



## *10 Questions to Ask Before Setting Up Your Facebook Page*

With 750 million users worldwide and growing, it's no surprise that so many businesses are drawn to Facebook like a moth to a flame.

But you know what happens to that moth, right?

The purpose of setting up a business page on Facebook should never be because everyone else is doing it; rather, you should have a strategic purpose for having a presence on Facebook.

By understanding and **clearly identifying your goals** for being on Facebook, **budgeting the time and money**, creating a **sustainable strategy** and knowing how to **measure and improve your results**, you'll engage your audience, build your brand and grow your company.

**Below are 10 critical questions to ask yourself before setting up your Facebook page...**and if you've already got one up and running, don't worry: **it's never too late to improve your Facebook marketing.**

# 1

## *Is your audience on Facebook?*

With such a huge user base that bridges ages, nationalities, genders and income levels, chances are that at least some of your audience is there, but is Facebook where they want to see your message, “like” you and engage with you?

B2C (business to consumer) companies generally have an easier time building fans on Facebook than B2B (business to business) companies, although there are some noticeable exceptions.

To engage a business audience on Facebook you may have to tap into some fun aspects of their business. For example, a client of ours is in the “liquid handling quality assurance” business; their customers are lab techs who often don’t have access to Facebook during the business day.

Rather than create a page about their business, they created a page about their “pipetting olympics,” a fun, competitive event they hold at their booth during trade shows. Their audience liked this much more than they would have a corporate page about the company itself.

# 2

## *What’s your goal?*

Getting on Facebook is a tactic, not a goal.

Are you trying to drive more traffic to your website? Promote an upcoming event? Sell more widgets? Get more people to become members of your non-profit? Engage your community to support (or protest) a new development project in your town?

By defining your goal you’ll be in a better position to determine how much time you should dedicate to your Facebook marketing, what’s working and what’s not, and even whether Facebook is the right platform for you to grow your business or promote your message.

# 3

## *How will you make people aware of your page and drive traffic to it?*

Will you promote it through your website? Email newsletter? Blog?

Setting up your Facebook page may only take a couple of clicks of your mouse, but that's the easy part. Like building an email subscriber base or driving traffic to your website, you need to have a strategy to raise awareness and drive traffic.

# 4

## *Should you create a customized landing page?*

Many businesses just send new visitors to their wall, which can be confusing to people unfamiliar with your business and doesn't include a strong call-to-action.

Creating a customized landing page can help you overcome this hurdle by creating a clear purpose statement and letting people know why they should like you, post to your wall, and otherwise engage with you.

However, customized fan pages are an investment. You may have an inside team of designers who can create one for you, and developers who build it out, or you may have to hire an outside firm...either option costs you resources.

You may also want to embed a video in this landing page, which requires additional time and resources. Will you have a co-worker record you on a handheld video camera or will you hire a local videographer who knows all about lighting?

Also, keep in mind that over time you'll want to change your message to reflect the changing nature of your business, so consider this an ongoing investment.

# 5

## *Should you create a “like-gate?”*

Also referred to as a fan-gate, this requires people to like your page before they can enter.

The upside of creating a like-gate is that you can compel people to like your page, which means they're more likely to see your updates. A bigger audience is usually desirable for most businesses and non-profits.

The downside is that you may turn off certain people who hadn't yet made up their minds whether they wanted to like you or not.

If you are going to employ a like-gate, make sure you've got a compelling reason for someone to like you...something that they can't get without liking you. Maybe it's a white paper or discounts at your store.

But, be wary of using a raffle or sweepstakes. Facebook only allows this when you use a 3rd party provider. Although this changes regularly, there's a good, detailed article on Facebook Promotions here:

<http://www.socialmediaexaminer.com/facebook-promotions-what-you-need-to-know/>

# 6

## *What will you talk about?*

What do your customers and prospects want to learn about? What will keep them engaged?

Studies have shown that photos, videos and surveys tend to get the best engagement (people liking or commenting on them), so you should probably try out a variety of different posts and see what works.

Too many businesses don't worry about their fans after they've got them, but this is a critical mistake. Your fans generally don't come back to your page, so you need to engage them by getting into their News Feed.

Your News Feed is the steady stream of information you get when you log into Facebook...posts from your friends and pages you've liked. However, you don't see all your friends' updates, or all the pages you've liked, but rather just a selection of posts Facebook thinks you'll like.

**Facebook has an algorithm called EdgeRank that determines what content you see in your News Feed.** EdgeRank takes into consideration how much you've interacted with that friend or page in the past, how many people have liked or commented on that post already, and how old the post is.

The more your fans interact with you, the more people who interact with a specific piece of content, the more fresh your content, the more likely it is that people will see your page's updates.

For more on EdgeRank and how you can use it to your advantage, read <http://www.flyte.biz/resources/newsletters/11/07-facebook-edgerank>

## 7 *How often will you post?*

Some recent studies show that brands that post one or more times a day get the best response and engagement...can you budget that time into your day?

You don't need to spend all day on Facebook to make it work, but you should be checking in once or twice a day (at least on business days) to post something and to see if anyone has posted anything to your page and respond to that post.

## 8 *Who's going to manage your page?*

Is this going to fall on your desk, or that of an over-worked colleague?

Again, one of the worst things you can do is create a page and then let it gather dust; it reflects poorly on your company and your brand.

You'll need to determine who from your office is going to be administrator for your page (more than one person can be administrator), and what their responsibilities will be.

# 9

## *Should you use Facebook ads?*

Facebook advertising is costing more, but it's still an affordable way of getting in front of your audience and driving traffic to your page.

Since Facebook knows so much about the demographics of its audience, you can target your ads as broadly or narrowly as you like. Some of the variables include gender, age, geographic location, interests, job titles and more. Need to target men 18 – 35 who like dining out and live in the greater Portland area? Now you can.

Another way of using Facebook ads is to re-engage people who have liked you in the past, but haven't engaged with you in a while...maybe because you stopped posting regularly to your page, or you were posting pretty dull stuff. You can target people who have already liked you and your ads will appear in their right hand column, driving traffic back to your page.

But be more interesting and engaging this time, OK? ;)

# 10

## *How will you measure if it's working?*

There are some great analytics that Facebook provides through the Insights tab when you're in the administration panel of your page.

You can see how many fans you have, how much they've engaged with your content, and get a breakdown of demographics.

In addition, you should be checking your Google Analytics to see what kind of traffic you're getting from Facebook if that's one of your goals.

If your numbers aren't where they need to be—maybe you're not getting the likes you want, or people aren't engaging with your content—then you need to reassess what you're doing.

Maybe you need to use Facebook ads to drive more traffic. Maybe you need to post more often to engage your audience, or change up the type of posts that you're doing. If you're posting photos, try videos. If you're posting updates, try surveys.

## THE TAKEAWAY

- You need to align your business goals with your Facebook tactics.
- You need to create a strategy that will get you more likes, such as promotion at your site, through an email newsletter, or using Facebook ads.
- You need to regularly engage your audience so that they respond and you can stay in front of them via their News Feed.
- You need to review your analytics so that you can continue to improve your results.

If you have any questions or need help setting up your own Facebook page, creating a customized landing page, or integrating Facebook with the rest of your online marketing, [contact flyte new media today](#).

Rich Brooks

[rich@flyte.biz](mailto:rich@flyte.biz)

<http://www.flyte.biz>

<http://www.facebook.com/flytenewmedia>