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3 False Beliefs On Facebook Advertising

Some people believe that advertising on Facebook is easy while others think it is hard and tedious. If you already know how to navigate your way around Facebook, chances are you will find advertising your brand simple and fun. If participating on a social media site is completely new to you, then it will take some time to feel comfortable with the site. The simple fact is, experienced or not, marketing your brand on Facebook takes a bit of legwork.

The following are three advertising myths about Facebook that many companies mistakenly believe to be true:

MYTH: If you build a fan page, they will come. One of the biggest myths that companies new to Facebook marketing believe is that once they get their fan page up and running, people will naturally flock to it. On the contrary. The real-and hard-work in Facebook marketing happens after you build a fan page.

Building a fan page is easy. What you need to do is fill in the important company details on a template form. You should provide your company name, website, address, contact information and a photo of your company logo. Once your page is up you need to gain fans, and the only way to do this is to have Facebook users "like" your fan page. Before people can visit and like your fan page, they have to know that it exists.

To gain more fans to your page, you need to get the word out that the page is up. Network by asking your contacts to visit and "like" your page. When someone likes your page, this will post a link to that persons profile allowing all of their contacts to see the link to your fan page. Encourage your employees to place a link to your Facebook page in their e-mail signatures. Link your fan page to your website, your twitter account and on your blog if you have one. You have to let people know your page is there if you expect them to visit it.

MYTH: Fans who enjoy my products will start a discussion on my page. People will rarely start conversations about your product unless they are very upset with your product. The best way to get people talking is by being active on your page. Post status updates, add new photos and videos related to your brand. Ask your fans questions about your products. Respecting their input is a wonderful way to build relationships and trust. You can also encourage participation on your page by holding contest or giving away gifts.

MYTH: What Facebook users say about my product doesn't matter. Many brick-and-mortar companies new to social media advertising do not understand the power of social networking. You don't want to make the mistake of dismissing or shrugging off complaints you come across on social networking sites regarding your brand. You have to realize that on Facebook alone, there are over 500 million users and thousands of these users are going to see the complaints about your brand. If the complaints are not addresses tactfully and successfully it can have a negative impact on your brand's reputation.

Just as you would need to take care of your offline relationships, you also need to take care of your online relationships with your followers. Listen to what they have to say, communicate with them, get to know them better. Pick their minds, ask for feedback on a product to get ideas of ways to maybe improve the item. Marketing on Facebook can do wonderful things for your brand; it does take effort, work and consistency to reap the rewards.

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