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Do More SEO In Less Time

In the last issue, you learned the right way to interact with your friends and fans on Facebook. In this issue, we are going to talk about using Facebook marketing to give value to your prospective buyers and customers.

It's a fact that half of all Facebook members visit their profiles everyday? This reveals that with approximately 500 Million users of Facebook, over 250 Million are able to view your page.

How's that for a customer base? That can equate to thousands and thousands of dollars in sales revenue and even more work opportunities that you can actually get a chance to get involved in.

However only some Facebook accounts have the potential to obtain customers. You'll need to tweak and test your page til it reaps a satisfiable result.

Though it is primarily considered a social networking site, it would also do the company good to analyze first what impression they want to give in their page.

Do you want to give a touch of corporate professionalism as an extension of your traditional office?

Do you want to add a touch of fun and excitement which will appeal to your target audience?

Or are you just looking to create a community with which all questions and other concerns of your customers can be attended to?

It's important that you always regard value as your top priority whenever posting anything on your page. Avoid posting boring or unnecessary things. This means resisting the impulse to post personal content or even things that seem appealing but aren't helpful to your audience.

Here are a few more suggestions you should consider:

Use Customer Testimonials

It used to be that people who want to keep up with their families and friends would just have to visit their Facebook profile page, view photos, send messages and the like. In these modern times, social media management provides numerous rewards to businesses. They can use customer suggestions and testimonials as means to assure clients of the quality of their product. So, encourage past clients to write their feedback on Facebook. It would be much preferred if it's voluntary but this isn't often the case. So offer incentives, give out prizes or hold a contest. For instance, how about a 5% price cut for every nice feedback?

- Personally Communicate With Potential Clients or Customers

If there are questions about your products or services, make sure you politely accommodate those concerns. Also, you'll earn a good impression by answering the inquiries very promptly. If you can't do this, say sorry for the late reply.

To avoid throwing away your precious time responding to the same queries over and over again, you may choose to give as much details as you possibly can on your page. If all the information can't be provided in the space given, then try using a Notes Page or a similar tool.

- Upload Relevant Photos

There are business pages that use the Photos section while others use unique applications that allow them to show their products as well as publish the product images. Whatever you choose, just make sure the images are presented clearly. Working with low-end pictures will give your products a low end impression. Give as much detail as necessary. When working with retail for example, zoom towards areas where there are intricate details which highlight a clothing item's quality.

Always keep these simple points in mind when mingling with your friends and fans for a successful Facebook marketing venture.

Be sure to read our next issue of Facebook for Business soon.

There are certainly a lot of ways to make use of [Facebook for Business](#). If you want to find out more see here for additional [Facebook marketing](#) tips and tricks.

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