES OF FACEBOOK PHOTO ALBUMS

marianlibrarian.com/2011/06/5-creatives-ways-to-pimp-your-facebook-photo-albums
(or bit.ly/ptin0o)

5 FANTASTIC FACEBOOK FAN PAGE IDEAS

TO LEARN FROM

openforum.com/idea-hub/topics/technology/article/5-fantastic-facebook-fan-page-ideas-to-learn-from-matt-silverman (or bit.ly/nfwSne)

8 BRANDS THAT HAVE FOUND SUCCESS ON FACEBOOK & WHAT WE CAN LEARN

mashable.com/2011/05/24/successful-brands-facebook/ (or on.mash.to/p1dd2m)

10 TOP SMALL BUSINESS FACEBOOK PAGE DESIGNS TO INSPIRE YOU

jeffbullas.com/2011/08/26/10-top-small-business-facebook-page-designs-to-inspire-you/
(or bit.ly/pZtm7p)

8 BEST PRACTICES FOR RETAILERS ON FACEBOOK PAGES

insidefacebook.com/2009/08/04/8-best-practices-for-retailers-on-facebook-pages/ (or bit.ly/pbSpq0)

6 WAYS TO REWARD PEOPLE FOR LIKING YOUR FACEBOOK PAGE

blog.ewaydirect.com/6-ways-to-reward-people-for-liking-your-facebook-page/
(or bit.ly/paQGar)

- **Events:** Take advantage of the Events feature to publicize upcoming classes, sales, and promotions. You can include information such as an event description, date, and time, and your customers can RSVP from within Facebook. Visitors can also share Event info and invite their friends.
- **Feeds:** Add content from any RSS feed with the free Involver app (involver.com/applications/). You can automatically import posts from your blog, Twitter, YouTube, and Flickr. You can even use the app to create coupons. If your customers aren't familiar with your other web content, this app can help introduce it to them.
- **Links:** You can share links to industry news, CHA sneak peaks, and product launches. Post links to outstanding project examples on manufacturer websites.
- **Welcome Landing Page:** Use Wildfire's iFrames for Facebook Pages app (iframes.wildfireapp.com/) or TabSite (apps.facebook.com/tabsite_kv/) to create a "Fan Gate" (also known as a reveal tab). A Fan Gate is where non-fans who visit your Page see a generic welcome page. Usually the welcome page says something such as "Like our Page, and get a 20% discount on your next visit." When they click the Like button, they see something just for fans.
- **Wall Posts:** Your Wall is the front line for drawing your customers into a conversation. Call people to action by asking questions and urging visitors to respond. Use the Questions app to poll your community and get instant feedback. And if someone does comment—respond. People love to be recognized and heard.



ONCE YOU HAVE some of these features customized, all you have to do is keep your Page updated. Establish a regular schedule for posting new content on your Wall, as well as to your Photo Albums, Videos, and other sections. Give your customers a reason to come back to your Page, and you'll get another chance to remind them how much they love doing business with you.