



## Thirty Day Challenge 2009 – Training – Day 14

### 2009TDC14c: Facebook Fan Pages

Running Time: 8mins



### Intro

Hello Everybody. Ed here and welcome to this very important day on Facebook Pages.

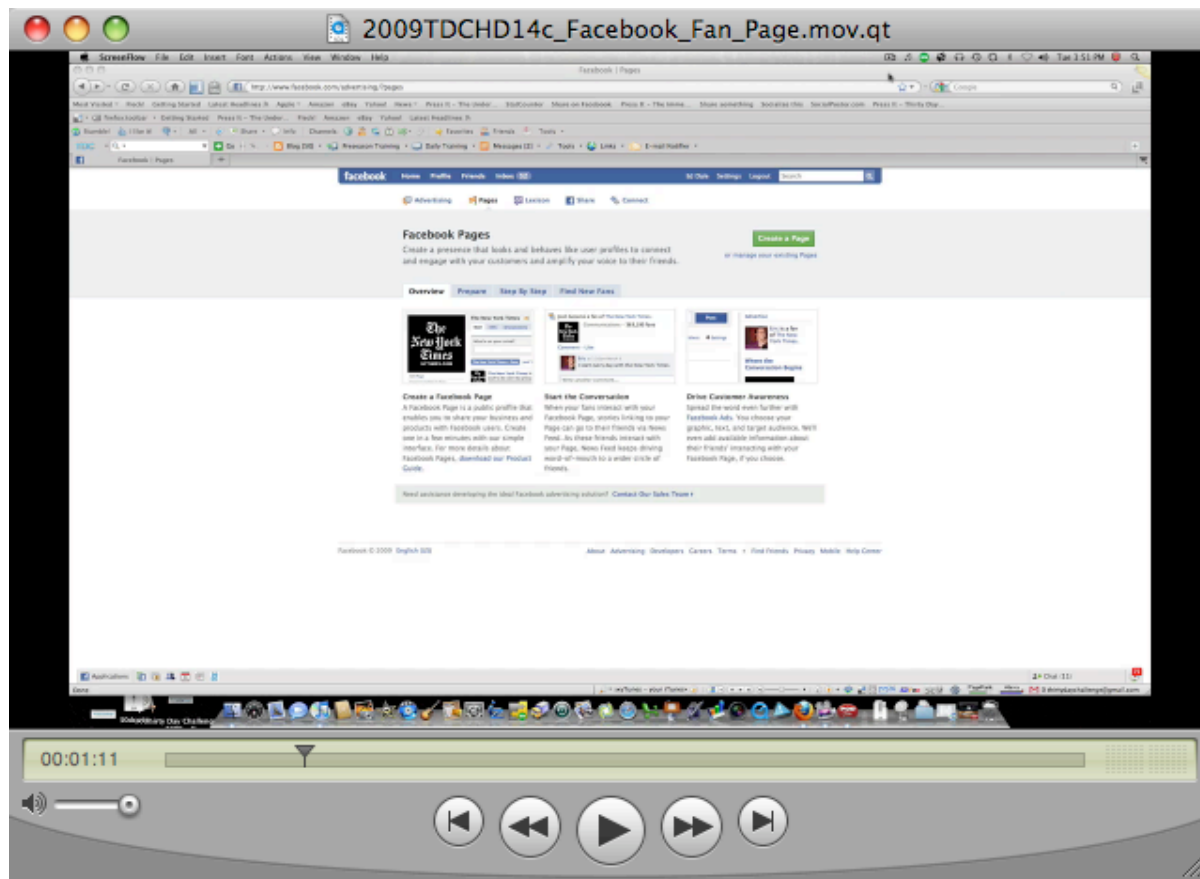
Now, I'm going to show you in minute how to construct a Facebook Page and the type of content you can put on it. But before I do that what I wanted to do was give you a quick introduction into why a Facebook Page has become so important.

You see, we were onto Facebook very early on the Thirty Day Challenge. In fact, we used it extensively in 2007, but Facebook has come a long way and a lot has changed. One thing is using your **personal profile** for marketing purposes - it's a really **bad idea now**, and I've got to say I was part of this, I encouraged you to get as many friends as possible - get up to 5,000 friends, which was the Facebook limit, but fortunately Facebook knew better than I what was coming down the pipe and of course, now we have these great **Facebook Pages**. So you should **keep your personal profile for your personal friends**, and we can use Facebook Pages to create fantastic pages inside of Facebook to market our products and services. So now I'm going to show you exactly how to do that. So stick with us, check out the Screenflow and you'll see how easy it is to set up.



## Introducing Facebook Pages

[Starts at 00:01:11]



Hey everybody, it's Ed here and we are going to show you how to put together a **Facebook Page**. It is super-easy, except with one caveat, which is a fancy way of saying one condition: If you're not familiar with Facebook you really need to **go back to pre-season** and acquaint yourself with our lessons. You really need to **understand how Facebook works** and how you interact with people. The best way to do it is to just go and click on your Home Profile and start to work through it. Again, we have pre-season lessons all about that and all you have to do is just go back and check it out.

So assuming that you know your way around Facebook and you're familiar with how it works, then we can do Facebook Pages. Again, Facebook Pages may not be appropriate for you right now to set up, but they're going to be such a crucial and important part of your marketing process, particularly going forward over the next twelve months, we really wanted to cover it inside the Thirty Day Challenge. As I said in the intro, just last month alone Facebook added **25 million new users**. It really is an important place, it's going to be even more important and for marketing Facebook has created these special Facebook Pages which will allow you to be able to have a presence on Facebook and to be able to interact with fans of your Page. And the very important part here - you can see this New York Times example - unlike your Facebook Profile which has a 5,000 person limit and I'm a massive advocate for not using your personal profile for any form of marketing (you should keep your personal profile for your actual personal friends). You can see here they can interact with **363,000 fans**. Let me show you a page - what it looks like - and then we'll show you how to create it.



## A Sample Fan Page

[Starts at 00:03:15]



OK, so I've gone to good old **Tubby Nerd**, so this is: <http://www.tubbynerd.com/facebook> and this is my (funny enough) Fan Page and I want to show you what one looks like first and then come back.

Now the brilliant thing about Facebook is it allows me to interact with people on Facebook without them coming out of Facebook to my normal blog or anything. You can see here there's quotes, I'm able to send articles from my blog and from various services, I can put in videos (you can see I've got 5 star post quality, which is lovely). You can see I have 3,878 fans. I can add different articles, people can comment on my different articles, as well, which is fabulous and it's just really superb.

Now the key thing, the thing that makes these things so special, is that when I type in a new message or a new status - in fact I'll type one now for you - and I hit **Share**. OK, the cool thing about this is not only does that appear on **my** Fan Page but it will also appear in the **News Feeds of all my fans**. It's a brilliant way to keep in touch with people on Facebook and as more and more people are coming to Facebook and are using it as a refuge it's crucial for you to have a Facebook Page, OK? So let's go and let's get you one!



## Setting Up a Facebook Fan Page

[Starts at 00:05:00]



First of all I should point out the URL, and you can see here it's the very friendly:

<http://www.facebook.com/advertising/?pages>

Facebook is **so** good with their URLs (I'm being slightly sarcastic!) But I tell you what, they have an excellent guide here.

### Overview

Now first of all you have an **Overview** and you can see here - **Create a Facebook Page** - and I heartily recommend - I'm not going to do this now - but I really encourage you to **download their product guide**, it really is an excellent **PDF report** on **how to create a Fan Page**. [points at link]

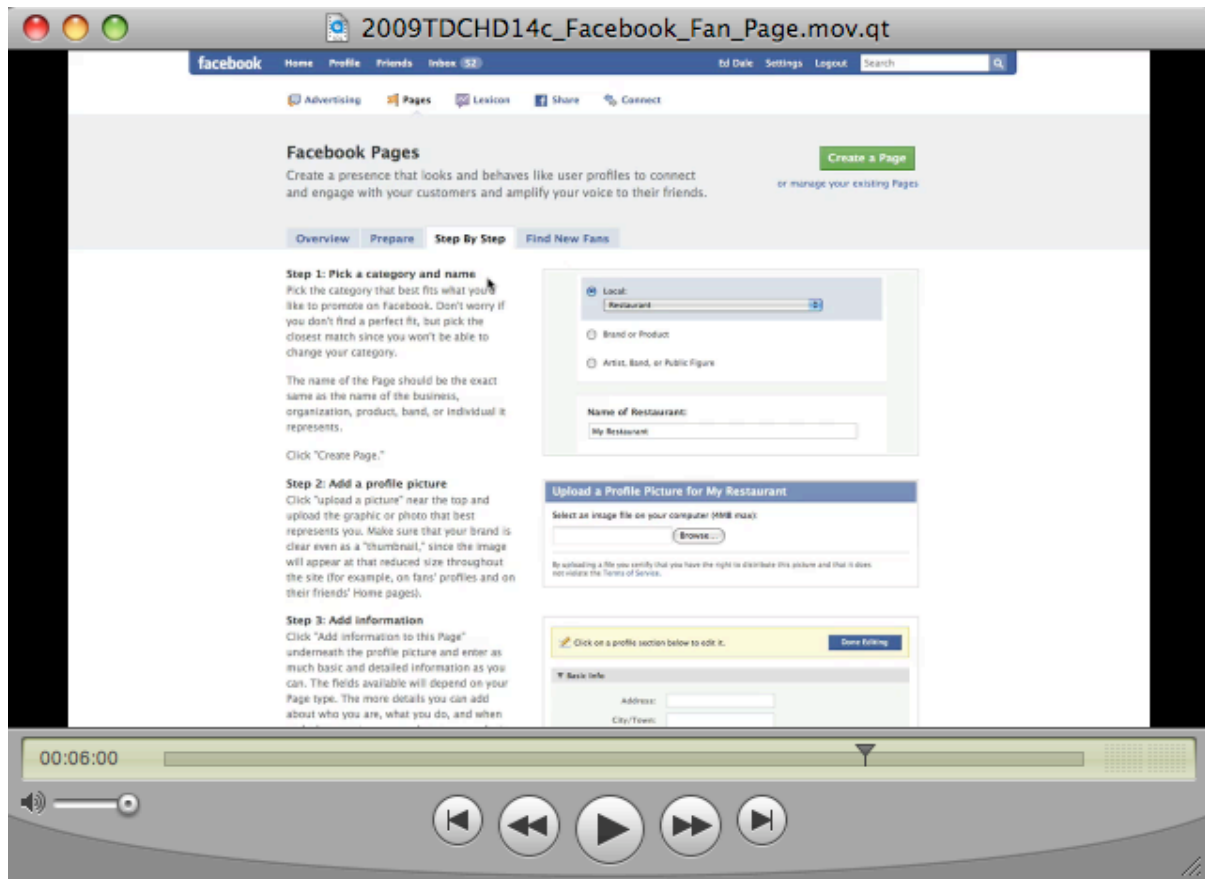
### Preparation

So the first thing that you want to have a look at is the **Preparation** stage [clicks **Preparation** Tab]. So we've got to think about the **name of our page**, because that's going to be **permanent** [Facebook will not allow you to change the name of a page once it has been chosen]. We can upload **photos**, so we can think about photos – the guide also explains the sorts of things that you need to make it **useful and engaging**.



## Step-by-Step

OK, so once you've prepared all your information, next, check it out - Facebook have got a **step-by-step guide!** Check it out - how easy is this? So you can literally go through, pick up a category or name, add a profile picture, add information, and then they've got all sorts of suggestions here about how to make your profile rich and engaging.



## Applications

Now the **important thing for you to understand here** - this is why you need to have a **familiarity with Facebook** - is that **a lot of the Facebook Applications you can use for your Personal Profile, you can also use for your Page**, which is a very cool thing.

So there are heaps of applications which show you different things.

## Getting Started

And then you can have a look at your publishing and everything there. So that's brilliant - it has a step-by-step guide - that's all you need to do to follow it through and just click the **Getting Started** button [at the bottom of the **Step-by-Step** page].



## Wrap Up

### [Starts at 00:06:47]

Now I'd show you me typing one out, but unless you actually have some specific product or idea Facebook **won't let you create a page**, so just be careful of that.

So as I say, when you're in the local section, you're probably going to choose a website, if it's a website that's your option, for example, because you've got a particular website keyword phrase that you're doing.

Again, the reason we're putting Facebook Pages in the Thirty Day Challenge is they're going to become a vital part of your marketing. It doesn't matter if you're going to do them right now, inside the Thirty Day Challenge, OK? It's not something that you need to do right now, but trust me, just like Twitter back in 2007 when we were talking about it, it's going to be a huge thing - Facebook Pages is going to be a huge thing and I want you to be a part of that.

So this is where you go to find out all about it. Check it out!

Have fun and we'll speak soon.

## Summary:

### About Facebook Fan Pages

- Facebook Pages will play a big part in Online Marketing
- Gives you a separate Facebook presence to interact with people
  - o You can keep your private page private
- No limit on number of Fans
  - o Personal pages have 5,000 friend limit
- Allows you to publish information to your fans
  - o Posts on your page appear in their accounts
- Don't rush in (it's not important to set one up right now)
  - o Read and understand the guides
  - o Have a product/business/service in mind before you start
- Remember
  - o Facebook won't let you change the name of your page
  - o They require some specific categorisation information

### Finding Out More

- Go to <http://www.facebook.com/advertising/?pages>
- Read the online guides
- Download the PDF (link is on the information page)

### Links:

Weebly - <http://www.weebly.com/>

Facebook Pages - <http://www.facebook.com/advertising/?pages>

Facebook Training - <http://www.thirtydaychallenge.com/training/preseason/facebook.php>