

# 5 Keys to Great Facebook Fan Pages

Here's a few remarkable stats on the world's #1 social network, Facebook:

- Top 2009 Google search term was "Facebook" (Google Insights)
- 2nd most visited site next to Google at #1 (Alexa)
- 350 million users and increasing rapidly
- Fastest growing demographic age 30+
- 700,000+ local active business Fan Pages

Facebook Pages (aka Fan Pages) are much like a second, more interactive, website. They are SEO. I don't want you to miss this so I'll say it again. They are Search Engine Optimized and that means that your Page can be found through powerful search engines like Google... driving traffic and generating leads! You can send mass messages, promote events and share a wide range of engaging and educational content. It's really more like an event than a site or brochure. It's a great opportunity to share your company's message and build relationships.

## Check out how these Pages are doing it right:

### 1 Customized Landing Page.

**Victoria's Secret Pink** has a great landing page. By default, all Facebook landing pages are set to the "Wall". You can easily change this by adjusting the settings under "Wall". You could offer viewers a more attractive and engaging welcome. Pink's landing page offers free stuff, promotes sales, entices with internal links (polls, photo gallery) and even offers cell phone wallpaper when you text your phone.

### 2 Build Credibility. Share the Workload.

**Orange Salon.** They take care of basics in their Information panel (hours of operation, phone, address) and share customer reviews on their "Wall" and in "Photos". Fans are really engaged and grateful. A "Reviews" tab would also be good here, too. There's nothing more powerful than a loyal fan. They posted what seems to be a customer submitted video. After a closer look, it's made by the salon. In any case, it's great to have video to help build personality and credibility. Even better if it's a real fan video. For example, Coca Cola found a "real" Fan Page and made it official. They acknowledged them publically then supported them to do the work.

### 3 Fun with Video.

**Dunkin Donuts.** A talking coffee bean may not be what comes to mind when considering what makes a great Page, but hey... social media is best when it's fun! Dunkin Donuts added a custom tab called "Maurice". You can make Maurice the bean say some funny things and send it to a friend or post it to someone's wall (viral). You may want to consider an attractive custom tab page including a welcome video introducing your company. Post it on YouTube to take advantage of additional SEO benefits.

### 4 Trick out Your Page.

**Alicia Keys.** There's a ton of apps out there and choosing the right small selection depends on your business. If music is your thing, enhance your Page with iLike, an app (tab) which allows you to post audio, video, bulletins, links, "sounds like" tags and tour dates, all on one page! Pizza Hut actually has an app so you can order a pizza without ever leaving the comfort of your Facebook site. Make interacting with your business easy.

### 5 Become a Resource to Your Clients.

**The Wilson Law Firm.** What caught my eye with this Page was their effective use of "YouTube" and "Discussions" tabs. Postings such as "10 Biggest Mistakes People Make Following a DUI Arrest and How to Avoid Them" and "What to Look For in a Virginia DUI Lawyer" build credibility while offering help and giving people a reason to return and share. Many other law firms including Fenwick & West LLP also offer a "Documents" tab which is a great way to share pdf articles.

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Cheers,  
Joanne Probyn