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Find Out How To Invite Many Prospective Customers By Incorporating Internet Marketing Like Facebook

In the last issue of Facebook for Business we talked about how to create a page for your business on Facebook. For this issue, we will talk more about attracting new customers for your business through Facebook.

As we have discussed before, it's important to establish online presence through social media management sites particularly Facebook even if your company already has an official website.

Why, you may ask? The answer is simple! Because Facebook is more accessible and to most, more user friendly than any official website will ever be. It gives a sense of friendliness to companies that would seem too corporate for prospects to check out or a sense of credibility to starting companies who have no website to speak of.

In addition to this, a Facebook page makes it possible for any company to get more interactive towards their customers. They can get feedback for the products, services and promos they offer. While you can also get negative feedback from some customers, this should not keep you from using a business page from Facebook. This is because you can easily moderate it as you want.

If you want to show only the best feedback on your Facebook wall and just hide the rest, you can do that. This way, your potential buyers will be able to get an idea about how your products or services have benefited others. Feedback such as these brings a touch of genuineness to any business, and this is a great way to attract potential customers.

Also, a lot of customers who are tired of traditional Internet marketing strategies like email newsletters will most likely visit Facebook to get answers to their questions. Having a Facebook page will give your business access to over 500 Million users without even having to buy e-mail addresses like what traditional e-mail marketing resort to.

When it comes to communicating with your customers, you are not limited to wall posts and status updates. You can also post photos as well as notes. When using the Fanpage which is the recommended page for businesses (instead of the more personal profile page), you can change the posting ability of fans which allow them to post photos, videos and links to the page.

If done this way, your potential customers will be able to perceive how your products or services are being used by your customers. As mentioned, you can make your community more interactive perhaps even as successfully executed by Pampers. Facebook Fanpage. Other companies like Ben & Jerry's go as far as polling customers. If used the right way, this will provide customers a sense of power concerning the products, which as a result will give them a sense of acceptance and possession.

With Facebook, you can also feature promos, special discounts and sales for your products as in the case of rushIMPRINT, which uses their page for this purpose. The site easily leads back to their official website as well as their toll free number. There are also some that make use of Facebook to offer exclusive deals to their customers.

If you're implementing Facebook marketing, this is a very good way to determine whether your page is effective or not in attracting customers. Several gifts or rewards can be given exclusively to Facebook members who are not reachable through email, Twitter or your business site.

Companies like Baskin Robbins develop and utilize a Facebook tool that helps their page become more interactive and attractive to customers. They offer deals such as 'Buy One, Take One'.

The key to an effective Facebook page is to use it with a sense of fun and a good level of interaction. You should also differentiate your company from the rest of the market. If used this way, you'll quickly get a nice return for your simple work.

Check out for the next issue soon. We will discuss more details about creating a Fan Page for your business using Facebook.

If you want to succeed in [Facebook marketing](#), it's important that you connect with fans effectively. Find

more about using [Facebook for Business](#) here.

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