



GET STARTED WITH A FACEBOOK FAN PAGE – MINI COURSE

PRESENTED BY SOFTPRO LTD

PART FIVE – HAVE A LONG TERM PLAN

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STEP 5 MAINTAIN YOUR FACEBOOK FAN PAGE – A LONG TERM PLAN

So you've got your page launched! Congratulations!

But your work isn't done now that you've launched your page. You will have three primary functions to make your Facebook page a profitable success.

Network and Connect

You're going to want to let people know you have a Facebook Fan Page . Share links from your fan page on your Facebook profile. Invite friends, prospects and connections to become fans. Consider hosting contests and promotions to drive traffic to your Facebook Fan Page .

Promote your Facebook Fan Page on your email signature, on your homepage, and in other social networks that you're a part of. Integrate your fan page into your existing marketing tactics and strategy.

Consistently Add Value and Content

The best way to generate and maintain interest in your page is to consistently add fresh and valuable content. Post links, create discussions, publish pictures and content. Post surveys and have fun with applications.

Don't forget to also publish promotions and special offers. Get creative and generate excitement for your page and your business.

Study Your Results

Finally, it's important to stay on top of your page to ensure it is meeting your goals. Facebook provides a wealth of information to help you stay informed. You can analyse:

- The number of interactions you have had with fans each day or week.
- The number of comments you had on your posts.
- The demographics of your fans
- The subpages, content, or applications that receive the most interest and interaction

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And of course you can and should track your success. If your goal was to build your lead list, are your efforts helping you achieve your goal? If your goal is to send traffic to your website sales page, what's your click through rate? How many of those clicks are converting?

Create a plan to:

1. Network and spread the word about your fan page
2. Consistently add value and content to your Facebook Fan Page
(Consider hiring an administrative assistant to manage your page.)
3. Analyse the results and build on your success.

FINALLY...

Facebook Fan Pages are an exceptional tool to achieve a number of business building goals. Whether you're driving traffic to your website, building your lead list or actually selling products or services on your page, the end result is a boost in profits.

Create your goals, research your audience, plan and create your page to support your goals. Once your page has been published, create a long-term plan to maintain it by consistently adding valuable content, networking with users and fans and tracking results. Profits will naturally result from your dedicated efforts.

THE NEXT STEP

This introductory mini-course gives you an overview of how to set up your Facebook Fan Page, but if you need more detail or more help, we have...

FACEBOOK PAGES MADE EASY

This is a comprehensive, four-lesson course written for business people. It is teeming with information on:

- When and how often to release updates and posts (and how to find your own, unique, comfortable Facebook flow)
- A secret formula that 90% of your competition doesn't know.
- Where to find the tools you need, to cut down the work and increase results
- Why you need to embrace Facebook's unique traits, rather than following the herd
- What to set up, to make sure you're tapping into its incredible business power

While your competition is still stumbling along, speaking only to a small, closed group, and feeling happy if they get half a dozen notifications, you can turn your Facebook experience around, in four short lessons, to master:

- **Simple tactics to instantly reach and help the people who need you find you – and follow**
- The secret, specific Facebook Page spot to place your most important call to action (in order to see consistent click-throughs time and time again)
- **How to growing your list organically and painlessly through natural Facebook interaction you'll enjoy more than you thought possible**
- How to create a bond with your followers that leads to lifetime loyalty and respect
- **Simple ways to master the art of social network conversation while spending less time on Facebook than ever before**

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- How to make sure they never forget you and can find you, the instant they need you.
- **How to make sure they think of you first – the next time they've got a question that you can confidently answer**
- Always knowing the best time to post, if you want to reach your followers
- **How to integrate all your networking so there's no awkward "gaps" you lapse over and miss again**
- When, and how to **challenge the myths and win the race**

You'll also learn to think in original ways, taking your cue from a strategy that Hollywood movie directors learned long ago – one they still use with guaranteed effect to this day.

- **4 basic, simple strategies to help your Facebook Page go viral**
- 2 instantly failsafe ways to get any discussion going
- **6 priceless tactics to inspire your Facebook fans to interact**
- The surprising reason why you should never be worried again about posting too many times... or too little
- **How to find out ahead of the pack what's coming down the pipe with all the new Facebook changes**
- How to effortlessly integrate Facebook with outside sources to drive traffic to your Facebook page, and vice versa
- **The real and simple secret to creating fans who care**

There's a lot more – but it would take longer to read about it than to simply download the first lesson and find out for yourself. Read about the course here:

[FACEBOOK PAGES MADE EASY](#)

But don't join from there. Because you are a member of this course, I can offer you a very special price with **64% discount** on the price. Use this link here:

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So if you'd like to learn how to really grow your business with Facebook join me at:

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