How to Use Facebook for Business:

An Introductory Guide

Getting Started With Facebook to Achieve Business Goals

HubSpot

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Section 1:
Introduction to Facebook

Welcome

At this point, you have heard of social media and inbound marketing. Maybe you've experimented with Twitter and checked out your kids' Facebook profiles, and you can see the value for college students who want to make sure they're all at the same bar on Saturday night. But why does any of this matter to you or your business?

Social media and inbound marketing are increasingly important assets for businesses to get found by and engage with potential buyers on the web. Think about the way you find information about products and services – are you watching TV ads? Going through your junk mail? Or are you consulting a search engine or a friend? People have gotten better and better at ignoring marketing messages with DVRs, caller ID, and spam filters. Instead they visit Google and social networks for answers to their questions. The question for you is, will you be there to answer it?

Facebook is not an evil time-waster, a community just for younger generations, nor is it irrelevant for marketers – even B2B folks. Rather, Facebook is a tool for connecting people with those around them. And, as with any social media tool, marketers have an opportunity to use Facebook to expand their online footprint and directly engage with customers and prospects.

But yes, it can be difficult to figure out what you can and should do. And yes, it can be quite a feat to convince your CEO to let you incorporate Facebook or a larger social media strategy into your marketing plan. But, armed with the right knowledge and metrics, it is possible.

So here we go. In an effort to get marketers up to speed with how to use Facebook for business, this ebook will walk you through absolutely everything you need to know to get started with using Facebook for marketing to drive real business results.

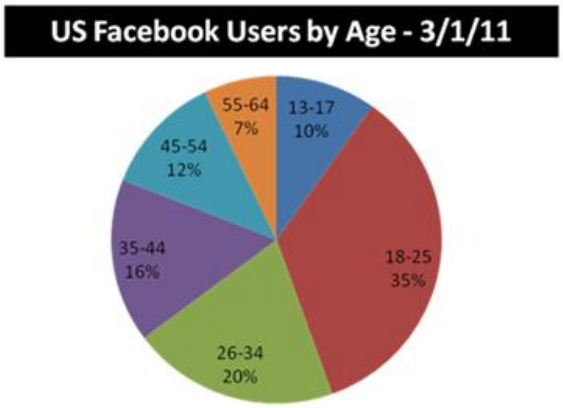
What Is Facebook?

Facebook is a social network for connecting people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to schools, corporations, and any user across the world. Facebook allows users to connect and share information in a variety of ways.

Why You Should Care

Facebook currently has over 750 million active users, and that number continues to grow steadily. According to Compete.com, it is currently the second most popular website in the world (behind Google) in terms of unique visitors, and according to ComScore, the most popular social network overall.

Think your customers aren't on Facebook? There are tens of thousands of work-related, collegiate, and high school networks. According to InsideFacebook.com, approximately two thirds of U.S. Facebook users are outside of the college demographic, and users age 26 to 64 make up more than half of Facebook's U.s. user base. While Facebook started off as a community for college students, it has expanded far beyond that, and you'd be hard-pressed to find a demographic not yet represented among Facebook's 750 million users.



Facebook Vocabulary

Quick Reference Glossary

Application – a program that allows users to share content and interact with other users

EdgeRank – an algorithm used by Facebook to determine what content gets shown in users' News Feeds (more on this later)

Fan – Facebook users who choose to "Like" and become a "fan" of an organization's page

Friend – 1.) (n) personal connection on Facebook; 2.) (v) to add a Facebook user as a friend

Friend List – organized groupings of friends

Group – a collection of Facebook users with a common interest; any Facebook user can create and join a Facebook group

Like(s) – 1. (v) within Facebook, to like a business Page means you've become a fan of that page; 2. (v) within Facebook, to like others' comments on their wall or news feed; 3. (n) the number of users who have liked your page; 4. (n) outside of Facebook, to like something using that has installed the Facebook like button

Network – an association of Facebook users based on a school or workplace

News Feed – an aggregation of one's friends' wall posts published on a user's Facebook homepage

Page – official presence for public figures, artists, bands, businesses, places, entertainment, causes, brands, or products to share information and interact with fans on Facebook

Profile – presence for individuals to share information and interact with friends and organizations on Facebook

Wall – the core of a profile or page that aggregates new content, including posted items (e.g. status updates) and recent actions (e.g. becoming a fan of a page)

Business Goals for Using Facebook

There are a number of good reasons for businesses to participate in and maintain a presence on Facebook. Here are a few:

- Get found by people who are searching for your products or services
- Connect and engage with current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other resources
- Generate leads for your business

This ebook will discuss how to use Facebook to achieve these business goals.

Section 2: Setting Up Your Facebook Profile

Personal vs. Business Accounts

On Facebook, **Profiles are meant for people, and Pages are meant for businesses**. To fully engage and leverage Facebook's features, you should create a personal profile. If you're worried about privacy or balancing business and personal contacts, we'll cover that in the next section.

*What **Not** to Do:*

Do not create a personal profile for your business. Profiles are for people, Pages are for businesses.

Do not create a personal Profile for your business. Profiles are for people; Pages are for businesses. Facebook has built significant functionality specifically for businesses, and all of this functionality is only available for Pages. We'll talk about Pages more in a later section.

There are a few key differences between Business Pages and Personal Profiles:

- Pages allow you to designate multiple administrators so you can have more than one person help manage the account. In addition, if one of your administrators leaves the company, you can still have control over the Page.
- Pages are, by default, public, and are starting to rank in Facebook and public search results.
- Pages are split into different categories (local businesses, brands, musicians) that help you get listed in more relevant search results.

- Personal profiles have friends, which require mutual acceptance, whereas anyone can become a fan of your Page without needing administrator approval.

Worried about privacy? Facebook is very flexible in letting you control your exposure on Facebook. A later section will discuss how to customize your privacy settings to control who sees which parts of your profile so you can safely engage on Facebook with both personal and business contacts.

A Tour of the Facebook User Homepage

Notification Icons: New friend requests, messages, and notifications, including wall posts, comments, etc.

Display Options: Allows you to choose between a view of friends' most recent posts or top news determined by *EdgeRank.

Core Features: News feed, inbox messages, upcoming events, and friends' lists and requests.

Publisher: Post a status update, photo, link, or video to be published to your profile and to your friends' news feeds.

Account Settings: Privacy settings, logout, Help Center, and more important features to manage your account.

Groups: View the groups you are a member of or create a new group.

News Feed: Your friends' most recent activities (posts, photos, etc.) throughout Facebook.

Facebook Chat: Chat with your Facebook friends via instant message within Facebook. There are group chatting and video calling capabilities, too!

Secondary Features: View your and friends' photos, browse through marketplace listings, add new applications, and more.

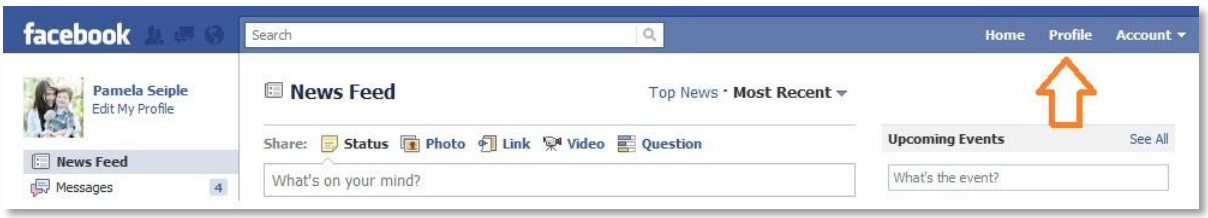
Events: Create an event and view birthday reminders and event invitations.

Step 1: Sign Up for Facebook

Visit www.facebook.com, and sign up for a free account by completing the information requested.

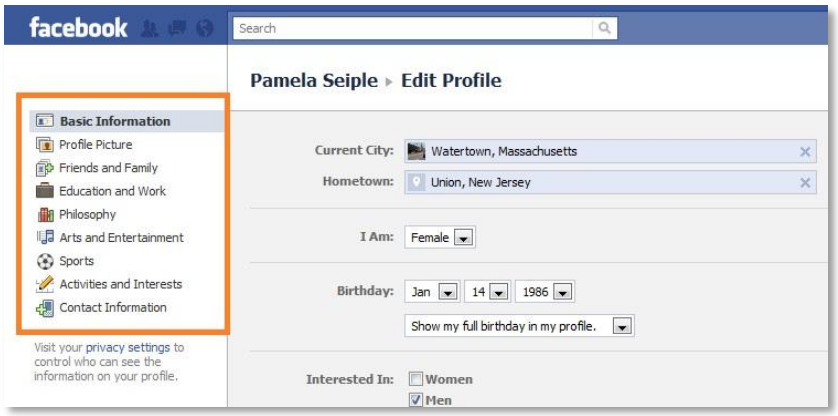
Step 2: Edit Your Profile

Click on “Profile” in the top, right-hand navigation bar. Don’t worry about the homepage you see here quite yet – we’ll cover that later on once you complete your profile and add some friends.



Next, click on the “Edit Profile” link found in either of the following places:

Now, add basic, personal, contact, and work/education information. All information is optional, but use this as an opportunity to connect with people who have similar interests and connections from school or work.

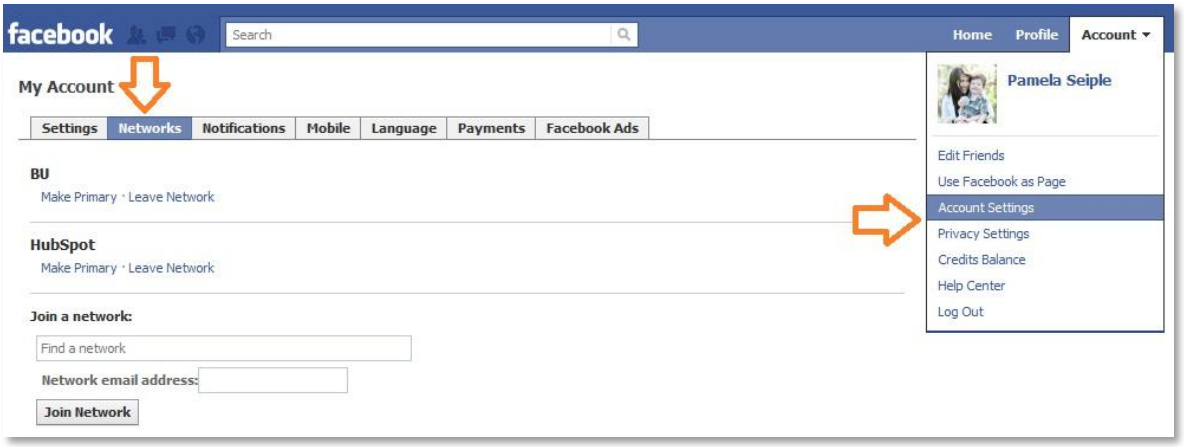


- **Basic Information:** Indicate your current city, hometown, gender, birthday, sexual preference, languages, and a short ‘About Me’ section
- **Profile Picture:** Upload the photo you’d like to show on your Profile and next to comments or status updates you make
- **Friends and Family:** Indicate your relationship status, family members, and create lists (we’ll cover this later)
- **Education and Work:** List your current and former workplaces as well as high schools and universities you attended
- **Philosophy:** Include religious and political views, people who inspire you, and your favorite quotations
- **Arts and entertainment:** Indicate your favorite music, books, movies, TV shows, and games
- **Sports:** Add the sports you play as well as your favorite sports teams and athletes

- **Activities and Interests:** Include the activities you enjoy and your preferred interests
- **Contact information:** Edit your email address(es), screen name(s), phone number(s), location, and website(s)

Step 3: Join Networks

Click on “Account” in the top right-hand menu, and then “Account Settings.” On the Account screen, choose “Networks.”



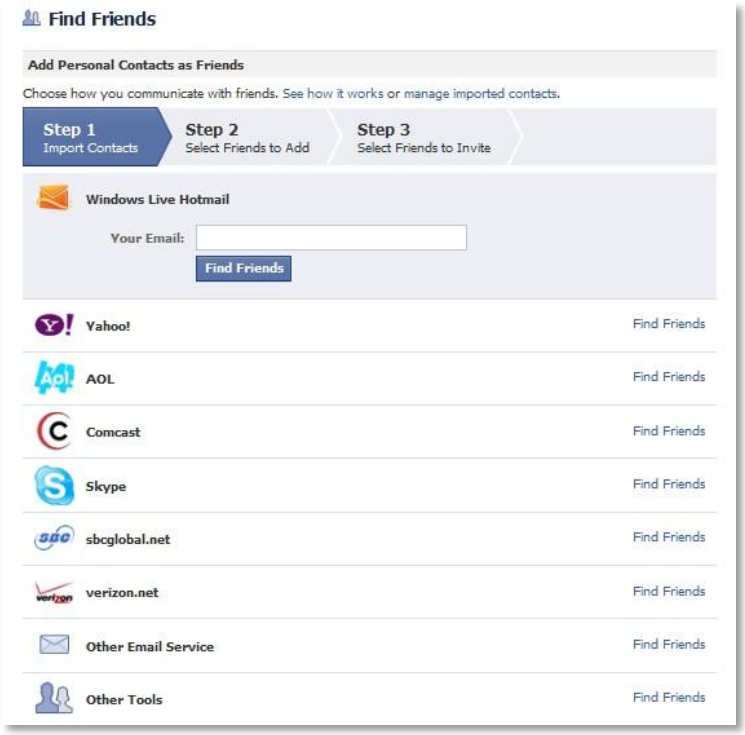
Now, find some relevant networks to join. Networks play a key role in helping you connect with people. You can join school or company/business networks (you must have a valid email address for each). Joining a network will help people find you and will help you rank higher in Facebook searches when the searcher is in a common network.

Step 4: Connect With Friends

Facebook’s goal is to help connect you with your friends, family, coworkers, and other connections. There are a few tools available to help you start connecting with people you already know.

Click on “Friends” in the left-hand menu, then click “Find Friends.”

You can import a contact list, have Facebook search your email address book, or even check out Facebook’s “People You May Know” friend suggestions.



Once you find someone you know, click “Add Friend.” Friends need to be mutually accepted, so “friending” someone will send them a message to confirm that you two are indeed friends. Once you confirm, then you’ll start seeing their updates in your News Feed and you’ll be able to see more detailed information on their profile, depending on their privacy settings.

Step 5: Share Content & Information

Facebook is great for sharing all sorts of information with your network, including text updates, photos, links, videos, and questions. From your homepage (what

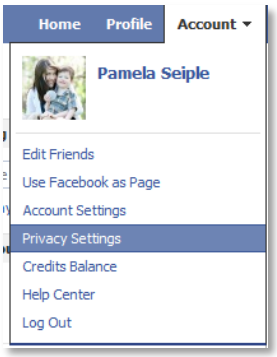
you see when you first log into Facebook) or from your Profile page, you will see a box where you can share your content.

Any content you share will get posted to the Wall section of your profile and may also get shared in the News Feeds of your friends.

Step 6: Use Applications

There are thousands of applications on Facebook that further help you share content and interact with others. To browse the applications you already might be using or to search for more applications visit http://facebook.com/applications to browse available applications. Popular applications include Photos, Events, Movies, and Causes.

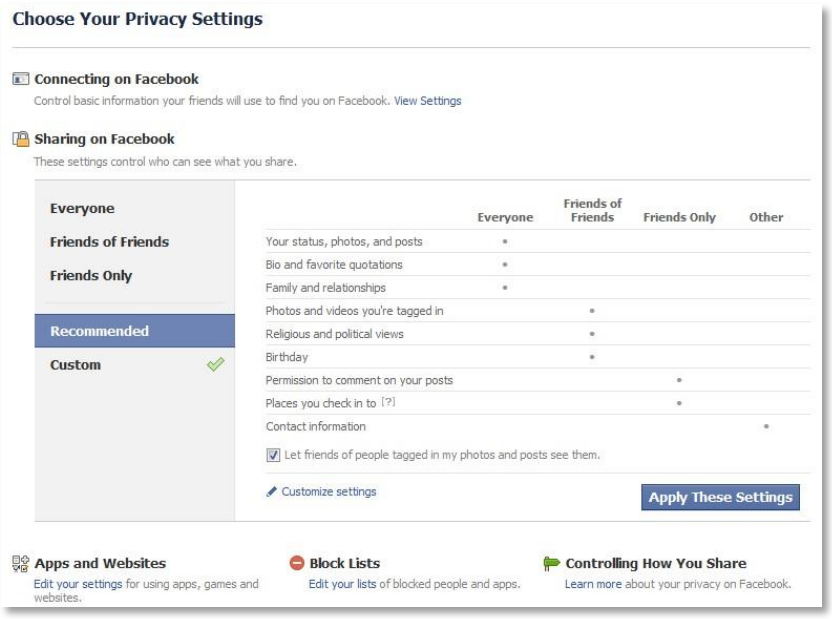
Privacy Settings



Social media is about establishing and building relationships, whether they are personal or business connections. In many cases, you may find that some connections will blur the lines between the personal and business realms. It is also important to be transparent and authentic when using social media to market a business. People like to connect with *people*, not faceless brands. Furthermore, it is these personal connections that will lead to business, referrals, and word of mouth marketing for your company.

If you are concerned about exposing portions of your profile to these different connections – perhaps you still don't want your business connections to see your personal photos – fortunately, Facebook allows you to customize your privacy settings to control who sees which portions of your profile. Facebook also recommends the settings you should use depending on who is viewing your profile.

To edit your privacy settings, click on "Account", then "Privacy Settings."



Visibility of every aspect of your profile (photos, contact information, education information) can be controlled via the Profile privacy settings. You can set each section to be viewable by:

- Everyone
- Friends of Friends
- Friends Only
- Custom: Customize who (which networks, friend lists, or specific friends) can or cannot access a portion of your profile.

A great (advanced) way for customizing your privacy settings is to set up Friend Lists. Friend Lists are a way of organizing your friends into relevant groups. There are a few benefits of creating Friend Lists:

- Customize privacy settings by Friend List
- View News Feed updates by Friend List filters
- Invite Friend Lists to events (must be list of max 100 people)
- Send messages to Friend Lists (must be list of max 20 people)
- More to come – Friend Lists are an under-used feature that is coming into play more across Facebook

Click on “Friends” in the left-hand menu of your Profile to view your friends, and then click on “Edit Friends” at the top.

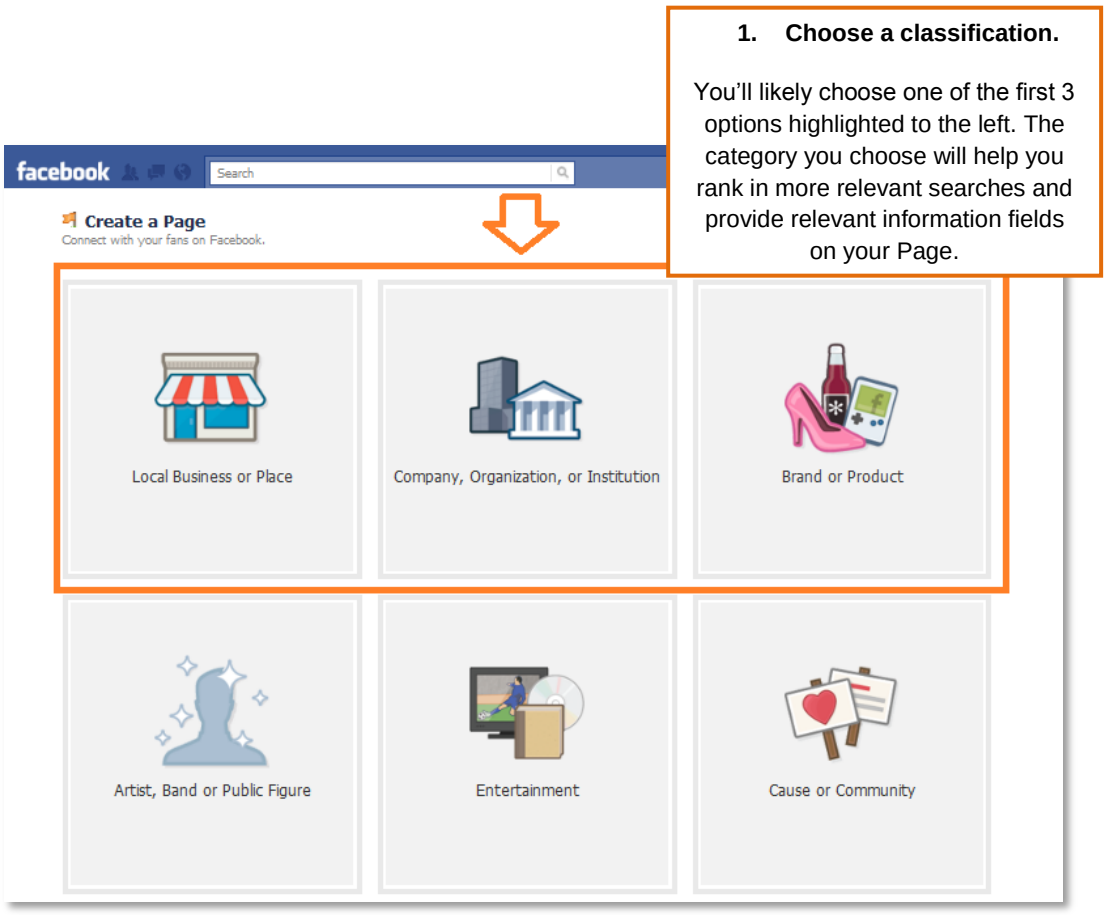
Click on “Create List” in the top-right corner and a new window will open with your entire friend list. Type in a name for the list, and start searching for people to add to the list. Select friends, and they will be added individually to the new list.

Section 3: Using Facebook for Business

How to Set Up a Business Page

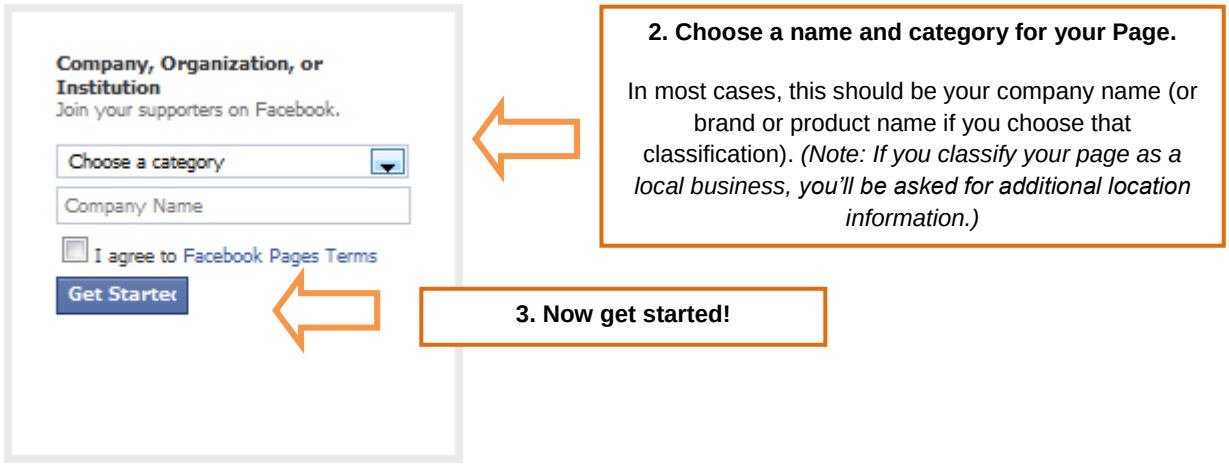
A Page is similar to a Profile except that it is, by default, public, and users can Like and become a “fan” of your Page without first requiring approval from the Page’s administrators. Creating a Page is completely free but will require your time to build and maintain.

To get started, visit www.facebook.com/pages/create.php *(Note: you must be logged in to create a Page).* Facebook will then walk you through a simple wizard to create your Page.

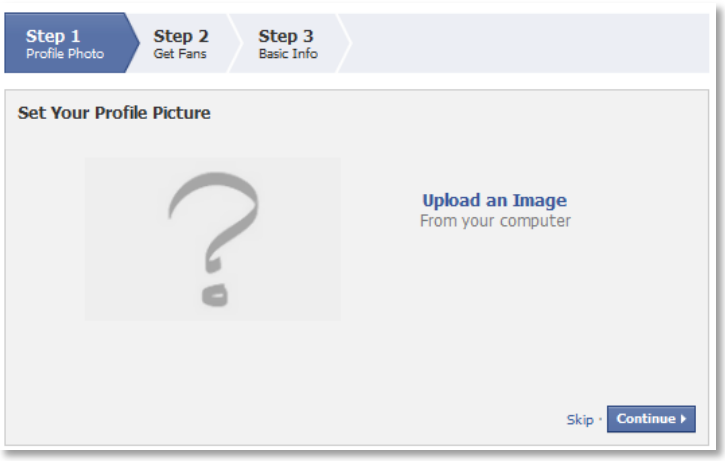


1. Choose a classification.

You’ll likely choose one of the first 3 options highlighted to the left. The category you choose will help you rank in more relevant searches and provide relevant information fields on your Page.



Follow the next setup wizard, which will ask you to upload a photo (use your company or brand logo), give you an opportunity to suggest your page to friends in order to generate fans, and add some basic info. *(Note: You can always skip these steps and add these items later.)*



Next, complete your Page like you would a Profile. Click on "Edit Page" or "Edit Info" on your Page's homepage to add information about your business like your website, a short description, products, and so on.

Take advantage of some of the features of business Pages such as the discussion board to engage your fans.

As the administrator, by default, your name and profile will not show up anywhere on your Page. You are the behind-the-scenes manager. When you post new information or respond to a discussion thread, it will appear to be posted by your company rather than you personally, even though you'll be logged in as yourself (this can be changed in your Page's settings). You can designate multiple administrators as well to help with the maintenance of your Page.

In addition to being the administrator of your Page, you will want to become a fan. Click the "Like" button on your Page to become a fan. Once you become a fan, you will be listed among all the other fans on your Page and all the Pages of which you are a fan will show up on your profile, giving your business more visibility to your network.

How to Promote Your Page

Now that you've built your Page, you need to focus on attracting some fans. Here are a few ideas to get you started.

- **Create an engaging Page.** Use applications like the discussion board and YouTube video box to add more interesting and engaging content to your Page. Give users a reason to become a fan of your Page and engage with you. More advanced Facebook users can add custom pages to their Page using iFrames. (More Info Here)
- **Leverage the viral nature of Facebook – the News Feed.** The added benefit of creating an engaging page is that every time a fan engages with your page – from becoming a fan to posting a comment to attending an event – that activity is published to their "News Feed" which can be seen by their friends on Facebook. When a user first logs into Facebook, they

see a feed of their friends' recent activity, so the activity of your fans on your Page gets shared with a greater network, giving your business more visibility.

- **Draw on your existing network.** You most likely already have email subscribers and blog readers – so make sure they know they can now become a fan of your business on Facebook. Consider emailing your opt-in mailing list, including a link to your page in your email signature, blogging about your Facebook page, and posting a link or badge to your Page on your website or blog.

- **Make your Page publicly searchable.** By default, your Page will be public so it can get indexed by search engines and give you the opportunity to drive organic search traffic to your Page. If you don't notice your Page showing up in searches, make sure you have set it to be publicly indexed and searchable. Go to "Edit Page," click "Manage Permissions" and make sure "Page Visibility" box is un-checked. This will make it publicly visible.

- **Use Facebook Ads for an extra push.** Facebook ads allow you to advertise a website or other properties on Facebook, including Pages, Groups, and Events. If you're familiar with Google AdWords, the system for building and running ads on Facebook is very similar. A later section will dive deeper into how to set up and optimize Facebook Ads.

Check out the HubSpot Page (http://facebook.hubspot.com) for examples of ways to create an engaging page. Feel free to also become a fan to get updates about future resources and events!

For more advanced reading to learn about the recent changes to Facebook Pages and how businesses can take advantage of them, download our free ebook, "The Facebook Marketing Update" for 2011.

Facebook Groups vs. Pages

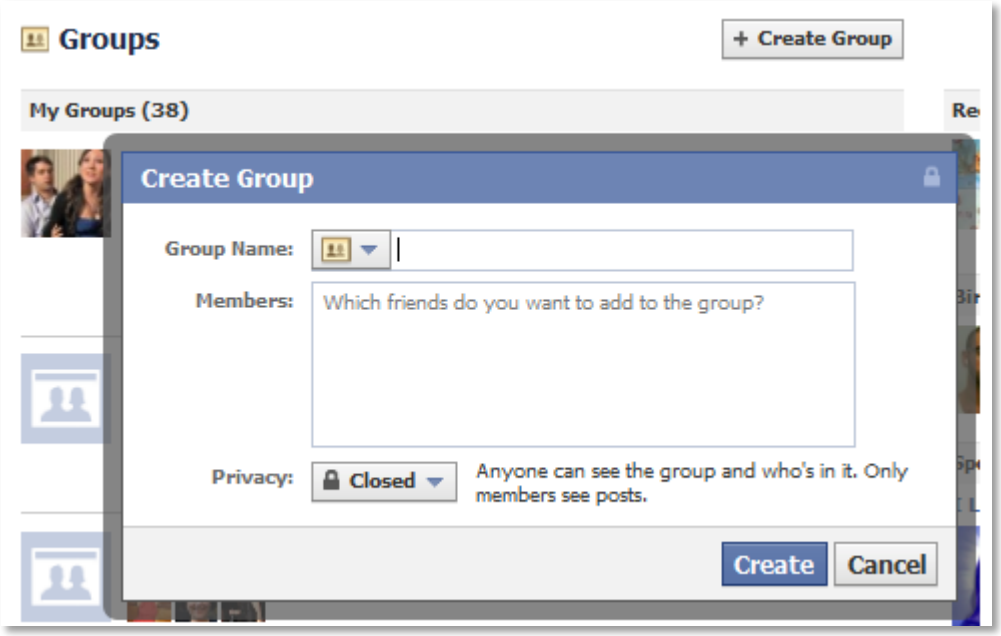
In most cases, businesses should create a Page to represent their company on Facebook. In a few cases, however, it may make sense to create a Facebook Group instead (or in addition). The key distinction between Groups and Pages is that a Group is for a community of people with a common interest, while a Page represents a brand or entity of which there are "fans." Here are some of the differences in functionality:

	Facebook Groups	Facebook Pages
Overview	Community of people with a common interest	Represents a brand or entity of which there are "fans"
Messaging Members/Fans	Message – emails members and sends to Facebook Inbox	Update – shows up under Requests on user's homepage and sends to Facebook Inbox
Visibility on Profiles	Shows up on members' profiles as a small text link	Shows up on fans' profiles with an image and text link
Visibility in Public Search	Groups are publicly indexed and searchable (single page only)	Pages are publicly indexed and searchable (each Page's tab) Pages may show up in fans' public search listings
Distribution in News Feed	When members join or engage with the group, action is distributed in News Feeds	When users become a fan or engage with the Page, action is distributed in News Feeds Updates / content shared by the page
Administrator Visibility	Group admins listed on Group When Group admins engage with the Group (send a message, respond to a discussion thread), it comes from the admin's personal Profile	Admins are the behind-the-scenes managers of the Page When Page admins engage with the group (send an update, post content), it comes from the Page (business) – unless changed in settings
Applications Available	Basic applications including Events, Discussions, Wall, Links, Photos, Videos	Almost all applications (tens of thousands)

How to Set Up a Group

To set up a group, visit http://www.facebook.com/groups.php, and click “Create a New Group” in the top, right-hand corner of the web page.

Fill out the basic Group information, including name, which friends you’d like to invite, and your Group’s privacy settings. *(Note: Our recommendation is to choose “Open” to make your Group available to all of Facebook.)*

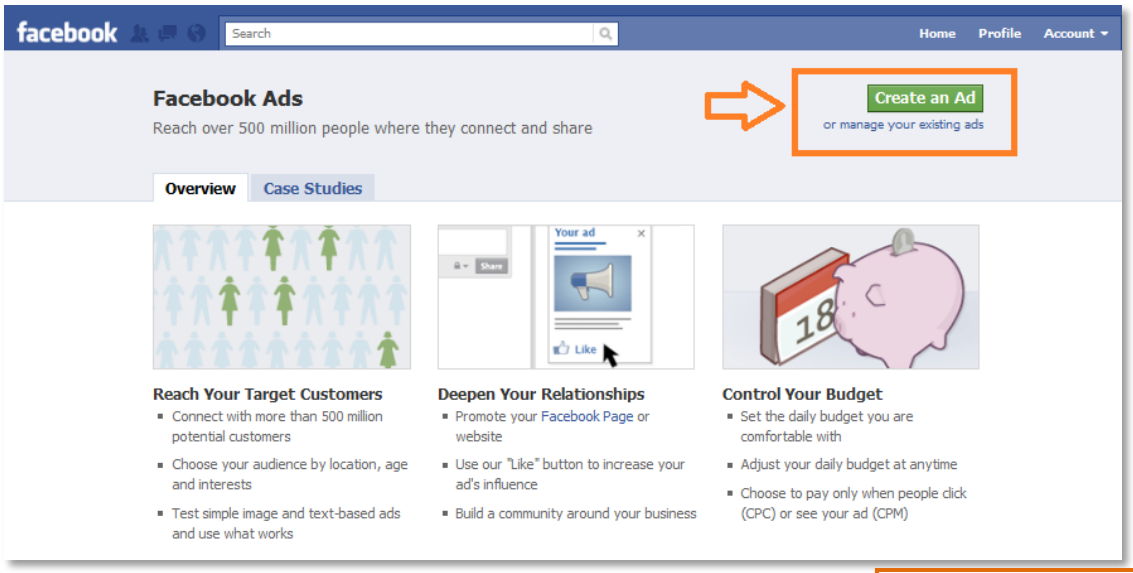


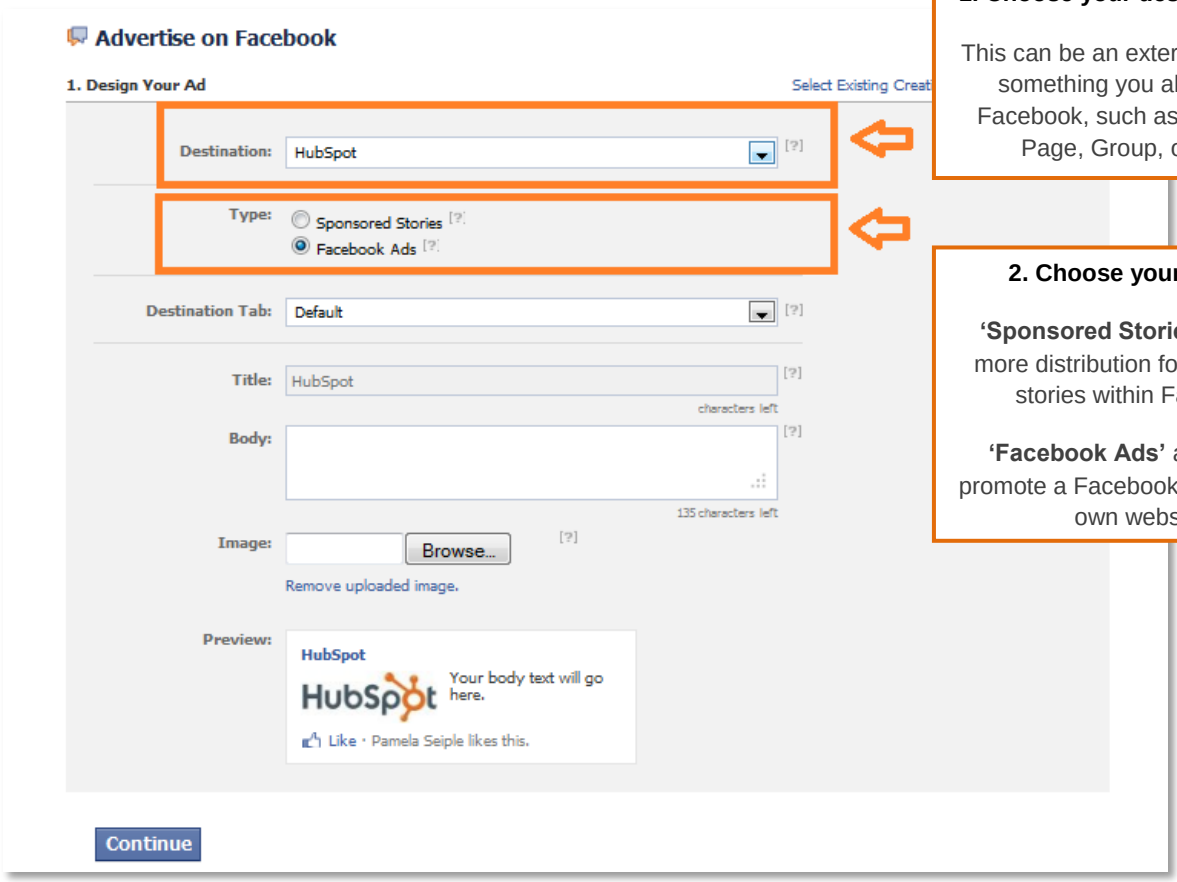
Once you have your Group, you can edit your Group, add/remove functionality (links, photos, etc.), create events, designate administrators, or invite your friends to join.

How to Advertise on Facebook

Facebook Ads allow you to promote your business, get more fans for your business Page, and drive more leads for your sales team. Facebook Ads allow you to advertise a website or content you manage on Facebook (like a Group, Page, or Event). The ad creation and management tools are very similar to the Google AdWords interface.

To get started, visit http://www.facebook.com/advertising, and click “Create an Ad”. (Note: You must be logged in to create an ad.) Follow the step-by-step instructions to create your ad.





1. Choose your destination URL.

This can be an external website or something you already own Facebook, such as a Facebook Page, Group, or Event.

2. Choose your ad type.

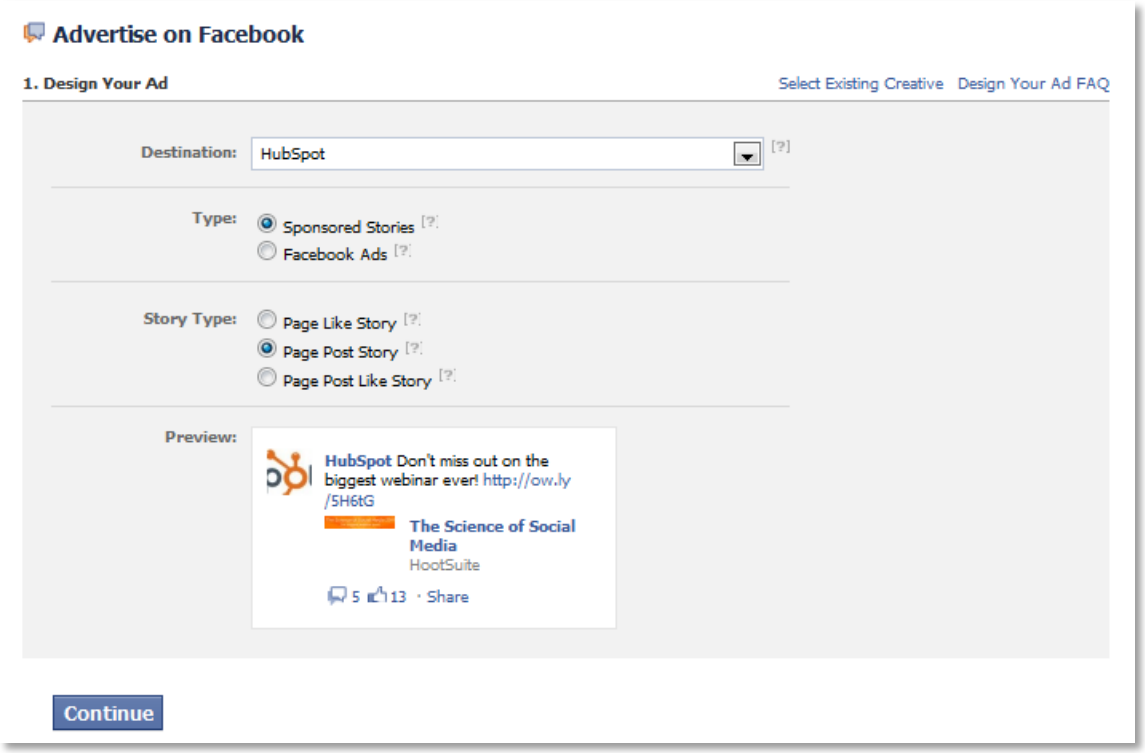
‘Sponsored Stories’ generate more distribution for News Feed stories within Facebook.

‘Facebook Ads’ allow you to promote a Facebook entity on your own website.

For Facebook Ads

1. **Choose your destination tab.** This is the landing page that your ad will point to.
2. **Choose your ad's title.** Choose an eye-catching, concise title.
3. **Create ad copy for the body.** Create compelling copy to promote your ad.
4. **Choose an image.** Images are highly recommended, as they increase your ad's click-through rate.
5. **Preview your ad.** Then make changes as you see fit.

For Sponsored Stories

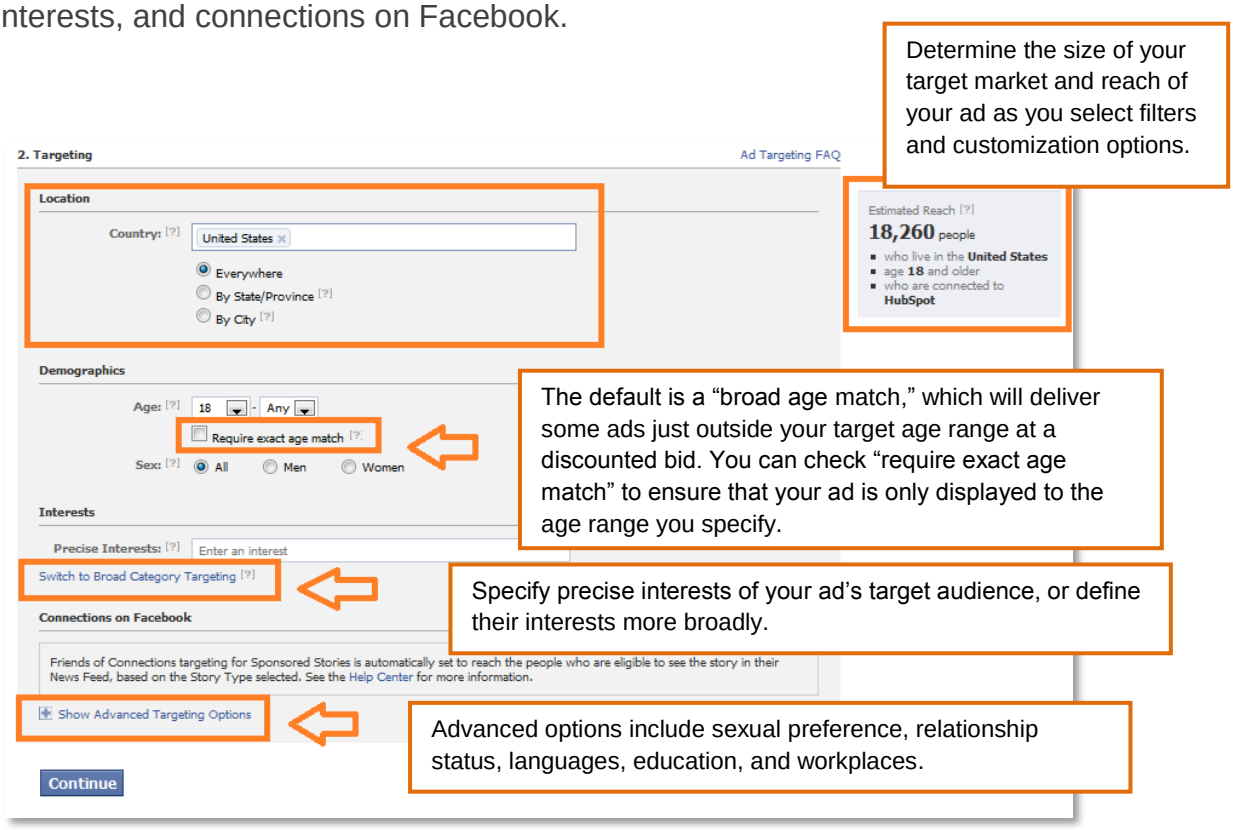


1. **Choose your story type.** You can select a "Page Like Story," a "Page Post Story," or a "Page Post Like Story." Click the question mark icons on Facebook next to each option for further clarification.
2. **Preview your story.**

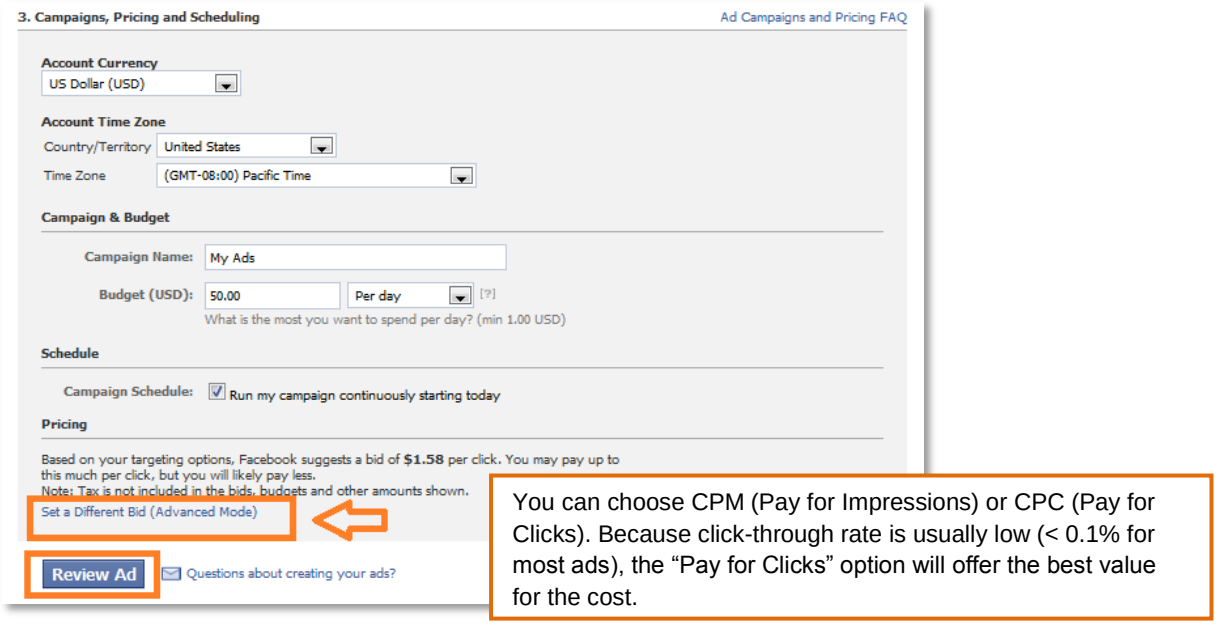
Ad Targeting Options

The second step is to choose your targeting options. Your ad is more likely to perform better and continue running successfully if it's being displayed to users who are most likely to be interested in your product or service. Select the country you would like your ad to be displayed in. You can choose up to 25 countries, but note that if you target more than one country, you won't be able to refine your targeting to specific cities. Next,

choose the demographics you would like to target. You can also target people by likes/interests, and connections on Facebook.



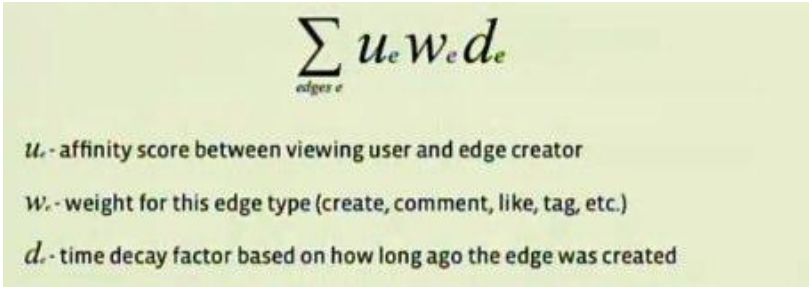
For the last step, select a payment type and budget for your ad campaign. Scroll down to the "Pricing" section and click on the "Set a Different Bid (Advanced Mode)" link. This will show you a suggested range of bids that are currently winning the auction among ads similar to yours. If you would like to set a different bid, you can do so here as well.



Click “Review Ad” and see a preview of your ad before you publish it.

Facebook has built-in analytics to help track ad performance in terms of number of impressions, clicks, and click-through rate. Run multiple ad variations at the same time and use the Ads Manager to determine which ones deliver the best results for your business.

Understanding Facebook’s EdgeRank Algorithm



One thing that makes Facebook special is its 750 million users, but in addition to that, it also has some amazing technology that helps supply information to all of those people. One of the most important pieces of technology that Facebook has is its EdgeRank Algorithm. This wonder of math is what determines which items are displayed to a Facebook user in his or her News Feed. Long ago, Facebook realized that it couldn’t simply show people every single piece of activity from all their friends on Facebook. It would just be too much.

Impact of EdgeRank on Businesses

So why should your business care about EdgeRank? EdgeRank determines how many people will see a link or content item you’ve shared on your Facebook Page in their News Feed. And as a business, you want to maximize the reach of your content. When a post is shared on Facebook, it is seen by the algorithm as an “object.” Interactions with the post such as a Like, share, comment, tag, etc. create what Facebook calls an “edge.” The more edges an object has, the more likely it will be displayed in a user’s News Feed. EdgeRank looks at frequency of posts, relevance (number of friends clicking, Liking, and commenting), plus the user’s history of clicking and messaging within Facebook.

EdgeRank means that it is important to do little things like having a Facebook Like button on your website and blog. It also means that you want your fans to interact with content you share on your Page, so ask questions, post interesting articles from third-party websites, and create games or contests for fans.

Facebook for Business Best Practices

Facebook started as a hangout for college students, but now it is a representative sample of the population. As we've said, Facebook provides many business opportunities. Start implementing this list of 10 best practices, and you will be well on your way to Facebook marketing success.

10 Facebook for Business Best Practices:

1. **Be interactive, fun and helpful.** When people reach your Facebook page, they are looking for some kind of interaction. Don't disappoint them. As an example, a hardware company offered their Facebook fans links, applications, and engaging information, and within a short time, they added 26,000 fans!

2. **Embed videos on your Facebook page.** There is no reason why you should send people to YouTube to watch your videos. Keep 'em right on your page with embedded videos!

3. **Create a connection between Facebook and the outside world.** I recently read a case study about how sales reps worked with local retailers to promote their events through Facebook updates and photos. Consider something similar.

4. **Create contests on Facebook.** Contests are a fun and engaging way to encourage participation from fans and even generate new fans. For example, in order to enter a contest, one company asked people to comment on a thread announcing a giveaway in Facebook.

5. **Integrate traditional advertising with Facebook.** The Facebook icon/logo is well known. Add it to your print ads to promote your Facebook

presence. Another great idea is to use traditional ads to promote contests that encourage people to sign up on your fan page.

6. **Use Facebook to grow your email list, and vice versa.** Use your email newsletter to boost awareness of your Facebook page. In addition, promote your email newsletter to your existing Facebook fans. The end result will be growth in your email list *and y*our Facebook fan base.

7. **Introduce new products on Facebook first.** People who sign up to be fans of your Facebook page are likely your most loyal evangelists and customers. Reward them by giving them information about a new product/service/feature before everyone else. If you do it right, they will help you promote it to others.

8. **Welcome new page visitors.** When thinking about Facebook, a new metric comes to mind: visitor-to-like. As a B2B company, you ultimately want to maximize the percentage of people who visit your Facebook Page and click the "Like" button. One important way to achieve this goal and establish expectations with new fans is to implement a 'welcome' landing page that invites new visitors to Like your Page. Technically, there are many ways to execute this. HubSpot customers, for example, can install the free Facebook Welcome Application.

9. **Integrate social content on your Facebook Page.** Facebook is the gateway to the internet for many people. They use it as a home base. In fact, one in eight minutes on the internet is spent on Facebook. Because Facebook has become such an online home for people, it is important to incorporate content from other social channels like YouTube and SlideShare to extend the life and reach of that content.

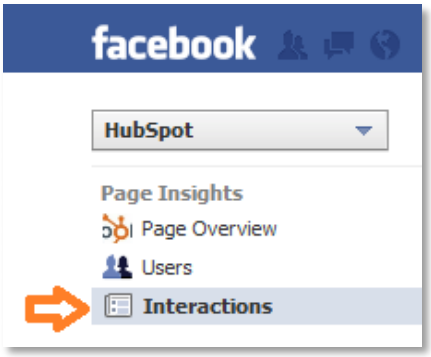
10. **'Like' other businesses' Facebook Pages.** Remember that social media is, well, social. By Liking the Pages of business partners, valued vendors, and customers, Facebook will notify the administrators of those Pages. In return, some of them may also decide to Like your Page, which will also expose it to the individual fans of their Pages. Think of this as leveraging Facebook for co-marketing efforts.

How to Measure & Analyze Your Facebook Presence

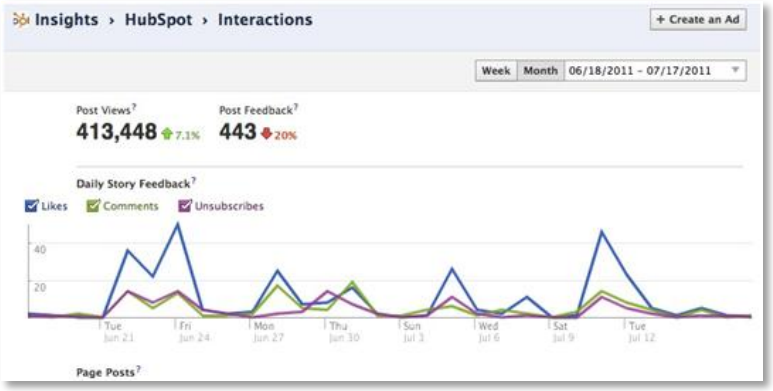
Measuring results is a key part of any marketing strategy, and Facebook is no different. While you should use a tool like HubSpot or Google Analytics to measure the traffic, leads, and customers driven from Facebook, it is important to understand that Facebook also provides its own analytics data. Facebook Insights provides Facebook Page administrators with analytics data about Page visits and engagement.

In the page overview section of Insights, you can take a quick look at how many new Likes your page has received as well as the number of your Page's fans who are actively engaging with your content. Referring back to our section about EdgeRank, this engagement level factors into your content's ability to spread across Facebook. A key metric to note here is the percent change of active users. Increasing your number of active users can help drive traffic and leads to your business.

Also in the Page Overview is engagement data so you can determine how many Likes and comments your Page has received in a given period of time. Look at the spike in Likes and comments, and determine which marketing activity occurred at the same time and could have contributed to this engagement boost. Plan more of the marketing tactics that cause spikes in Facebook fan engagement.



Under the “Interactions” tab of Facebook Insights, you can view another meaningful piece of data: unsubscribes. Just as you looked at spikes of engagement to determine causes of that positive behavior, you also want to examine spike in Facebook Page unsubscribes. You have worked hard to generate fans, now take the time to keep them around.



Use the free data Facebook provides in Insights to make smarter and informed business choices and maximize the results of your Facebook marketing efforts.

Conclusion & Additional Resources

After reading this ebook, you should have a solid foundation to start using Facebook for business. Remember that Facebook is constantly changing, adding features, and growing the community, so get active and don't be afraid to try new things not mentioned here!

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