



5 Easy ways to Drive Business Using Facebook

In the Fast Five Marketing Series, I share strategies that have worked for our business and that I have seen effectively implemented for our customers who are brick & mortar small businesses throughout the world. In this article, I'm going to share with you 5 easy ways to drive business using Facebook.

Earlier I talked about incorporating social media into your marketing strategies and I highlighted the various tools that you can use from Facebook to Linked In to Twitter. However, looking at the statistics I know that over 90% are using Facebook so I want to dedicate this entire article to the 5 steps you can implement today to drive business using Facebook.

1. Fan Page – Create a fan page for your business. If you have implemented the strategies I noted in previous articles, you will be able to note that you are an author. Author fan pages have the highest number of conversions far above corporate fan pages. Many experts believe that is because people want to relate to other people and not a faceless brand. If you are not an author, create a corporate fan page but be sure to put a face on the page not a company logo as the profile picture. Include a photo of your executive team or even you as the CEO. People want to relate to and do business with people, first and foremost. On the fan page, make sure you have created a strategy for the type of content you are going to post and the frequency of posts. This will be critical as many businesses post irregularly on Facebook and fans lose interest quickly. If there are consistent posts that are relevant, pertinent and provide a combination of humor and education, you will keep the audience engaged.





2. **Rewards Club** – One of the trends that small business is finding extremely effective is creating a rewards club for their fans. This allows a business to reward their greatest advocates, which in many situations, may or may not be their highest revenue producing customers. A rewards club allows a business to provide various levels of incentives and bonus gifts to customers for referring more customers. It is easily tracked using software and with the various tools in place, the system can even keep the customer updated regularly with special offers and personal tracking of the bonus levels. One company houses these in a Rewards Vault™ which is brilliant because it allows the customer to instantly access the incentives, coupons and rewards with the touch of a finger.
3. **Strengthened Relationship** – In a world where budgets are tight and customers can be fickle, creating a solid relationship is extremely important. Facebook can be a tool that allows you to more easily enhance the relationship you have with your customers. In Facebook, you can provide relevant, timely and important information. When your customers and potential customers look to you as the expert that provides them with great advice, you have strengthened the relationship. One of the keys is to be viewed as the trusted advisor that people turn to. When you can position yourself as that, you are in an advantageous position that will pay off over time. Copyright Sheila Stewart 2013
4. **Appointment Setting** – You may have heard experts say you need to capture the customer when they are ready to buy. The same is true in Facebook. There are a few solutions on the market that allow your customers to set appointments directly through your Facebook portal. This means that when someone enters your Rewards Club, they can immediately make an appointment and redeem their coupon or special offer. Now that's effective! It has been proven globally as a strategy that works time and time again. I have personally witnessed it in businesses from restaurants to auto repair shops to salons and spas. It is slick, easy and customers love the convenience.
5. **Contests** – When you have people inside of your Facebook Fan Page and Rewards Club, you can easily run contests. It is fun for people because they feel a part of a community and the right contest often ignites the competitive spirit in people that fuels participation and ultimately customers for you. Because the more buzz that is created with the contest, the more hype and awareness you have as a business. Buzz pays off too, look at some of the largest brands in





history and you will see how they incorporated buzz marketing strategies to grow or catapult their business. Just because you are a small business doesn't mean you can't adopt the same effective strategies. Poll your customers and your fans to determine what's hot and what they want. Then create a cool, fun and timely contest that rewards them with prizes that they want.

Facebook has been in the news since it went public. Some reports good, some reports bad. Bottom line, many question the revenue model of Facebook and struggle to understand how businesses make money from Facebook, outside of paying for advertising. It can be done and it is not reserved for large enterprise companies. I have personally seen thousands of businesses use the tips I shared here to drive actual sales revenue from Facebook.

