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A great deal of successful marketing today depends on closely understanding consumer behavior. As a marketer, you may always be curious to understand what excites or motivates your customers into buying either your products or those of your competitor.

The Internet, as a medium, has opened the doors to a wide range of communication possibilities with customers. The interactive characteristic of the medium also makes it possible for a customer to publish his response to a vast audience. Social networking sites, particularly Facebook, which is getting increasingly popular around the world, have given customers an equal opportunity to communicate as loudly as you about your brand, in a public forum open to the whole world.

However, the trend of this inequality of voice was broken with the advent of the Internet and further developments within that medium itself.

Facebook Opportunity for Your Brand

There are enough reasons for a brand to be on one of the most happening mediums. A significant amount of conversation that happens on Facebook, or for that matter on other social platforms like Twitter, carries references to brands, with customer's attitude toward these clearly seen through them.

The fact is that whether you are there on Facebook, it is very likely that someone or the other from your customer base may be making a mention about you. Your brand presence during such a situation is important to either thank the customer for any accolades or gracefully respond and address any grievances posted by the customers and win back their confidence in your brand.

This is where online reputation, primarily on a widely accepted medium like Facebook, matters. In a nutshell..

This information can be readily accessed freely floating on a social networking platform, such as Facebook. All the answers that a brand may want to seek are hidden in the conversations happening through wall comments, photographs, tags, fan pages, and many such avenues through the same platform of Facebook.

That is the reason why it is a critical part of any brand plan to feature positively on social networking sites, such as Facebook. Engaging consultants who have experience in managing brands through the new era of social networks is a growing practice that can help brands manage the new wave. Get more information here for the best Facebook training available: [Face Your Customers with Facebook](#). Communicating effectively with customers and delivering the right message to the right people has been one of the major challenges for any marketer since day one. Since early days of marketing, various forms of communication medium have been evolving with developments in technology as well as its consumers.

Users on Facebook form fan pages and groups pertaining to their interests and form conversations around topics and brands of their interests. Here are some tips with how a new age brand manager can keep a tab and also build his brand on Facebook.

Do a Brand search on Facebook - Conducting a search on Facebook with the terms related to your brand or that of your competition throws up results that include customers associating with the brand and various discussions, fan pages, where the brand features. Going through these conversations can reveal the opinion of the customers about your brand.

Creating a Fan page: If you are confident that your brand has the capability of attracting positive response and drawing fans, it is time you create a fan page for your brand and watch users "liking" the page and enroll for the same. The fan page can serve as an excellent platform to directly engage with customers and create a strong bond.

Create branded applications: Applications can range from entertaining games with your brand to useful tools related to your product.

For every scary story of a brand goof up on Facebook, there are many cases of success, where even small household brands have grown in popularity through effective use of the medium.

Two golden rules to be followed while using Facebook, which can yield good results in the long run, are as follows:

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Facebook can hence help you come face to face with your customers. It becomes extremely important for you to know how this medium and conversations should be managed.

There are many ethics to be followed on Facebook and social media, which can be easily grasped through active participation in the medium itself. A company must ensure that its trained representatives have marked presence on Facebook and social networking avenues as true online custodians for the brand. For many companies, it also makes sense to engage an agency that is experienced in handling brand reputations on Facebook and online avenues.

This is where you need dedicated efforts of professionals who understand the dynamics of the medium, which is very different from what conventional media marketers are generally used to. Facebook can hence help you come face to face with your customers. It becomes extremely important for you to know how this medium and conversations should be managed. Get more information here for the best Facebook training available:
<http://tinyurl.com/FacebookHyperTraffic-Exposed>

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