

## How to Use Facebook for Business Marketing

Posted BY: WSI Corporate

Much is being written on the benefits of using Social Media to promote your business but how exactly should you use **Facebook** to promote your business? The first thing to say is that there is no *one* answer that will suit all types of business. You need to promote the correct image of your business and attract the right type of audience, so you need to tailor your approach.

There are, however, certain hard and fast rules when it comes to the subject of social media. Let's look at some of the key pointers for the ever-popular Facebook.

### Your Business Image on Facebook

Social media is a conversation and brings with it a whole new level of customer interaction. It is OK to be provocative and spark discussion; invite feedback; share experiences – and so on. Use the page to highlight significant events and milestones on the company calendar – supported by high quality corporate images to add a little variety and credibility.

Facebook presents a unique opportunity to connect with your audience – more so in fact than you could ever hope to achieve through your blog or website alone. If you're in business for yourself, you're more than likely to be keeping up-to-date with the latest trends and developments in your chosen field. You may even run regular webinars and talks, alongside consulting with clients and prospects on their business needs.

You can channel all this valuable content into your Facebook page, where an interested audience seeks out fresh new content to digest. Think about industry tips, insider knowledge or the latest trends in your industry. Your Facebook page is a dynamic environment that promotes discussion and interactivity. By passing on the benefit of your knowledge for free you'll also be raising your profile.

### Keep Your Audience Engaged

Whether you choose to reward great ideas with discounts, or simply want to conduct a little market research, Facebook represents an invaluable platform from which to reach out.

Keep your readership engaged by adopting a varied approach, and don't be afraid to experiment. Judge how well you're doing by the level of interaction occurring on the page itself.

## **Broaden Your Horizons**

Facebook is constantly evolving; it is no longer just about the wall. Create a great looking page for your business there are a multitude of plugins and applications flooding the market on a weekly basis. From shopping tabs to hosted support pages, there is a treasure trove of useful material you can use to heighten the customer experience. Remember that one of your objectives should be to drive traffic to your site. Check out 'Get Satisfaction' and 'Fan Appz' to get started.

However you choose to use Facebook, there is no doubting its value as a unique and dynamic digital marketing platform – don't be afraid to experiment and, most importantly, listen to feedback.

***There are many more social media tools that have potential to attract and hold the attention of your target market!***

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